

MSU Product Center

For Agriculture and Natural Resources

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Potted flowering plants - Selective opportunities

Market drivers that provide selective opportunities

- Suppliers of potted flowering plants will have selective opportunities to raise sales based on **value**, **demographics** and **indulgence** as market drivers.

Specific opportunities

- The consumer appears to be willing to spend more on individual potted flowering plants. Growers who can produce high quality potted flowering plants with the required color, variety, shape, texture, etc. have selected opportunities to raise sales based on value.
- Growers have selected opportunities to raise sales from potted plants aimed at different demographic groups. Plant selection and variety are key for success (e.g., potted orchids that require continuous attention and care may not be appealing to busy individuals). Potted flowering plants are not the most suitable products for the impulse purchaser. Also, purchase of these plants during holidays is not large. But there is still a potential to expand sales, if growers are innovative enough to expand their use in different occasions by creating plant combinations or containers that are appealing to consumers.
- 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

- Royal van Zanten LLC nursery in California has introduced new varieties in potted chrysanthemums.
- The Golden state bulb growers have increased sales of spring callas in recent years due to the introduction of new varieties.
- 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 recently introduced eleven commercial and patented varieties of its "Adorable" dwarf potted carnations. There are also eighteen 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, arrangement, 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

Mintel, flowers and potted plants, 2001.

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

<http://www.orchidsbyhausermann.com/> - Orchids by Hausermann website.