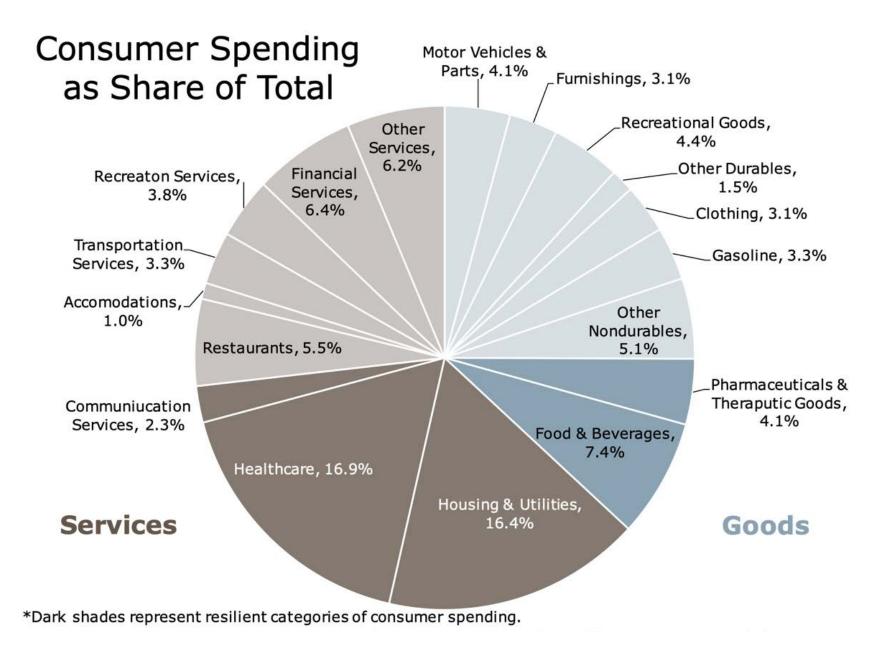
SAF SUMMIT REFRESH. RENEW. REVIVE YOUR BUSINESS.

How Will COVID Impact Flower-Buying?

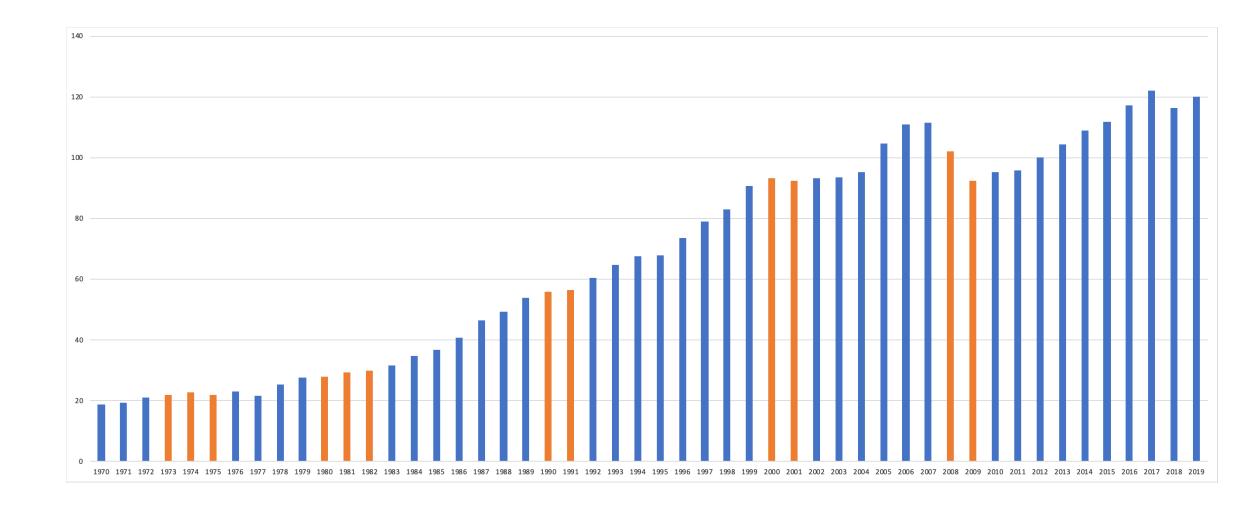
Dr. Charlie Hall Professor & Ellison Chair in International Floriculture Texas A&M University



- How do consumers usually spend their money and how did COVID-19 affect that spending?
- Findings from previous studies regarding flower purchasing habits
- Findings from the recent IPSOS survey
 - Purchases over the next six months?
 - Top 3 factors influencing purchases?
 - Most likely outlets for flower purchases?
- Concluding thoughts



Flower sales by year, 1970-2019



2016 Generations of Flowers Study





PURCHASE FOR SELF

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PURCHASE AS GIFT



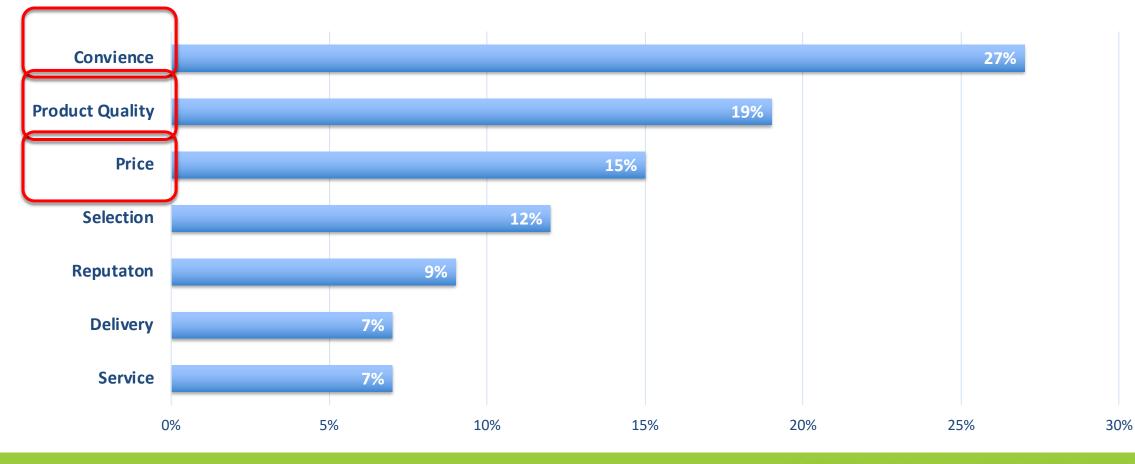
American | Funding Generations of Floral | Progress Through Research Endowment | and Scholarships

Floral Purchase Tracking Study

The primary consideration when selecting a location to purchase floral products is convenience (27%), quality (19%), and price (15%) are the next most important vendor selection factors.

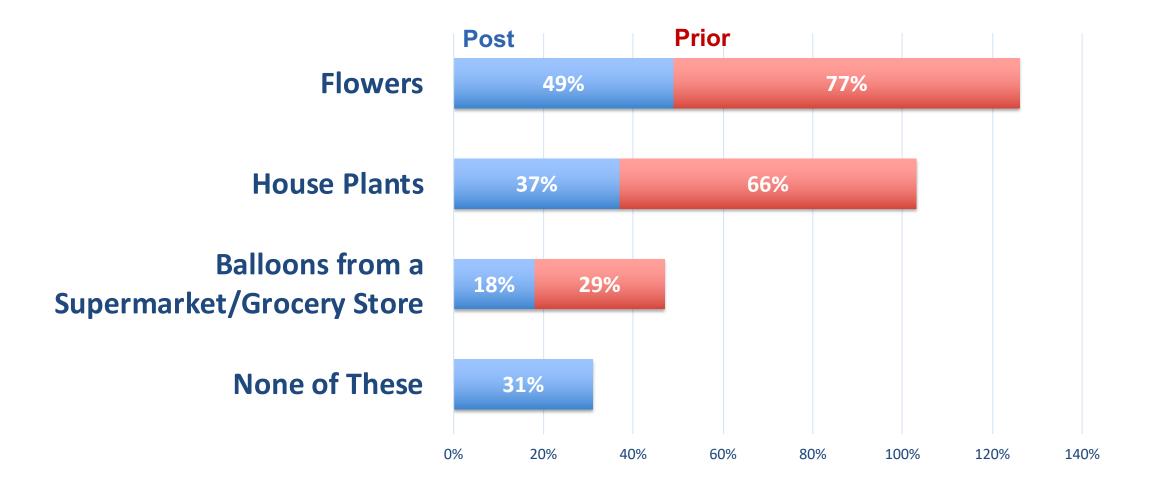






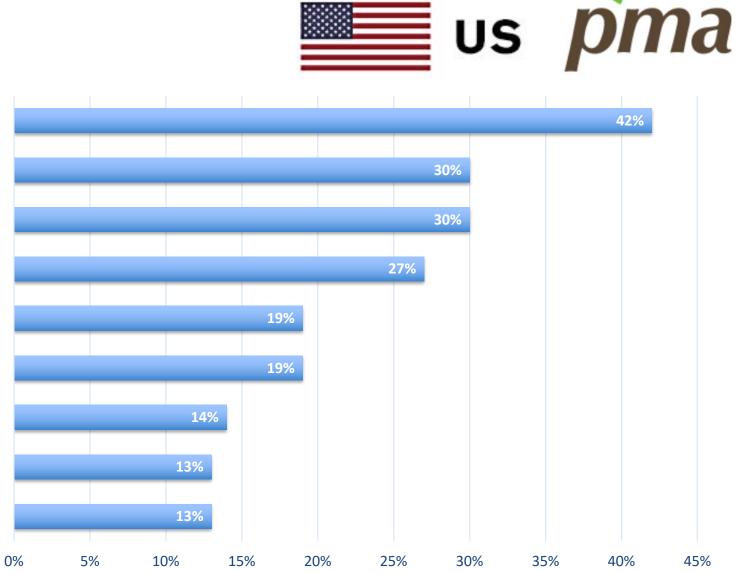
Floral Purchased Prior Versus Since COVID-19

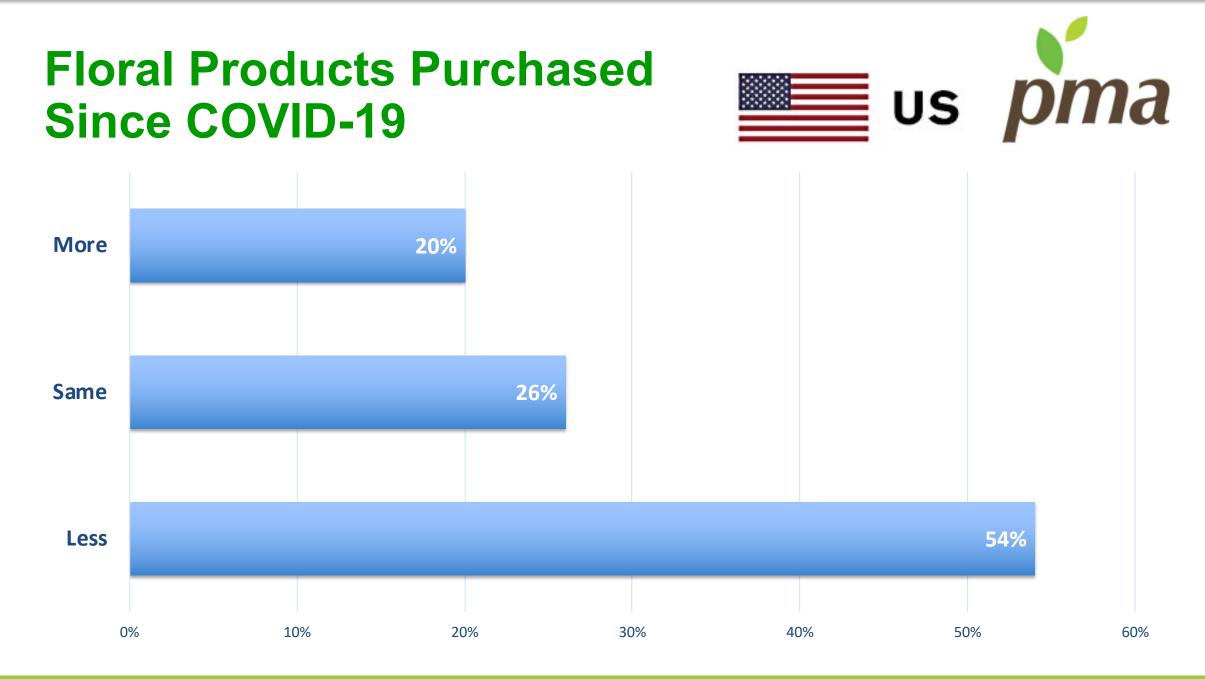




Floral Purchases Since COVID-19

Supermarket/Grocery Store **Mass Merchandiser** Hardare/Home Improvement Store Garden Supply Store of Local Nursery **Online From an Online Flower Market Flower Shop/Florist Club Store Online From a Grocery Store Local Convenience Store**



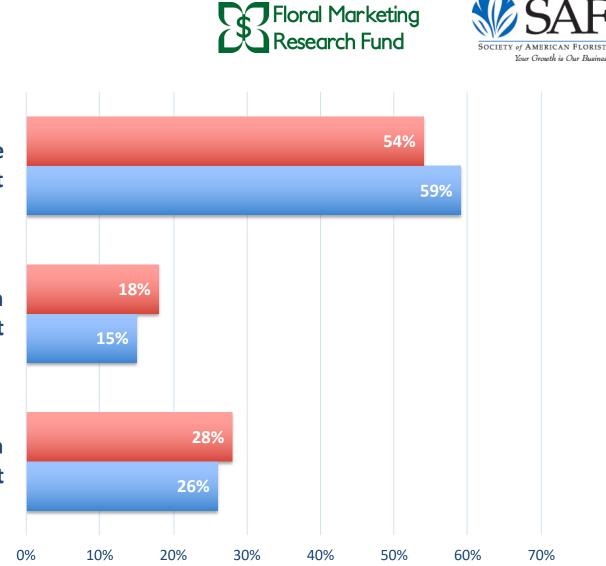


In the next 6 months, do you think you will...

Purchase flowers and/or plants with the same frequency as in the past

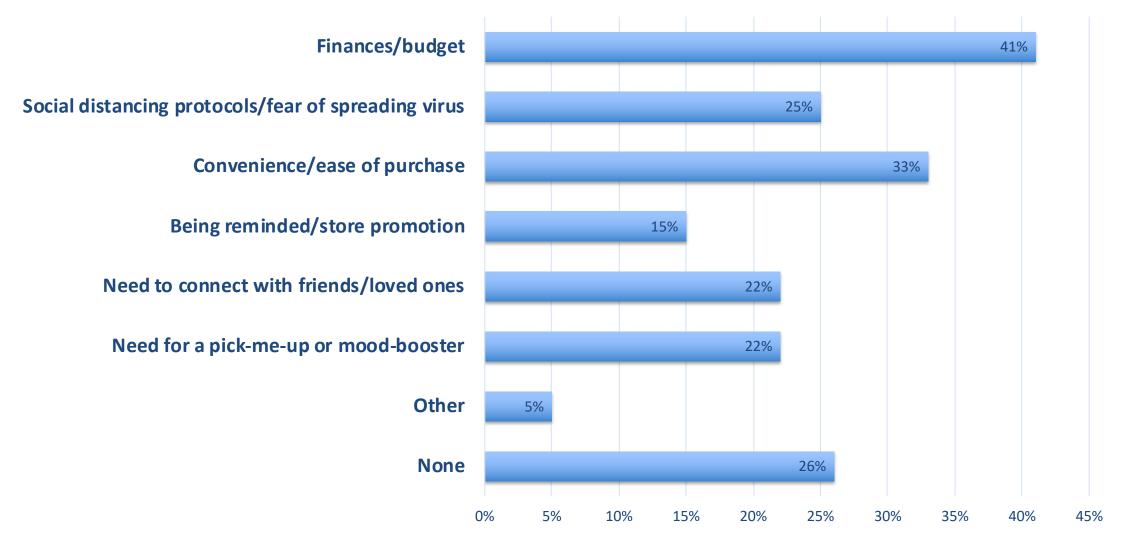
Purchase flowers and/or plants more often than in the past

Purchase flowers and/or plants less often than in the past



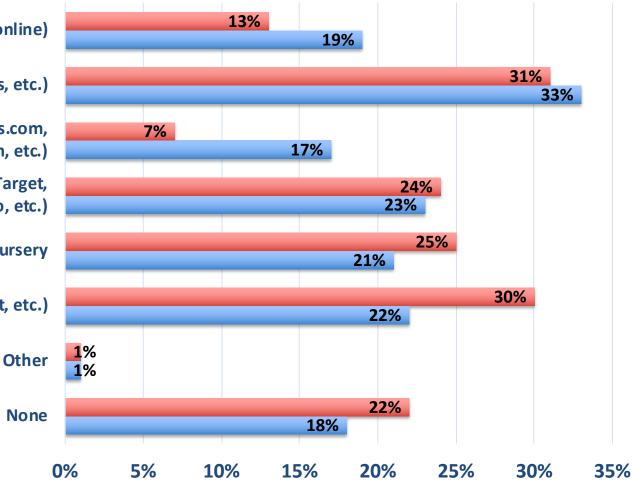


In the next 6 months, what are the top 3 factors that will influence whether or not you purchase flowers or plants



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Thinking to the future, which outlet would you be most likely to purchase flowers and/or plants?



Local Retail Florist Shop (via phone, walk-in or online)

Supermarket or grocery (e.g., Safeway, Wegman's Wholefoods, etc.) Internet Floral Service (e.g., FTD.com, 1-800-Flowers.com, ProFlowers.com, etc.)

Mass merchandiser or Wholdsale Club (e.g., WalMart, Target, Costco, etc.)

Independent Garden center, Greenhouse or Nursery

Home Improvement Center (e.g., Lowe's, Home Depot, etc.)

For Others

For Yourself

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U.S. Population by Age, 2018 Census Estimate

