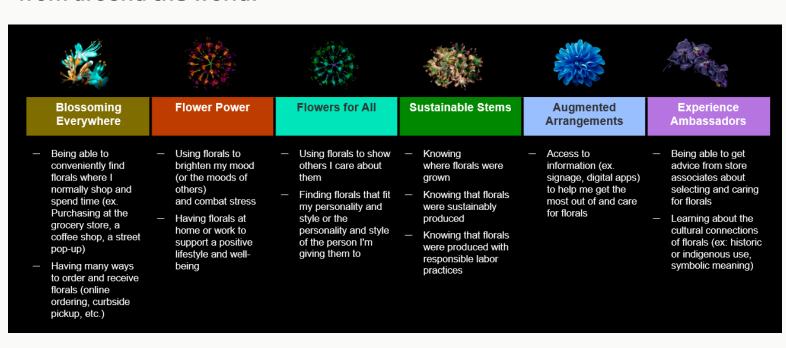


IFPA partnered with Kantar to understand the power behind consumer motivations associated with the 6 growth opportunities identified for the supermarket floral industry by industry experts and marketers from around the world.



Consumers rated the following growth opportunities the highest:

- Flowering for all
- Flower power
- Blossoming everywhere



While macro trends support all 6 floral growth opportunities, the following statements performed well with consumers in quantitative research giving you reason to believe in these opportunities:

UNIQUELY ME OR YOU:

"Finding the floral that fits my personality and style or personality and style of the person I am giving it to."

Consumers relate to unique flowers and designs that reflect their individuality. This shows the importance of product mix in the floral department and the introduction of new varietals to keep the floral department interesting, relevant, and modern.

I CARE:

"Using the floral product to show others I care about them."

Floral is a great gift for anyone! Supermarkets should ensure they stock floral products that can be grabbed as an easy gift – for men and women. Consumers agree floral products are the perfect gift for all occasions. Giving floral as a gift also has a positive halo affect on the gift bearer' mental wellbeing.

MENTAL WELLBEING IS A PRIORITY:

"Using the floral product to brighten my mood or the moods of others and combat stress." "Having the floral product at home or work to support a positive lifecycles and well being."

Research proves that flowers bring joy and better mental well being. Flowers are an important part of a healthy lifestyle and should be purchased along with healthy and nutritious fruits and vegetables. Promoting floral products as an important part mental well-being and healthy lifestyle increases everyday purchases of floral products.

EASY TO FIND:

"Being able to conveniently find the floral product where I normally shop and spend time."

It is important for consumers to easily find floral products in the brick and mortal store as well as in the online store. Flowers should be available at online check out as well as in a prominent place in the supermarket but there are many non-traditional places where floral products can be available such as floral crowns at concerts, on college campuses, and in medical facilities.

