



# Florists' 2024 Trends

Your Recipe for Success.

Inna Puchkova, Post Bouquet  
Los Angeles, CA

[Join BloomNation](#)



# Editor's Note

Unearthing floral trends is an art as delicate and nuanced as the craft of floristry itself – it requires care, knowledge, and creativity. One must have their pulse on cultural currents, the world of fashion and design, dynamic shifts within social media, and economic and global events. Central to this is an ongoing dialogue with floral industry leaders, such as the CEO of the Society of American Florists, Kate Penn, and a deep engagement with our vibrant floral community.

As we curated our 2024 Floral Trends we drew inspiration from our leading BloomNation florists, many of whom are featured on the pages of this publication. We found compelling parallels between their design direction and shifts within broader industries that are shaping floral trends. From the Pantone® 2024 fashion color trends that tell stories of lightness, hope, and optimism, to interior design trends that call for monochromatic elegance, to feathery touches straight off Vogue's runways to the global focus on sustainability and the growing care for our planet. These global trends are beautifully woven into emerging daily arrangements as well as weddings and events creations.

We are proud to unveil to you the BloomNation 2024 Floral Trends that show not only what's in style, but also tell the stories of the "whys" behind these trends. We hope that you draw inspiration from this report and remember:

It is your unique talent and creativity that continually redefine and shape the floral industry.



Sonia Maslovskaya  
Head of Marketing  
BloomNation

Copywriting: Sonia Maslovskaya & Kim Coronado  
Design: Cristel Rossignol

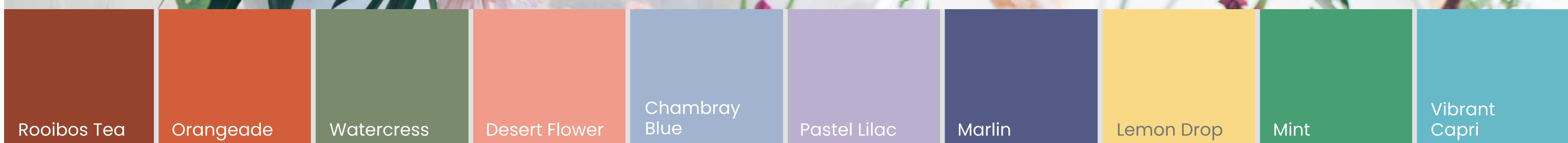
[Join BloomNation](#)



# Exploring Color Palettes

This year's narrative is painted in hues of hope and optimism, as forecasted by Pantone® Color Institute experts. The new color palette reflects a sense of freedom, a desire for personal self-expression, and feelings of joy and warmth. In addition to Peach Fuzz, Pantone's 2024 color of the year, some of the trending colors include a full-bodied red, red-orange hue with a citrus touch, refreshing peppery green, warm pink, brightened denim blue, soft lavender lilac, aquatic blue, sugar-coated lemon, mint green, and blight blue reminiscent of azure-colored waters. Here are the 4 color trends in floral design.

[Aquarela Gifts & Flowers](#)  
[Monrovia, CA](#)



[Source: Pantone](#)

[Join BloomNation](#)



# 1. Peach Fuzz & Apricot

Described as a velvety gentle color, Peach Fuzz represents the kindness and tenderness that our world needs for 2024 bringing about a world of hues that add a touch of softness and elegance to floral designs.

If you wish to harmonize your arrangements, Peach Fuzz pairs seamlessly with soft colors like delicate oranges, blush pinks, and muted yellows. To infuse a captivating contrast into your creations, consider incorporating a spectrum of blues and purples.

**Pantone Color  
of the Year 2024**

**PEACH FUZZ**

Sellwood Flower Co  
Portland, OR



Join BloomNation





Floral N5  
Los Angeles, CA

## 2. Bold & Bright

An explosion of color has moved from home objects and fashion runways to the hands of floral artists. Creatives worldwide are embracing bold and vivid colors accompanied by a mix of textures in their designs. By combining leafy greens, neutrals, opulent jeweled tones and primaries, designers have ignited a new desire amongst consumers for vibrancy and boldness in decorating their spaces. These eye-catching colorful hues are replacing the nude palettes that have been popular in the past years.

[Join BloomNation](#)



In 2024, the allure of a single color takes center stage, creating an elegant statement that resonates with contemporary aesthetics. We are seeing a splash of monochromatic in a range of colors - red, blues, purples, yellows, oranges, etc. Florists are creatively combining different flower types within the same color family, carefully selecting variations in tone and shade to add dimension and texture. This approach elevates the visual impact of the arrangements, making them a striking statement in modern floral expression.

## 3. Monochromatic



The Purple Rose, West Hollywood CA



Seed Floral  
Los Angeles, CA



## 4. Sky Blue & White

The pairing of sky blue and bright white is becoming popular in both interior design and floral arrangements. As we navigate through our fast-paced world, the pursuit of tranquility becomes ever more crucial. Sky Blue, a standout hue in this year's color trends, offers a serene and calming aesthetic. When combined with bright white, it evokes the tranquility of the ocean, the vibrant blues of exotic destinations, the Mediterranean's charm, and the serene expansiveness of summer skies. This color duo is not only refreshing but also brings a sense of peace and the vastness of possibilities.

[Join BloomNation](#)



# 4 Wedding Trends

2024 is ushering in a variety of fresh trends that are transforming floral wedding creations catering to a large number of couples seeking to tell their unique love stories in their personalized ways. These emerging trends not only reflect global color preferences and a growing commitment to sustainability but also blend contemporary style with timeless romance in floral arrangements.



[Join BloomNation](#)



## soft & warm

Pantone embraces 'Peach Fuzz' as its Color of the Year, WGSN and Coloro, both renowned authorities in color trends, have introduced 'Apricot Crush' as their color choice for 2024. Both hues exude a sense of warmth, joy, and contemporary elegance, making them particularly fitting for wedding celebrations. We'll see these colors coming together in centerpieces, bouquets, bridesmaids' dresses, and wedding decor overall.

## & feathers & sparkles

The trend in wedding centerpieces is evolving with the use of non-floral materials, introducing a touch of chic and creativity. Elements like luxury ribbons (see the trend of 'coquette'), sparkling crystals, and delicate feathers are becoming popular choices. These materials either stand alone as the central focus of the centerpiece or are paired with traditional cut flowers. The blend of floral and non-floral elements offers couples new ways to express the style and the theme of their celebration.

Majestic Design Florist, Los Angeles, CA



[Join BloomNation](#)





Andy's Florist, Torrance, CA

## petite & delicate

The trend towards simplicity in bridal bouquets is becoming more evident, with many brides opting for a less is more approach. The Lily of the Valley has been a popular choice for numerous royal weddings and is now embraced by modern brides. Meanwhile, striking Anemones offer a bold statement, and the classic Calla Lilies symbolize timeless elegance. These minimalist bouquets not only reflect a modern aesthetic but also allow the natural beauty of the flowers to shine.



Brooklyn Blooms, Brooklyn, NY

## & bold beautiful

Bright colors aren't only emerging in daily arrangements, they are making a dramatic entrance to the wedding scene, replacing the previously popular muted palettes. Prepare to embrace vibrant and evocative colors that reflect couples' desire for individuality and creative expression. Mismatched yet complementing bridesmaid bouquets, a mix of bright colors such as vivid pink, soft Chambray blue, and energetic yellow are all in style.

Join BloomNation



# Buzzworthy

As we researched the trends shaping the colors and textures that are taking over the floral industry in 2024, we came across some topics worthy of their own categories. From social media redefining the economic landscape to sustainability practices informing supplier and consumer decisions, to workshop experiences leaving us with long-lasting memories; here are the buzzworthy trends for the new year.

[Join BloomNation](#)





# 4 Social Media Trends

It would not be a true Trends Report without mentioning social media's impact and stronghold on setting trends across industries. TikTok, Pinterest, Instagram and other platforms have been at the forefront of deciding the next trends while popularizing niche interests and bringing millions of dollars to small businesses around the globe.

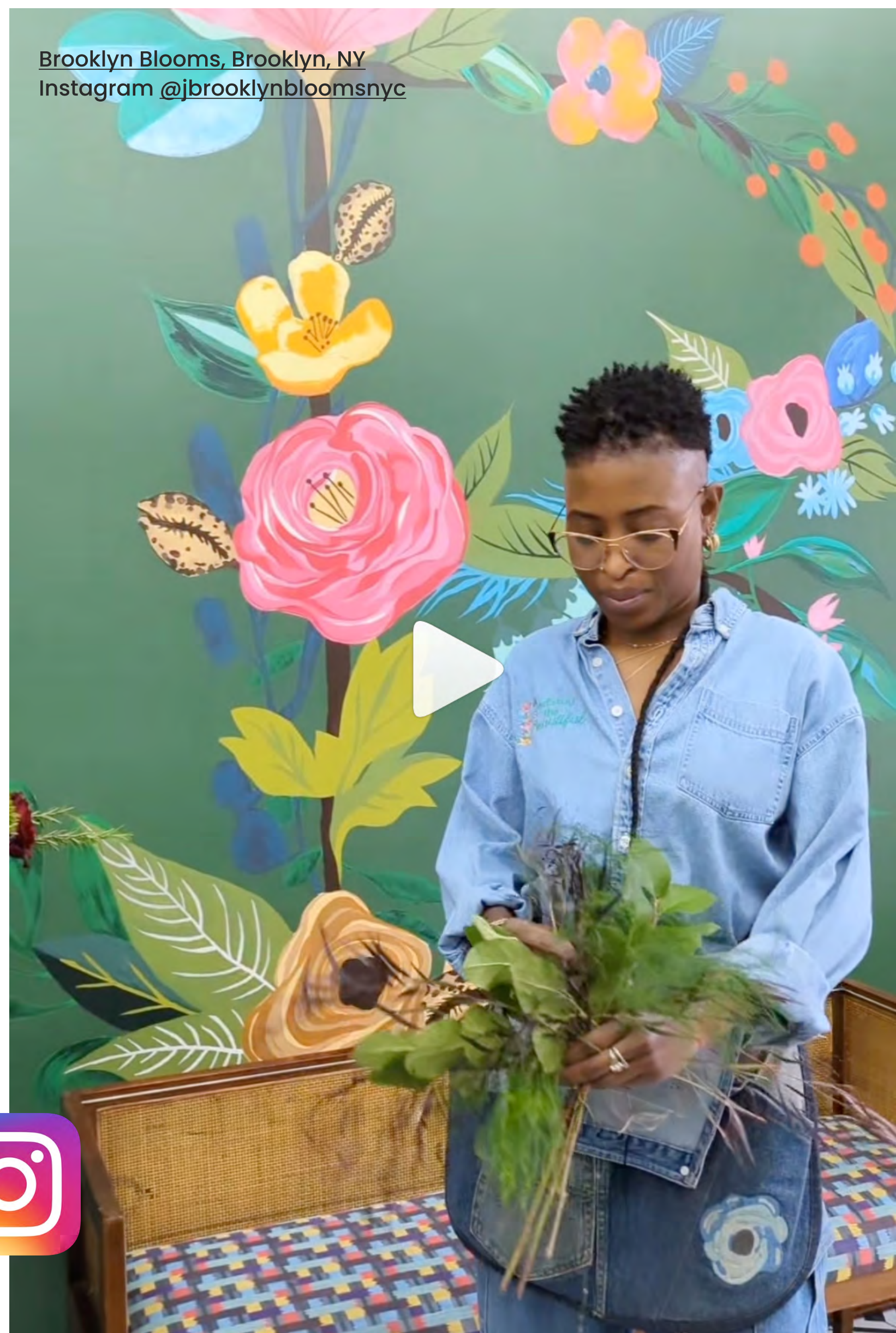
## **Video remains King!**

Shorter video content and behind-the-scenes will continue to dominate our virtual presence and the markets. Viral has a recipe: think of less high production and more of a 'captured-with-my-lphone' feel for any video content that'll come from now on.

## **TikTok is the new Google**

Younger generations have changed the way we utilize technology especially how we search for things on the internet.

TikTok is now everybody's go-to for recommendations on style, businesses, places, trends, and anything else you can fathom.







Mercury Flowers, Los Angeles, CA - Instagram @mercuryflowers\_

# Social Media

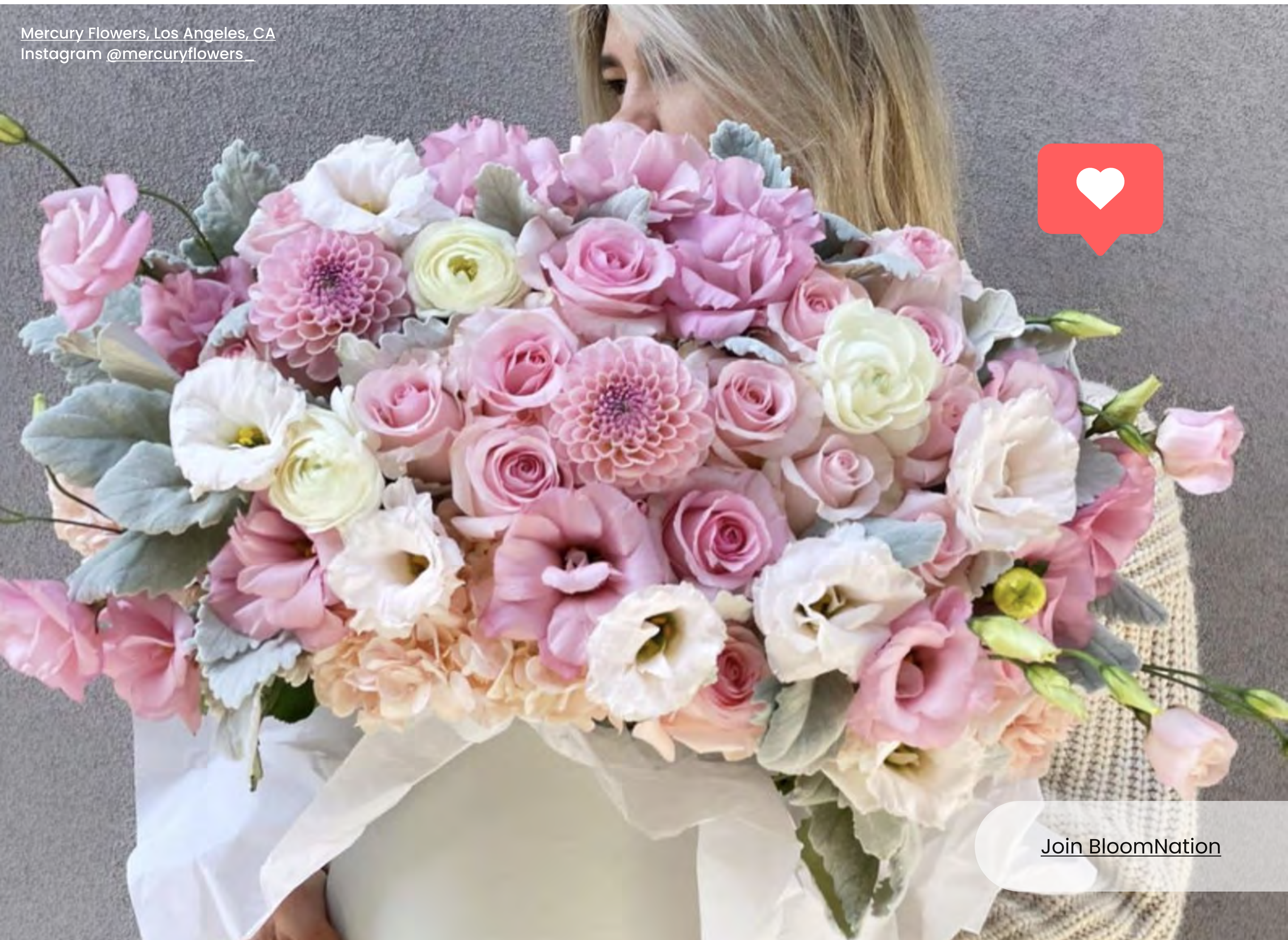
## Goodbye picture perfect – Hello authenticity!

Creatives and artists alike have ditched the picture-perfect grid that dominated our virtual presence for a good chunk of the 2010s and early 20’s. Now, just like ‘Peach Fuzz’, it’s all about showing vulnerability and authenticity with your art and brand.

## The Rise of the Micro-Influencer

User-generated content, or UGC for short, has been and will continue to be a powerful tool for businesses and brands to bring their products to a broader audience. As much as we’d love to stop hearing the term ‘influencer’, the new ‘creator economy’ is here to stay and florists need to take advantage of it.

Mercury Flowers, Los Angeles, CA  
Instagram @mercuryflowers\_



Join BloomNation



Dolce Blooms Floral Design  
Studio City, CA



# Sustainability as a Core Value

Certified organic, locally farmed, B-Corp and many other denominations have taken the floral industry by storm. Nowadays, consumers are more likely to pay more for sustainably made products if it means a decrease in their carbon footprint.

Tic-Tock Couture Florals  
Hollywood, CA



There is a continued desire for arrangements that foster a closer connection with nature, such as living arrangements, succulents, indoor plants, and abundant greenery. Eco-conscious consumers prefer choices that minimize waste, use eco-friendly materials and extend the life of their arrangements, such as preserved and dried botanicals.

[Join BloomNation](#)



# Sustainability as a Core Value

When it comes to weddings, more couples are choosing seasonal and locally sourced blooms, to align with the aforementioned eco-conscious values. There's also a noticeable uptick in the use of potted plants and flowers for decorating wedding aisles and as centerpieces.

Post-ceremony, these living arrangements are taken to the couples' and guests' homes where they serve as living mementos of this special day, offering a lasting reminder of their commitment and the beauty of nature.



[Tic-Tock Couture Florals](#)  
Hollywood, CA







# Experiential Trends: Workshops

This year, the floral industry will continue to see a rise in experiential events. Local florists no longer rely on retail arrangements as their only source of income but have started diversifying and incorporating floral workshops and events into their business model.

Workshops provide customers with an experience that blends entertainment, education, and the sheer joy of creating something beautiful. There's a variety of workshops to cater to different interests, seasons and groups, offered as corporate events, small parties, masterclasses or private lessons.

Holiday themes like Galentine's Day, International Women's Day, Thanksgiving centerpieces, and winter holiday wreath-making are particularly popular. Beyond these, many workshops can be offered year-round, such as flower crowns, corsage making, floral arrangements 101, and exploring the art of Ikebana. To make these experiences even more enticing and unique, consider partnering with a local wine bar or a chocolatier.

Aquarela Gifts & Flowers  
Monrovia, CA



[Join BloomNation](#)



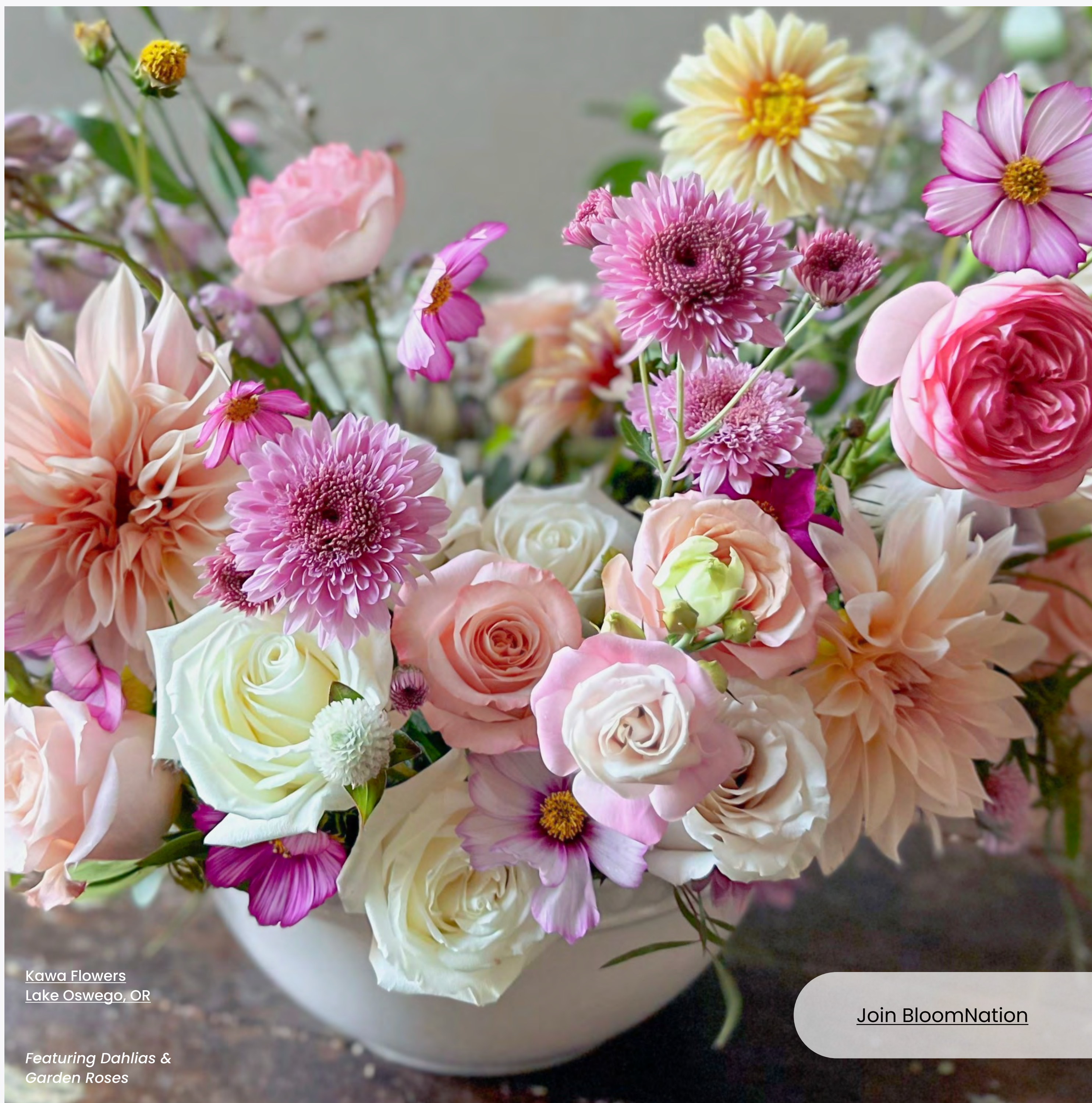
# Top 10 Blooms

Polar Bear – a new Gypsophila variety  
Ornamental kale  
Proteas  
Dahlias  
Garden roses  
Orchids  
Anemonies  
Ranunculus  
Scabiosa  
Anthurium



*Featuring Anthuriums*

Jean-Pascal Florist  
Los Angeles, CA



Kawa Flowers  
Lake Oswego, OR

*Featuring Dahlias &  
Garden Roses*

Join BloomNation





# Floral State of the Industry

As 2023 drew to a close, we sat down with Kate Penn, the CEO of the [Society of American Florists](#), and Farbod Shoraka, CEO of BloomNation, for a candid conversation about the floral industry's current state. This event, hosted as a free webinar, was attended by hundreds of florists in the US and Canada and offered profound insights into both the challenges and promising trends shaping the industry.

[Join BloomNation](#)



## Key Optimistic Trends for 2024

The floral industry in 2024 has stabilized from the uncertainties, unpredictable supply chain and logistical challenges faced in 2021 and 2022. There's no longer a need to stock up on inventory and tie up cash as supply unpredictability has eased.

Despite a slight decline in the number of retail flower shops since 2022,

**the total spending on floral products continues to rise, showing a 13% increase through 2023.**

Retail florist sales show modest growth, with an average of \$700K in 2023, a 3% increase from the previous year. Predictions suggest continued, albeit modest, growth in the coming years.

The majority of sales increases come from a higher Average Order Value, with 65% of SAF survey respondents reporting sales increases due to this factor. Comparisons with pre-Covid numbers from 2019 are vital, with many florists reporting higher sales, units, and net profits than in 2019.

**E-commerce has seen significant growth, and is accounting for 22% of retail sales, up from 14% in 2019.**

## Persistent Challenges

Challenges facing the industry include succession planning and labor issues.

In many cases florists are not planning too far ahead to build businesses that others would be willing to buy. SAF is committed to providing strategies for a successful exit plan.

**Labor remains a critical concern - talent is hard to find, hard to keep and is rather expensive. It's important to focus on automation and technologies that can save on labor.**

Florists are encouraged to leverage AI to improve productivity and save time (e.g. come up with social media content, email subject lines, product names and descriptions, marketing copy, create interview questions for candidates, automate onboarding, and more).





## Strategies for Growth

According to florists experiencing growth, their recipe for success includes:

- **Increased focus on Search Engine Optimization and digital advertisement**
- **Social media marketing**
- **Enhanced customer service quality.**

It's crucial for florists to not only have a strong online presence enhanced by Search Engine Optimization.

Social media dominates in discovering new products, especially among younger generations. Successful florists are using social media platforms not only to strengthen their brand, increase following, showcase, and advertise their products but also to build meaningful communities online. Florists who are seeing growth have a deliberate social media plan that they execute, monitor and adjust as needed.

**The focus on elevating customer service is huge. Consumer trends show a strong preference for immediate gratification, with a willingness to pay more for same-day delivery.**

41% of consumers are willing to pay more for same-day delivery and nearly a ¼ of shoppers will pay more to receive delivery within a specific window of time. Successful florists are adapting to these demands with flexible same-day delivery options and by leveraging third-party delivery services as needed.

Retailers who have had success over the years catering to their customers by giving them more attention, for example by sending them photos of arrangements that are about to be delivered), therefore giving their customers more confidence in their purchase.

High-priced arrangements are gaining traction, with florists encouraged to showcase luxury bouquets on their homepage for customers who are willing to splurge.

To keep customers engaged and loyal it's important to stay ahead of trends by offering new flowers and new styles. Above all, harness your creativity to distinguish yourself in the bustling and vibrant world of floristry.

**“You can't use up creativity.  
The more you use, the more you have.”**

Maya Angelou





# What is BloomNation?

BloomNation is the industry's leading floral platform providing florists with the tools to manage and grow their businesses. For over a decade thousands of florists have chosen to partner with us because of our innovative Point-of-Sale system, custom-made websites that stand out, effective automated marketing, and many more tools that help florists grow and save time!

**“We are more than just a business solution. We truly partner with you and give you the tools to help your business grow and create an experience for your customers that is unique to your artistry and flower shop.”**

says Farbod Shoraka, Co-Founder and CEO, BloomNation

[Learn more about BloomNation](#)



