

MSU Product Center

For Agriculture and Natural Resources

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Definition of Market Drivers - Fashion, design and decoration

Definition:

- For the purpose of this report, this market driver refers to lifestyles that influence the U.S. consumer behavior of goods and services. In particular, trends in the fashion industry and in home and garden design and decoration are significant lifestyle trends that directly affect the consumption of and demand for flowers and plants.

Factors contributing to this market driver

- An increasing number of consumers are currently focusing on items that give them more meaning to their life and make them more relaxed. Thus increasingly the nursery and greenhouse sector is being integrated in the fashion, design and decoration business. In particular, flowers and plants are becoming at the center of the current dynamic fashion changes that focuses on a new trend of coordinated fashion.
- New home and garden design and decoration trends are being supported by a variety of shows and promotional activities through TV networks such as the Home and Garden Television (HGTV) and the food network which are becoming an effective medium for promoting plants and spotting potential trends. The HGTV channel reached 80 million households in 2002, up from 6.5 million in 1994.
- There are a wide range of magazines and books that contributed to the awareness and use of plants and flowers.
- The Internet is also becoming an important medium not only in promoting flower and plant sales, but also in educating consumers how to use and arrange them in a very creative way.

Examples of nursery and greenhouse products appealing to fashion, design and decoration

- Color trends in flowers and plants these days parallel color trends in the home design and decoration market. Decorating with fresh cut flowers from the garden is becoming an increasingly popular pursuit. Today, consumers want access to the season's hottest indoor and outdoor flowers and plants that are attractive, have more contemporary styles and unique floral patterns and colors.
- Exotic flowers, plants, trees and ornamental grasses are being incorporated into mainstream gardens as people strive to make their gardens beautiful heavens.
- In terms of the internet, for example, the flower alive with possibilities web site presents different seasonal "flower recipes" focusing on cut flower arrangements that are based on different home decoration concepts. Recently, the web site displayed flower arrangements that range from "fall pumpkin flower arrangements" to "Soup Can Topiary or Easter egg baskets".

Sources

<http://www.flowerpossibilities.com/newPoss.html>

Mintel, gardening, 2003.

_____. Flowers and potted plants, 2001.

Wall Street Journal (02/04/05)

Pohmer, S. U.S. Flower buyers : What do we know about them. Slide presented at the Seeley Conference, Cornell University, Ithaca, NY, June, 27, 2004. Pohmer consulting group/Flower promotion organization.