

CONSUMER INSIGHT BITES

TOPIC

300 consumers from the Greater Toronto Area (GTA) were asked various questions about their cut flower purchases

RESEARCH PROGRAM

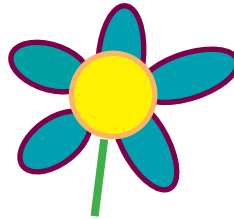
The Customer Comes First: Putting Consumer Intelligence to Work for Horticulture

KEY FINDINGS

The Decorator

35% of the population

Most frequent flower purchaser
More likely to purchase flowers for self and buys flowers for holidays/celebrations



The infrequent purchaser

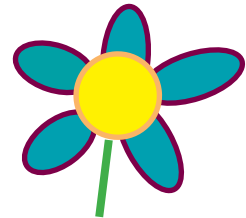
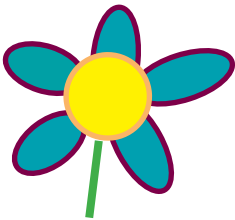
45% of the population

Least likely to purchase cut flowers

The Lover

20% of the population

Purchases flowers to celebrate people
More willing to pay a premium for cut flowers



TAKEAWAY

Consumers want to see variety when purchasing cut flowers. Decorate or celebrate, there is opportunity for growth. Try tailoring your flower selections to suit these purchasing types.



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RESEARCH & INNOVATION CENTRE