



SAF ORLANDO 2022

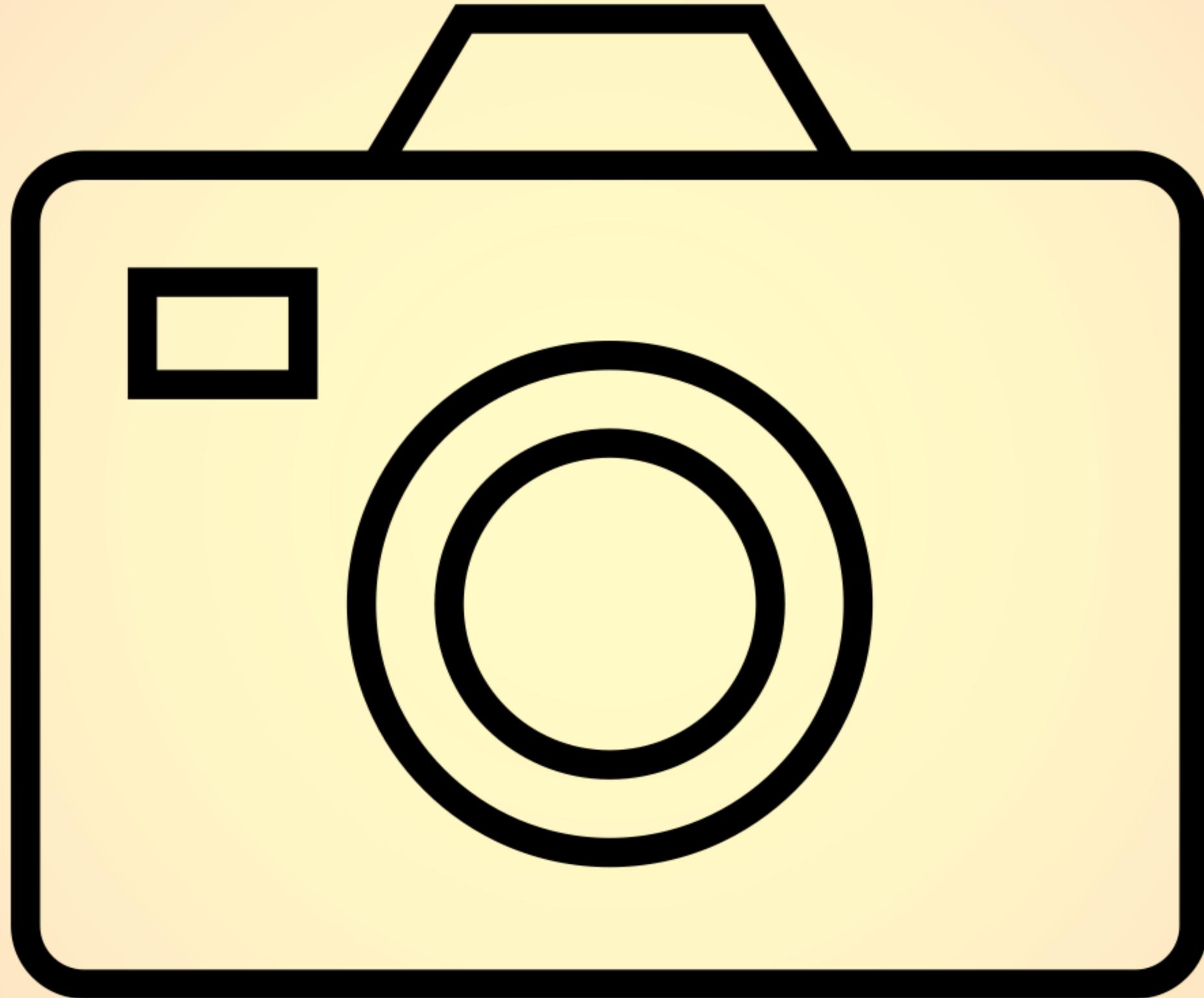
137TH CONVENTION | SEPTEMBER 6-8 | HILTON ORLANDO | ORLANDO, FL

WORLD CLASS BUSINESS TRAINING, CONNECTIONS AND INSPIRATION.

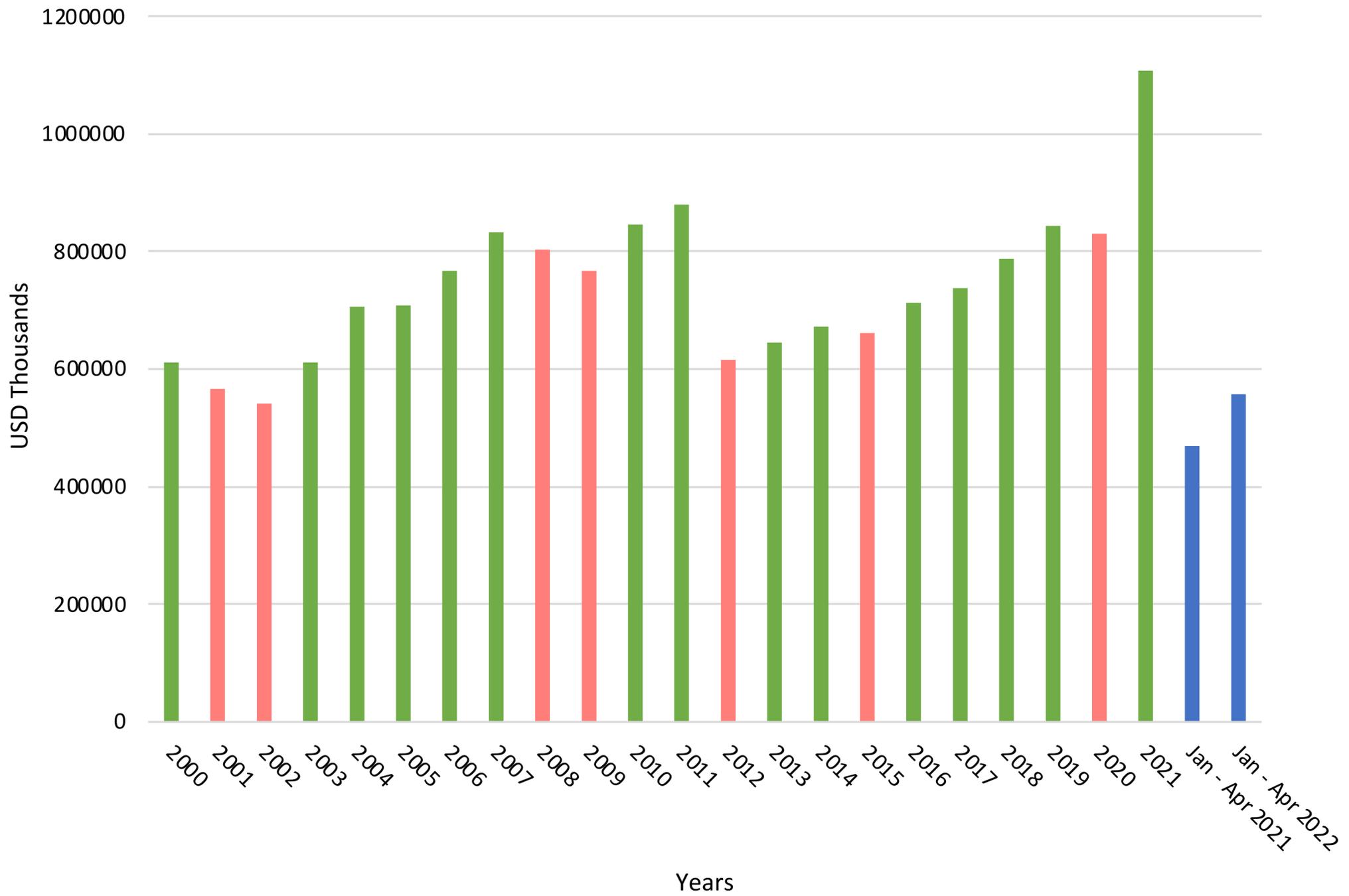
Great Expectations: Attracting and Retaining Today's Flower and Plant Buyers

Melinda Knuth, Ph.D.
North Carolina State University

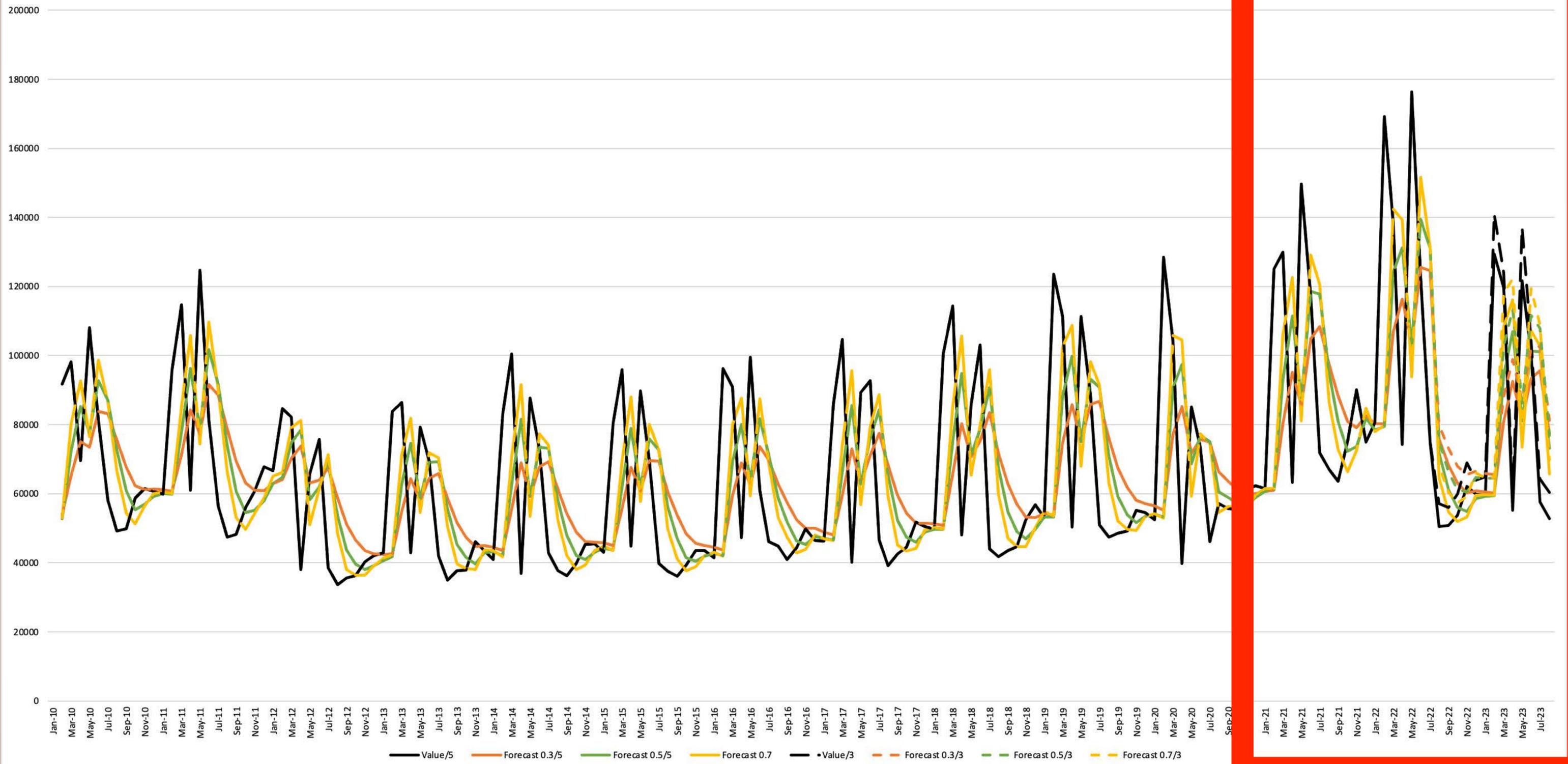
NC STATE
UNIVERSITY



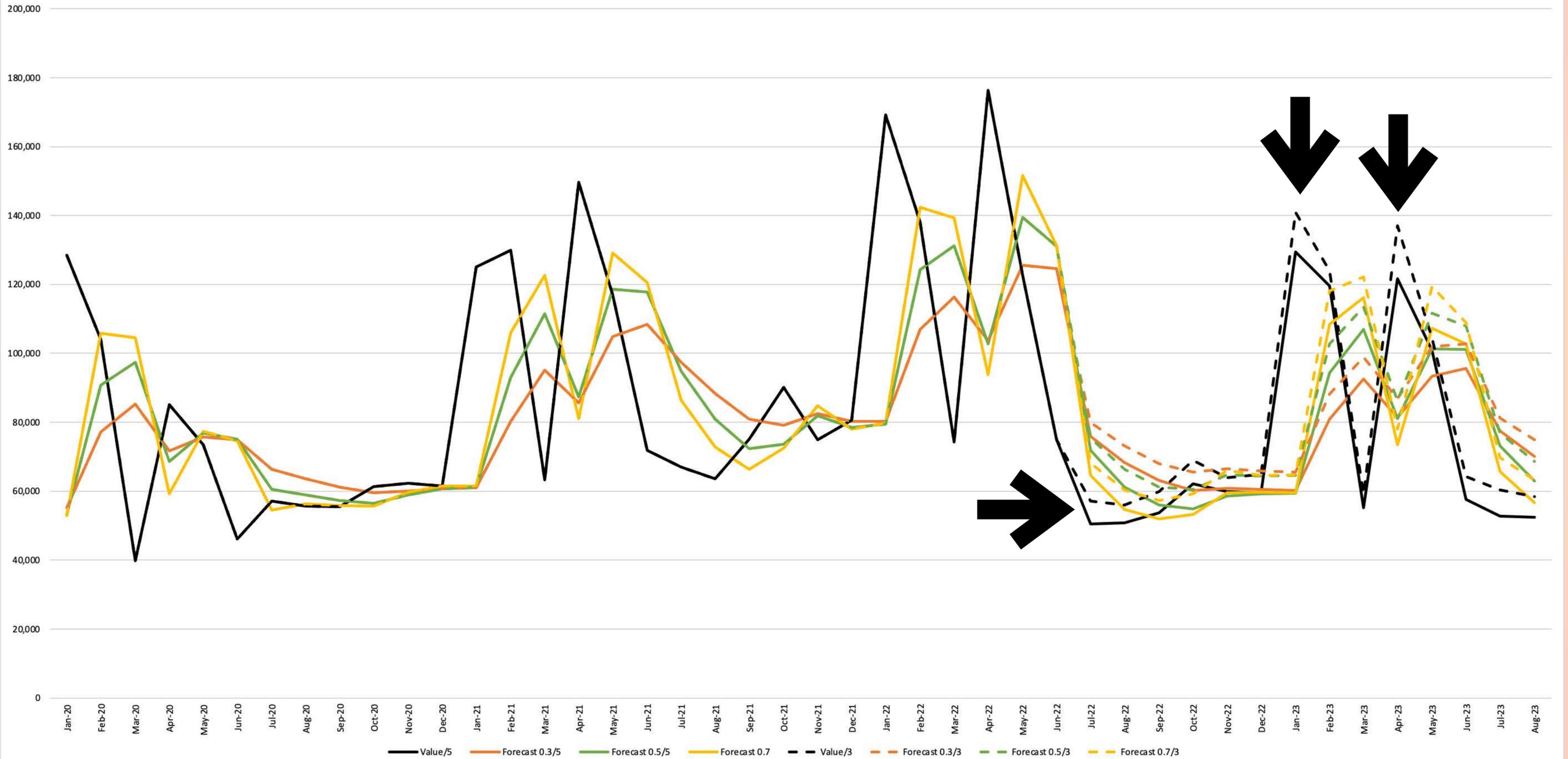
Total Cut Flowers Import Values

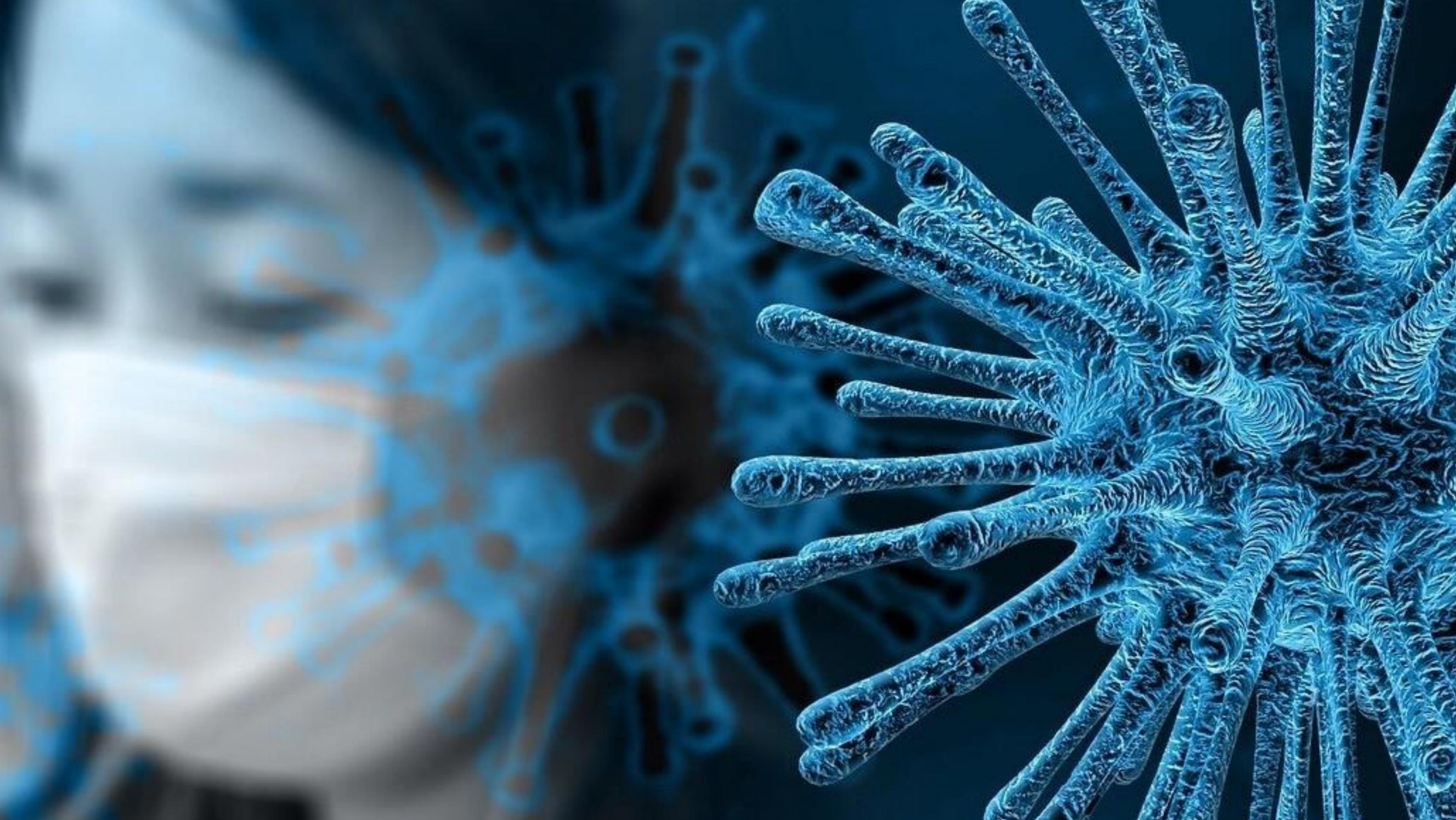


Forecasted Change in Floral Imports



Forecasted Change in Floral Imports

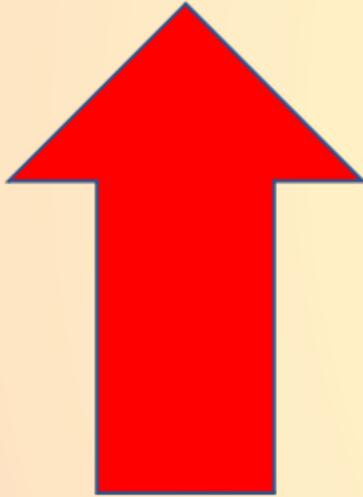




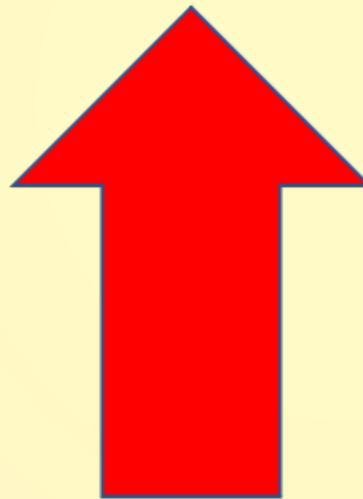
5.7%
2021

Stagflation

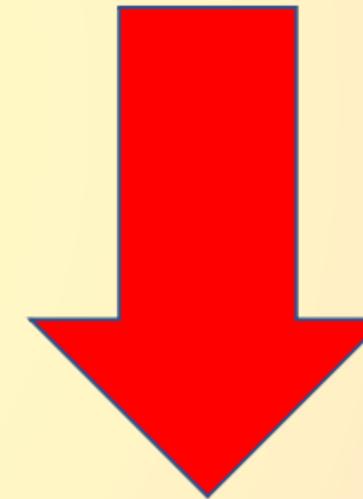
2.9%
2022



Inflation



Unemployment



Economic Growth

Source: The World Bank





Expectations

Generational Expectations





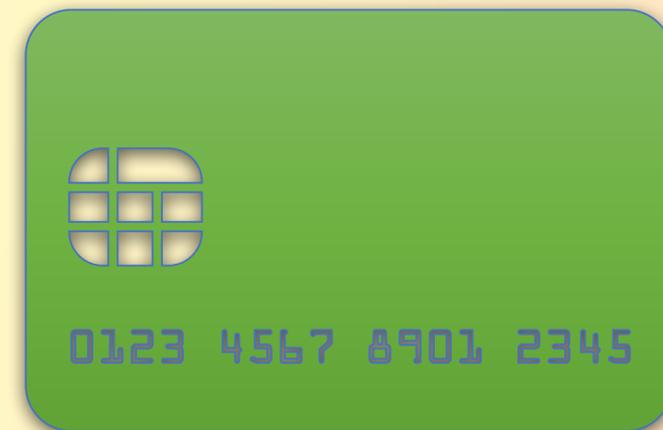
Generational Wealth Transfer

\$150 Billion by 2026

Generational Wealth Transfer

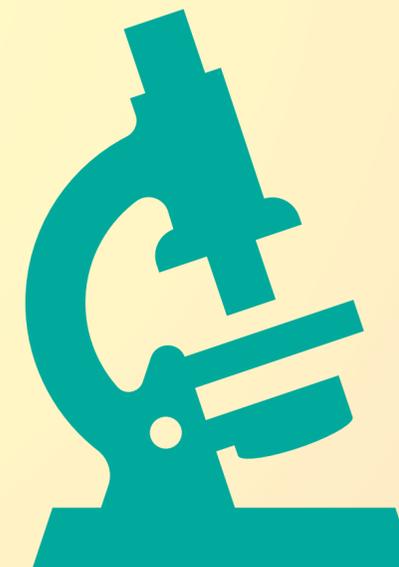
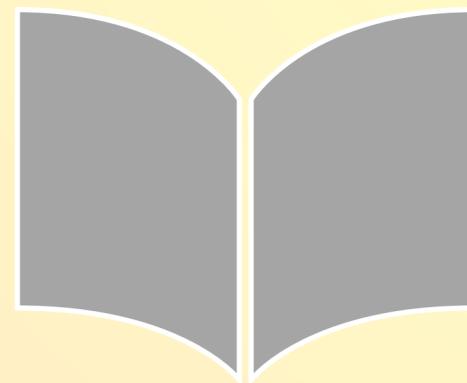
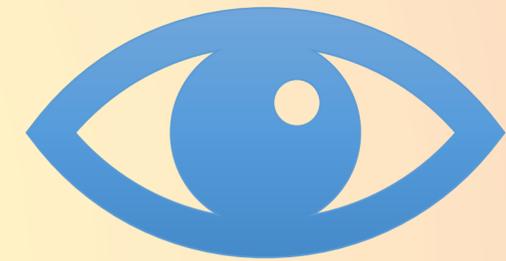
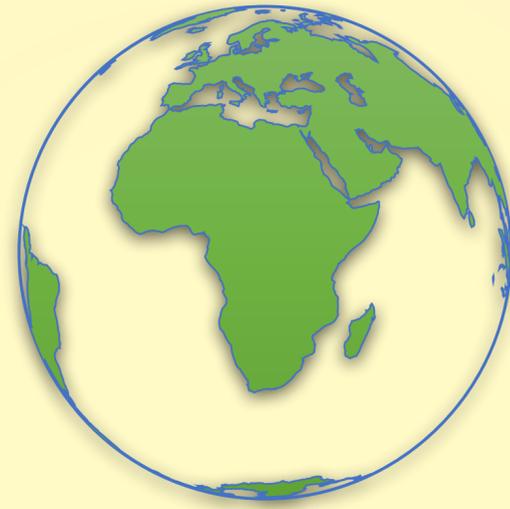
\$68.4 Trillion in the next 25 years

Gen Y: 43-26 Years Old Millennials

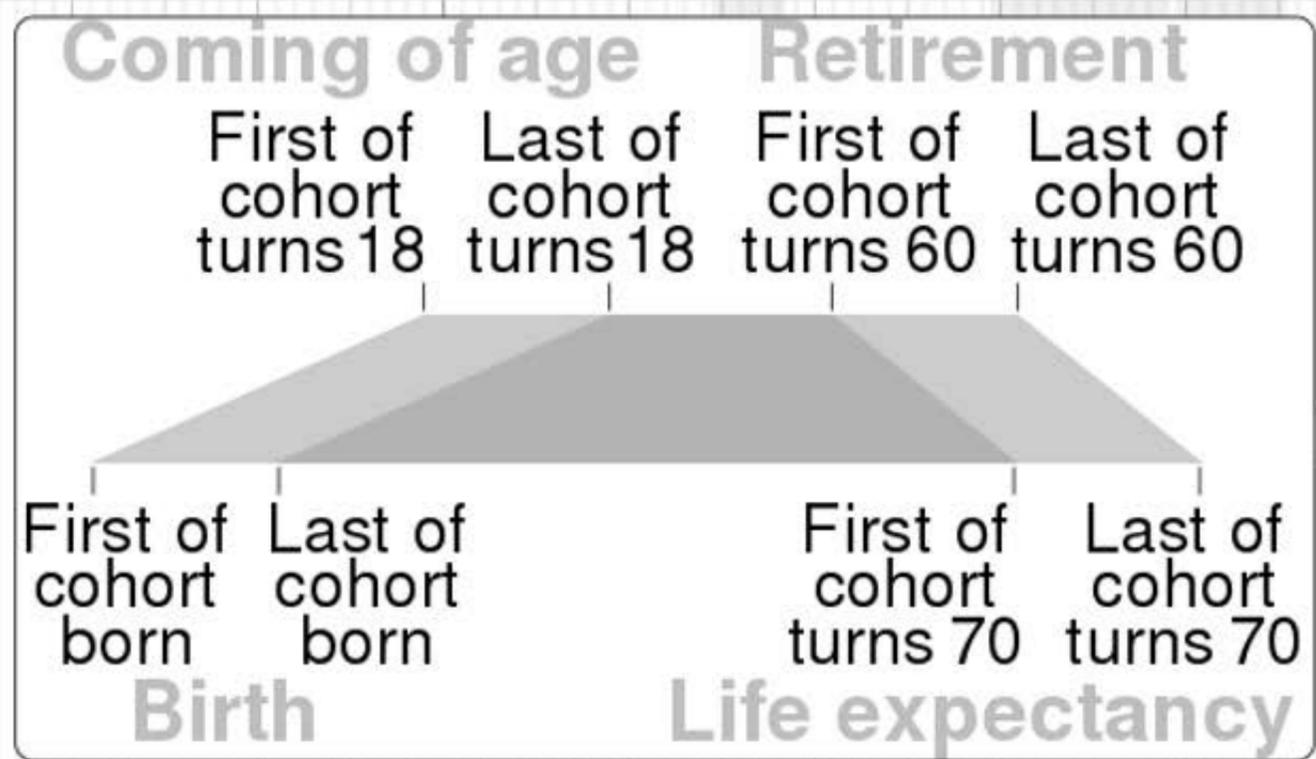


Generation Z: 12-26 Years Old

Zoomers



1880 1890 1900 1910 1920 1930 1940 1950 1960 1970 1980 1990 2000 2010 2020 2030



Generation Alpha
*early 2010s – mid-2020s

Zoomers/Generation Z
*1997–2012

Millennials/Generation Y
*1981–96

Generation X
*1965–80

Baby Boomers
*1946–64

Silent Generation
*1928–45

Greatest/G.I. Generation
*1901–27

Lost Generation
*1883–1900

WW 1

WW 2

Korean War

Vietnam War

Cold War

Web 1.0

Web 2.0

War on Terror

1880 1890 1900 1910 1920 1930 1940 1950 1960 1970 1980 1990 2000 2010 2020 2030

Workforce of 2028

⚙️ Baby Boomers - 5%

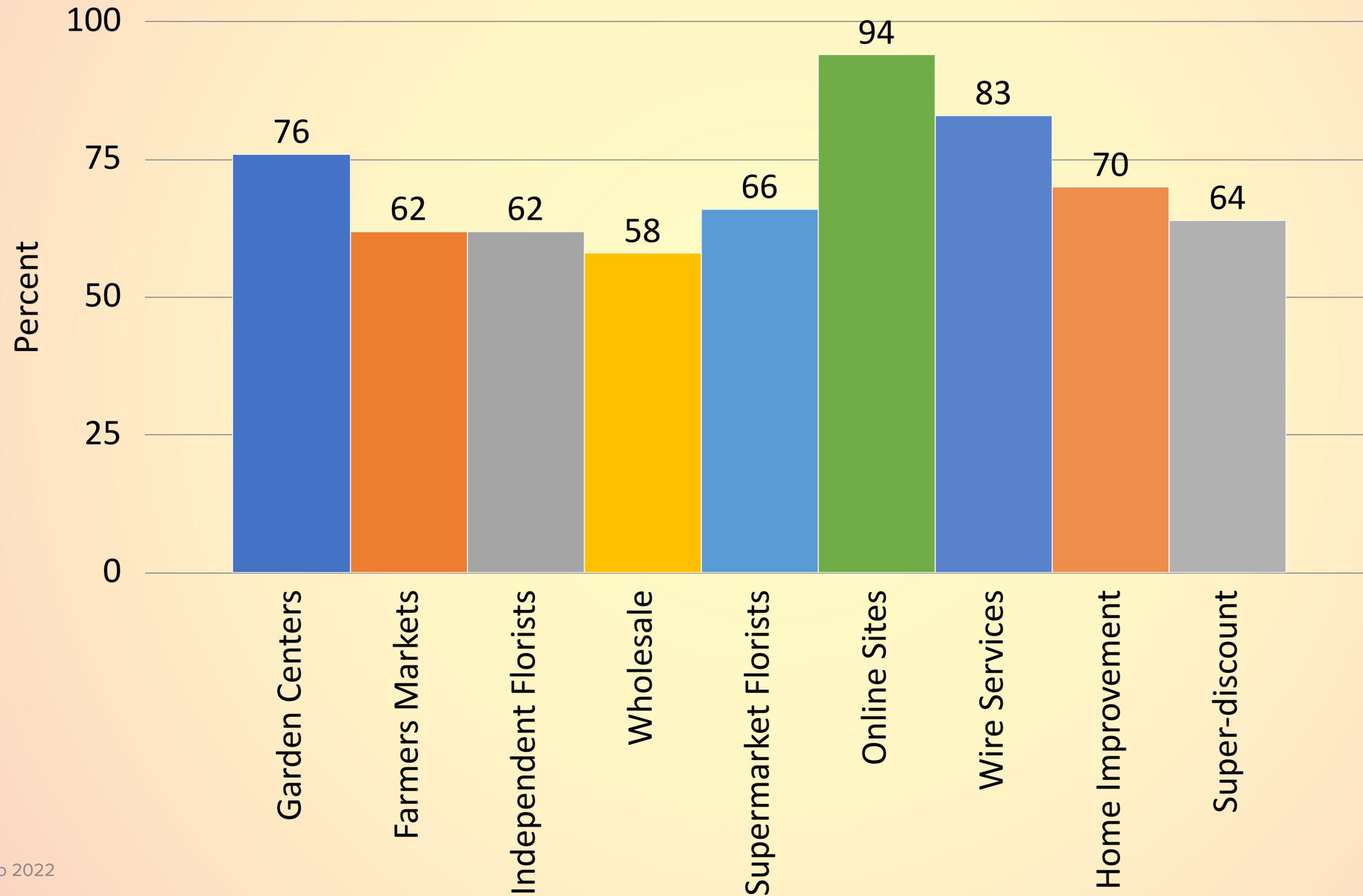
⚙️ Generation X - 28%

⚙️ Generation Y - 35%

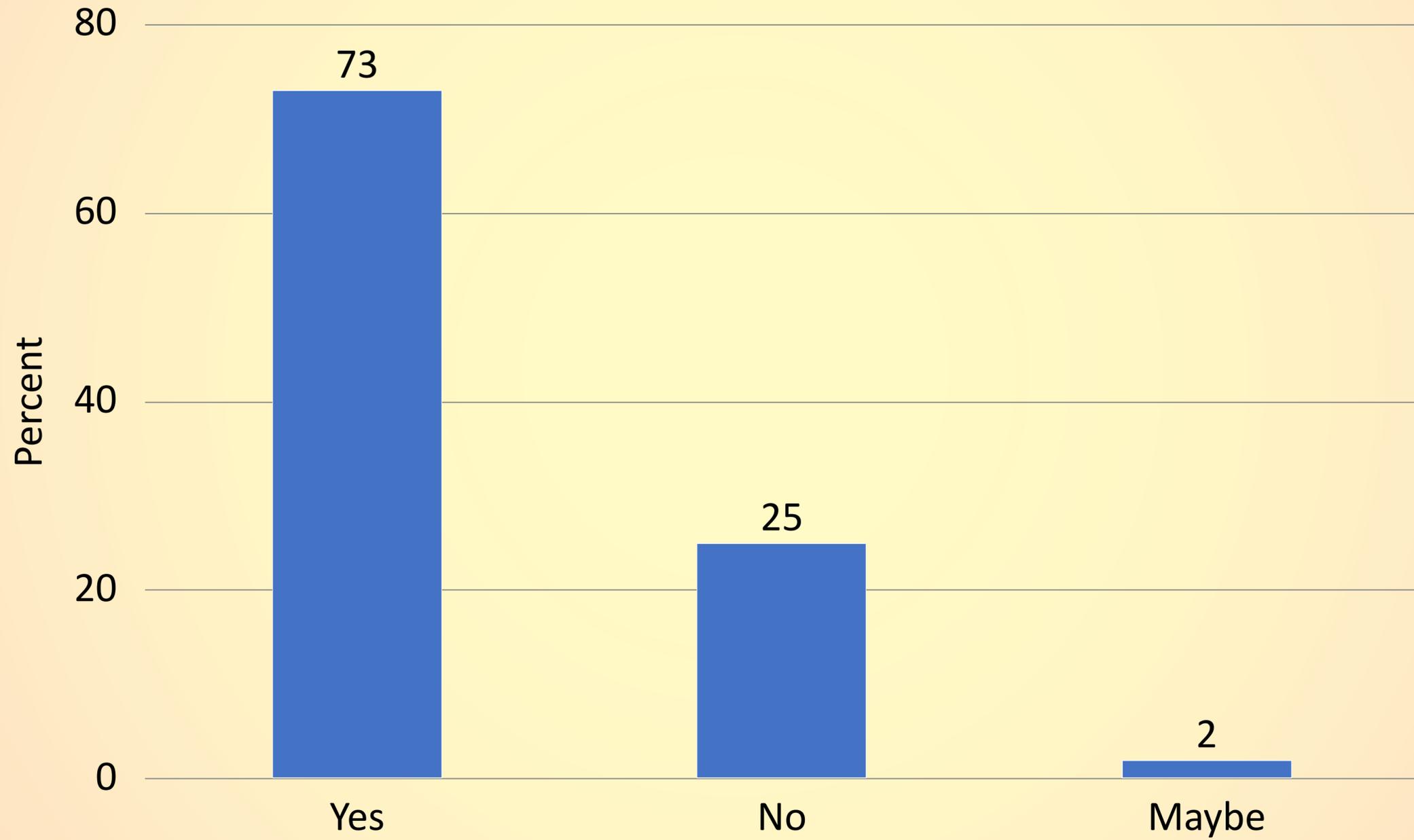
⚙️ Generation Z - 32%

Post-COVID Expectations

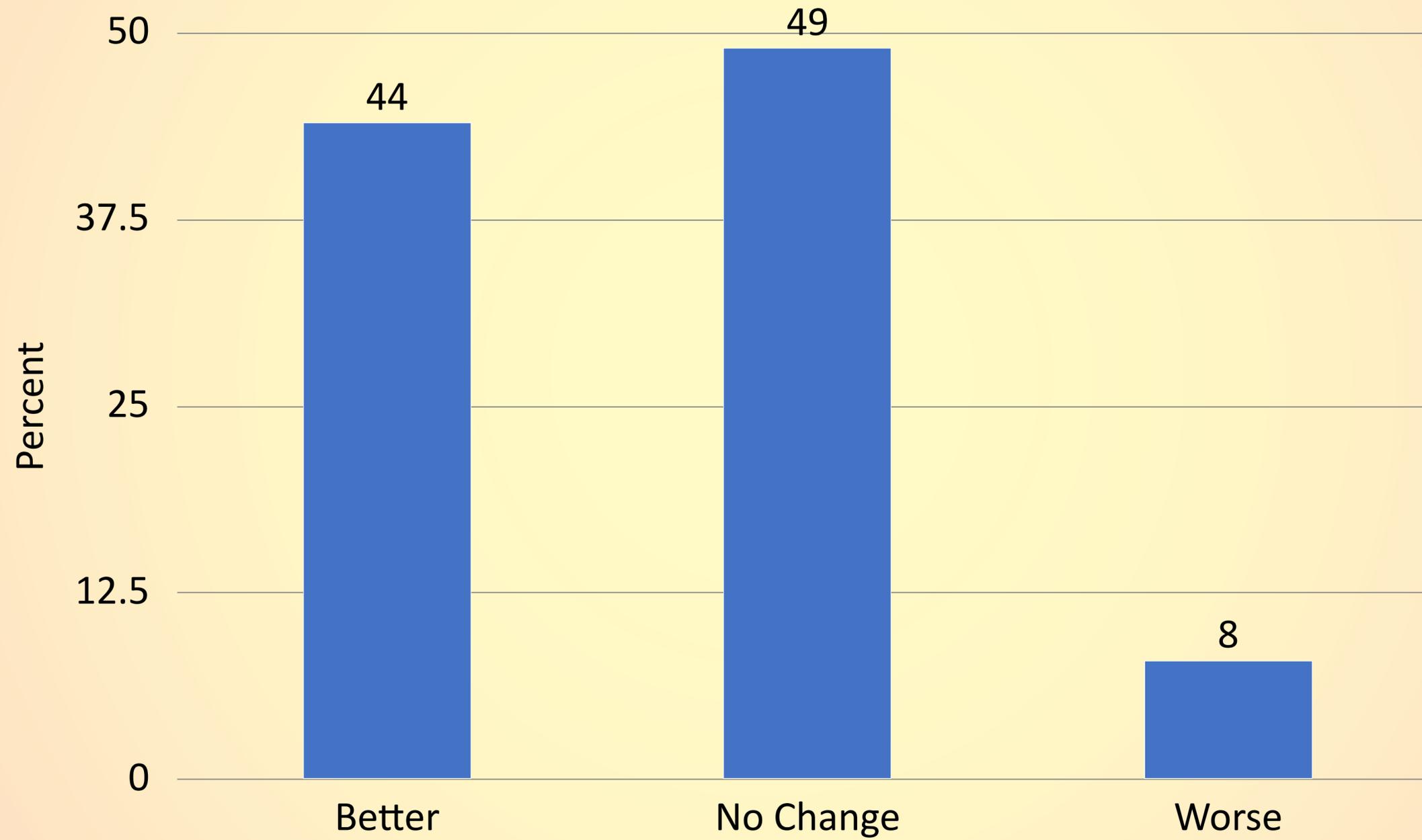
Comfortability in visiting retail locations



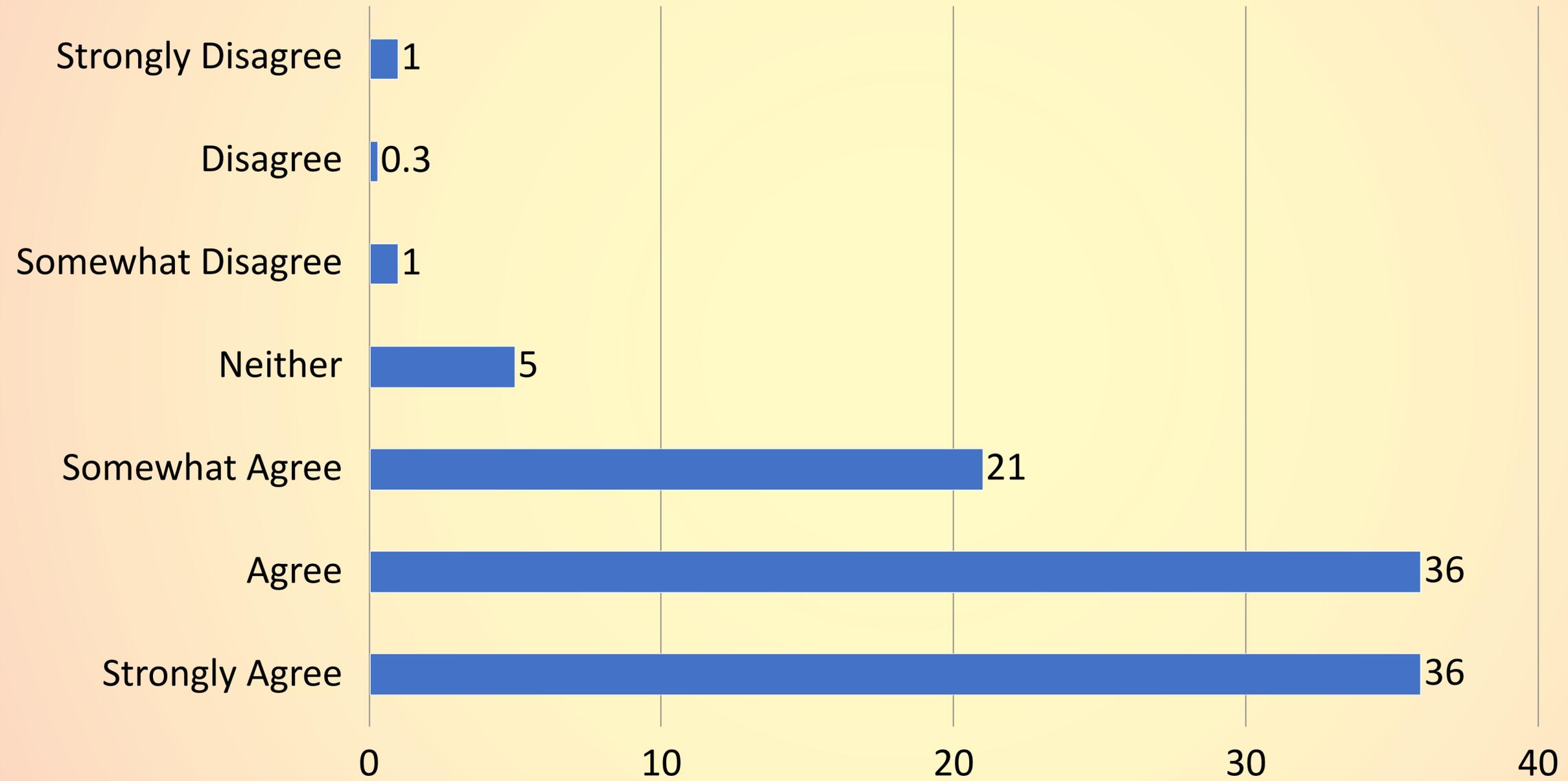
Continued Hobbies



Confidence in Buying



Happier!

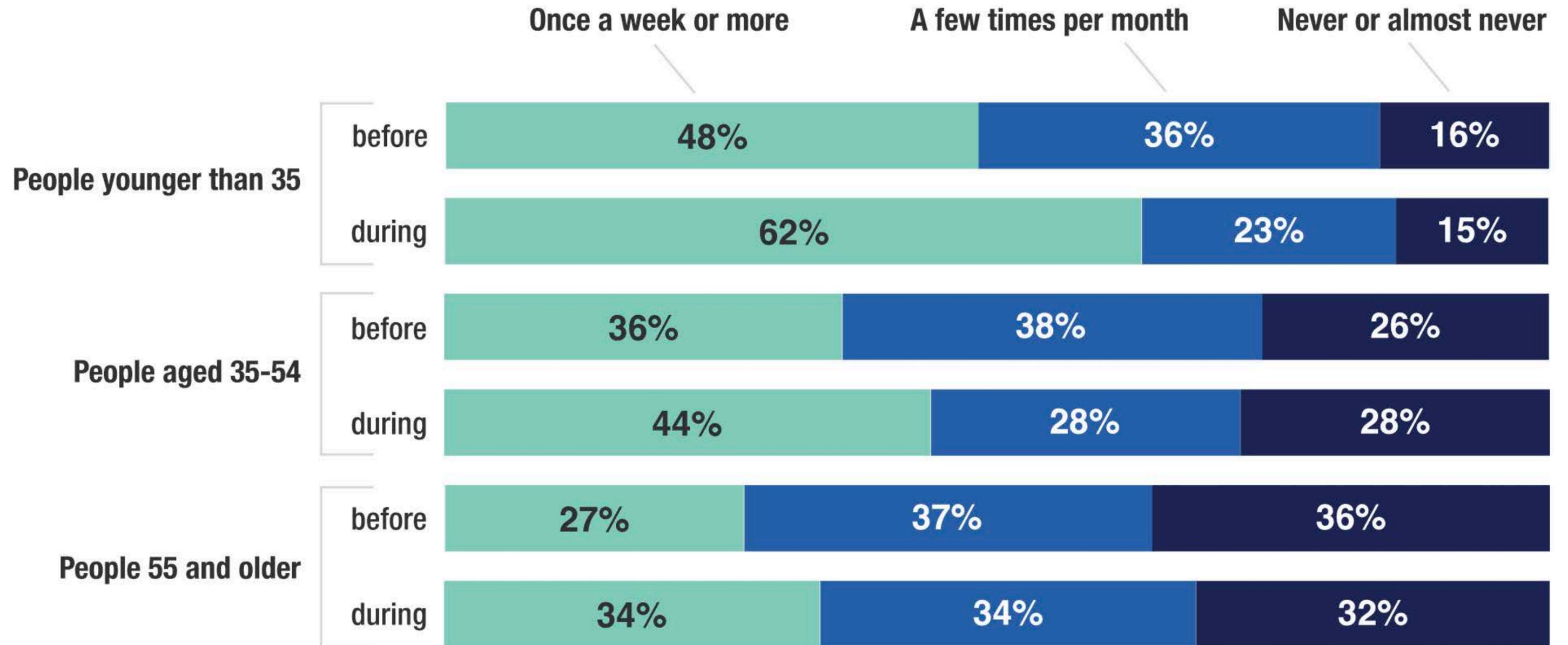


Online Expectations

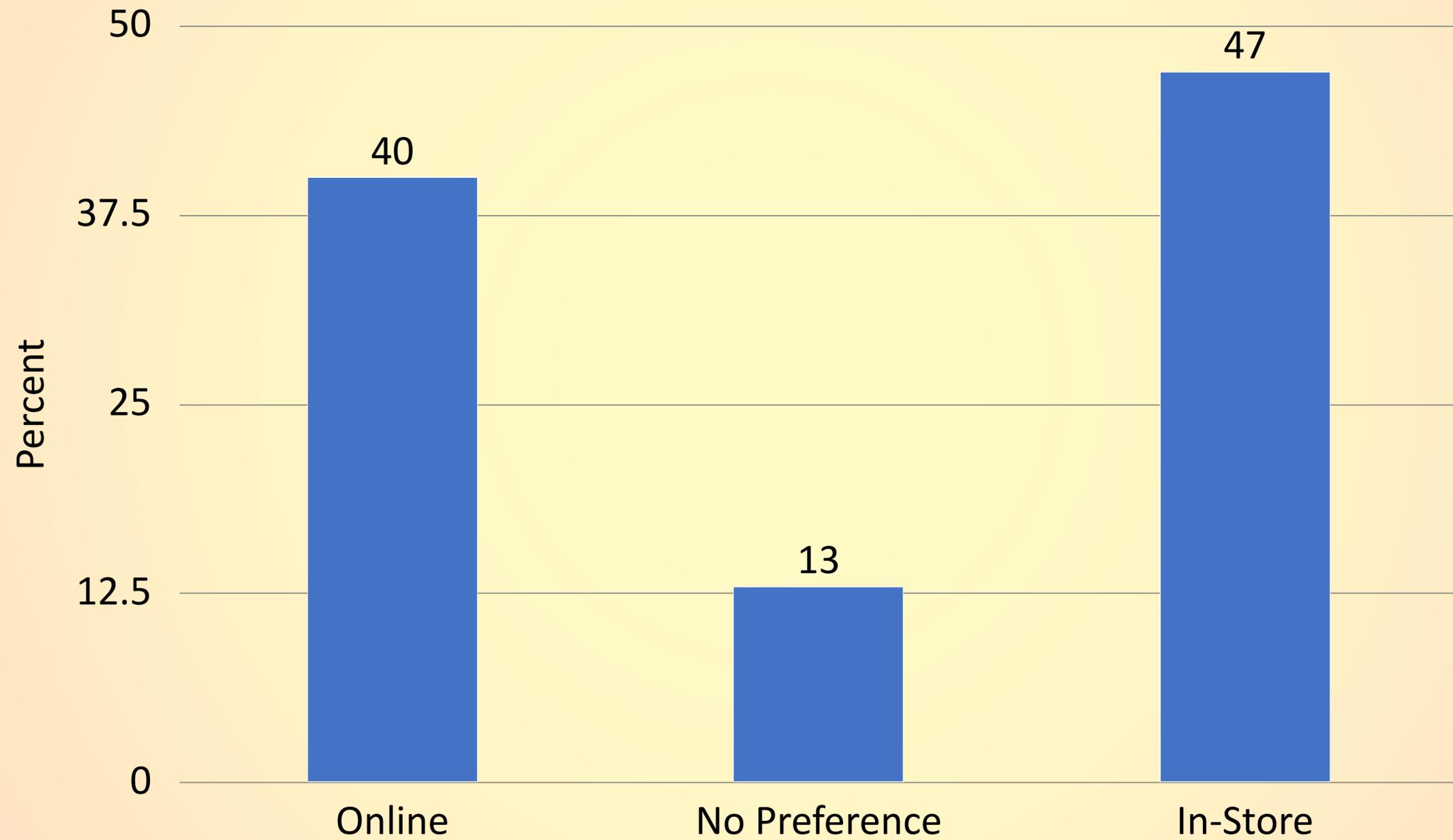
Table 1: Online retail sales, selected economies, 2018-2020

Economy	Online retail sales (\$ billions)			Retail sales (\$ billions)			Online share (% of retail sales)		
	2018	2019	2020	2018	2019	2020	2018	2019	2020
Australia	13.5	14.4	22.9	239	229	242	5.6	6.3	9.4
Canada	13.9	16.5	28.1	467	462	452	3.0	3.6	6.2
China	1,060.4	1,233.6	1,414.3	5,755	5,957	5,681	18.4	20.7	24.9
Korea (Rep.)	76.8	84.3	104.4	423	406	403	18.2	20.8	25.9
Singapore	1.6	1.9	3.2	34	32	27	4.7	5.9	11.7
United Kingdom	84.0	89.0	130.6	565	564	560	14.9	15.8	23.3
United States	519.6	598.0	791.7	5,269	5,452	5,638	9.9	11.0	14.0
Economies above	1,770	2,038	2,495	12,752	13,102	13,003	14	16	19

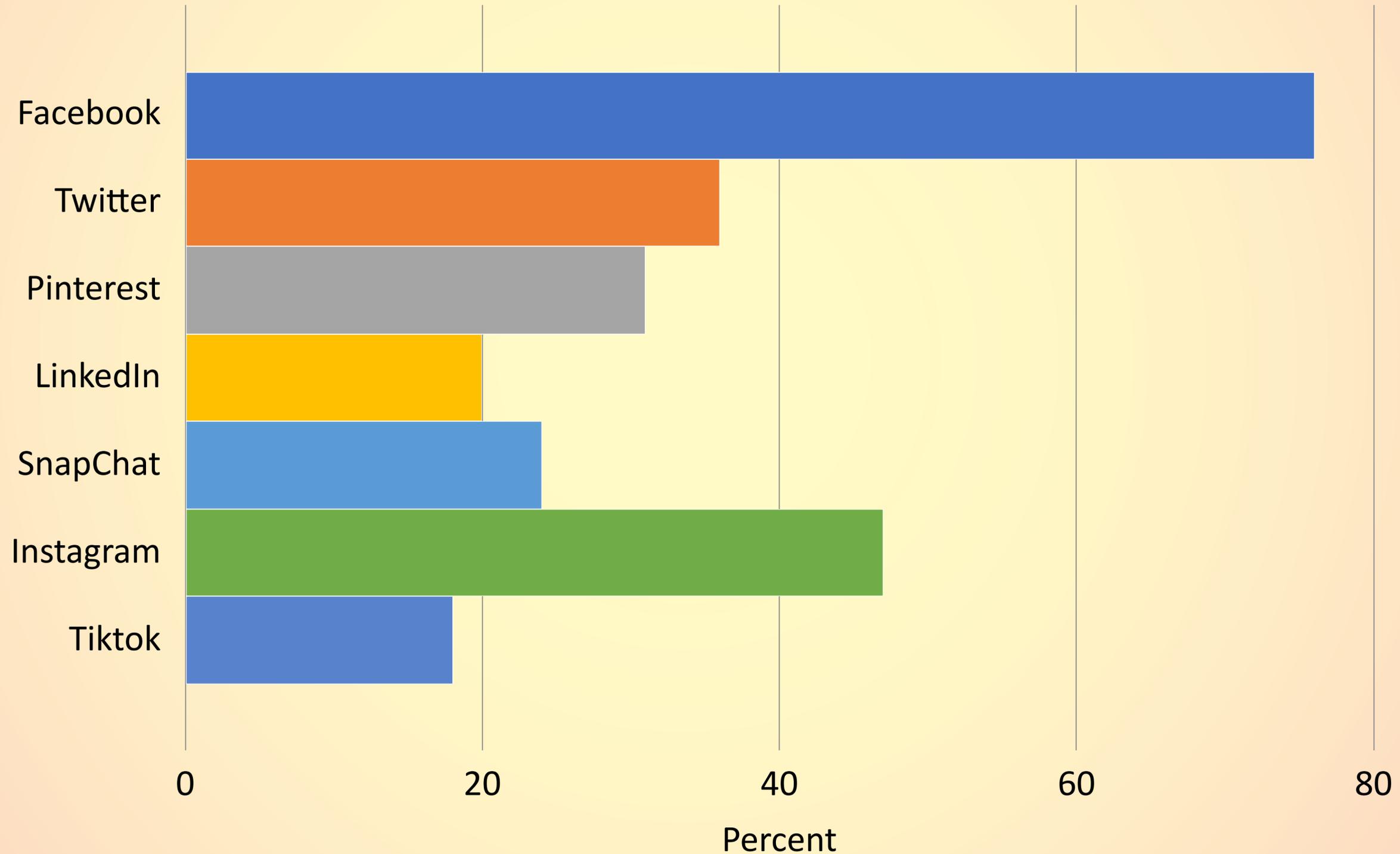
Figure 1. Changes in Online Shopping Before and During the COVID-19 Pandemic, by Age Group



Preference for Online Shopping

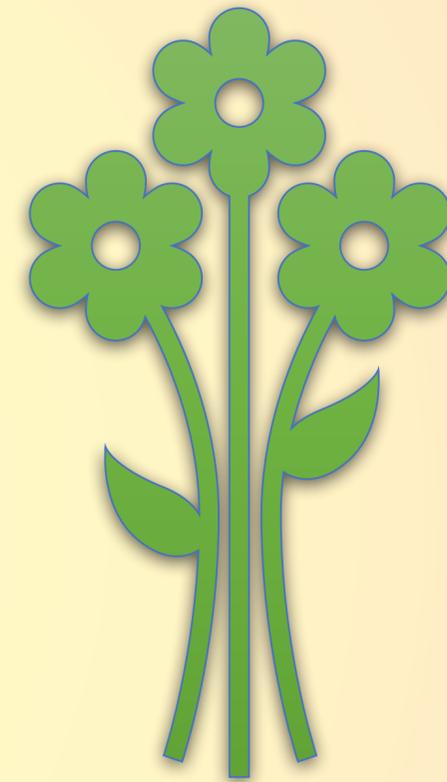


Top Social Media Platforms





25%

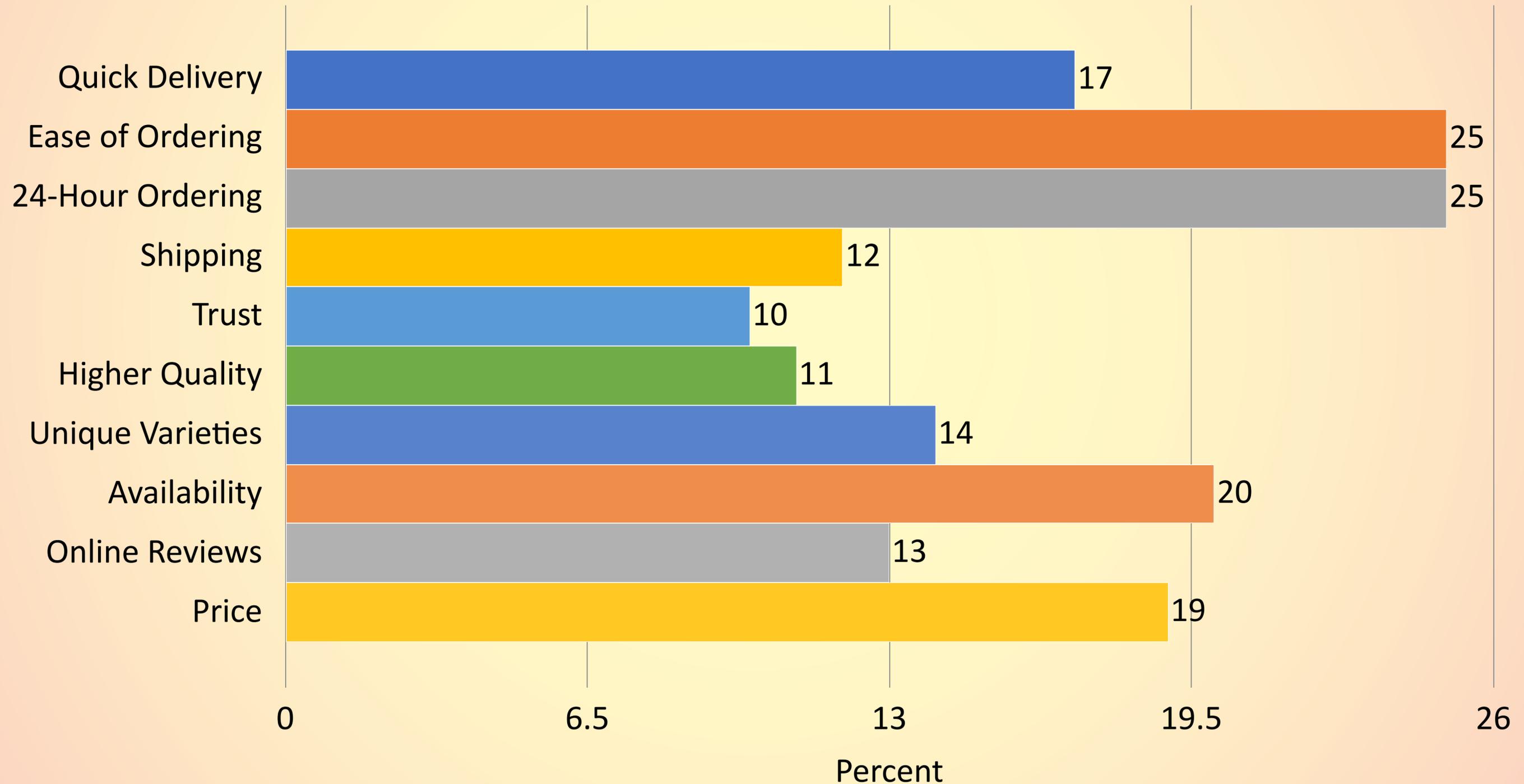


30%

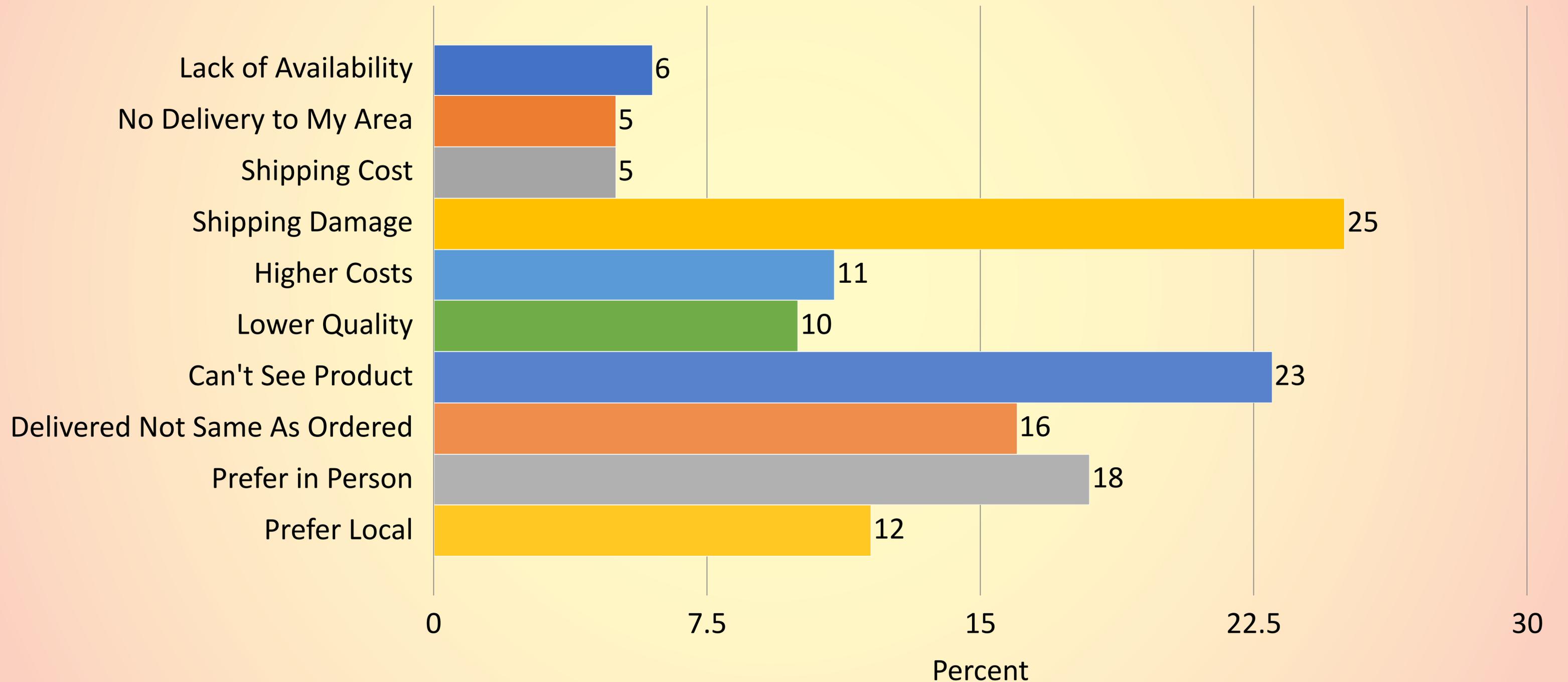
Online Activity

	Age	First Time Purchasing	Online Participation	Follow a retailer/grower on social media	# of social media accounts
Age	1				
First Time Purchasing	-0.4543	1			
Online Participation	-0.2759	0.4032	1		
Follow a retailer/grower on social media	-0.4862	0.5092	0.3879	1	
# of social media accounts	-0.569	0.5441	0.3829	0.4864	1

Benefits of Online Purchasing



Barriers of Online Purchasing



Be Proactive Not Reactive

Proactive Not Reactive

- ⚙️ Generational Wealth Transfer — Don't forget the next gen consumer and workforce
- ⚙️ COVID-19 changed consumer behavior. . . for the better
- ⚙️ Consumers who follow you on social media will be brand loyal
- ⚙️ Online purchasing will persist and increase



SAF ORLANDO 2022

137TH CONVENTION | SEPTEMBER 6-8 | HILTON ORLANDO | ORLANDO, FL

WORLD CLASS BUSINESS TRAINING, CONNECTIONS AND INSPIRATION.

Great Expectations: Attracting and Retaining Today's Flower and Plant Buyers

Melinda Knuth, Ph.D.
North Carolina State University

NC STATE
UNIVERSITY