

## MSU Product Center

For Agriculture and Natural Resources

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### Potted flowering plants - Many opportunities

#### Market drivers that provide many opportunities

- The **wellness, fashion/design, homeownership** and **convenience** market segment would provide broad product development opportunities for growers of potted flowering plants.

#### Specific opportunities

- Promotional and consumer education programs that focus on flower therapy will help increase sales in this product line (e.g., The Society of American Florists has developed flower therapy tools and color palettes focusing on flower benefits).
- Growers can benefit from individual consumers, offices, hotels, malls, etc. that can come up year after year with new interior and patio design and decoration concepts and use potted flowering plants in their plant mixes. New homebuyers or builders will also use professional or DIY services to include potted flowering plants in their indoor mixes or in their patios.
- Since they are coming in pots, these plants are appealing to the convenience-oriented consumer. So, growers can expand sales in this market segment by offering varieties and color combinations. Large container and pot innovations that make plant handling and growing easier or improve quality and outside look will increase sales.
- Upscale garden centers and supermarkets are significant market outlets that provide many opportunities for these plants. Sales through greenhouse retail operations can also raise gains. These plants will also benefit from professionals' and DIY new garden design and decoration concepts that create beautiful patios using mixes of potted flowering plants. Mass merchandise stores and home centers will focus on selected products. Retail florist shops and the Internet will also provide some market opportunities. Floral displays on balconies or in window boxes can provide a new market opportunity for ornamental plant growers.

#### New product examples

- The Hausermann's orchids greenhouse produces between 200-300 species and hybrids of orchids that are long lasting. Altogether, the company's website lists about 414 new varieties from phalaenopsis, cymbidium and other related species and hybrids.
- The California Florida plant company introduced 11 varieties of its "Adorable" dwarf potted carnations and 18 new commercial varieties of its "Romance" dwarf potted carnations.

#### 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 shaping the development, supply and commercialization of new species and varieties.

#### Key to success

- Product innovations that focus on flower color, size, durability and arrangements, container and packaging innovations to maintain quality and make plant handling and growing easier, and integrating the plant in patio and indoor design and decorations are key to success.

#### Sources

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