

Cut Flowers and Houseplants - UK - February 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Gifting is a key driver of flower sales, with 70% of consumers having bought flowers for someone else in the last 12 months. Younger generations, however, are choosing to buy other gifts such as chocolate or champagne instead of flowers and this is a concern for the market.”

– Tamara Sender, Senior Retail Analyst

This report looks at the following areas:

- How has the market performed over the last five years?
- What factors stand out as the most important when buying flowers?
- How can retailers drive growth in the cut flowers market?

The cut flowers and houseplants market has been hard hit during the economic downturn as consumers cut back, considering them non-essential purchases.

Supermarkets continue to dominate the distribution of cut flowers, although a move by consumers towards shopping for food more locally could benefit florists in the medium to long-term.

Freshness stands out as the most important factor people look for when buying flowers. The consumer research shows that consumers are almost twice as likely to prioritise this over low cost.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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