



Flower Power

IFPA partnered with Kantar to identify six growth opportunities for the floral industry.

6 GROWTH AREAS FOR FLORAL:

1. Blossoming Everywhere
2. Flower Power
3. Experience Ambassadors
4. Augmented Arrangements
5. Flowers for All
6. Sustainable Stems

Flower Power:

With a growing focus on mental wellbeing, there is an opportunity to leverage flower's proven ability to boost mood, reduce stress, and offer an escape from day-to-day realities by engaging the senses.

This opportunity rests on the proven ability of flowers and plants to reduce stress. Multiple studies from organization such as Harvard, Rutgers, and University of North Florida revealed flowers – whether as a gift or a self purchase – can relieve stress and anxiety. While the pandemic ushered flowers into the homes and lives of consumers to reduce stress, there is an enduring opportunity to bring flowers into high-stress environments as a natural way to combat anxiety, boost mood and mental function, and help people feel and perform their best.

A Rutgers study reported:

- Flowers have an immediate impact on happiness with delight and gratitude being shown by recipients.
- Flowers have a long-term positive effect on moods with respondents feeling less depressed, anxious and agitated after receiving flowers.

The pandemic put a spotlight on acknowledging mental health is something people experience in all facets of life—both at home and at work. Rates of burnout, anxiety, and depression are at record levels. Life can be challenging but talking about it is no longer taboo especially with Gen Z. Don't be shy about talking about the important of mental health in authentic campaigns and engaging with mental health influencers.

Talk about how flowers and plants improves relationships and promote compassion.

Research shows that people who spend extended lengths of time around plants and flowers tend to have better relationships with others. This is due to measurable increases in feelings of compassion. Research suggests that acts of giving, and kindness can help improve your mental wellbeing by creating positive feelings, providing a feeling of purpose and self-worth, and helps to connect people to one another. Market on compassion with authentic stories and images about using flowers to show empathy and love to those around us who may be facing challenging times.

Talk about how flowers and plants reduces stress and bring joy.

Recognize that prioritizing self-compassion and mental wellbeing is not an easy task. It takes action and commitment but small steps like incorporating flowers and plants in our environments make a big difference. Studies show that people who spend time with plants and flowers in their environments have less stress in their lives. Plants and flowers soothe human beings and provide a positive way for people to channel their stress. Market the importance of flowers in self-care.



It's a painful reality: Many of our community members are currently experiencing depression, drug abuse and other emotional and behavioral issues at unprecedented rates.

- 1 in 5 US adults experience mental illness each year
- 44% of Gen Z in the US are prone to feeling anxious

Here are some ways to partner with institutions to bring the healing power of flowers and plants to consumers:

- 1. Connect with employers** - Employees want to work in a place that cares about both their productivity and their emotional well-being. Being around flowers and plants helps people concentrate better in the home and workplace. Create subscription plans for large employers to have cut flowers and plants in their common areas or sent to the homes of their employees.
- 2. Connect with hospitals and rehabilitation centers** - The presence of plants and flowers in recovery rooms help patients heal faster due to the soothing affects of ornamental horticulture. Create partnerships with health centers to place flowers and plants within the view of patients.
- 3. Connect with schools** - Research shows that children who spend time around plants and flowers learn better. In addition, being around natural environments improves the ability of children with Attention Deficit Disorder to focus, concentrate, and engage more with their surrounding environment. Partner with schools to have flowers and plants part of the décor.

What's Driving This



PROACTIVE APPROACHES TO HEALTH

ATTENTION TO SELF-CARE

DESIRE FOR MOOD & ENERGY MANAGEMENT

GEN Z ATTENTION TO MENTAL WELLBEING

WELLNESS AS STATUS & LIFESTYLE

FALLING MENTAL HEALTH STIGMA

LONELINESS EPIDEMIC

DESIRE FOR ATTAINABLE LUXURY

RISE IN SOCIAL PRESCRIBING