



SAF

REINVENTION

SUMMIT

REFRESH. RENEW.

REVIVE YOUR BUSINESS.

How Will COVID Impact Flower-Buying?

Dr. Charlie Hall

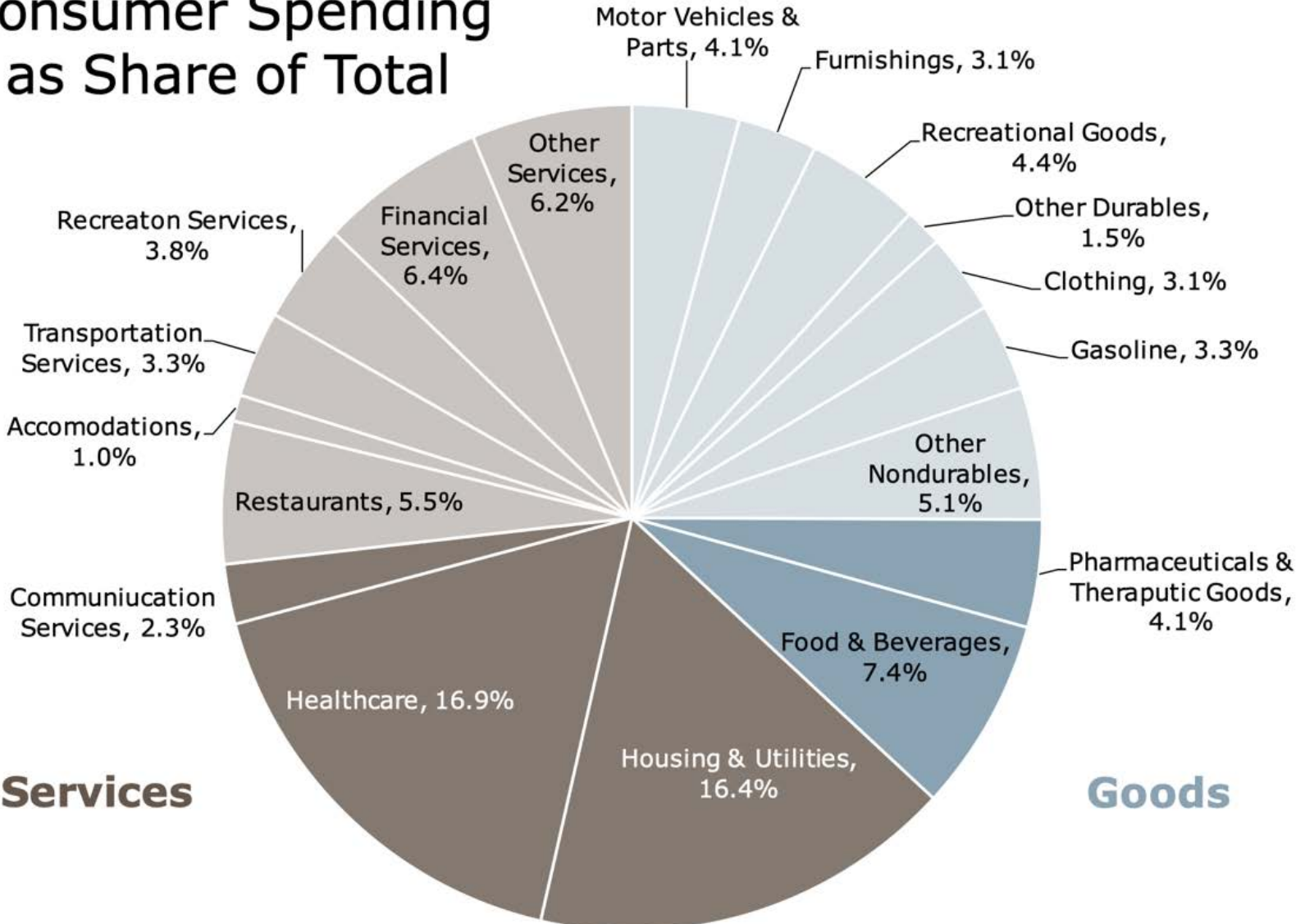
Professor & Ellison Chair in International Floriculture

Texas A&M University

Agenda

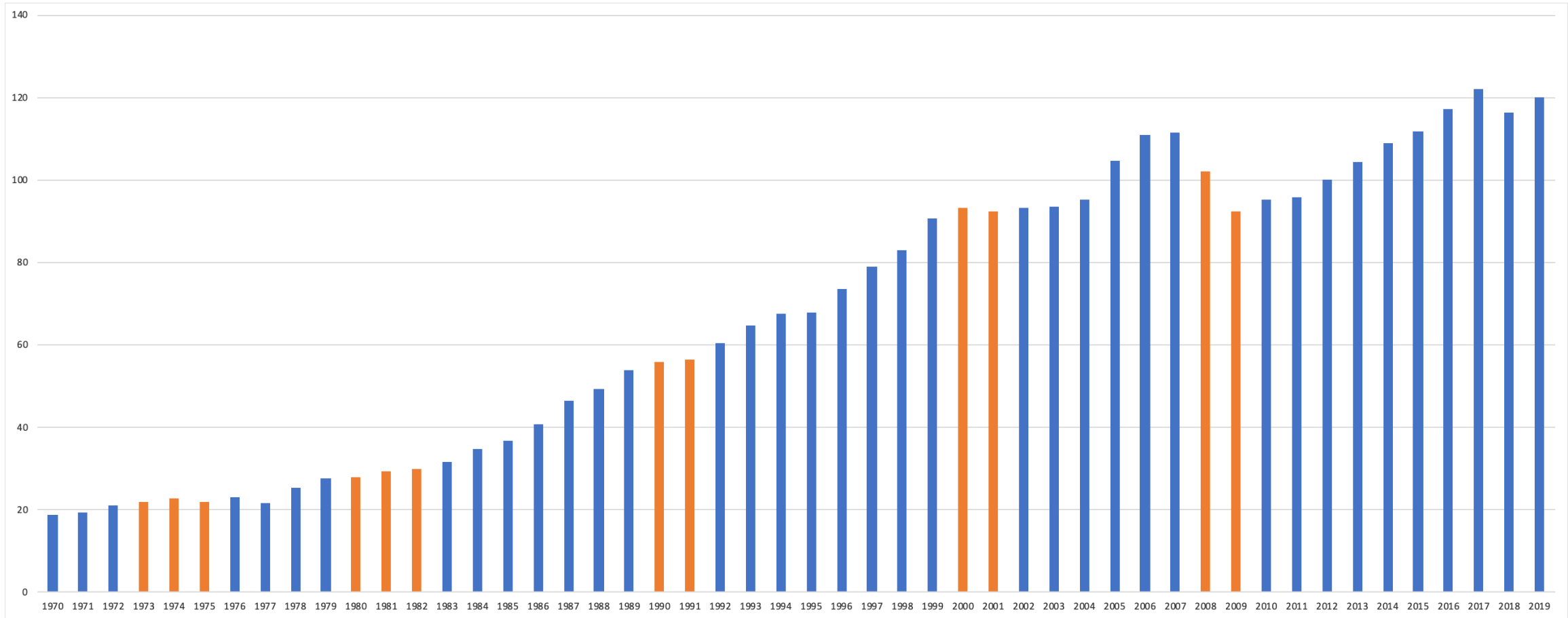
- How do consumers usually spend their money and how did COVID-19 affect that spending?
- Findings from previous studies regarding flower purchasing habits
- Findings from the recent IPSOS survey
 - Purchases over the next six months?
 - Top 3 factors influencing purchases?
 - Most likely outlets for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

Consumer Spending as Share of Total



*Dark shades represent resilient categories of consumer spending.

Flower sales by year, 1970-2019



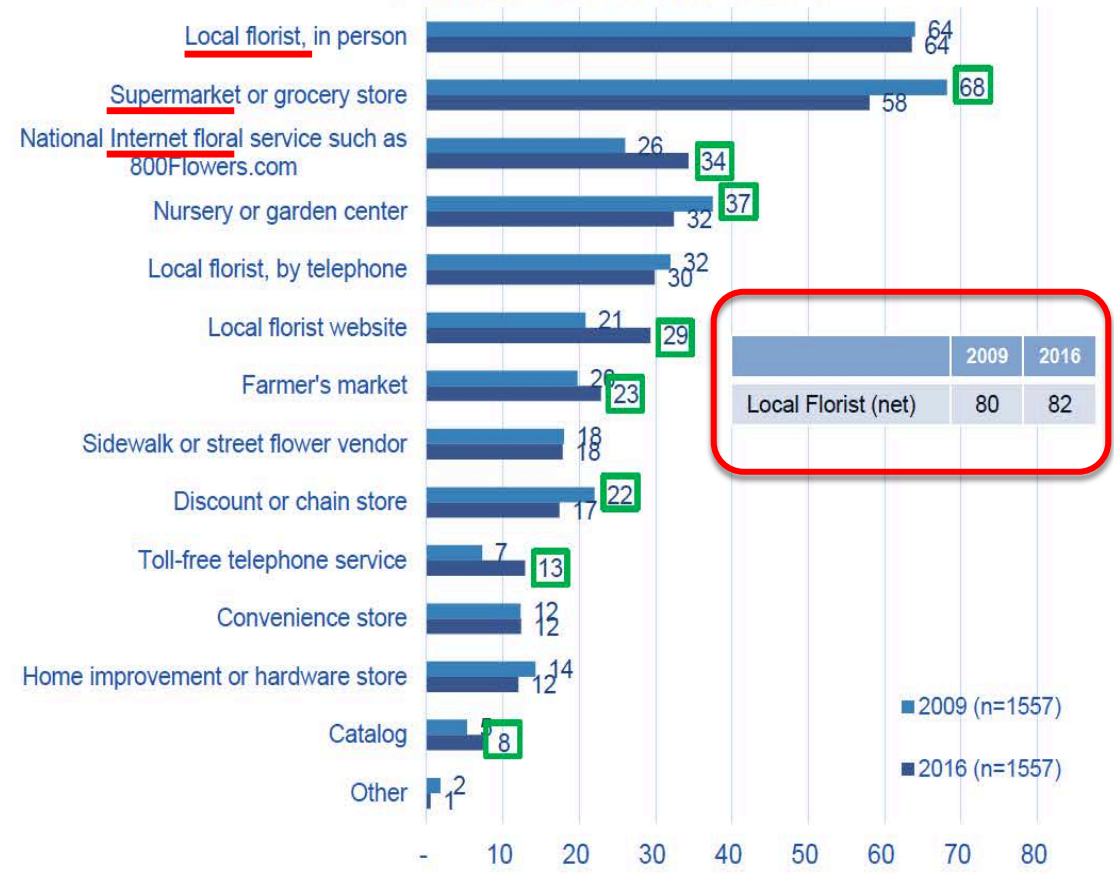
2016 Generations of Flowers Study

LOCATIONS TYPICALLY PURCHASE FLOWERS

PURCHASE FOR SELF



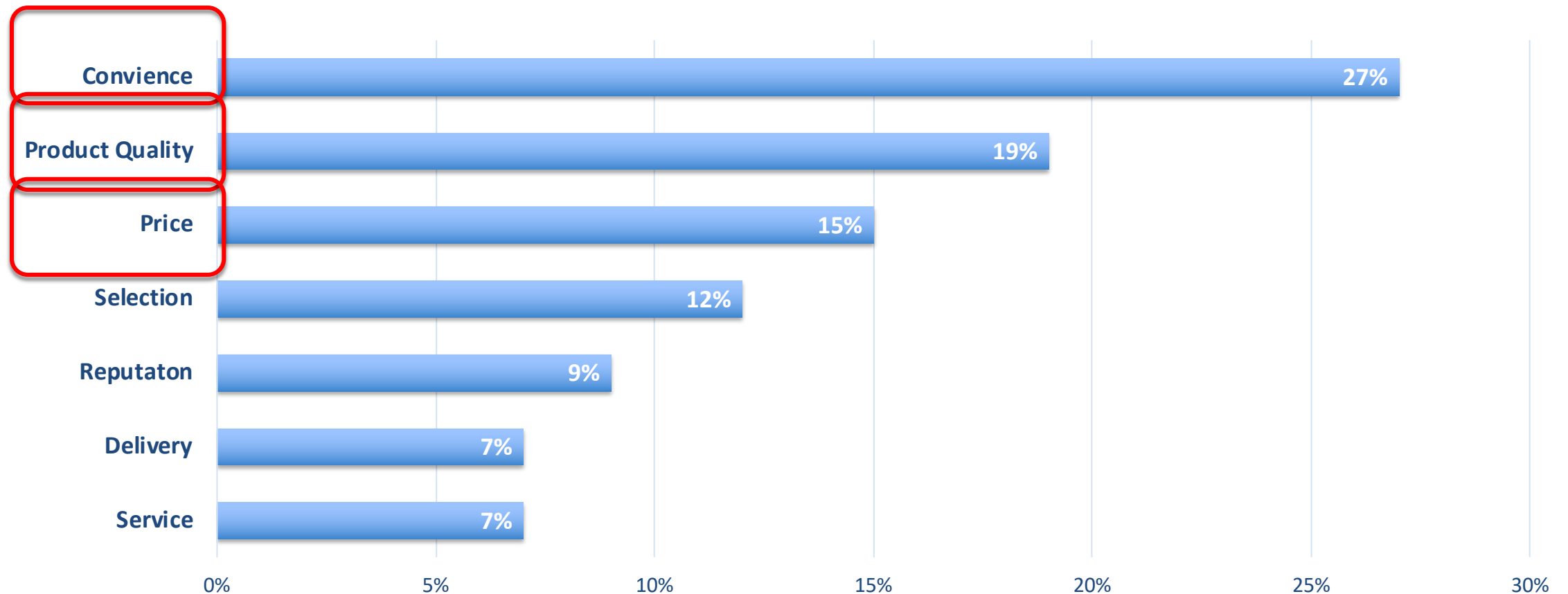
PURCHASE AS GIFT



Floral Purchase Tracking Study



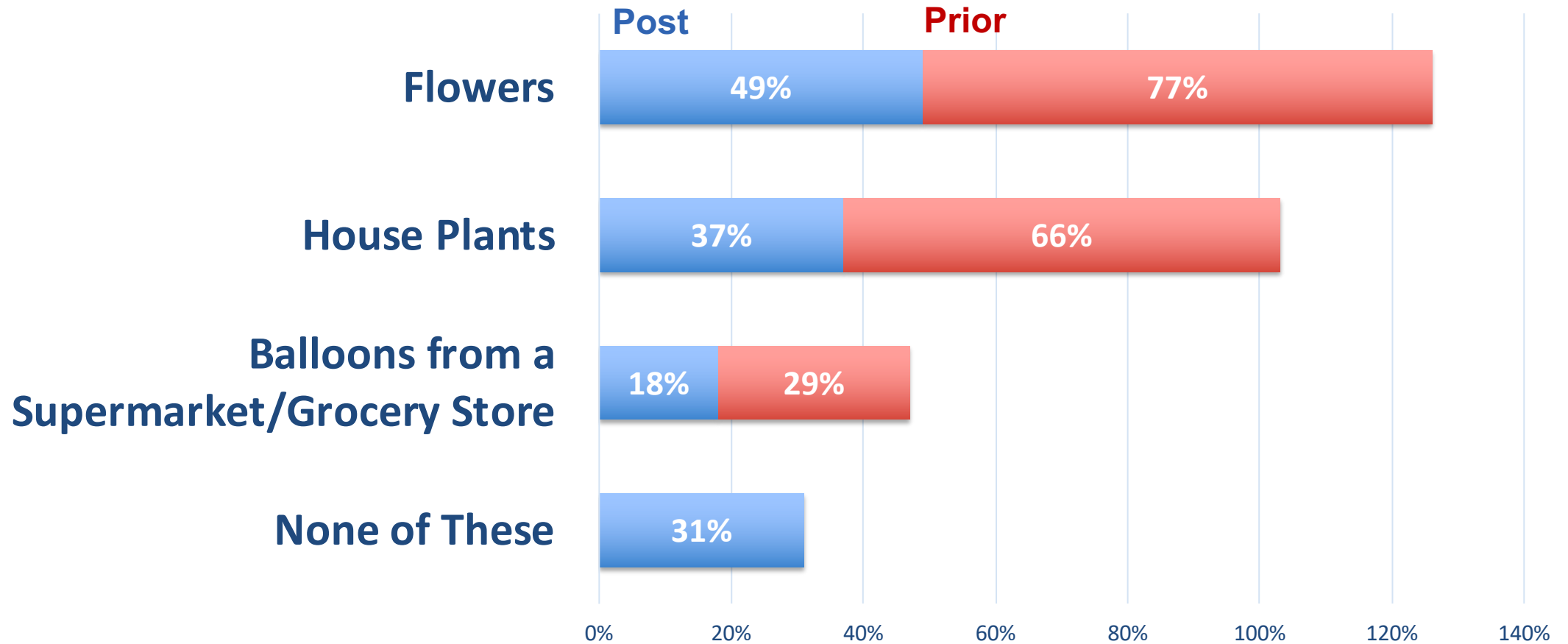
The primary consideration when selecting a location to purchase floral products is convenience (27%), quality (19%), and price (15%) are the next most important vendor selection factors.



Floral Purchased Prior Versus Since COVID-19



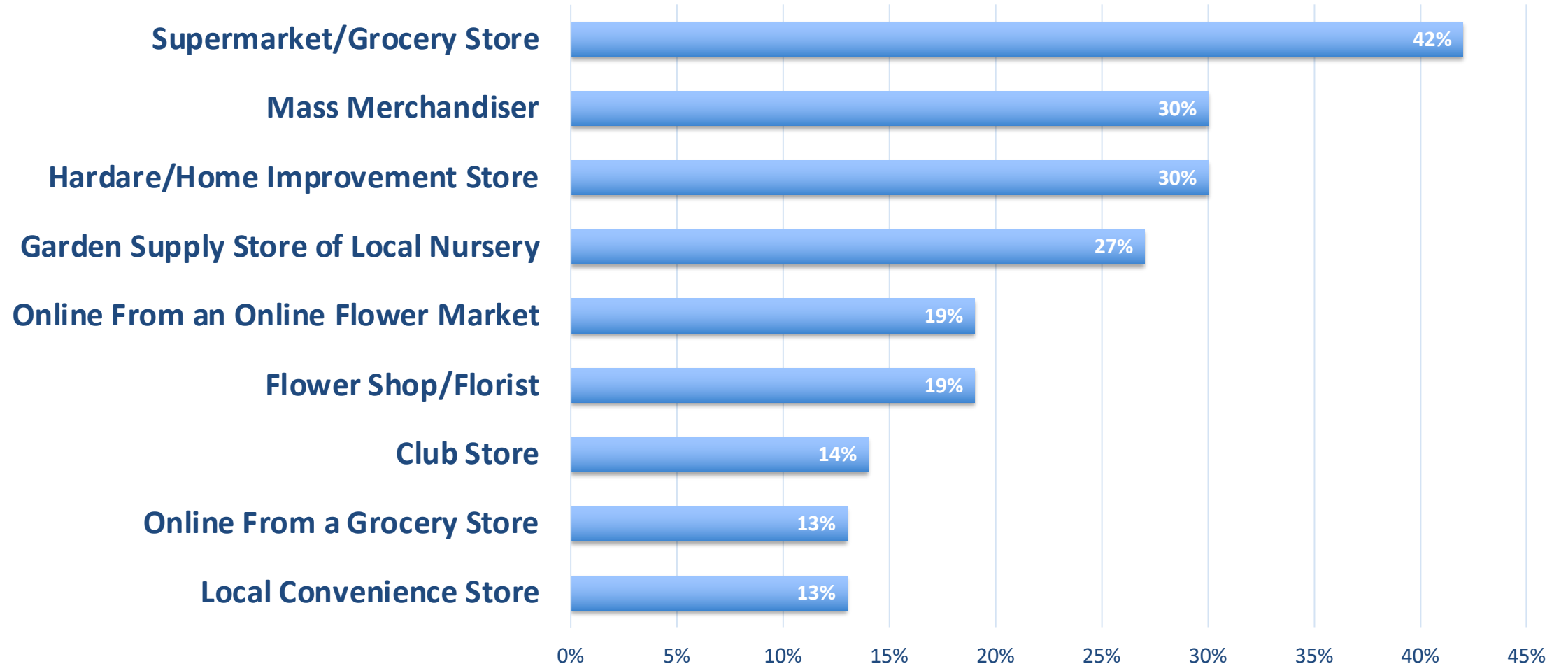
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Floral Purchases Since COVID-19



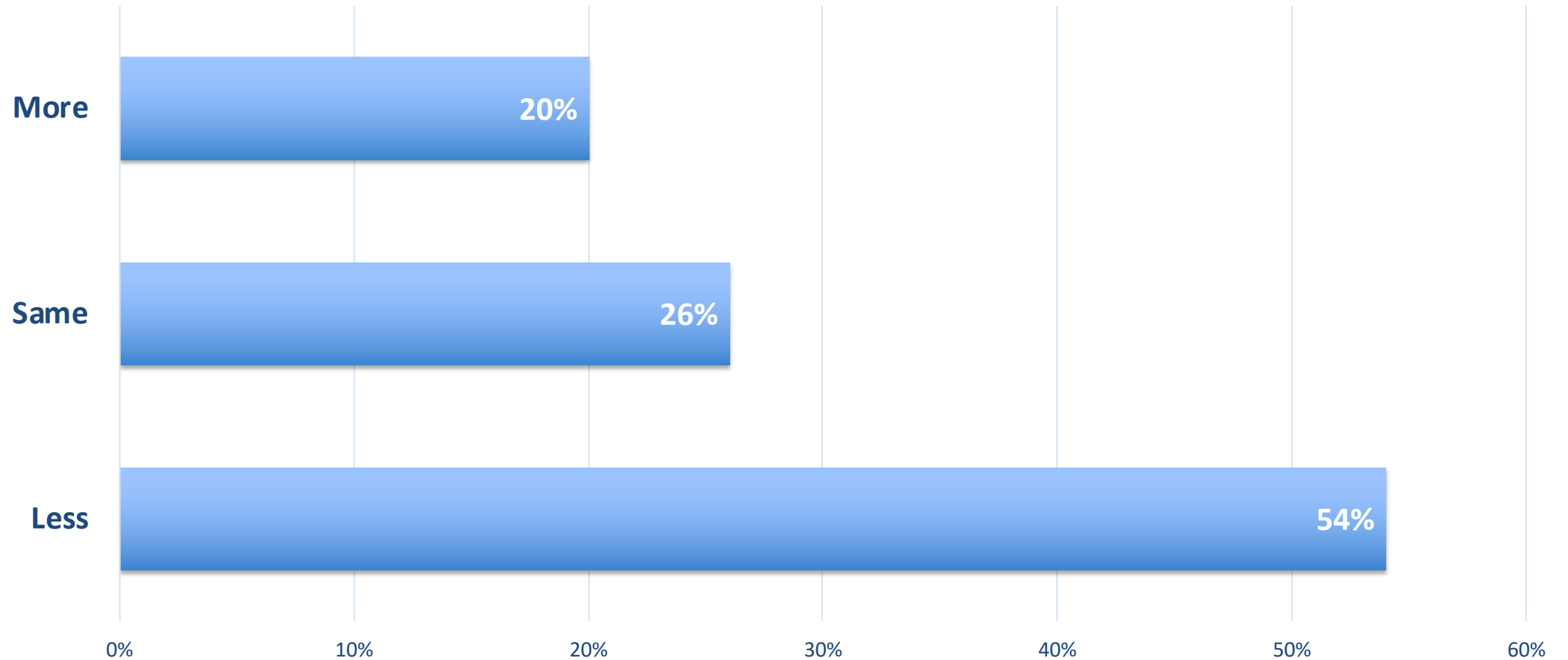
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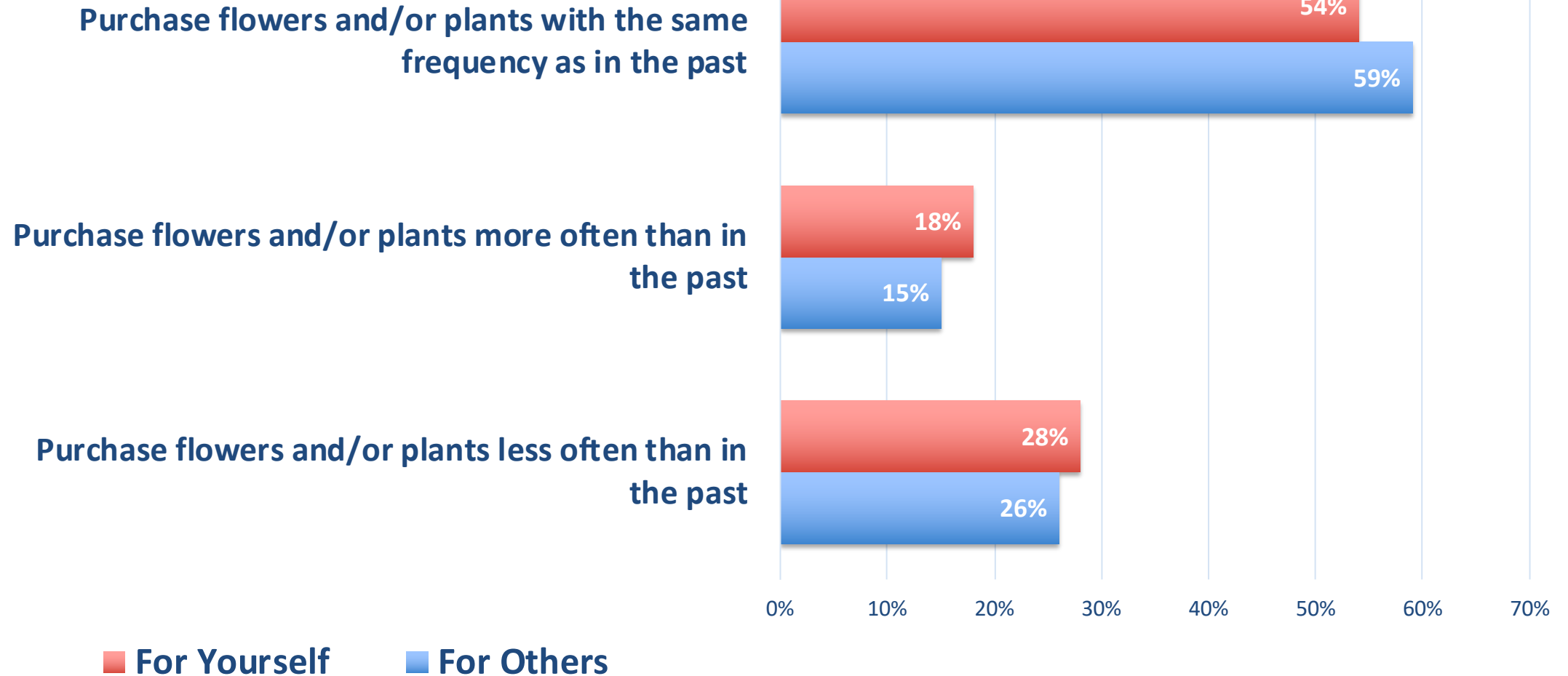
Floral Products Purchased Since COVID-19



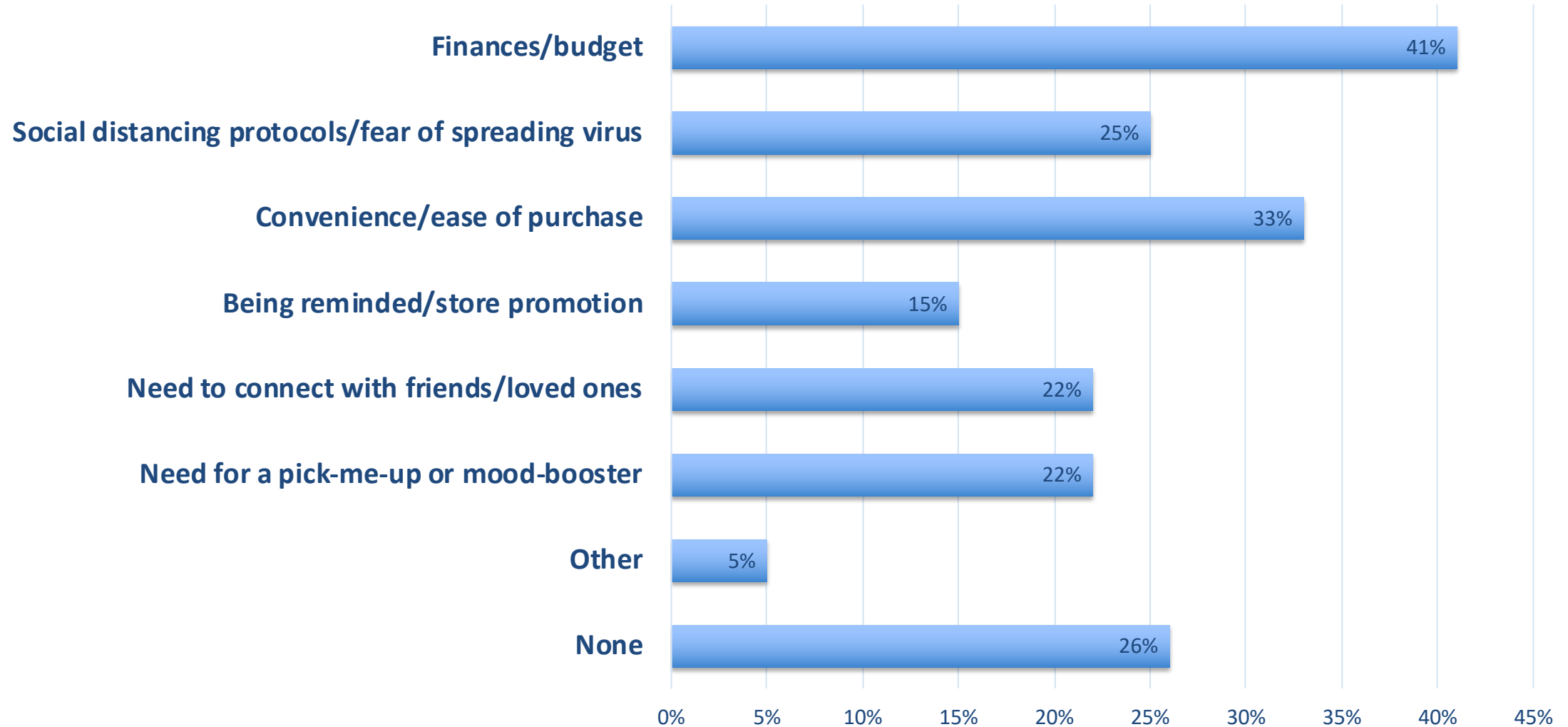
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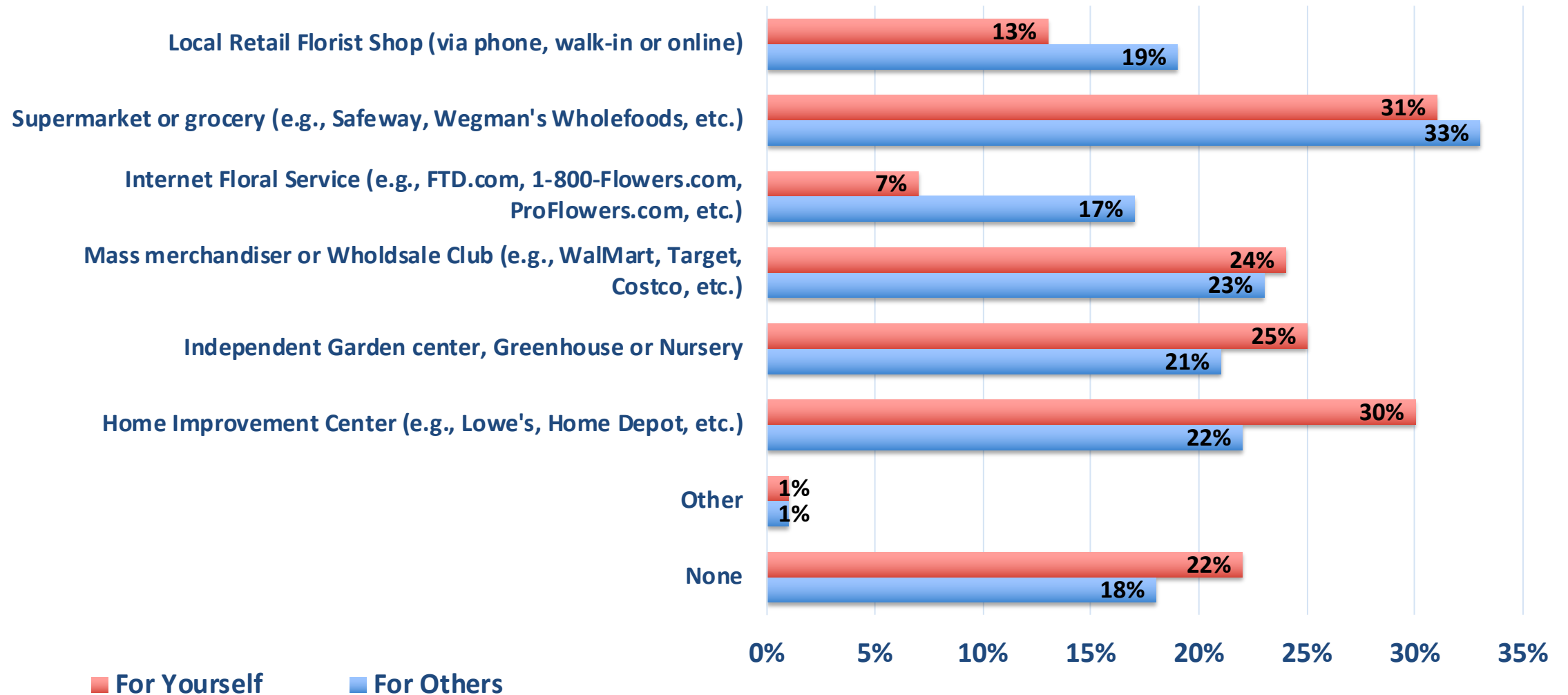
In the next 6 months, do you think you will...



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



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



U.S. Population by Age, 2018 Census Estimate

