

MSU Product Center

For Agriculture and Natural Resources

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Annual bedding and garden plants – Selective opportunities

Market drivers that provide selective opportunities

- Suppliers of annual bedding plants have selective opportunities to raise sales based on the wellness, convenience, demographics and indulgence market drivers.

Specific opportunities

- Annuals are well received by health conscious consumers as plants that contribute to the environment. Varieties targeting this consumer group can help to broaden market share.
- Annuals in market packs of six usually need constant watering and feeding and take weeks to fill out and bloom vigorously. This is becoming a challenge for busy consumers. Growers who can introduce better performing, bigger and near-mature plants can benefit from this trend.
- Annual bedding plants are not the most popular products for sale on calendar and special holidays, and they are not suitable for impulse consumers. Thus gain from sales based on indulgence will not be large. Flats will also not be appealing to young adults. Older adults will be in a position to have time for gardening, providing better opportunities for annual growers.
- Garden centers are attracting consumers who are mainly interested in plant selections and quality. Growers who can meet this demand may increase sales. Growers can also raise gains from sales through supermarkets, home centers and mass merchandise stores.
- Growers can also benefit from alternative market outlets such as different urban, village, street etc. decoration programs by municipalities, communities, and urban, downtown, highway and road authorities that want to decorate their areas using plants and flowers.
- Floral displays on balconies or in window boxes will provide a new untapped market opportunity for ornamental plant growers, if they introduce product innovations that support this trend, and make an effort to educate consumers about gardening in limited spaces.

New product examples

- Proven Winners - A line of petunia-like calibrachoa varieties and hybrids, which bloom all season; new hybrids of daisy that come in creamy whites, oranges and peaches, bearing names such as Orange Symphony and Lemon Symphony.
- Species-wise, petunias, begonias and impatiens appear to be top on the Proven Winners new variety and hybrid introductions list. There were about 65 petunia, 57 begonia, and 38 impatiens varieties and hybrids introduced in the North American market in recent years.

Special issues

- Increasingly retailers are expecting growers to make smaller but more frequent deliveries to their stores, which ensure that the product looks a lot better. Agreements and emerging alliances between companies and origin of species countries are also shaping the development, supply and commercialization of new species and varieties.

Key to success

- In addition to color and variety, product innovations that allow annuals to grow and bloom longer and container innovations that can provide opportunities to better mix annuals with perennials are key to success in annual bedding and garden plants.

Sources

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