INTERNATIONAL FRESH PRODUCE ASSOCIATION

# 2024 Germany Floral Industry Brand

**Who we are:**

International Fresh Produce Association (IFPA) is the leading global trade association representing companies in the fresh produce and floral supply chain.

**We are here to:**

- advocates for members and industry;
- connects individuals and organizations with ideas, data and with each other;
- guides with education, insight, expertise, and solutions.

## Floral Industry Branding

In today's fast-paced world, people have many options for gifts and small acts of self indulgence. But where will they spend their dollars tomorrow? The floral industry's brand is vital in capturing consumers' attention, preference, and loyalty.

**Why it matters:** Understanding our brand is crucial. By resonating with consumers, we can increase our market share and compete against other products.

**The big picture:** A brand is shaped by consumer perception and every aspect of the industry. And to win the fight, floral must be ready to compete with confections, beauty products, home décor, and much more.

**The bottom line:** Consumer feedback helps us understand brand perception and increases our ability to compete.

## Understanding Brand Perception

Brand perception is crucial in developing relationships with customers and winning their loyalty.

**Why it matters:** Consumers always consider their emotional connection when choosing between items that fulfil a similar purpose whether it be hunger in the produce category or indulgence in the floral category.

**The big picture:** Understanding the personality and attributes of our industries helps us connect with consumers.

**The bottom line:** Leverage industry personality and attributes to help shape your brand perception with consumers.

# A guide for marketers

# What this research tell us:

- While the reputation of the floral industry is mediocre, it can be strengthened in marketing by pairing it with the produce industry.
- The floral industry lags behind all other benchmarked industries except meat.  It can benefit by demonstrating innovations in breeding and growing as well as showing flowers in modern settings.
- Floral marketing can build off the industry's personality of being friendly and trustworthy– "flowers should be everywhere people gather."
- There are opportunities to build on such as makes room for variety of brands, is innovative, offers unique products, and attracts top talent. These matter to consumers, yet the floral industry is not leveraging these attributes.
- The floral industry is attractive to Gen Z, allowing it to attract the best talent.
- Gen Z see the floral industry as supporting the wellness movement. This is an opportunity to sell flowers to Gen Z on a regular basis.

# Methodology and Sample Composition

The study was conducted using an online methodology, with all fieldwork conducted on the Russell Research survey website. A total of 4,533 interviews were conducted for the study from February 9 – 28, 2024. Participants were sourced from leading online research panels.

To qualify for study inclusion, respondents were screened to meet the following qualifications:

- Age 18 - 78
- Primary or shared responsibility for purchasing groceries for household
- Purchase groceries once a month or more often
- Typically purchase groceries at a supermarket/grocery store or online retailer
- Reside within the United States, Brazil, the United Kingdom, Germany, China or Australia
- Does not work in a competitive industry

All research was carried out in compliance with all relevant legal and ethical requirements within the United States and in compliance with ISO 20252:2019.

# Floral Germany Summary

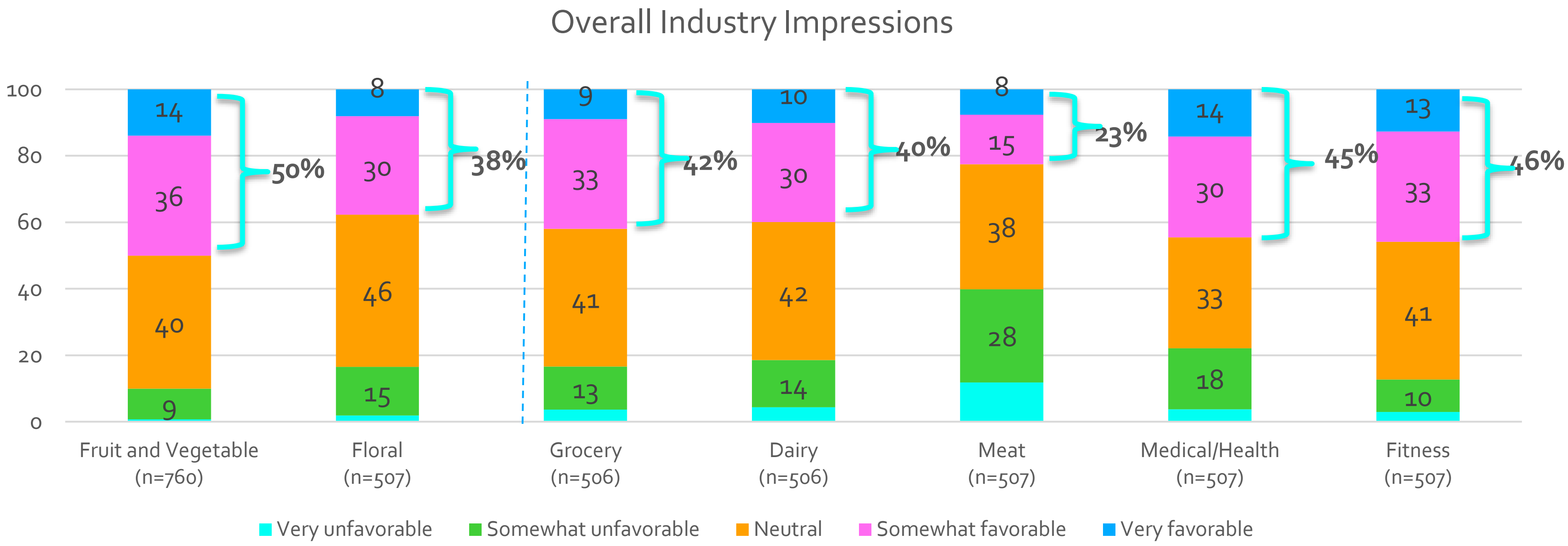
- Consumer impressions of the *floral industry in Germany* lag behind most of the benchmark industries.
  - 38% respondents have a <u>favorable</u> impression
  - 28% of respondents believe the *floral industry* is *‘on its way up’* or ’improving.’
  - The floral industry has a mediocre reputation.

| **Critically important for the floral industry** | **Floral Industry Personality Traits** |
|---|---|
| • Is trustworthy<br>• Is mindful of the environment<br>• Is innovative | • Friendly<br>• Classic<br>• Exotic<br>• Trendy |

- Relative importance analysis indicates a need to communicate treats employees fairly and attracts the top talent.

**German consumers do not have a favorable impression of the floral industry. It lags behind produce, grocery, medical, fitness and dairy.**

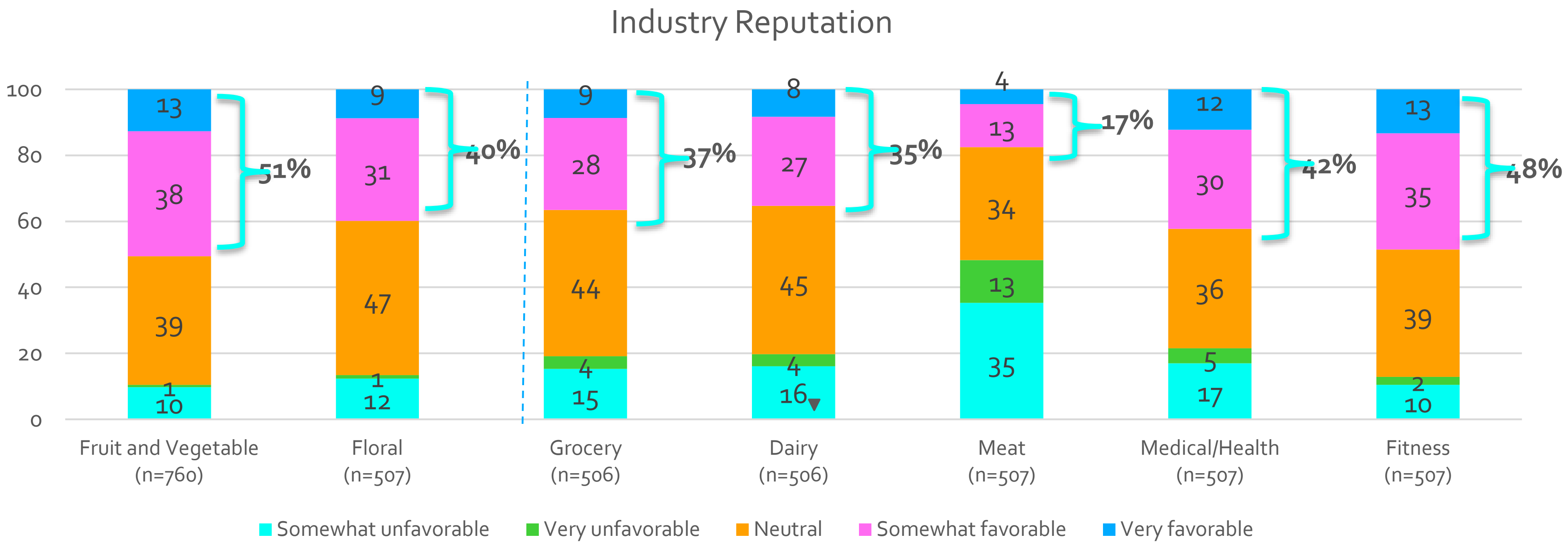
**TIP:** The floral industry can use produce and grocery in messaging to receive a lift from their halo.




Base: Total Germany Respondents Evaluating Industry
3. What is your overall impression of the [INSERT INDUSTRY]?

**The floral industry in the Germany has a mediocre reputation although it leads grocery, dairy, and meat.**

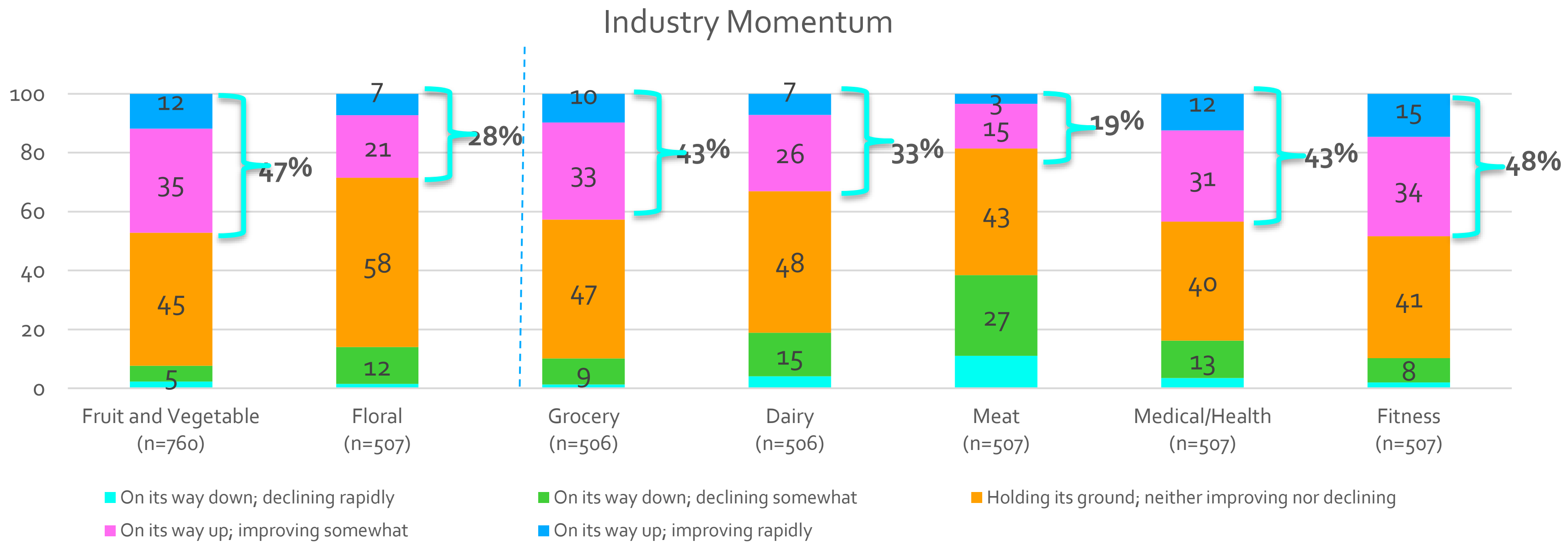
**TIP:** The floral industry can use produce in messaging to receive a lift from their halo.




Base: Total Germany Respondents Evaluating Industry
6. Which of the following best describes what you feel is the current reputation of the [INSERT INDUSTRY]?

# Most consumers in the Germany view the floral industry as stagnant, behind most of the benchmarked industries except meat.

**TIP:** This is an opportunity for the floral industry to show its modern, dynamic, and innovative side.




Base: Total Germany Respondents Evaluating Industry
5. When you think about certain industries, some seem to be on their way up and have a lot going for them, while others don't. Which of these statements best describes how you feel about the [INSERT INDUSTRY]?

# German Floral Industry Drivers

# Relative Importance for German Floral Industry

**Relative Importance**

**What is it?**

It is an extension of regression analysis that allows us to assess which attributes are most important and exactly how much more important one is than another.

**The most important factors to German consumers when evaluating the floral industry is:**
Trustworthy
Innovative
Mindful of the environment.

| | Relative Importance | Rank Order |
|---|---|---|
| Total Germany Respondents Evaluating Floral Industry | (507) | |
| | | |
| Is trustworthy | 16.37 | 1 |
| Is innovative | 12.09 | 2 |
| Is mindful of the environment | 11.92 | 3 |
| Treats employees fairly | 9.45 | 4 |
| Makes room for a wide variety of brands | 7.44 | 5 |
| Offers unique products and experiences | 7.31 | 6 |
| Attracts top talent | 6.93 | 7 |
| Creates products or services worth paying extra for | 6.17 | 8 |
| Is transparent in its production/service methods | 4.51 | 9 |
| Values diversity, equity and inclusion | 4.21 | 10 |
| Adapts quickly to meet the needs of consumers | 3.31 | 11 |
| Uses technology wisely | 2.66 | 12 |
| Offers affordable options | 2.52 | 13 |
| Promotes individual health | 1.86 | 14 |
| Promotes public health | 1.66 | 15 |
| Helps solve some of society's most pressing problems | 1.58 | 16 |

# Stated vs. Relative Importance – German Floral Industry

**The results of the Relative Importance Analysis are compared to what consumers state is important to them and plotted on a quadrant map. From this map, three important groupings of attributes are defined as follows:**

## Critically Important

(High Relative / High Stated Importance)

- **These are strong positioning attributes if an industry can deliver in these areas.**
  - ✓ Is trustworthy
  - ✓ Treats employees fairly
  - ✓ Is mindful of the environment

## Hidden Opportunities

(High Relative / Low Stated Importance)

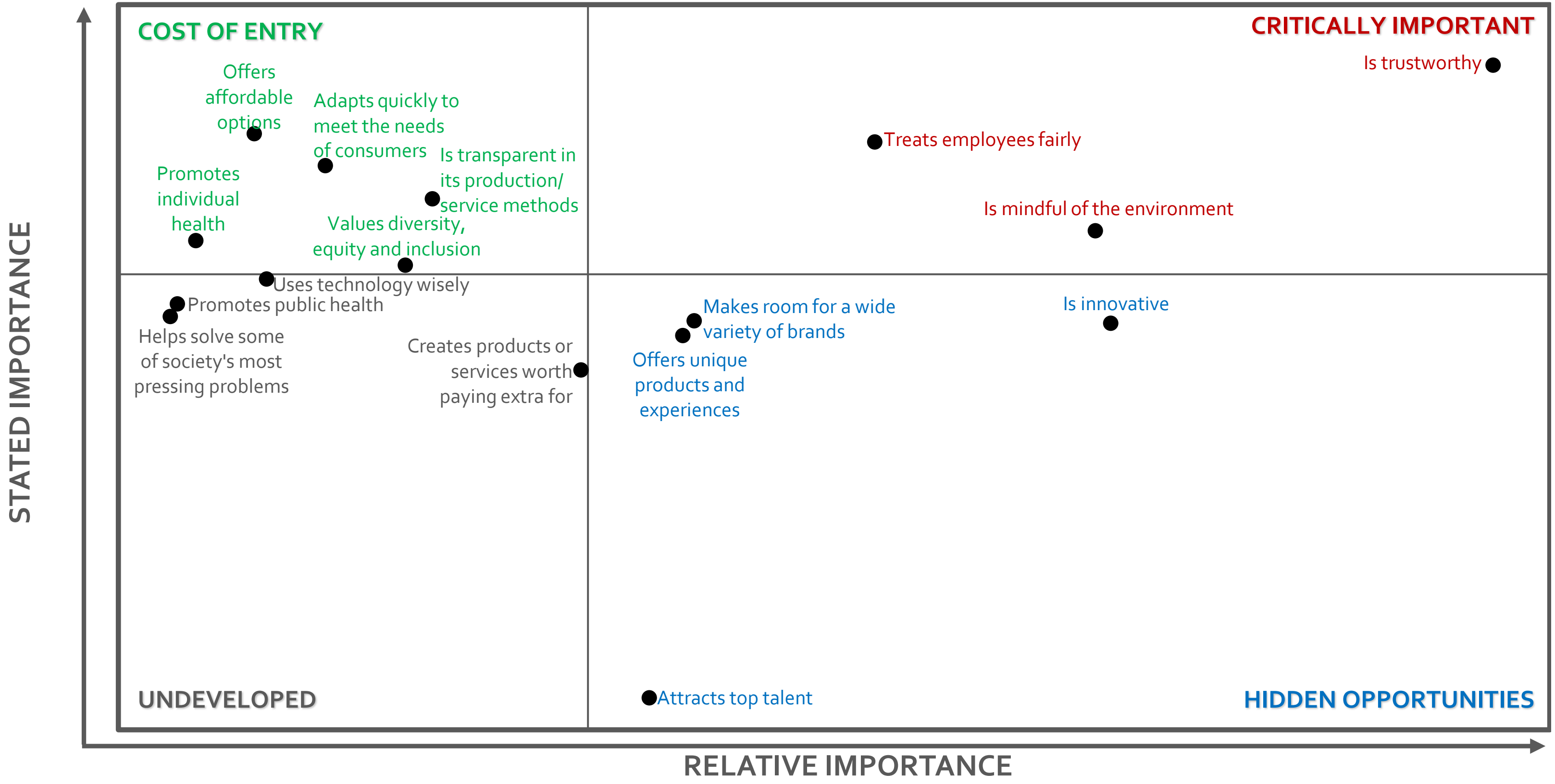
- **These drivers may not be expressed but are important positioning attributes.**
  - ✓ Is innovative
  - ✓ Makes room for a wide variety of brands
  - ✓ Offers unique products and experiences
  - ✓ Attracts top talent

## Cost of Entry

(Low Relative / High Stated Importance)

- **These are important for all category industries to deliver. They are necessary but provide no leverage.**
  - ✓ Offers affordable options
  - ✓ Adapts quickly to meet the needs of consumers
  - ✓ Is transparent in its production/service methods
  - ✓ Values diversity, equity and inclusion
  - ✓ Promotes individual health

# Stated vs. Relative Importance – German Floral Industry

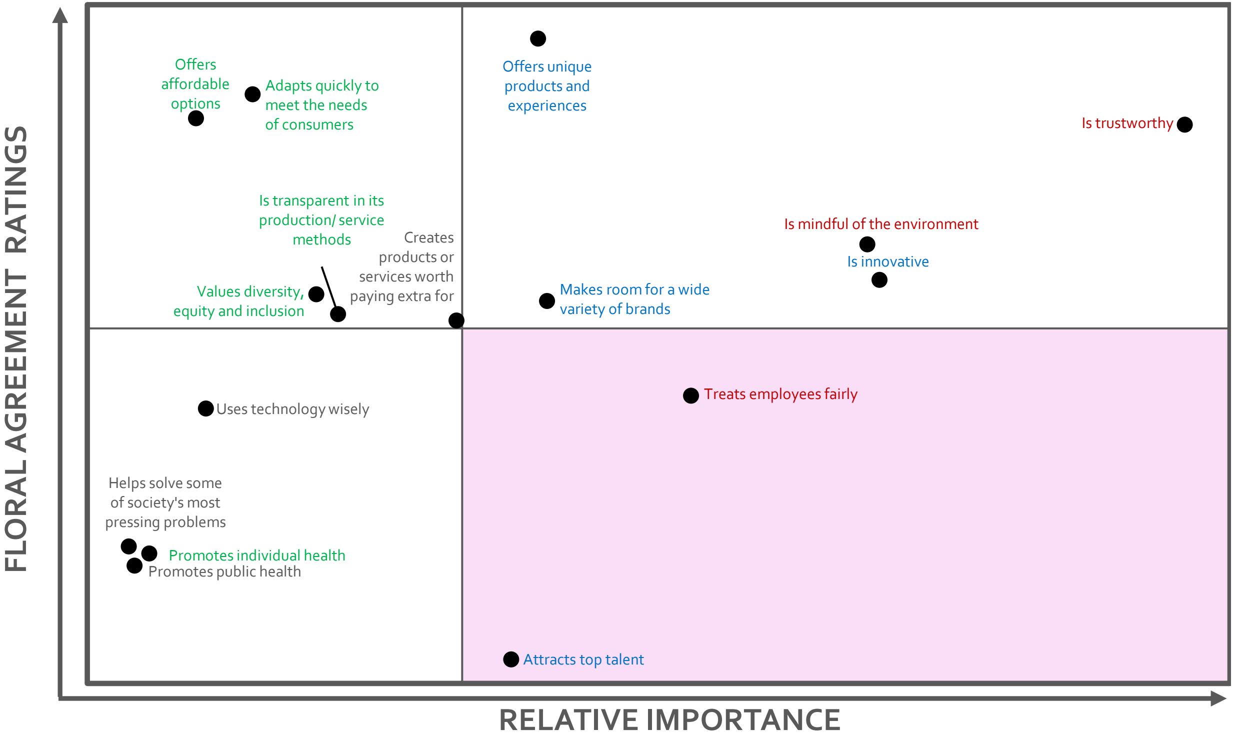


# Relative Importance vs. Floral Agreement Ratings

The relative importance of each statement and respondents' agreement that the industry portrays that statement was plotted on this map.

Attributes on the right side are most important to respondents.

**It appears the floral industry is not delivering on the important drivers of treats employees fairly and attracts the top talent in Germany.**



# German Floral Industry Personality

AI Chosen Image to Depict Floral Industry

| | Fruit and Vegetable | Floral | Grocery | Dairy | Meat | Medical/ Healthcare | Fitness |
|---|---|---|---|---|---|---|---|
| Total Germany Respondents Evaluating Industry | (760) | (507) | (506) | (506) | (507) | (507) | (507) |
| | % | % | % | % | % | % | % |
| | | | | | | | |
| Exotic | 31 | 28 | 7 | 4 | 5 | 3 | 4 |
| Friendly | 31 | 44 | 32 | 24 | 13 | 19 | 32 |
| Classic | 30 | 35 | 30 | 37 | 35 | 25 | 14 |
| Confident | 26 | 19 | 22 | 24 | 14 | 25 | 22 |
| Trustworthy | 23 | 20 | 25 | 23 | 13 | 31 | 17 |
| Simple | 23 | 20 | 23 | 21 | 20 | 10 | 14 |
| Modern | 22 | 24 | 25 | 18 | 9 | 28 | 42 |
| Expert | 21 | 19 | 19 | 21 | 18 | 43 | 29 |
| Approachable | 20 | 23 | 23 | 18 | 11 | 15 | 26 |
| Trendy | 20 | 27 | 20 | 13 | 7 | 6 | 47 |
| Honest | 19 | 17 | 15 | 22 | 11 | 20 | 13 |
| Budget-Conscious | 16 | 10 | 24 | 17 | 16 | 17 | 8 |
| Fun | 15 | 24 | 10 | 13 | 4 | 4 | 45 |
| Uptight | 14 | 8 | 13 | 13 | 11 | 15 | 12 |
| Accepting | 14 | 12 | 18 | 13 | 11 | 18 | 14 |
| Consistent | 12 | 8 | 16 | 12 | 14 | 17 | 9 |
| Adventurous | 8 | 9 | 16 | 8 | 7 | 6 | 21 |
| Casual | 7 | 10 | 7 | 5 | 7 | 4 | 23 |
| Formal | 6 | 7 | 8 | 8 | 8 | 18 | 5 |
| Outdated | 6 | 7 | 8 | 10 | 24 | 12 | 3 |
| Boring | 3 | 6 | 6 | 6 | 8 | 4 | 4 |

4. Imagine for a moment the [INSERT INDUSTRY] was a person. What types of words and/or descriptions would you use to describe that person? Please select as many or as few adjectives and/or descriptors you'd like.

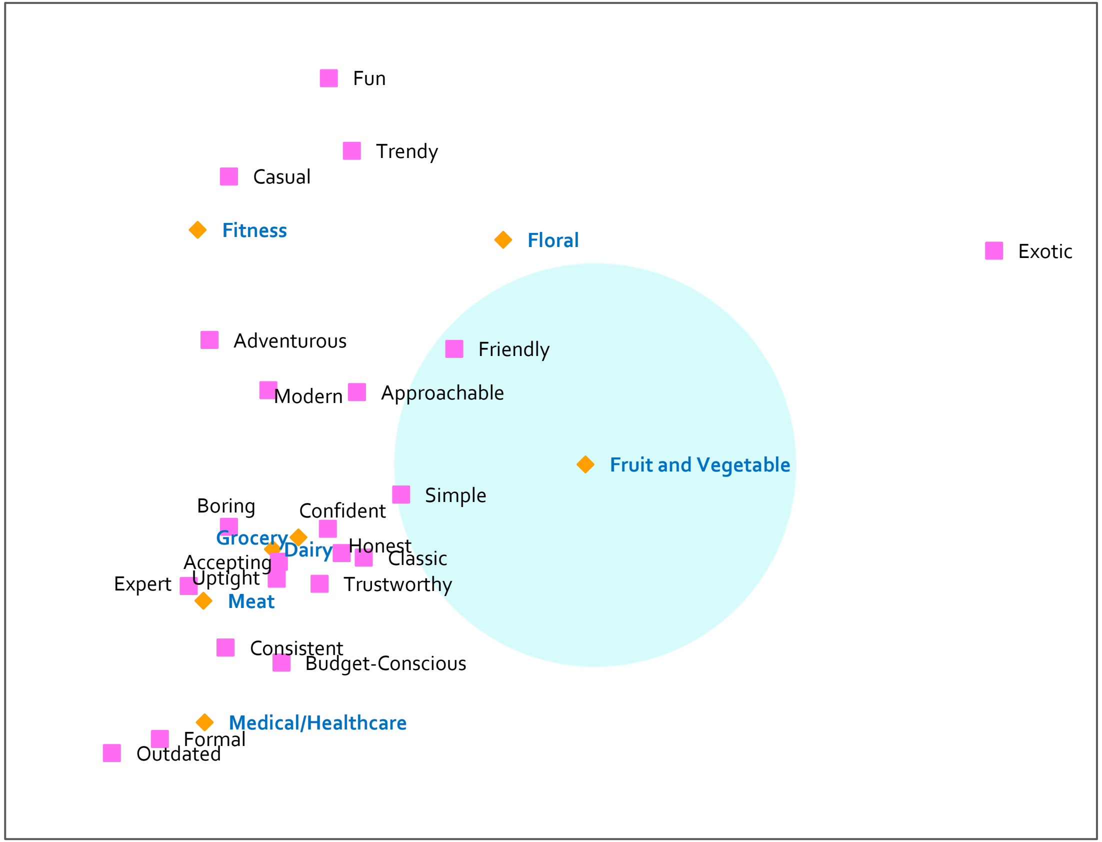
# Germany Industry Personality Correspondence Map

**Correspondence analysis**

**What it is:**

A mapping technique that allows us to determine which industry attributes are most differentiating for and which attributes would need to be changed to move industry perceptions closer or farther from another industry.

Industries and attributes that are rated similarly are placed close to each other on the map, while those that are rated differently will appear in a different area of the map.



# Floral Industry Findings By Key Segments

| | | Gender | | Generation | | | |
|---|---|---|---|---|---|---|---|
| | Total Germany | Male | Female | Gen Z | Millennials | Gen X | Boomers |
| Total Germany Respondents Evaluating Floral Industry | (507) | (236) | (271) | (26)* | (141) | (166) | (174) |
| | % | % | % | % | % | % | % |
| | | | | [Z] | [M] | [X] | [B] |
| **Overall Impression of Industry** | | | | | | | |
| Very Favorable | 8 | 8 | 8 | 4 | 7 | 13 | 5 |
| Very/Somewhat Favorable | 38 | 34 | 41 | 49 | 35 | 42 | 31 |
| | | | | | | | |
| **Industry Momentum** | | | | | | | |
| On its way up /Improving rapidly | 7 | 7 | 7 | 0 | 8 | 11 | 5 |
| On its way up /Improving rapidly or somewhat | 28 | 27 | 30 | 22 | 38 | 27 | 23 |
| | | | | | | | |
| **Industry Reputation** | | | | | | | |
| Very Favorable | 9 | 7 | 11 | 0 | 8 | 13 | 8 |
| Very/Somewhat Favorable | 40 | 38 | 41 | 50 | 42 | 39 | 34 |

# Floral Industry Findings By Key Segments

Gen Z has a favorable impression of the floral industry making it attractive for the best talent.

| | | Gender | | Generation | | | |
|---|---|---|---|---|---|---|---|
| | Total Germany | Male | Female | Gen Z | Millennials | Gen X | Boomers |
| Total Germany Respondents Evaluating Floral Industry | (507) | (236) | (271) | (26)* | (141) | (166) | (174) |
| | % | % | % | % | % | % | % |
| | | | | [Z] | [M] | [X] | [B] |
| Offers unique products and experiences | 57 | 55 | 59 | 54 | 66 | 52 | 57 |
| Adapts quickly to meet the needs of consumers | 54 | 49 | 59 | 64 | 54 | 49 | 57 |
| Offers affordable options | 53 | 49 | 57 | 54 | 58 | 48 | 53 |
| Is trustworthy | 53 | 49 | 56 | 66 | 56 | 50 | 47 |
| Is mindful of the environment | 47 | 43 | 50 | 54 | 47 | 42 | 48 |
| Is innovative | 45 | 41 | 49 | 46 | 46 | 39 | 49 |
| Values diversity, equity and inclusion | 44 | 38 | 49 | 69 | 48 | 39 | 35 |
| Makes room for a wide variety of brands | 44 | 41 | 46 | 35 | 47 | 41 | 47 |
| Is transparent in its production/service methods | 43 | 40 | 46 | 65 | 47 | 39 | 35 |
| Creates products or services worth paying extra for | 43 | 37 | 48 | 50 | 51 | 40 | 35 |
| Treats employees fairly | 39 | 33 | 45 | 53 | 46 | 36 | 29 |
| Uses technology wisely | 38 | 38 | 38 | 35 | 44 | 36 | 36 |
| Helps solve some of society's most pressing problems | 31 | 29 | 33 | 57 | 36 | 26 | 21 |
| Promotes individual health | 31 | 28 | 34 | 50 | 35 | 26 | 24 |
| Promotes public health | 30 | 28 | 32 | 54 | 32 | 29 | 20 |
| Attracts top talent | 25 | 20 | 30 | 38 | 30 | 23 | 18 |

# Floral Industry Findings By Key Segments

| | | Gender | | Generation | | | |
|---|---|---|---|---|---|---|---|
| | Total Germany | Male | Female | Gen Z | Millennials | Gen X | Boomers |
| Total Germany Respondents Evaluating Floral Industry | (507) | (236) | (271) | (26)* | (141) | (166) | (174) |
| | % | % | % | % | % | % | % |
| | | | | [Z] | [M] | [X] | [B] |
| Friendly | 44 | 42 | 46 | 50 | 41 | 40 | 49 |
| Classic | 35 | 30 | 40 | 42 | 36 | 36 | 30 |
| Exotic | 28 | 28 | 28 | 27 | 30 | 24 | 30 |
| Trendy | 27 | 22 | 31 | 19 | 26 | 23 | 35 |
| Modern | 24 | 25 | 24 | 15 | 25 | 28 | 24 |
| Fun | 24 | 19 | 28 | 22 | 26 | 21 | 25 |
| Approachable | 23 | 21 | 24 | 27 | 23 | 18 | 26 |
| Trustworthy | 20 | 19 | 21 | 19 | 21 | 21 | 18 |
| Simple | 20 | 25 | 15 | 19 | 16 | 22 | 20 |
| Expert | 19 | 20 | 18 | 8 | 17 | 24 | 19 |
| Confident | 19 | 20 | 18 | 11 | 19 | 18 | 21 |
| Honest | 17 | 15 | 18 | 12 | 18 | 16 | 17 |
| Accepting | 12 | 10 | 14 | 15 | 13 | 10 | 13 |
| Casual | 10 | 11 | 10 | 19 | 12 | 10 | 5 |
| Budget-Conscious | 10 | 10 | 9 | 7 | 4 | 12 | 13 |
| Adventurous | 9 | 8 | 10 | 4 | 9 | 10 | 9 |
| Uptight | 8 | 8 | 9 | 11 | 6 | 10 | 8 |
| Consistent | 8 | 9 | 7 | 7 | 7 | 9 | 9 |
| Outdated | 7 | 9 | 6 | 7 | 11 | 7 | 5 |
| Formal | 7 | 8 | 5 | 12 | 6 | 7 | 4 |
| Boring | 6 | 8 | 4 | 4 | 10 | 4 | 4 |

* Caution: Small base size.

# Shopping Habits

| | Total Germany | Gender | | Generation | | | | Income | |
|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | Gen Z | Millennials | Gen X | Boomers | Less Than €43.000 | €43.000 or More |
| Total Germany Respondents | (760) | (355) | (405) | (44) | (213) | (250) | (253) | (430) | (292) |
| | % | % | % | % | % | % | % | % | % |
| | | | | | | | | | |
| **Responsibility for Grocery Purchases** | | | | | | | | | |
| Primarily responsible | 75 | 71 | 79 | 65 | 79 | 79 | 72 | 75 | 75 |
| Share responsibility | 25 | 29 | 21 | 35 | 21 | 21 | 28 | 25 | 25 |
| | | | | | | | | | |
| **Frequency of Purchasing Groceries** | | | | | | | | | |
| Several times per week | 55 | 55 | 55 | 52 | 62 | 58 | 46 | 52 | 59 |
| Once a week | 40 | 41 | 39 | 42 | 32 | 40 | 48 | 42 | 38 |
| 2 to 3 times per month | 5 | 4 | 5 | 6 | 5 | 3 | 6 | 6 | 3 |
| Once a month | 0.2 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |
| Mean times per month: | 6.4 | 6.4 | 6.4 | 6.2 | 6.7 | 6.6 | 5.9 | 6.3 | 6.6 |
| | | | | | | | | | |
| **Groceries Purchase on a Regular Basis** | | | | | | | | | |
| Fresh produce (fruits and vegetables) | 95 | 96 | 95 | 93 | 94 | 96 | 97 | 94 | 97 |
| Beef and/or poultry | 79 | 81 | 78 | 71 | 84 | 81 | 75 | 75 | 87 |
| Dairy milk | 79 | 80 | 78 | 72 | 80 | 80 | 78 | 74 | 86 |
| Fresh flowers | 33 | 32 | 35 | 36 | 34 | 30 | 36 | 29 | 41 |

# Shopping Habits

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|---|---|---|---|---|---|---|---|---|---|
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| Total Germany Respondents | (760) | (355) | (405) | (44) | (213) | (250) | (253) | (430) | (292) |
| | % | % | % | % | % | % | % | % | % |
| | | | | | | | | | |
| **Typical Grocery Purchase Locations** * | | | | | | | | | |
| **Supermarket/Grocery Store** | 99 | 98 | 99 | 97 | 99 | 99 | 99 | 98 | 99 |
| Drug Store | 36 | 30 | 41 | 42 | 43 | 37 | 24 | 33 | 40 |
| **Online retailer** | 20 | 19 | 21 | 18 | 31 | 21 | 8 | 15 | 28 |
| Farmer's Market/Farm Store | 16 | 16 | 17 | 9 | 17 | 17 | 18 | 12 | 22 |
| Mass Merchandiser | 14 | 13 | 14 | 22 | 18 | 14 | 5 | 12 | 18 |
| Convenience Store | 12 | 14 | 9 | 18 | 16 | 10 | 7 | 12 | 13 |
| Dollar Store | 5 | 3 | 6 | 6 | 7 | 4 | 2 | 6 | 3 |
| Warehouse Club | 1 | 1 | 1 | 0 | 2 | 2 | 0 | 0 | 3 |

* Respondents had to purchase from a supermarket/grocery store and/or from an online retailer to qualify for this study.

# Demographic Summary

| | | Gender | | Generation | | | | Income | |
|---|---|---|---|---|---|---|---|---|---|
| | Total Germany | Male | Female | Gen Z | Millennials | Gen X | Boomers | Less Than €43.000 | €43.000 or More |
| Total Germany Respondents | (760) | (355) | (405) | (44) | (213) | (250) | (253) | (430) | (292) |
| | % | % | % | % | % | % | % | % | % |
| | | | | | | | | | |
| **Gender** | | | | | | | | | |
| Male | 49 | 100 | - | 33 | 45 | 50 | 59 | 44 | 59 |
| Female | 51 | - | 100 | 67 | 55 | 50 | 41 | 56 | 41 |
| | | | | | | | | | |
| **Generation** | | | | | | | | | |
| Gen Z (18 - 26) | 13 | 9 | 17 | 100 | - | - | - | 16 | 9 |
| Millennials (27 - 42) | 28 | 26 | 30 | - | 100 | - | - | 24 | 34 |
| Gen X (43 - 58) | 32 | 33 | 31 | - | - | 100 | - | 28 | 36 |
| Boomers (59 - 78) | 27 | 33 | 22 | - | - | - | 100 | 32 | 21 |
| | | | | | | | | | |
| Mean Age: | 47.0 | 49.4 | 44.6 | 23.2 | 35.1 | 50.8 | 66.2 | 47.7 | 45.9 |
| | | | | | | | | | |
| **Marital Status** | | | | | | | | | |
| Married | 39 | 41 | 37 | 9 | 39 | 43 | 49 | 26 | 59 |
| Not Married | 61 | 59 | 62 | 89 | 61 | 56 | 51 | 73 | 41 |
| | | | | | | | | | |
| **Employment Status** | | | | | | | | | |
| Employed | 63 | 64 | 62 | 68 | 85 | 70 | 30 | 49 | 85 |
| Not Employed | 36 | 35 | 38 | 32 | 14 | 29 | 70 | 50 | 15 |

# Demographic Summary

| | | Gender | | Generation | | | | Income | |
|---|---|---|---|---|---|---|---|---|---|
| | Total Germany | Male | Female | Gen Z | Millennials | Gen X | Boomers | Less Than €43.000 | €43.000 or More |
| Total Germany Respondents | (760) | (355) | (405) | (44) | (213) | (250) | (253) | (430) | (292) |
| | % | % | % | % | % | % | % | % | % |
| | | | | [Z] | [M] | [X] | [B] | | |
| **Education** | | | | | | | | | |
| Less than high school | 29 | 27 | 31 | 29 | 29 | 32 | 25 | 37 | 16 |
| High school | 35 | 33 | 38 | 37 | 30 | 34 | 42 | 37 | 33 |
| College | 35 | 40 | 31 | 34 | 40 | 34 | 33 | 26 | 50 |
| | | | | | | | | | |
| Median Annual Household Income: | €37.4K | €41.6K | €34.4K | €32.2K | €42.7K | €40.6K | €32.0K | €25.3K | €63.3K |
| | | | | | | | | | |
| **Region** | | | | | | | | | |
| South Regions | 27 | 27 | 27 | 52 | 25 | 24 | 20 | 24 | 31 |
| East Regions | 26 | 27 | 24 | 15 | 19 | 28 | 33 | 27 | 23 |
| West Region | 21 | 21 | 21 | 12 | 26 | 21 | 19 | 20 | 21 |
| North Regions | 14 | 13 | 16 | 14 | 16 | 14 | 14 | 15 | 14 |
| Center Regions | 13 | 13 | 12 | 8 | 14 | 12 | 14 | 13 | 11 |
| Another Area | 11 | 11 | 11 | 20 | 11 | 10 | 8 | 9 | 14 |