

# FLORISTS' 2023

SEPT 2022

# TRENDS REPORT

## WHO'S BUYING

What age group buys the most flowers? How will that change over the next five years?

## FLORAL TRENDS WE'LL SEE IN 2023

## TRENDING WEDDING DRESSES & BOUQUETS, HOUSEPLANTS & MORE

## TOP 5 THINGS TO DO RIGHT NOW FOR 2023



**BLOOMNATION**  
powered by Promenade



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# 2023 Floral Trends

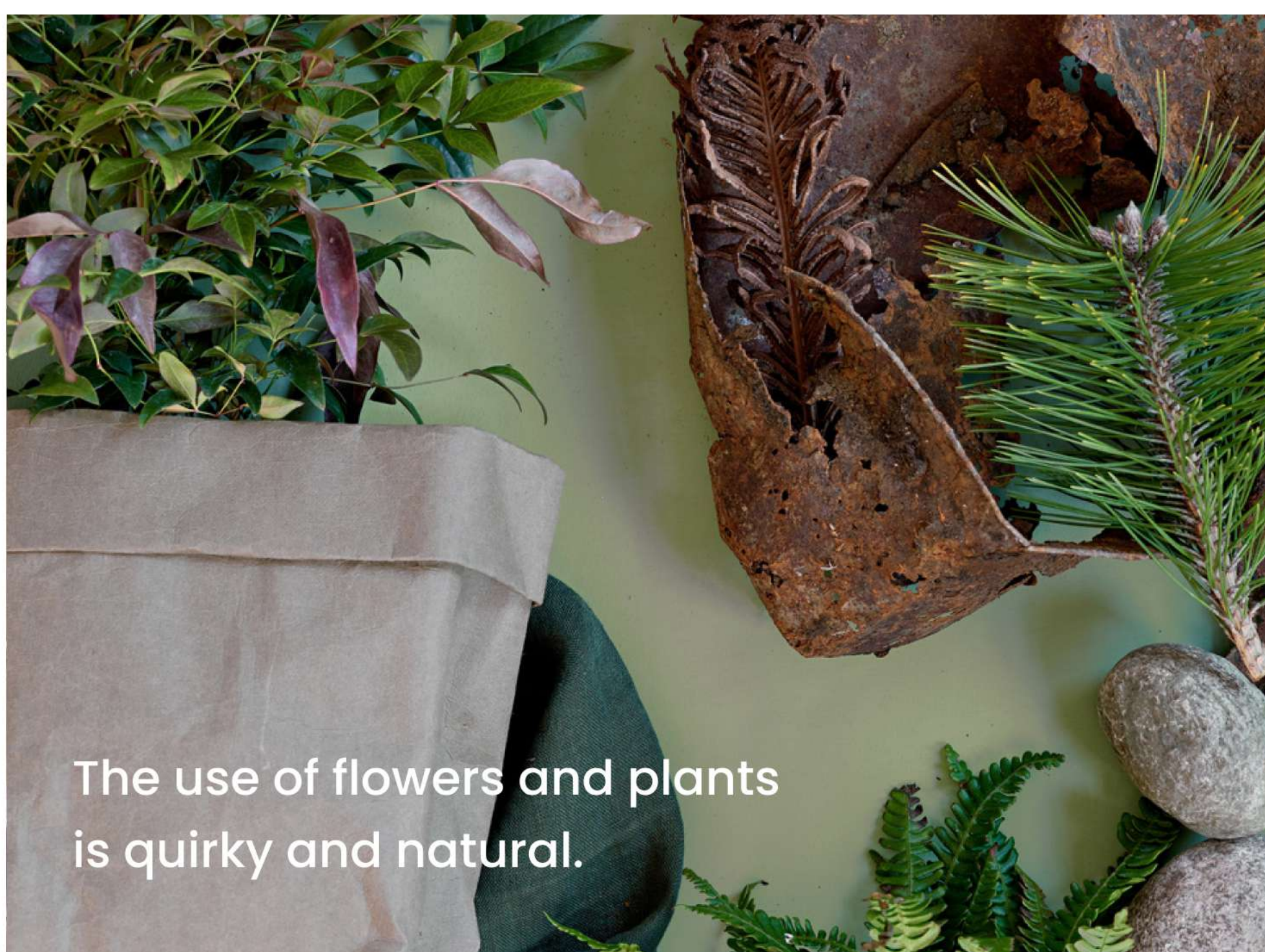


Credit for all photos in section 2023 Floral Trends: [thejoyofplants.co.uk](https://thejoyofplants.co.uk)



2023 FLORAL TREND

# Ode to Nature



The use of flowers and plants is quirky and natural.



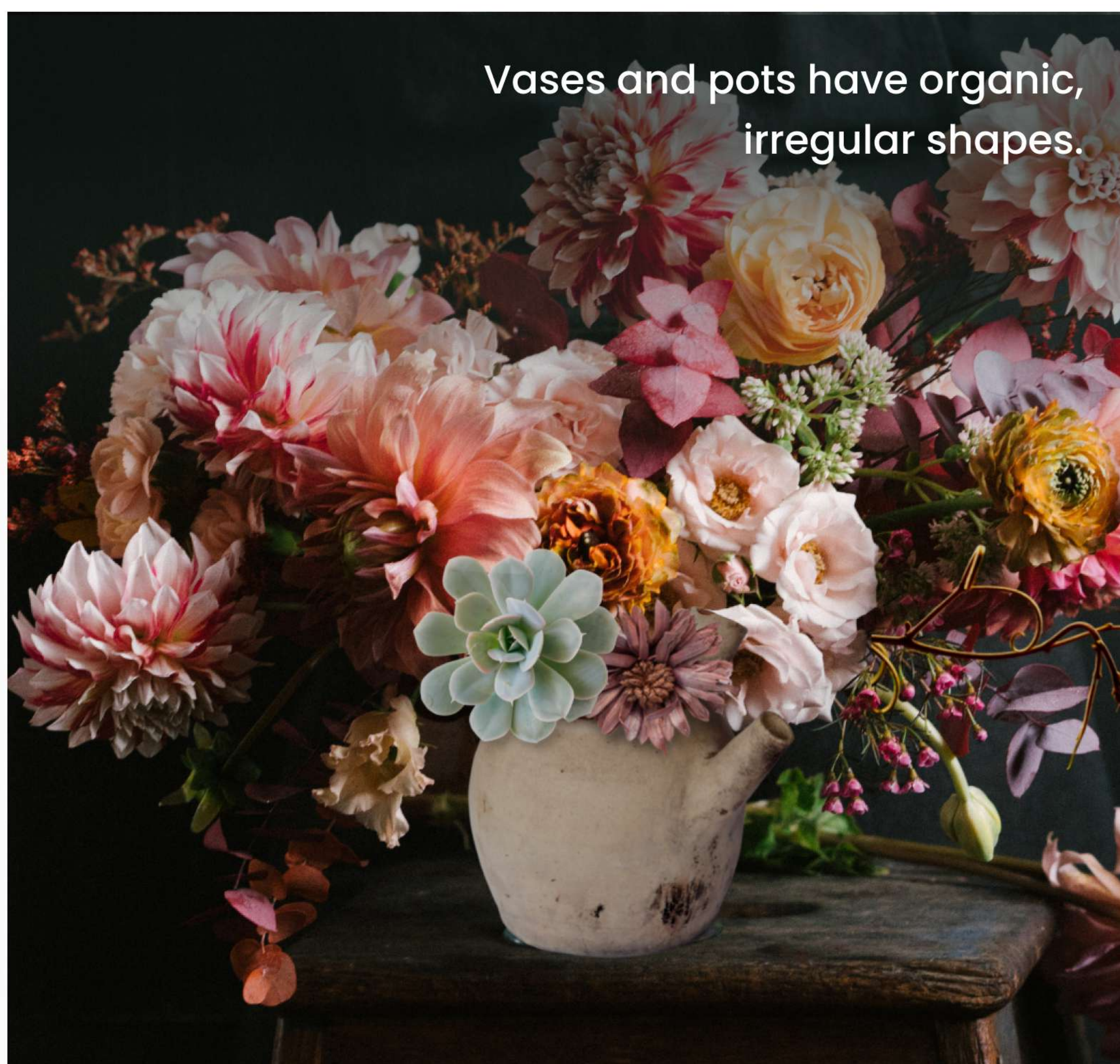
## COLORS

- The colors white, beige, yellow, pink, and lilac are mainly used for flowers and flowering plants.
- Browns and greens are important for accessories, plants, and pots.

We'll see designs combining living and dried materials.



Vases and pots have organic, irregular shapes.





2023 FLORAL TREND

# Vintage Folklore



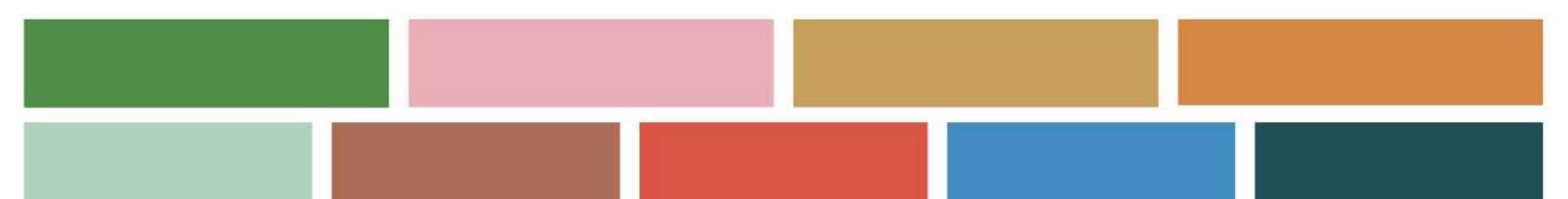
The sources of inspiration for this trend are the 1970s and folklore.



Colorful bouquets and arrangements with a vivid look



Repurposed items for vases exude the quirkiness of this trend.



## COLORS

- The colors in this trend reflect the 1970's and folklore and are cheerful and diverse. The 1970's will inspire an interior design trend too!
- At first sight, the colors don't quite seem to match. Expect bright shades and pastels next to darker colors.



2023 FLORAL TREND

# Layered Spaces

Heavily staggered arrangements have layered structures.



Floral material, vases, and pots are used in contrast with one another.



## COLORS

- Color contrast is used: light/dark, warm/cool, and bright/pastel colors.
- Using these colors in the correct contrasts, bouquets and even entire rooms can give a greater sense of space.

Use foliage in a totally new way to create an exciting, layered picture.





2023 FLORAL TREND

# Collecting Memories

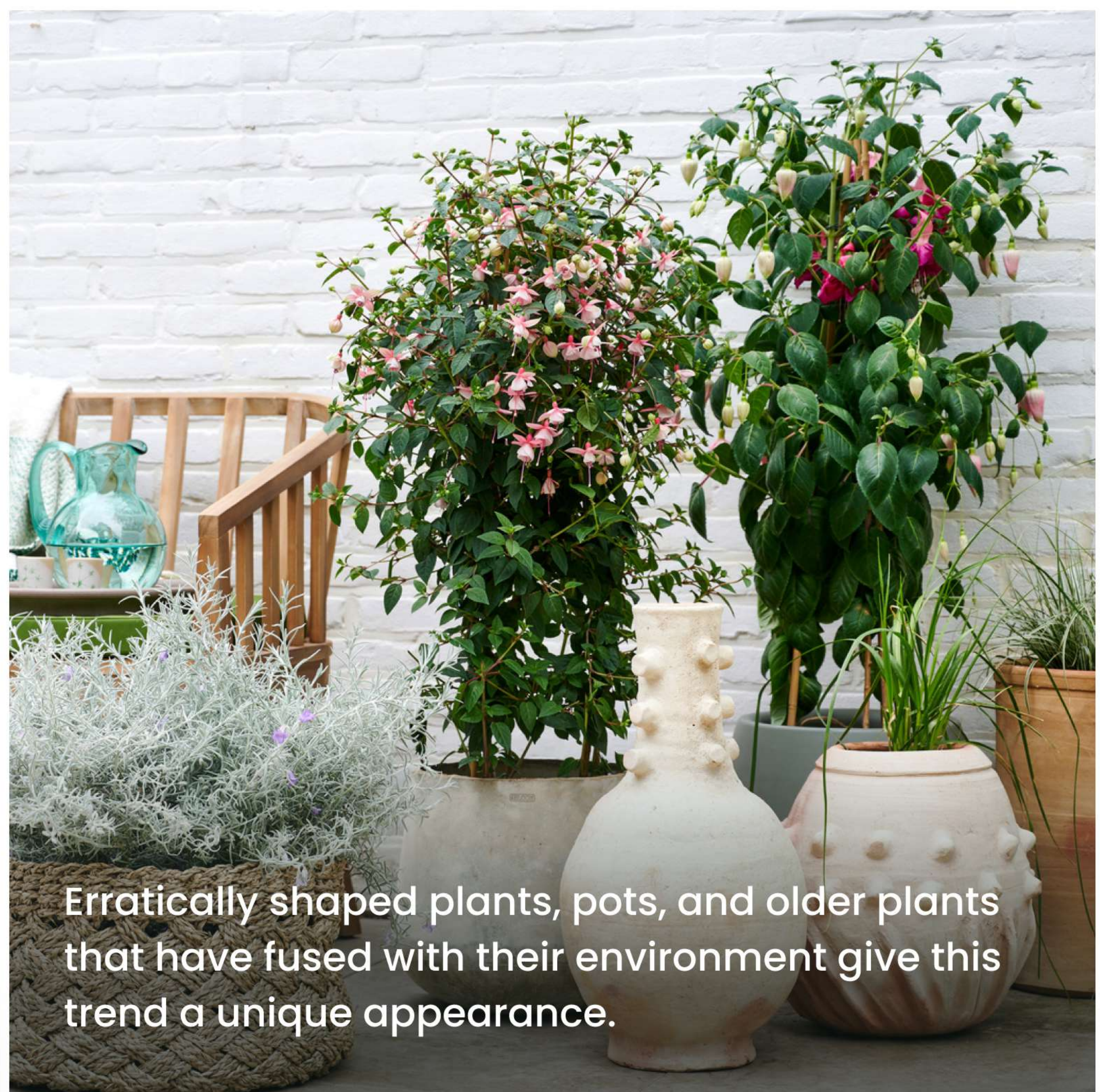
Well-spaced arrangements, so each flower is visible and expressive.



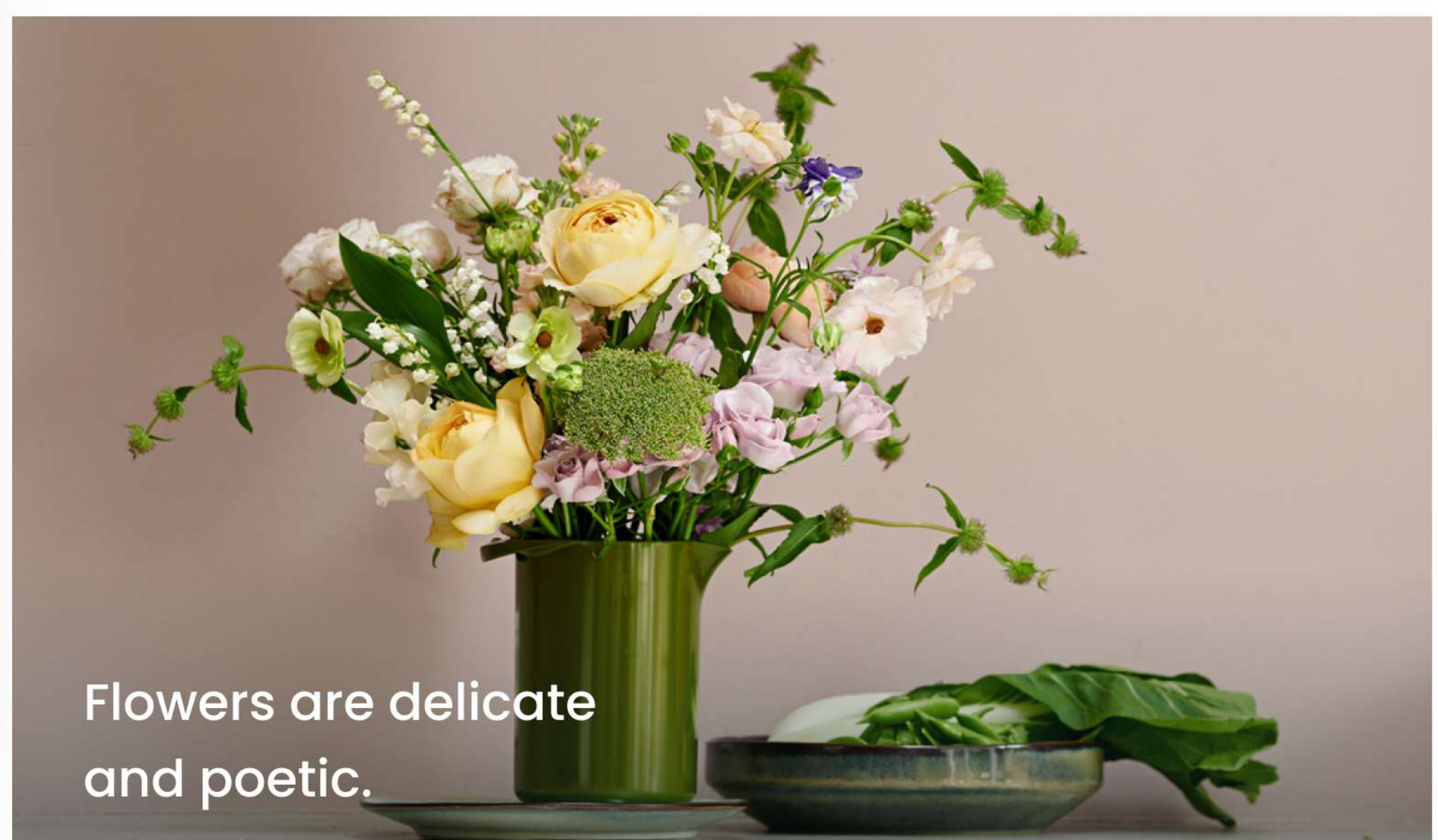
## COLORS

- The colors are soft and harmonious.
- A large amount of greens is notable, from pale bluish-green to dark greens, with added white, lavender, and pink tones.

Nostalgic vases such as a pitcher or teapot



Erratically shaped plants, pots, and older plants that have fused with their environment give this trend a unique appearance.



Flowers are delicate and poetic.



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# Trending Wedding Dresses & Bouquets





## Pearl Details

"Pearlcore" is one of the biggest trends in bridal gowns and accessories for 2022\* Campbell enthuses. "Pearls in jewelry, shoes, veils and, of course, dresses. Fashionable brides will love bringing in some pearl details on their gowns in the most unexpected ways, and we are definitely on board for this trend"

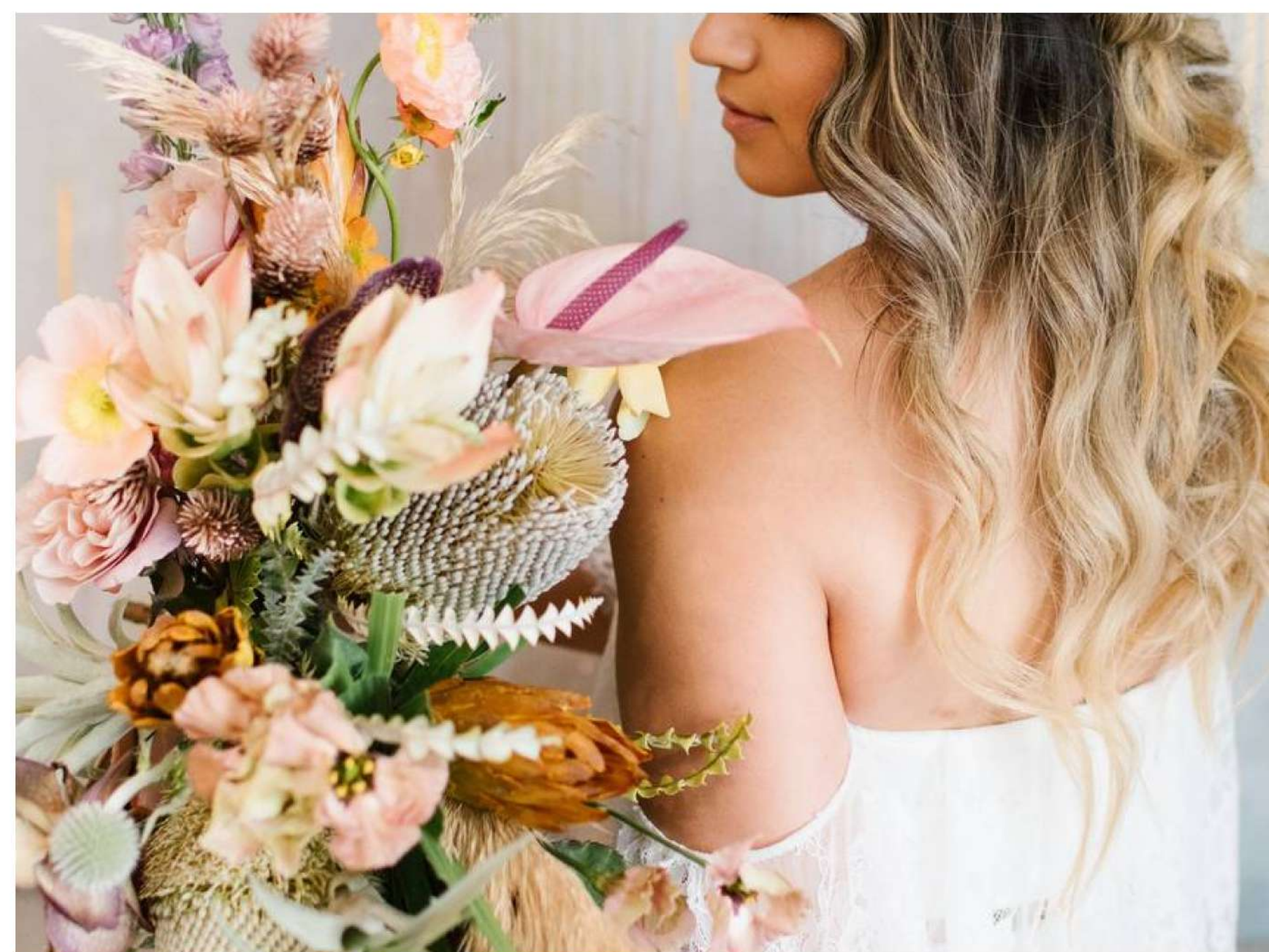
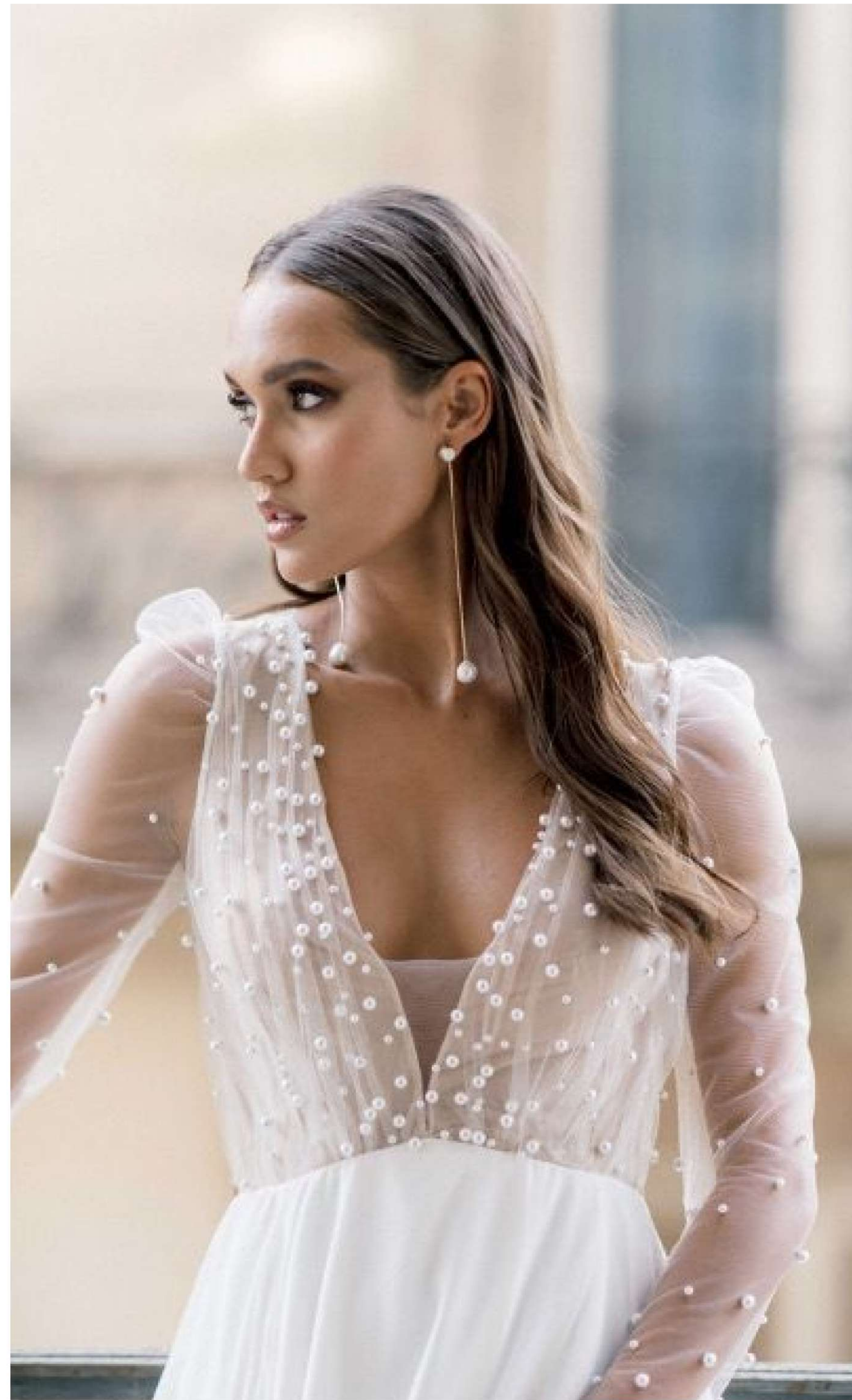
**FLORAL DESIGN TIP:** Take note, floral designers. Capitalize on this major trend by incorporating pearl accessories into your wedding flowers, from bouquets to wearables, or add a pearl-luster, satin or matte finish to selected blooms, foliages and nonfloral accoutrements (do you have any Design Master Shimmer Pearly Dew left on your shelves?).

**DRESS:** "Jeanne" gown and Long Pearl Earrings from Rime Arodaky

**BOUQUET:** Cassandra Shah: Cassandra Shaw Flowers & Event Design: Red Bank. N.J.

**PHOTO:** Zaytouna Photography

**SOURCE:** Floral Review Magazine, April 2022 Edition







## Corset Bodice

While you might not think of a corset as a wedding dress detail, a structured bodice can make all the difference, Campbell notes.

**FLORAL DESIGN TIP:** Because gowns with corset-style bodices typically have a lot of detail from the waist up, take care to create bouquets to complement these dresses that will not cover or compete with the corset bodices –or design bouquets to be carried low or to the side.

## Reception Elopement and Civil Ceremony Dresses

With so many brides having to postpone their weddings, Campbell says that more and more brides today are choosing two dresses for their weddings.

"This is a chance for a big fashion moment," she remarks. "Reception dresses with short hemlines are such a fun contrast to ceremony dresses and give brides an opportunity to choose two totally different dress styles--and, possibly, be a bit more comfortable during their receptions."

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**DRESS:** "Isla" gown from *Chic Nostalgia*

**BOUQUET:** Nancy Zimmerman: *Fancy Florals by Nancy*

**PHOTO:** Rebekah Albaugh

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**SOURCE:** Floral Review Magazine, April 2022 Edition



## Minimal Gowns

Among the most popular of today's looks is simple and minimal. These classic and sophisticated dresses are sleek, with minimal details and fussiness. "Sometimes less really is more. And this year's minimal gowns are simple, sleek and oh-so-chic: Campbell shares. "We love the clean lines and the attention to how the dresses fit a body.

**FLORAL DESIGN TIP:** This dress style provides the ideal backdrop for bouquets that either comprise interesting florals and are full of detail and texture or are as simple, chic, and sophisticated as the dresses.

In addition, with the increasing number of elopements and civil ceremonies brought about largely by the COVID pandemic, many brides are choosing short dresses that may be (or may not be) a bit less formal.



**DRESS:** "Cecilia" from Sarah Seven

**BOUQUET:** Heather Hanselmann: Fezz & Hazel: Columbus

**PHOTO:** Abbie Tyler Photography

**SOURCE:** Floral Review Magazine, April 2022 Edition



# Key Growth Factors

## The Good News

Several factors that spur growth are expected:



**Floral retail trade will grow (more people will buy flowers)**



**Demand for wedding services will increase minimally**



**Consumer spending will go up**



**Demand from funeral homes is still trending upward**

## The OTHER News

- Some Baby Boomers (who buy the most often from florists) will move into the stage of having a fixed income and will purchase less.
- Florists will likely try new marketing strategies and products to attract younger customers.

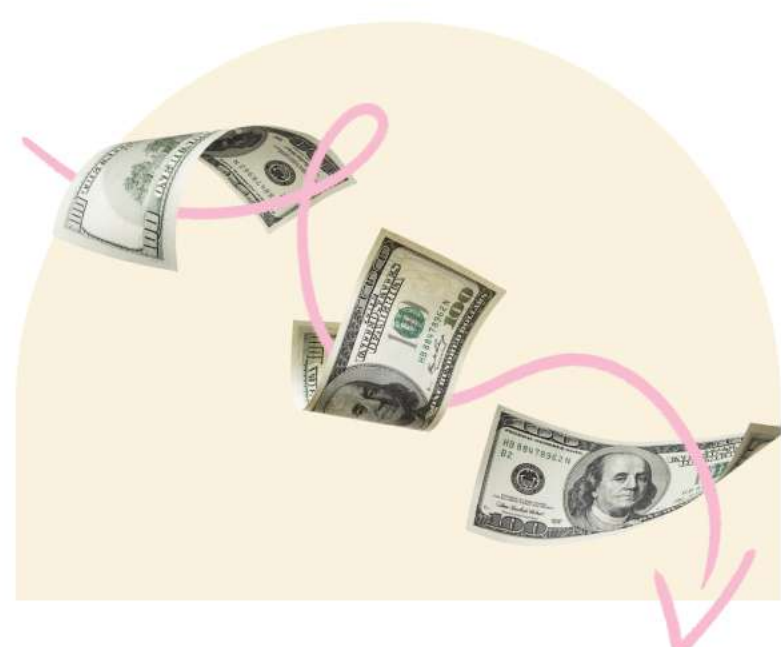
### How is the Floral Industry Defined?

This industry sells cut flowers, floral arrangements, and potted plants to the general public.

\*The floral industry excludes operators that primarily function as electronic shopping websites and wire services. Although these ecommerce operators partner with florists to fulfill orders, they are not considered part of the industry because some of their practices reduce revenue for traditional florists. Therefore, they are considered competitors (IBISWorld, 2022).



# Annual Growth over the Next 5 Years



## \$6.0bn revenue

Annual growth 2017-2022	Annual growth 2022-2027
-1.5%	-1.1%

### Why is a slight decrease in revenue projected?

Competition from large online retailers will outpace revenue growth. While there is growth in the sale of flowers, especially through online sales, some large online retailers will bypass florists and purchase from flower farms or bouquet factories. However, the Industry Revenue Forecast chart on the next page indicates that individual flower shops will still have an excellent opportunity to grow their revenue if they take advantage of increasing ecommerce floral sales (IBISWorld, 2022)."



## 35,442 businesses

Annual growth 2017-2022	Annual growth 2022-2027
0.7%	-0.4%

### Hey, why will there be fewer florist shops?

A small number of traditional florists will likely leave the industry due to ongoing external pressure (IBISWorld, 2022).



## 84,011 employees

Annual growth 2017-2022	Annual growth 2022-2027
1.3%	-0.6%

### Why will there be fewer floral designers?

Fewer florist shops mean fewer people employed in them. However, there will be about 2,600 openings each year to replace those who leave the occupation or labor force (Bureau of Labor Statistics, 2021).



# Industry Revenue Forecast

In the chart below, Ecommerce Sales represent all retail floral sales made online. It should be noted that some of the Floral Industry Revenue comes from these Ecommerce Sales.

YEAR	FLORAL INDUSTRY REVENUE (in billions)	ECOMMERCE SALES (in billions)
2017	\$6.486	\$410
2018	\$6.401	\$458
2019	\$6.153	\$513
2020	\$5.521	\$668
2021	\$5.905	\$736
2022	\$6.009	\$804
2023	\$5.917	\$880
2024	\$5.838	\$954
2025	\$5.776	\$1,030
2026	\$5.736	\$1,110
2027	\$5.690	\$1,190
2028	\$5.644	\$1,264

we're  
here

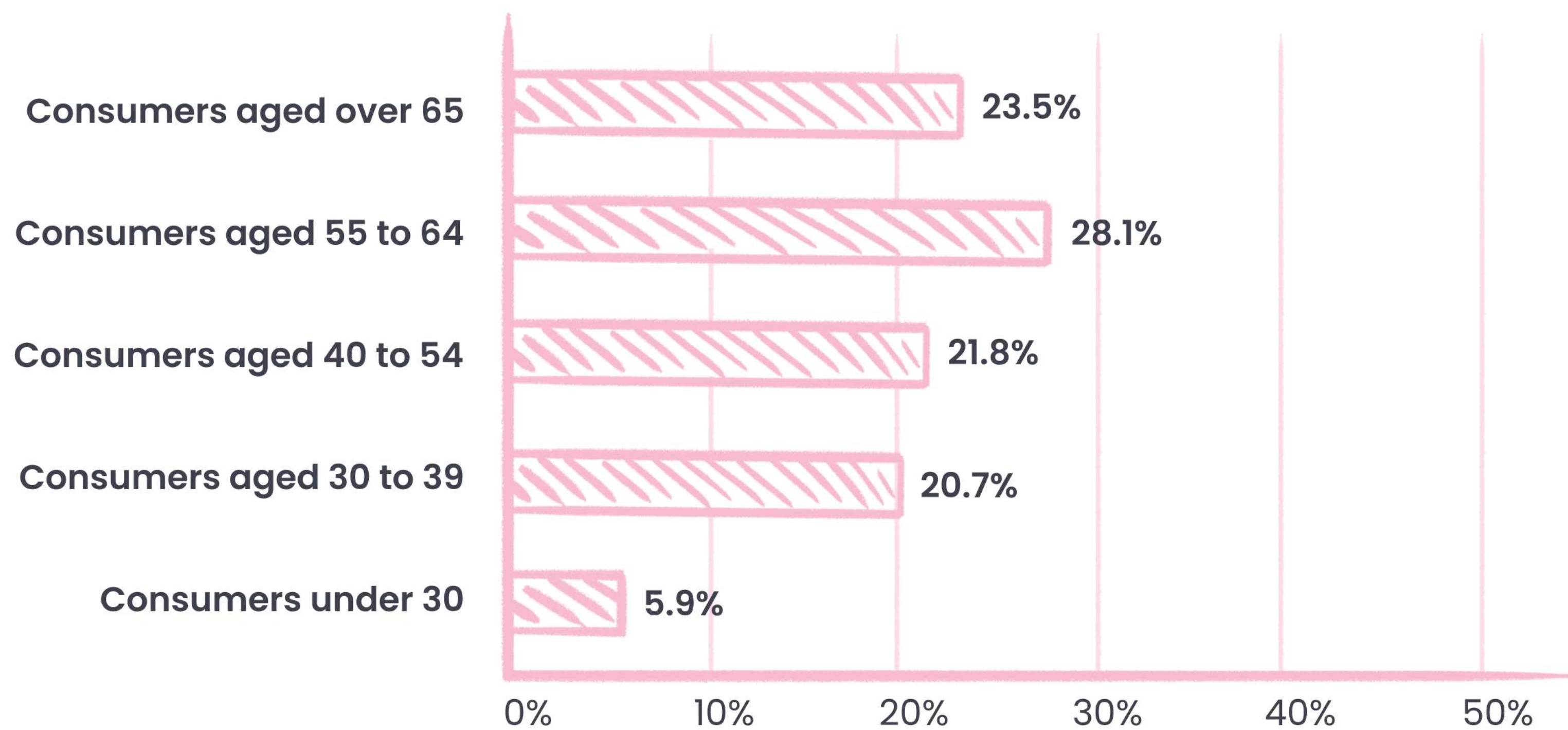
## Key Takeaways

- **Revenue growth through online sales opportunity:** ecommerce sales are expected to continue to increase substantially. This growth gives florists a great opportunity to increase their revenue if they can capture more of these online sales by having consumers order online directly from their shop.
- Corroborating the above opportunity, BloomNation reports that its florist Partners--who all have an ecommerce website--have experienced revenue growth by selling online directly to customers. Revenue has increased by 20%-30% for BloomNation florists over the last five years (BloomNation Data, 2022).

\*Note that revenue growth for BloomNation Partners may also be attributed to social media and email marketing provided by BloomNation to their local customers.



# Look Who's Buying



Source: IBISWorld

**People aged 40 to 64 account for 49.9% of revenue in 2022:**



**Your biggest fans are aged 55–64. What else are they doing?**



**73% are on Facebook. Yes, really.**



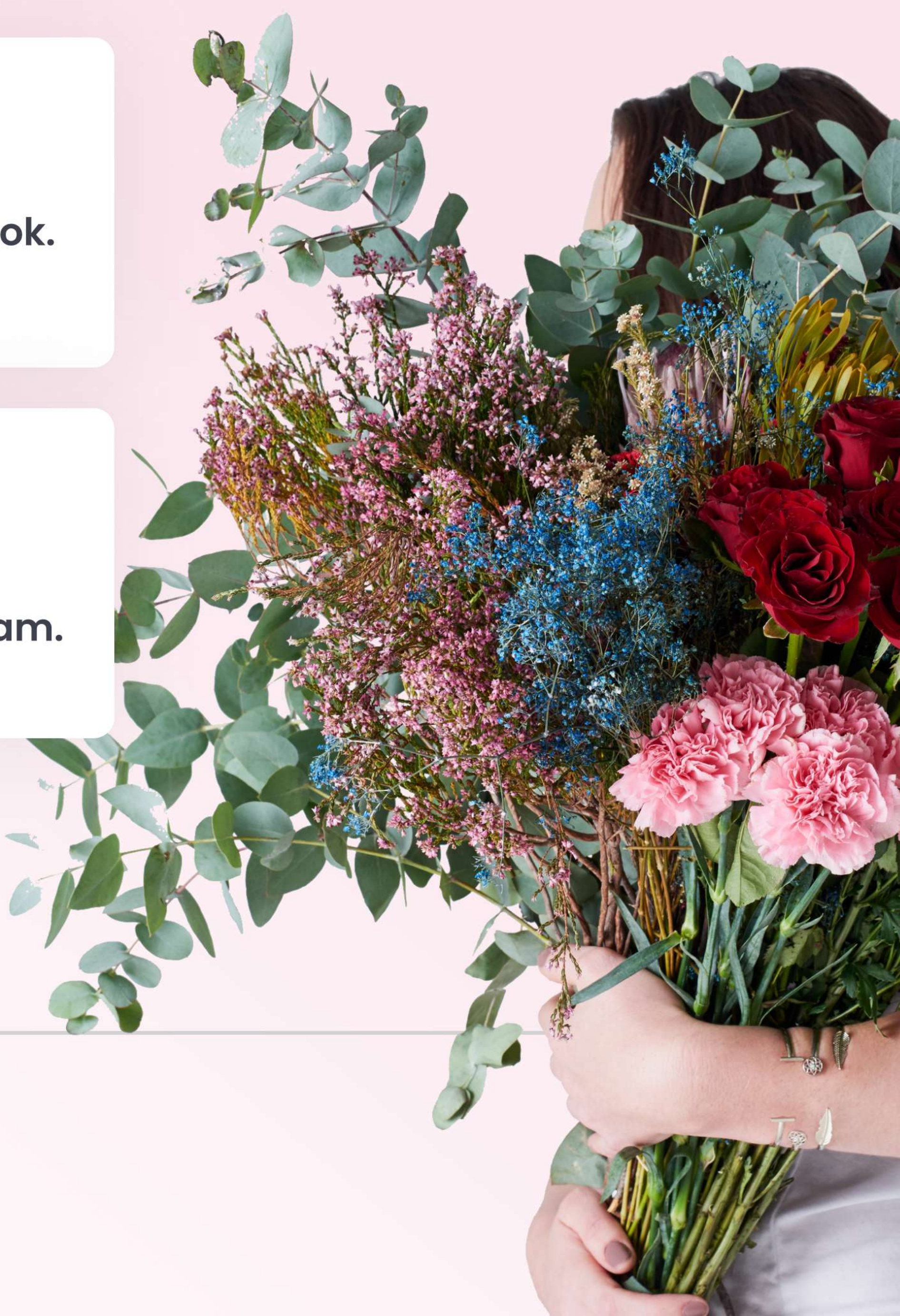
**38% are on Pinterest.**



**29% are on Instagram.**

Source: Pew Research Center, 2021

## Now go market to them!





# Internal Competition

Florists will continue to compete with other florists for their local market. Florists compete based on location, price, design, online brand, presentation, and customer service.



## FLORIST QUIZ

### What’s Your Competitive Edge?

Rate your floral business on a scale of 1 to 10

1 = Weakest in this area  
10 = Strongest in this area

Location	1	2	3	4	5	6	7	8	9	10
Price	1	2	3	4	5	6	7	8	9	10
Design	1	2	3	4	5	6	7	8	9	10
Online Brand	1	2	3	4	5	6	7	8	9	10
Customer Service	1	2	3	4	5	6	7	8	9	10

What area(s) could you strengthen? How?

How could you better market your competitive advantage?





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# External Competition

## Big Box Retailers

- Supermarket floral sales will remain stable at the expense of local florists.
- More budget-conscious customers are opting for low-cost or unarranged flowers.
- Big Tech, like Amazon, Door Dash, and UberEats, are tapping into people who want convenience.

## Ways Florists are Expected to Respond to Competition From Big Box Retailers

- To differentiate themselves, florists will emphasize **customer service** and **employee knowledge**.
- Some florists will likely to **target an upscale market** by offering more intricate bouquets.
- Other florists are expected to **offer low-priced products** to capture a larger pool of price-sensitive customers (IBISWorld, 2022).

## Large Online Retailers

Large online retailers are increasingly bypassing florists and purchasing directly from flower farms. As a result, future e-commerce growth will likely cut into demand for florists (IBISWorld, 2022).





### Assembly Line Bouquet Makers

Every minute and a half, a team of workers stationed along a conveyor belt can assemble 32 bouquets. According to a USA Bouquet representative, that amounts to 8,000 to 9,000 cases of bouquets a day created in factory fashion. Floral business owner Danny Sanchez said, "It was seeing the volume created at a bouquet maker for 1-800-FLOWERS.COM that helped him realize he needed to take his business online."



Florists with an active online presence are expected to compete better over the next five years (IBISWorld, 2022).

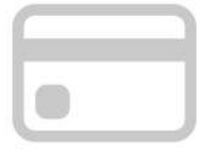


### Ways Florists are Expected to Respond to Competition From Large Online Retailers

- Florists will likely introduce new products and marketing plans to **attract younger, tech-savvy customers.**
- Large and small floral businesses have been **promoting themselves using social media** over the last five years, a trend predicted to continue.
- **Florists with an active online presence** are expected to compete better over the next five years (IBISWorld, 2022).



# Technology Trends



## Point-of-Sale (POS)

This technology is increasingly used to save time, track sales, and determine the effect of marketing campaigns.



## Updates to Sender with Photo

Florists can improve driver efficiency with advanced route planning and optimization.



## 3rd-Party-Delivery Services

Some florists are now working with delivery companies like DoorDash to deliver flowers. However, the types of arrangements third parties can deliver are very limited because they do not offer the conditions required to maintain flowers properly in transit.



## Delivery Tracking

Florists are able to use apps to receive push notifications, delivery tracking, and navigation. Customers get real-time visibility, automatic SMS notifications, accurate ETAs, and proof of delivery.



## Route Optimization

Florists can improve driver efficiency with advanced route planning and optimization.



## Online Platforms

Florists are using ecommerce platforms to get their shop online as more consumers opt for the convenience of ordering online. Some platforms offer florists an e-commerce website, POS, and customer delivery (thus cutting out wire services).



# The Rise of Houseplants

Over the last few years, there has been an explosion of interest in houseplants. While houseplants became vogue with younger consumers, the passion has spread to other age groups. And houseplant fever is predicted to keep growing!

## The Consumer Houseplant Purchasing Report 2021

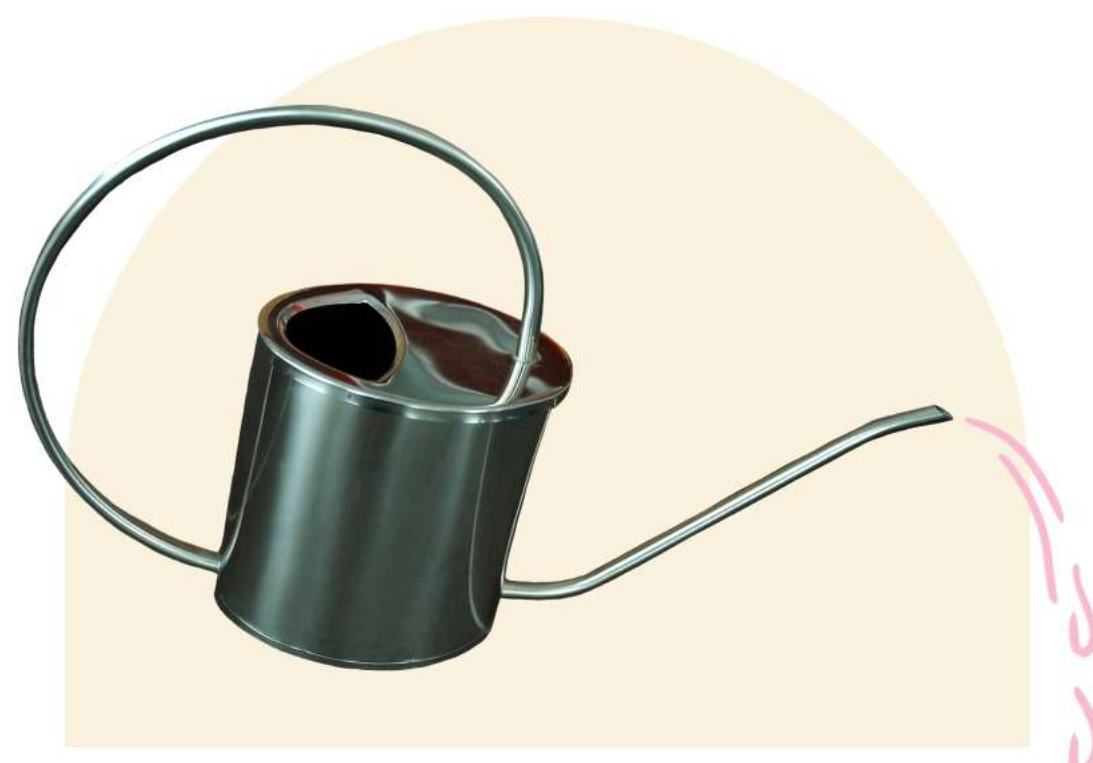
studied and surveyed a cross-section of America to uncover what is happening in the world of houseplants. We've included important findings to help florists fully capture this opportunity.



## These Trends Emerge when Comparing Houseplant Purchasers from 2019 to 2021:



Houseplant owners have more plants



More time is spent on their houseplant hobby



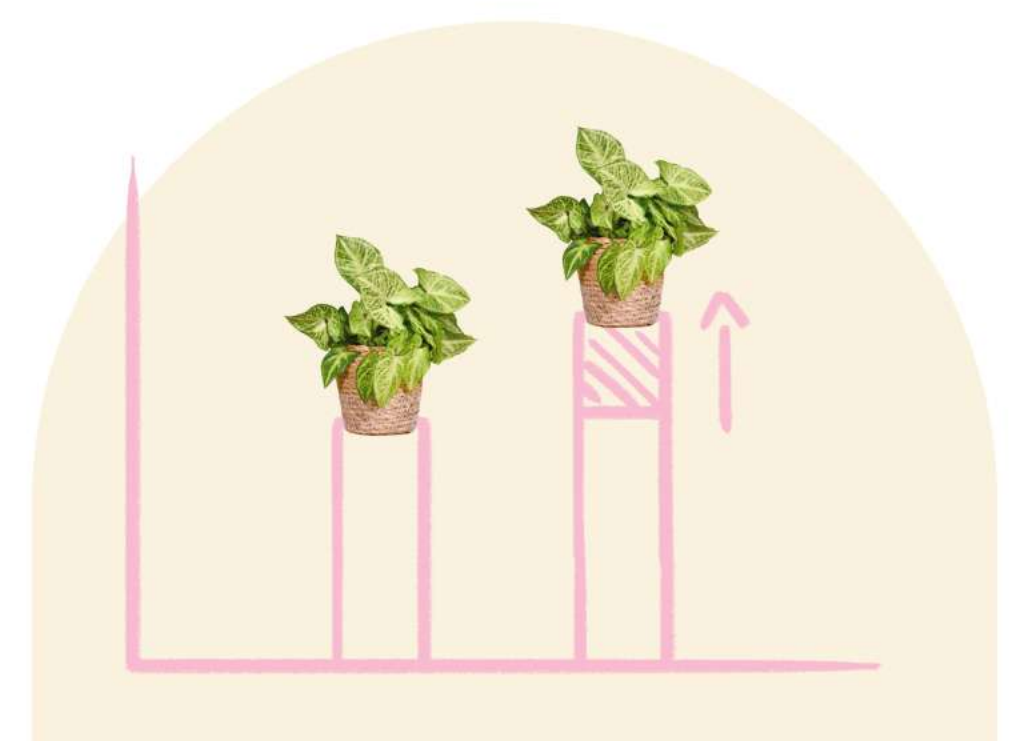
They are older and have higher levels of education and income



They are much more likely to give a houseplant as a gift



They will pay much more for every type of plant



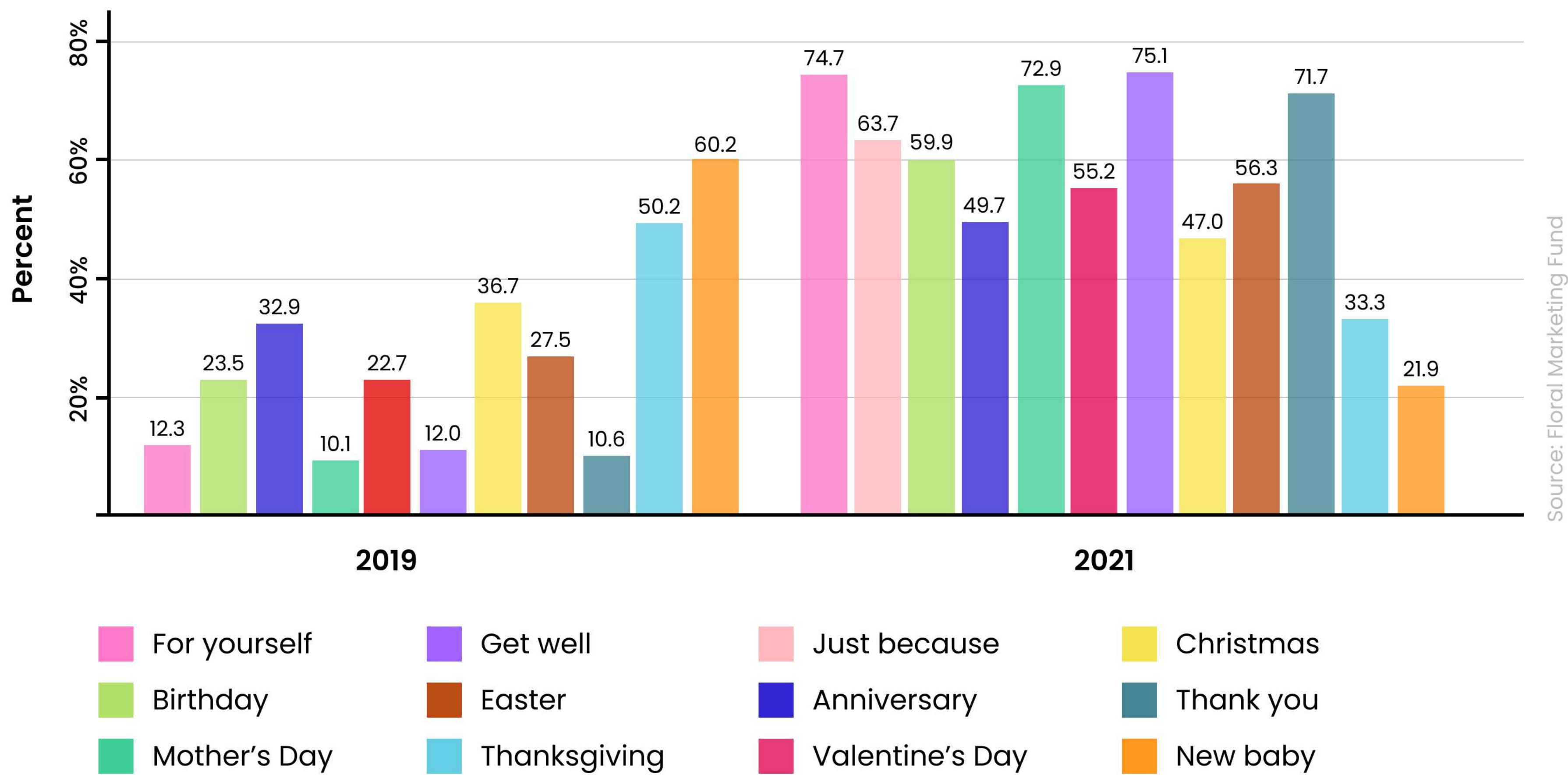
BloomNation reports a 36% increase in houseplant sales over the last two years

Source: Floral Marketing Fund



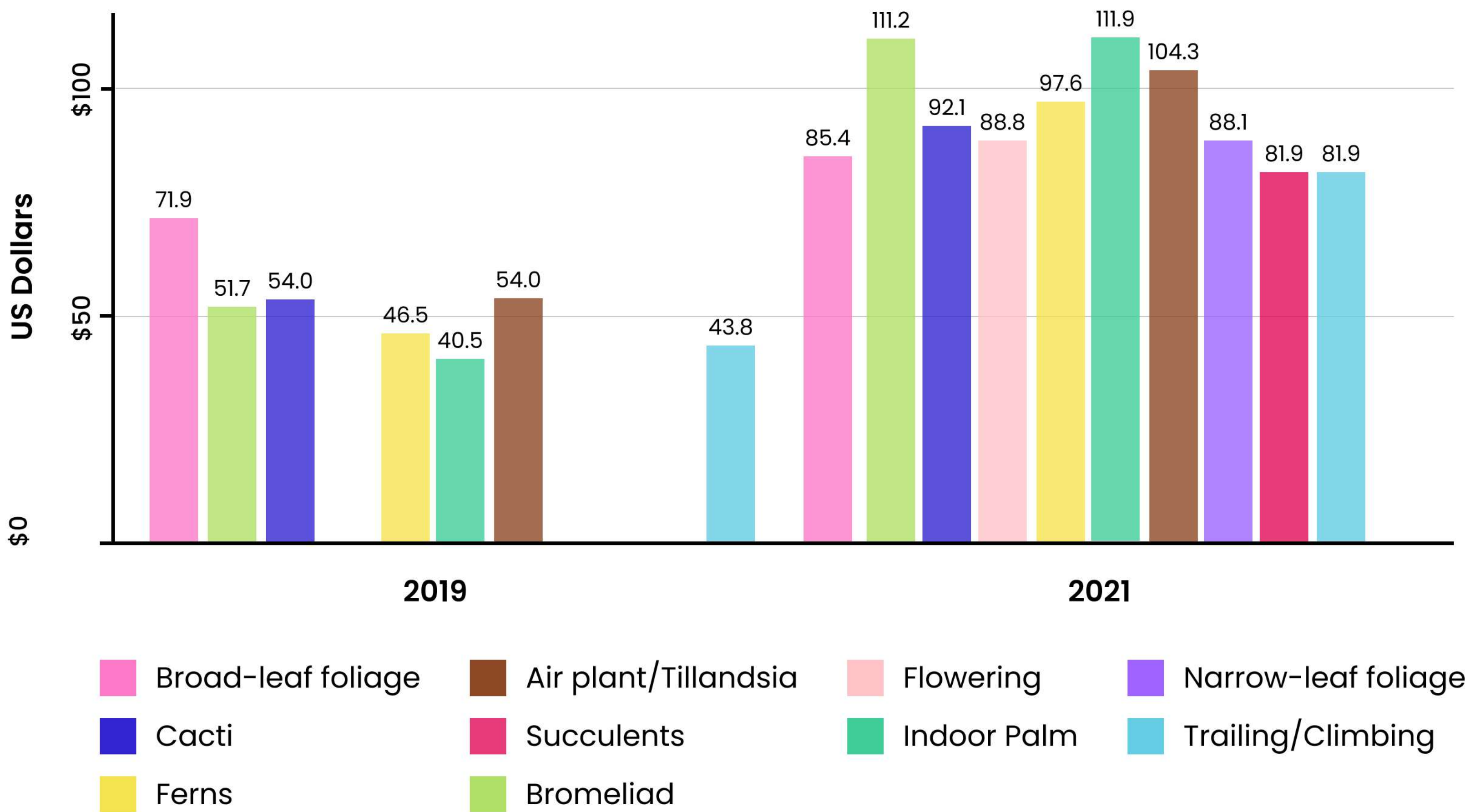
# On What Occasions Would People Give a Houseplant?

Likelihood Purchasers Would Give a Houseplant for an Occasion in 2019 vs. 2021



# Wondering How to Price Houseplants Today?

What Purchasers spent on houseplants in each category in 2019 vs. 2021





# Best Selling House Plants



ZZ Plant

White Bird  
of Paradise



Fiddle Leaf  
Fig



Monstera



Chinese Money  
Plant



String of Pearls



Staghorn Fern



Watermelon Peperomia

Source: Architectural Digest



# Top 5 things to do for 2023

The following ideas can help you navigate the trends and keep your business growing.

1

Get your own **ecommerce website** or optimize the one you have. For starters, make sure it's SEO-optimized for your local area. Then, to further increase visibility to local consumers, add all the information you can to your Google Business Profile.

2

**Do more social media marketing** to grow your customer base on #1 Facebook, #2 Instagram, and #3 Pinterest. A popular trend is to share photos or videos of someone creating special arrangements. If you're a destination for houseplants, show that.

3

**Boost posts and create ads on social media.** A budget of \$100 a month will significantly improve your reach and engagement.

4

**Use email marketing** to increase sales around holidays and to stay top-of-mind.

5

**Keep details about customers in your POS,** like birthdays, favorite flowers, etc. Give loyal customers and big-spending prospects white glove service.





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# Methodology and Data

This report aimed to describe Floral Industry trends affecting revenue growth, industry performance, competition, and floral design. Data sources and materials for analysis were selected based on having the most current information, a reliable methodology, and a good reputation in the floral industry.

The IBISWORLD Report, "Florists in the US," updated in July 2022, was a primary resource. IBISWorld is the largest industry information publisher in the world, providing a credible database of information on 700 industries.

IBISWorld reports are incredibly expensive at nearly \$1,000 per report. The high cost of actionable information was one reason **BloomNation wanted to create a report that florists could use to plan for the future of their businesses based on data and industry forecasts.**

## Who is BloomNation powered by Promenade?

BloomNation is an all-in-one business platform that provides florist shops with:

- A custom, SEO optimized ecommerce website
  - POS System
  - Social media (Instagram and Facebook): 288 posts per year
  - Email marketing
  - Flexible delivery options and order notifications
  - Customer review collection and management
  - Excellent customer support
- (and much more)

**To learn more about BloomNation:**

visit [www.getpromenade.com/bloomnation](http://www.getpromenade.com/bloomnation)

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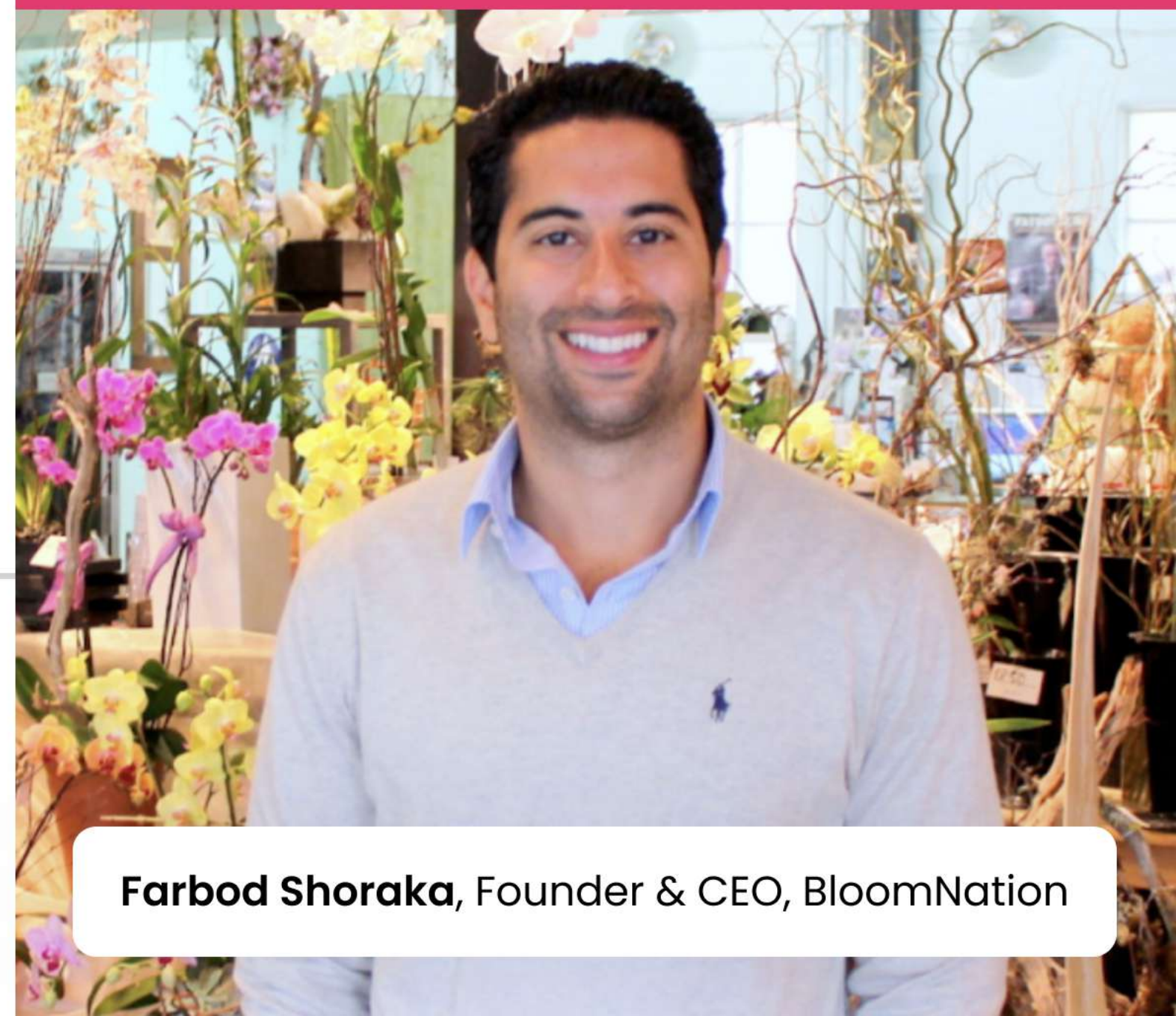
Floral Industry Trends Report

## The remarkable story of BloomNation

In 2010, Promenade CEO and co-founder, Farbod Shoraka, saw first-hand the challenges his aunt—the owner of a local flowershop in Irvine, CA—was experiencing: **expensive third-party wire services, narrow profit margins, high fees, and extreme difficulty in attracting and retaining customers.** After interviewing florists all over the country, Farbod and his co-founder Gregg Weisstein discovered florists had a common view of their business:

*"If a consumer just came to me directly, they would get much better flowers, and I would make more money."*

From that simple need, the idea to build a platform that truly assisted flower shops was born, **and in 2011, BloomNation was launched to the delight of florists everywhere.**



Farbod Shoraka, Founder & CEO, BloomNation





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powered by Promenade

# Join BloomNation

Get **\$150 off** your BloomNation services when you sign up with us by October 20, 2022.

Visit **<https://bit.ly/3xDCKi8>** to register for a consultation, or call us at **210-405-5050** (option 3).

