

## MSU Product Center

For Agriculture and Natural Resources

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### Foliages - Many opportunities

#### Market drivers that provide many opportunities

- **Wellness, fashion/design** and **indulgence** are key market drivers that provide many product development opportunities for these plants.

#### Specific opportunities

- Foliage plants will have a wide range of wellness and health-related benefit. Future product innovation and strong marketing activities can provide many product development opportunities for foliage plant growers based on wellness as market driver.
- Foliage plants can be widely used for interior decorations. As individual consumers and professional indoor designers and decorators continue to mix different plant selections, varieties, colors, sizes, shapes, plant arrangements, compatibility, etc. growers who can meet this demand will have many opportunities to raise market share.
- Some consumers may want to have these plants, simply because they like them from experience or they know the performances of the plant from previous years. In addition, these plants are widely used in offices, churches, retail stores, hotel lobbies, and other large complexes like malls and corporations. Impulse purchasers can also buy these plants, in particular, if growers continue to be innovative in the introduction of new foliage complexes and textures that are appealing to these consumers.
- Garden centers that are able to offer variety and high quality foliage plants combined with different plant arrangements can raise sales. Also, growers who work together with supermarkets to sell different plant combinations adding some design elements that increase the use of foliage plants can also increase sales. Landscapers and interiorscape firms who are working with individual consumers and with malls, hotels, and other businesses can improve sales of these plants. Retail operations at nurseries and greenhouses also have the opportunity to expand sales. Retail florist shops will use these plants as additions in their potted plant designs and arrangements. Plants with unique color and foliage textures will benefit from this market outlet. Mass merchandisers and home centers will carry products from selected suppliers or focus on specific varieties, colors, sizes, shapes, etc., providing foliage plant growers selective market opportunities.

#### New product examples

- New ivy varieties have been introduced in various sizes, shapes, colors, and patterns. Recent introductions include cultivars such as Adams Choice, Bettina, Nina and Sara.
- *Graptophyllum* is a new foliage plant that has been introduced recently by the Athens Select program. The plant comes in Chocolate and Tricolor varieties. Other new foliage species that have been introduced in recent years include plants in the *Aracae*, *Liliaceae*, and *Orchidaceae* families.

#### 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

- Product innovations and market promotion activities on health benefits of indoor foliage plants, as well as innovative planting arrangements and combinations to use them in indoor and outdoor plant and flower mixes are key to success in this product line.

#### Sources

<http://www.floracultureintl.com/archive/articles/767.asp> - Hamrick, D. German ornamental production

<http://msucare.com/news/print/sgnews/sq04/sq040826.html>