US Consumer Sentiment Toward Floral Products During the COVID-19 Crisis: Wave 2

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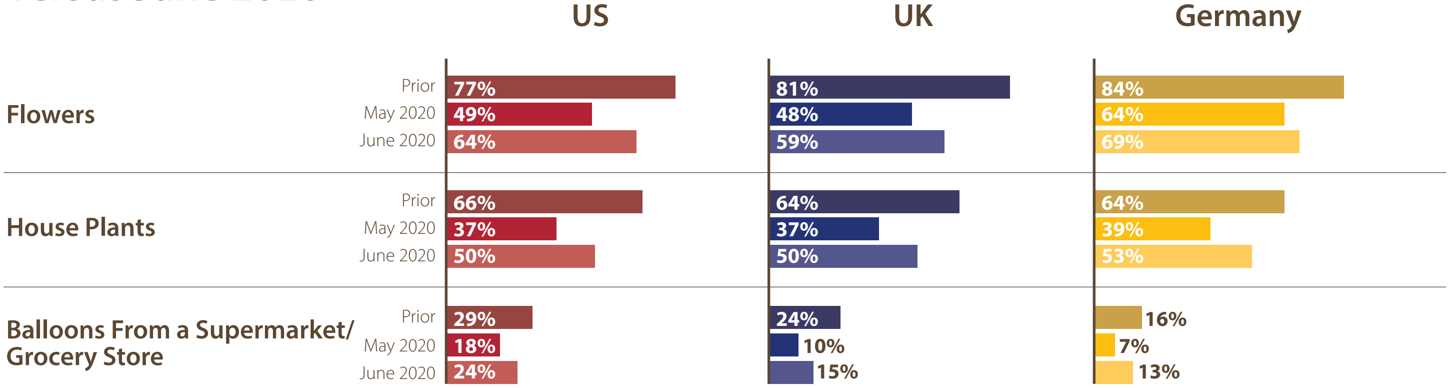
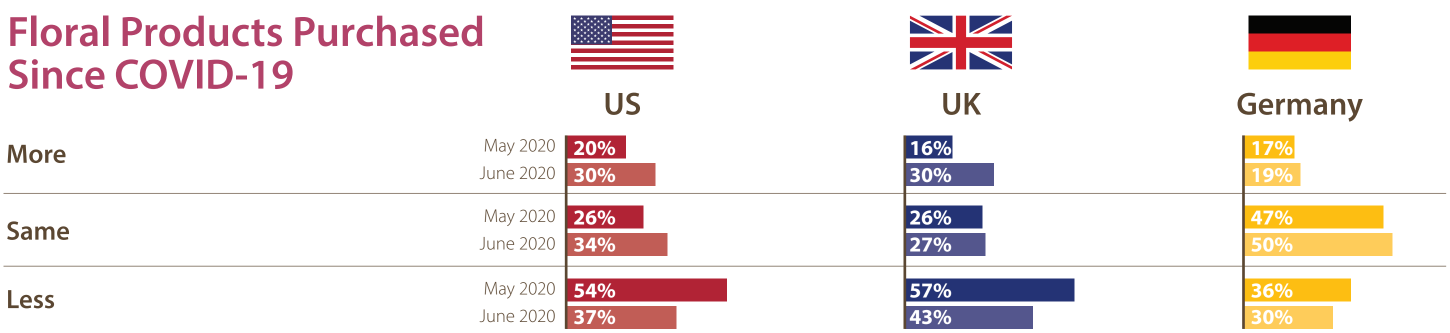
PMA's consumer sentiment research provides insight into how the COVID-19 pandemic is impacting consumer shopping trends for floral. This is directional information that can help guide PMA and its members with their messaging to consumers.

Floral Purchases May 2020 versus June 2020



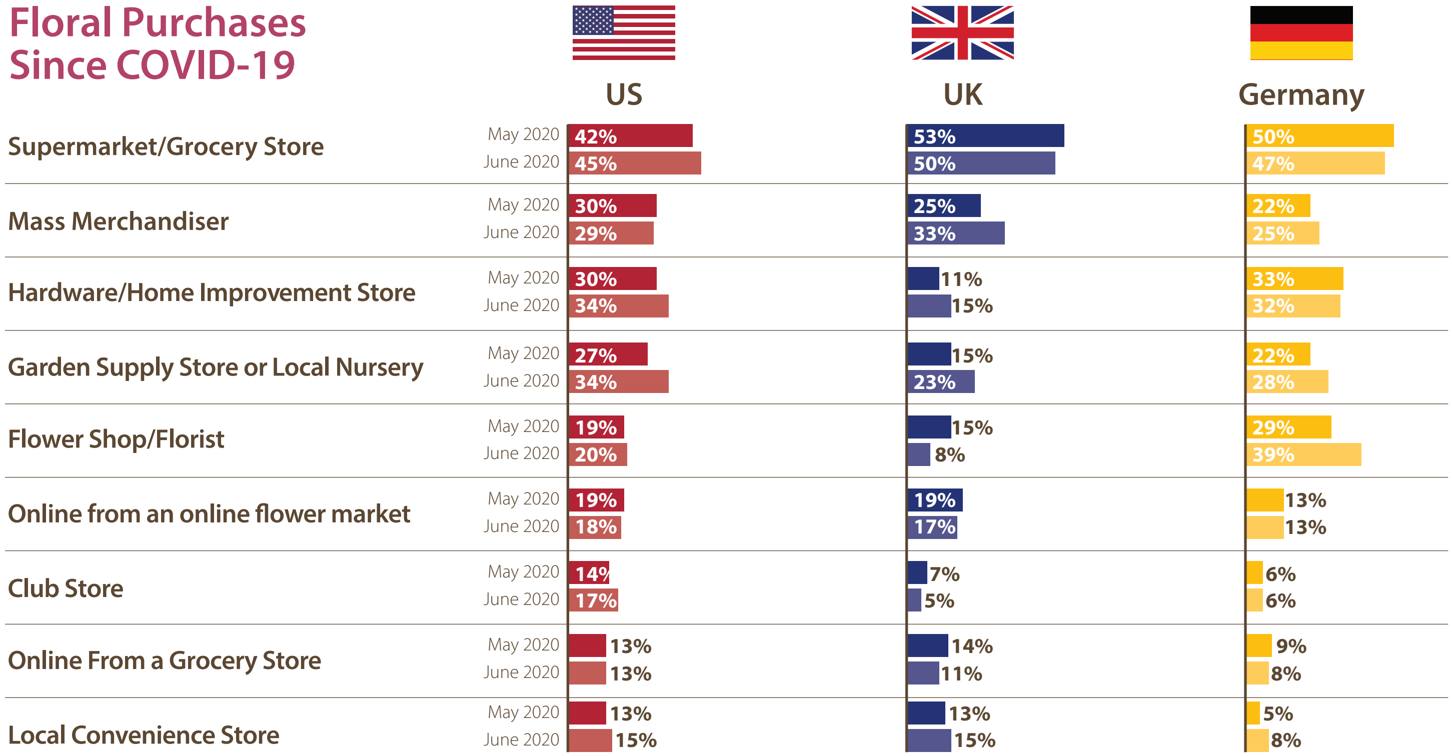
The cut flower market across all three regions is rebounding albeit to a greater degree in the US where cut flowers rebounded by greater than 30%. The UK with rebounded over 20% and Germany by over 5%. Plant consumers in all regions are proving bullish.

Floral Products Purchased Since COVID-19



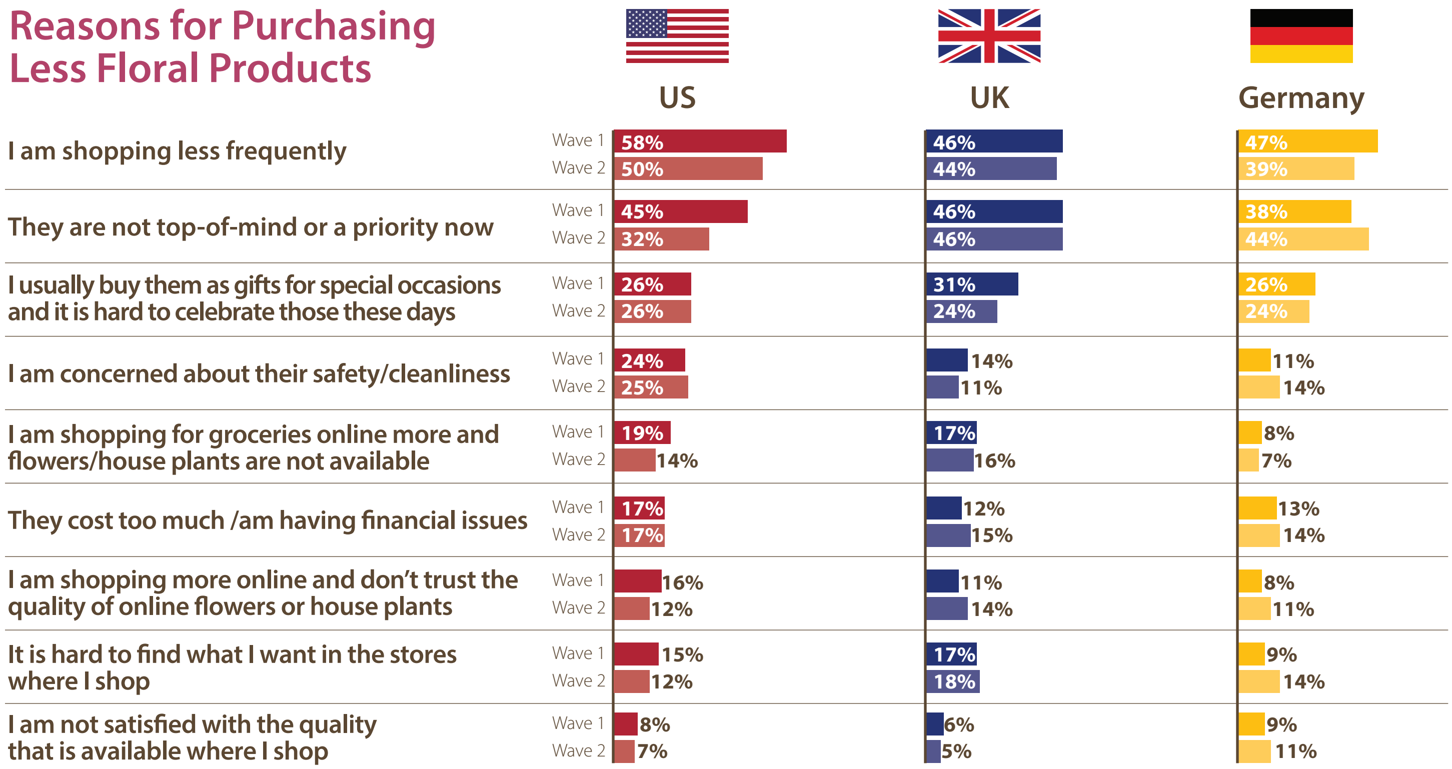
Similar to the rebound in the cut flower market, the US and UK are experiencing a quicker rebound than Germany. Those consumers who reported purchasing less product in May decrease by over 25% in both the US and UK in June. Over 15% of consumers in Germany who reported they were purchasing less moved into the purchasing the same and/or purchasing more categories.

Floral Purchases Since COVID-19



While consumers continue to purchase floral products from supermarkets and mass merchandisers, these channels did not experience an increase in sales in June. Garden supply stores or local nurseries experienced the increase in consumer purchases in all three regions.

Reasons for Purchasing Less Floral Products



The main reasons consumers are purchasing less floral products continue to be:

1. Shopping less frequently

2. Not top-of-mind/a priority now

Reasons for Purchasing More Floral Products

		US	UK	Germany
Flowers/plants/balloons make me happy during these stressful times	May 2020	49%	41%	43%
	June 2020	39%	38%	43%
House plants give me something to do	May 2020	47%	25%	40%
	June 2020	44%	40%	30%
I am spending more time at home so want to spruce up my surroundings	May 2020	45%	56%	48%
	June 2020	51%	52%	58%
The quality is very good	May 2020	34%	21%	18%
	June 2020	31%	28%	20%
I am buying them for others to cheer them up	May 2020	31%	33%	19%
	June 2020	27%	35%	16%
I want to help my local stores	May 2020	28%	14%	27%
	June 2020	22%	18%	29%
They are easy to send to others as gifts since I cannot see them in person	May 2020	26%	23%	19%
	June 2020	22%	19%	28%
I am shopping more frequently	May 2020	22%	23%	12%
	June 2020	22%	13%	13%
The price makes it hard not to purchase them	May 2020	19%	19%	19%
	June 2020	13%	16%	18%

Among those who are buying more, the primary reasons are also consistent:

1. I am spending more time at home so want to spruce up my surroundings in the US and Germany

2. House plants give me something to do has gained momentum in the UK

Balloon Products Purchased Since COVID-19

		US	UK	Germany
More	May 2020	23%	15%	12%
	June 2020	22%	15%	15%
Same	May 2020	54%	60%	57%
	June 2020	52%	59%	54%
Less	May 2020	23%	25%	31%
	June 2020	26%	26%	31%

About twenty-five percent of consumers across in the US and UK expect to purchase less floral products post COVID 19 and 31% in Germany. This is consistent from May.

Future Floral Purchases

		US Less	US Same	US More	UK Less	UK Same	UK More	Germany Less	Germany Same	Germany More
Garden Supply Store or Local Nursery	May 2020	29%	41%	25%	30%	45%	25%	33%	52%	15%
	June 2020	30%	43%	29%	23%	48%	29%	35%	50%	14%
Supermarket/Grocery Store	May 2020	28%	43%	25%	24%	51%	25%	24%	58%	18%
	June 2020	23%	51%	29%	19%	52%	29%	25%	54%	21%
Hardware/Home Improvement Store Like Home Depot orLowe's	May 2020	30%	45%	14%	38%	48%	14%	34%	52%	14%
	June 2020	25%	50%	14%	33%	53%	14%	30%	49%	21%
Mass Merchandiser Like Walmart or Target	May 2020	31%	45%	22%	28%	51%	22%	29%	56%	14%
	June 2020	28%	49%	25%	22%	53%	25%	32%	52%	16%
Flower Shop Florist	May 2020	35%	45%	19%	34%	47%	19%	33%	49%	18%
	June 2020	34%	48%	18%	28%	54%	18%	35%	49%	15%
Online From an Online Flower Market Like 1-800 Flowers or Ftd.com	May 2020	34%	48%	16%	35%	49%	16%	35%	54%	11%
	June 2020	34%	48%	16%	32%	52%	16%	36%	50%	14%
Online From a Grocery Service Like Freshdirect or Peapod	May 2020	36%	47%	11%	34%	50%	11%	34%	53%	11%
	June 2020	33%	48%	11%	30%	52%	11%	37%	52%	12%
Club Store Like Costco or Sam's	May 2020	36%	48%	7%	40%	54%	7%	40%	53%	7%
	June 2020	32%	50%	7%	39%	54%	7%	38%	51%	10%
Local Convenience Store/Bodega	May 2020	38%	47%	13%	34%	52%	13%	34%	55%	12%
	June 2020	33%	51%	17%	30%	53%	17%	37%	53%	10%

Consumers who expect to purchase more floral products from supermarkets is up slightly in the UK and Germany and down slightly in the US while those who expect to purchase the same amount of floral products is up in the US, flat in the UK and down slightly in Germany

Methodology:
Source: Wave 2 data was collected on June 1-6 in the US, UK and Germany. IPSOS N = 500 in each country.

Research conducted among 500 respondents in each country, age 18+ who purchased floral products prior to the COVID 19 crisis.