

Consumer Attitudes Towards Cut Flowers and Houseplants: Inc Impact of COVID-19 - UK - May 2020

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This report looks at the following areas:

- The impact of COVID-19 on future consumer confidence.
- Key consumer behaviours influenced by COVID-19
- The impact of COVID-19 on flowers and houseplants in the short-, medium- and long-term
- Tapping into the gifting market with houseplants
- How retailers can attract Millennials to flowers



"The COVID-19 pandemic has caused disruptions to all stages of the floriculture supply chain which operates at a global level and works inter-dependently to bring flowers and houseplants to key markets such as the UK, all-year round."

– Emily Viberg, Retail Analyst,
30 May 2020

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