

## Tap IFPA Consumer Trends Insights to Grow Floral Sales in 2023

### *Consumers are weary – floral is the respite*

Floral marketers depend on consumer insights for business decisions around products, execution, and marketing. Today's consumers are weary, and the floral industry is uniquely positioned to brighten their lives with the joy of fresh, using insights and suggestions from marketing and consumer experts.

To help members keep up with wide-ranging marketing trends, IFPA compiled relevant tips in fall 2022 that offer tips for 2023 floral marketing. Tapping these experts (*see [article links below](#)*), IFPA helps members better understand consumer attitudes and purchasing behaviors, especially during these changing societal and economic times. It is part of the full IFPA [floral portfolio of resources](#).

On the heels of the pandemic came inflation and economic woes. Consumers worry about climate change, their financial security, and other pressures. They believe the economy will get worse through the first half of 2023 and their confidence in personal finances is waning. Facing rising prices, inflation, and uncertain financial security, they are more price-conscious and seek discounts for everyday purchases.

Yet amid these economic headwinds, targeted floral marketing strategies will win consumer sales. Although consumer confidence took a hit, many people will splurge on the little things. Flowers and plants offer them an affordable indulgence, inspire “just-because” celebrations, and link consumers to the natural world and sustainability – and maybe a sigh of relief from a complex world.

### **‘Lipstick Index’: Capitalize on affordable indulgences**

Consumers enter 2023 wanting to control their uncertain world. Though risk-aversion will remain a driver for some, indulgence, hedonism, and maximalist attitudes will drive others who are tired of feeling stressed. These consumers are aware that the sensible approach is to trim spending, but there is a sense of malaise: It seems as if the tough times won't ever let up. Consumers are tired; floral products are a welcome respite.

During the 2001 recession, Estée Lauder created the “lipstick index” when it noticed an uptick in lipstick sales. When money is tight, consumers make space for small indulgences that put them in a good mood. In fact, despite being seen as budget-friendly luxuries, some are willing to spend even more on these items to make up for spending cuts in other areas.

Floral fits neatly into the lipstick index. The floral industry should not be afraid to charge a little more for quality and shelf life as consumers seek these affordable indulgences. Given pent-up demand, many consumers are carving out space for affordable, high-quality, must-have treats. Marketers can use this trend to suggest such indulgences, brighten consumers' days, and boost sales.



## Encourage ‘just-because’ celebrations

Another marketing nudge to consumers is the “just-because” celebration. Consumers are determined to overcome their fatigue and find joy in simple, day-to-day moments. The world faces difficult financial and political times, spurring consumers to make the most of the ordinary. This includes connecting with nature, meditating, and sharing unremarkable moments on social media. This is an opportunity for cut flower and plants to increase “just-because” sales.

## Shrinking headspace for sustainability

Consumers recognize climate change poses a much bigger challenge than anything the world has experienced in recent decades, but they are drained by hearing about it repeatedly. Studies show declines in consumers’ self-reported recycling, willingness to spend more on eco-friendly products, and environmental optimism. Consumers aren’t less outraged, it’s more about prioritization and mental bandwidth. They face numerous constraints, and inflation is forcing many to choose between saving their earnings or saving the planet.

People struggle to find the headspace to live and demand a more sustainable lifestyle. In 2023, floral companies must put their environmental, social, and governance (ESG) processes at the center of their strategies and actions. This helps consumers see practical action from brands without having to think about it. Businesses with environmental and social credentials will continue to be rewarded by those who prioritize ecological impact and sustainability.

## Social media use evolves

Younger consumers start their purchase journeys on social media. One study shows the average daily time online has declined from pandemic highs and is almost on par with pre-pandemic figures. Fewer consumers go online to share opinions, keep up with news, and browse. These actions are still popular, but the process has changed. Social media algorithms surface information before consumers know they want it. Young consumers look to TikTok or Instagram instead of Google Maps or Search for answers.

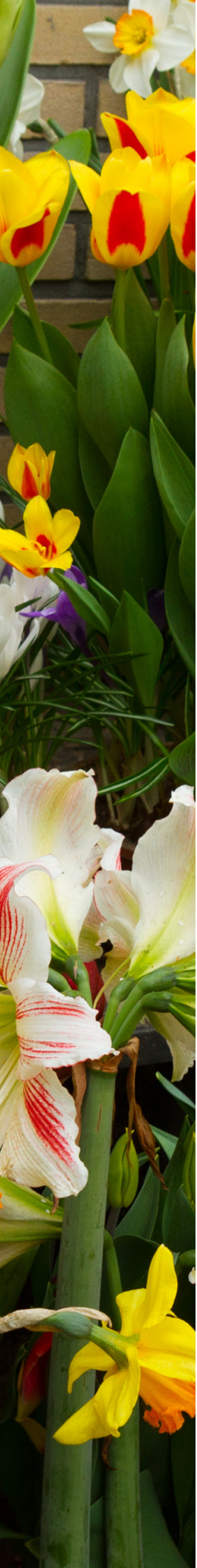
With the increasing number of people doing their shopping-related research on social, consumers will expect immersion and interactivity. Think of online shops where consumers can browse and see virtual representations of flowers and plants in their homes. As competition for consumers’ attention continues to increase, the floral industry must be intentional with content.

## Consumers dream of simpler times

Consumers are emotionally exhausted and nostalgic for simpler times and for moments that once sparked joy. Retro and nostalgic designs are being revived. This strategy allows the floral industry to express itself in an engaging, vibrant way while pulling on the heartstrings and memories of Millennials and Gen X. Evoking nostalgia creates emotional connections with customers and appeals to consumers who romanticize the past. This may mean offering “old fashioned” varieties in vibrant vases using colors from the turn of the century.

## Broaden your reach with design inclusivity, versatility

The concept of inclusivity prompts marketers to offer floral products for everybody, not primarily for women. The global approach toward diversity is changing, leading to gender-neutral and multisensory design, including floral products that appeal to everyone and embrace imperfections.



The concept of versatility moves design from fine and formal tailoring to a more relaxed and everyday look. A more easy-going shape appeals to a younger market. A focus on calming colors reassures consumers, creating a cozy feeling. Fresh pastel tones work across genders and categories, speaking to a younger market.

**For more details on these concepts, check out these resources IFPA used to compile this article:**

[Five global macro trends set to most impact marketers in 2023, \*The Drum\*](#)

[The 5 Biggest Business Trends in 2023 Everyone Must Get Ready for Now, \*Forbes\*](#)

[ItaltexTrends: Macrotrends – Spring/Summer 2023, \*Fashion Network\*](#)

[The biggest consumer trends for 2023: A marketer's guide, \*GWI\*](#)

[Catawiki reveals consumer trends for 2023, \*Ipsos\*](#)

And for [additional floral resources](#), check out IFPA's full portfolio.