

MSU Product Center

For Agriculture and Natural Resources

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Cut flowers - Many opportunities

Market drivers that provide many opportunities

- Wellness, fashion/design, convenience, indulgence and demographics are key market drivers that could provide many product development opportunities for cut flower growers.

Specific opportunities

- Growers and retailers who can offer a wide range of selections, colors, shapes and textures that fit into indoor design and decoration concepts can raise sales from cut flowers. Also, as health conscious consumers continue to learn more about the use of these plants, growers can raise sales. Also, packaging and vase innovations that focus on better feeding and watering will help growers to increase sales.
- Cut flowers are leading floral products used as gift items, especially during calendar holidays and for special occasions. They are also appealing to the impulse purchaser. Therefore, suppliers have many opportunities to raise sales in the indulgence market segment. Older adults are main buyers of cut flowers. But growers and retailers who can tie their floral sales with other gift items can attract a wide range of demographic groups.
- Retail florists that can develop unique and distinct flower arrangements or tie flower products with other gift items have many opportunities to raise sales. Supermarkets can benefit from impulse flower purchasers and from those who want to make one stop shopping. Growers can increase sales through mass merchandise stores and home centers, if they are able to supply large quantities at discount prices. Garden centers that can expand their gift intended articles and focus on holiday sales can broaden their market share from selling cut flowers. The Internet can provide some opportunities for cut flower retailers and growers, if they focus on innovations that improve product handling, transport and delivery. This channel is also very useful to establish a loyal customer base. Small cut flower growers can use roadside and local restaurants, hotels, offices, etc. to sell their products. Unique and niche ideas like the cut-your-own concept will also help increase sales.

New product examples

- Some exotic plants are introduced for their thistle flowers. *Echinops exaltatus*, is a plant that has a small, dense, round flower head of white tinged with blue that is very long-lasting. Another unusual spike flower is *Verbascum*, with yellow florets along a gray-green fuzzy stem. Evita' is a new soft pink variety of *Veronica* from Dramm & Echter in California. Indian Summer is a new sunflower from Ocean View Flowers. It has yellow-tipped rust petals.
- One new rose variety that created a lot of attraction recently was Beauty by Oger, a large headed rose that is a subtle blending raspberry pink and mauve.

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 breeding companies and origin of species countries are shaping the development, supply and commercialization of new species and varieties.

Key to success

- Developing flower colors, shapes and textures that fit into the fashion trend and design and decoration concepts, packaging innovations on flower arrangements and bouquets, and better watering and feeding technologies are key to success in this product line.

Sources

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