

MSU Product Center

For Agriculture and Natural Resources

Funding: USDA Rural Development Cooperative Service Market Advisor: The Hale Group

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Potted flowering plants - Overview

Products included in the product line

- These are plants for indoor or patio use only, including plants grown from bulbs. Plants intended for landscape use are not included. Plants like violets, azaleas, chrysanthemums, Easter lilies, orchids, and spring bulbs are included.

General market trend and information

- Sales of potted flowering plants have shown a steady growth from 1995-2002 before showing a slight decline in the last two years. Sales were \$820 million in 2004, up 20% from 1995.
- In terms of quantity, potted flowering plants have remained relatively unchanged in the last few years. There were 250.8 million units of potted flowering plants sold in 1996. That number for 2003 was 242.9 million.
- One important trend in this product line is an increasing consumers' interest in orchids. In recent years, orchids have increased their market share in the world floral market. In the U.S., orchids have become the second most popular flowering plant sold, next to poinsettias.

New product trends

- Flower and foliage color sophistications, texture and shapes are becoming dominant characteristics of many new ornamental plants. The sector is also marked by a trend toward exotic and new colors that are increasing in popularity.
- Plants that are currently entering the market are becoming near-mature and bigger. Flower longevity has also received great attention by breeders, propagators and growers.
- High energy cost and limited greenhouse spaces have compelled some growers to focus on fast growing varieties or on plants that require less space in greenhouses.
- Some varieties are entering the market as being resistant to certain diseases and pests.
- Propagators and growers are currently offering new varieties in a package form with other improved and new supplies and technologies that help to maintain and improve plant quality.
- Container gardening is the new dominant trend that affects the market for all kinds of flowers and plants; annuals, perennials, cut flowers, potted plants, foliages, trees and shrubs, etc.

Manufacturing and distribution issues

- In contrast to most consumer products in the U.S., many flower and plant products are not marketed or recognized by brand names. Despite these trends, however, some flowers and plants currently sold in some home centers and mass merchandise stores are becoming less of a commodity. In addition, there are some emerging brand names and products within sector.

Overall assessment of opportunities

- The wellness, fashion/design, homeownership and convenience market segments will provide many product development opportunities for growers of potted flowering plants.

Sources

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