

# CONSUMER INSIGHT BITES

**TOPIC:** Colour is key in garden rose selection

## METHOD

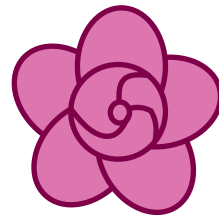
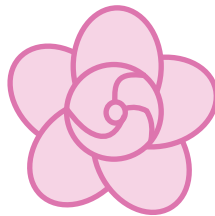
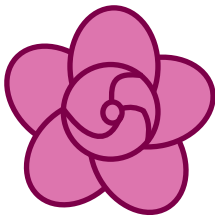
**2,053** consumers in the U.S. and Canada were presented with hypothetical rose products and asked to indicate their interest.

## RESEARCH PROGRAM

The Canadian Hardy Rose Breeding Program

## KEY FINDINGS

Although price can affect consumer purchase decisions, when the retail price for garden roses is kept at \$13 to \$24 (CDN), **colour** is the most important factor for consumers.



## TAKEAWAY

Want to sell more roses? Offer an attractive colour selection for consumers to choose from.

