

MSU Product Center

For Agriculture and Natural Resources

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Cut flowers – Selective opportunities

Market drivers that provide selective opportunities

- **Ethnicity** as a market driver that provides selective opportunities for cut flower suppliers.

Specific opportunities

- Blacks are much less likely to buy cut flowers, while Hispanics' consumption tend to be light to moderate. But, since Hispanics tend to take holidays and special occasions very seriously, cut flower purchasing will be important at this time for cultural reasons.
- Retail florists that can develop unique and distinct flower arrangement and selling kits or tie their 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 or programs that supply a self-merchandising shelf of trendy bouquets and arrangements will also help increase sales.

New product examples

- *Echinops exaltatus*, 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, two to four feet in length.
- '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 of raspberry pink and mauve. Other new rose varieties include Anouschka and neon pink Bugatti. These new varieties have eye-catching new pinks.

Special issues

- One future challenge for cut flower growers to sell their products through home centers and mass merchandise stores would be the increasing demand for services. 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 texture that fit into the fashion trend and design and decoration concepts, packaging innovations on flower arrangements and bouqutes, and better watering and feeding technologies are key to success in this product line.

Sources

Mintel, Flowers and potted plants, 2001.

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