INTERNATIONAL FRESH PRODUCE ASSOCIATION

2024 United Kingdom 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 strong, it can be strengthened in marketing by pairing it with the produce industry.
- The floral industry is on par with the meat industry and lags behind all other benchmarked industries. 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 creates products worth paying extra for, innovation, valuing diversity, equity and inclusion, and offering unique products. These matter to consumers, yet the floral industry is not leveraging these attributes.
- To attract the best talent, is important to market the floral industry as an opportunity to be part of an innovative community.
- While the wellness movement is an opportunity for the floral industry, consumers are not yet equating flowers with mental wellness. This means the floral industry must make the connection for consumers

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.

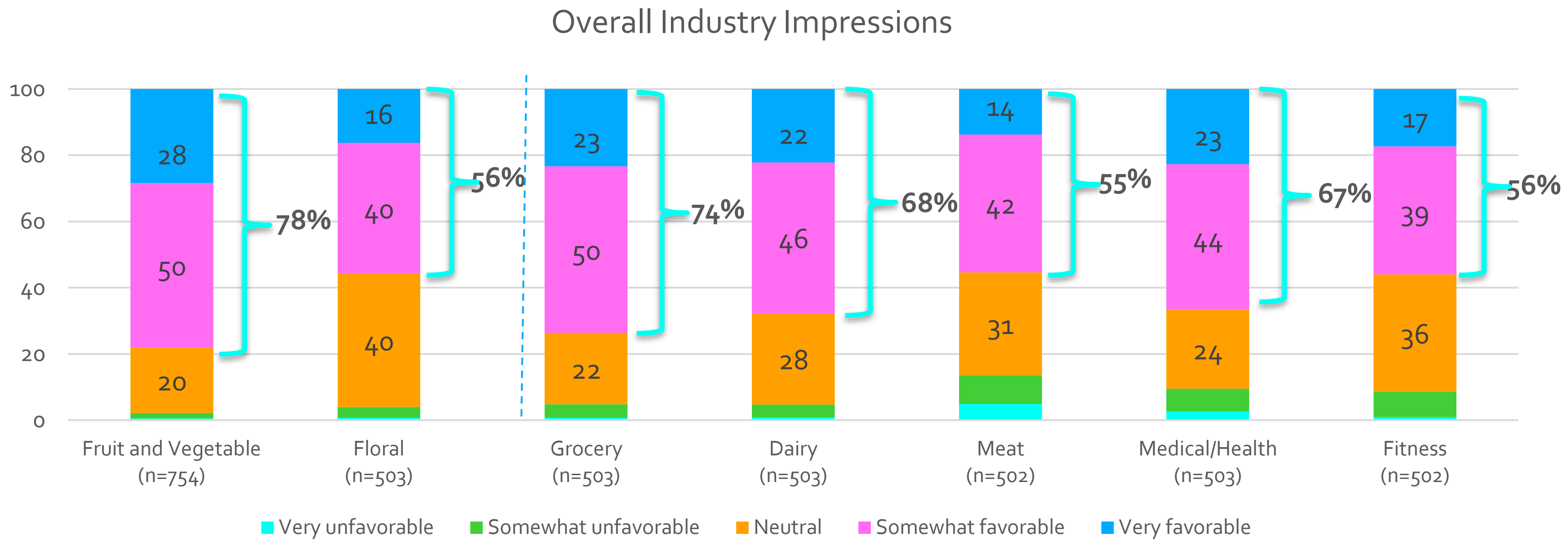
Floral United Kingdom Summary

- Consumer impressions of the *floral industry in the United Kingdom* lag behind most of the benchmark industries.
  - 56% respondents have a <u>favorable</u> impression
  - 35% of respondents believe the *floral industry* is *'on its way up'* or 'improving.'
  - The floral industry has a favorable reputation.

Critically important for the floral industry	**Floral Industry Personality Traits**
• Creates products worth paying extra for • Unique offerings • Offers affordable options	• Friendly • Fun • Classic • Exotic

Most consumers from the United Kingdom have a favorable impression of the floral industry although it lags behind produce, grocery, medical, and dairy.

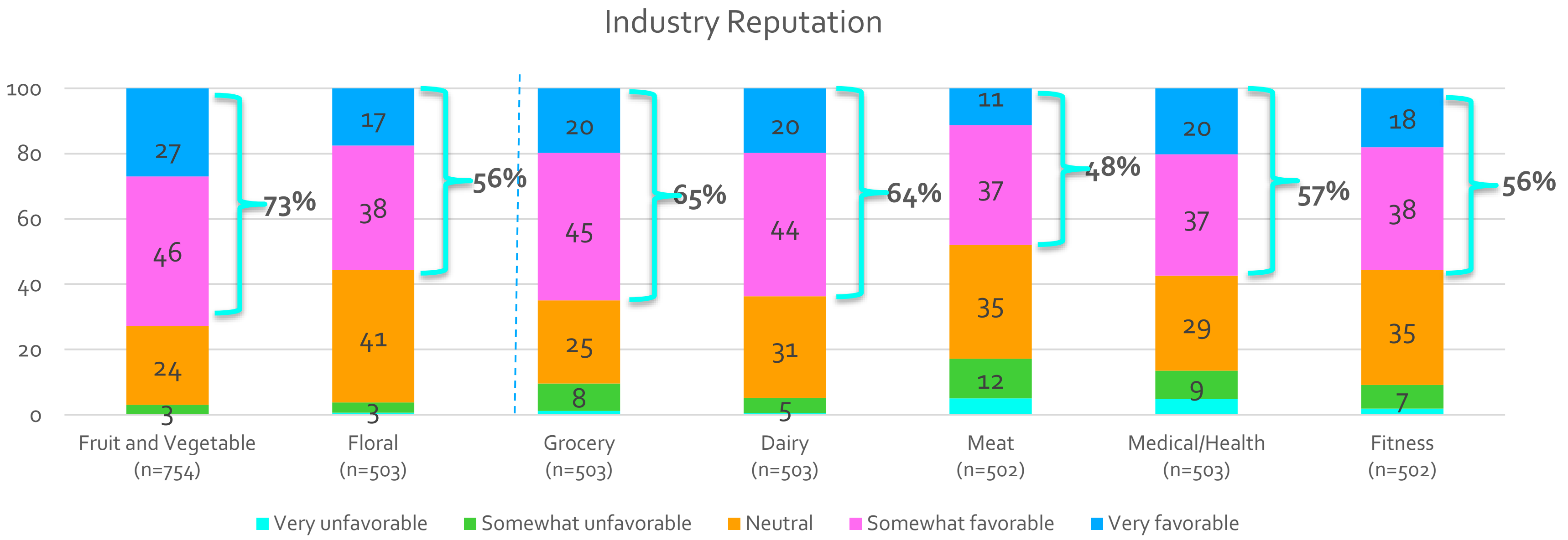
TIP: The floral industry can use produce and grocery in messaging to receive a lift from their halo.



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

The floral industry in the United Kingdom has a favorable reputation although it lags behind produce, grocery and dairy.

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

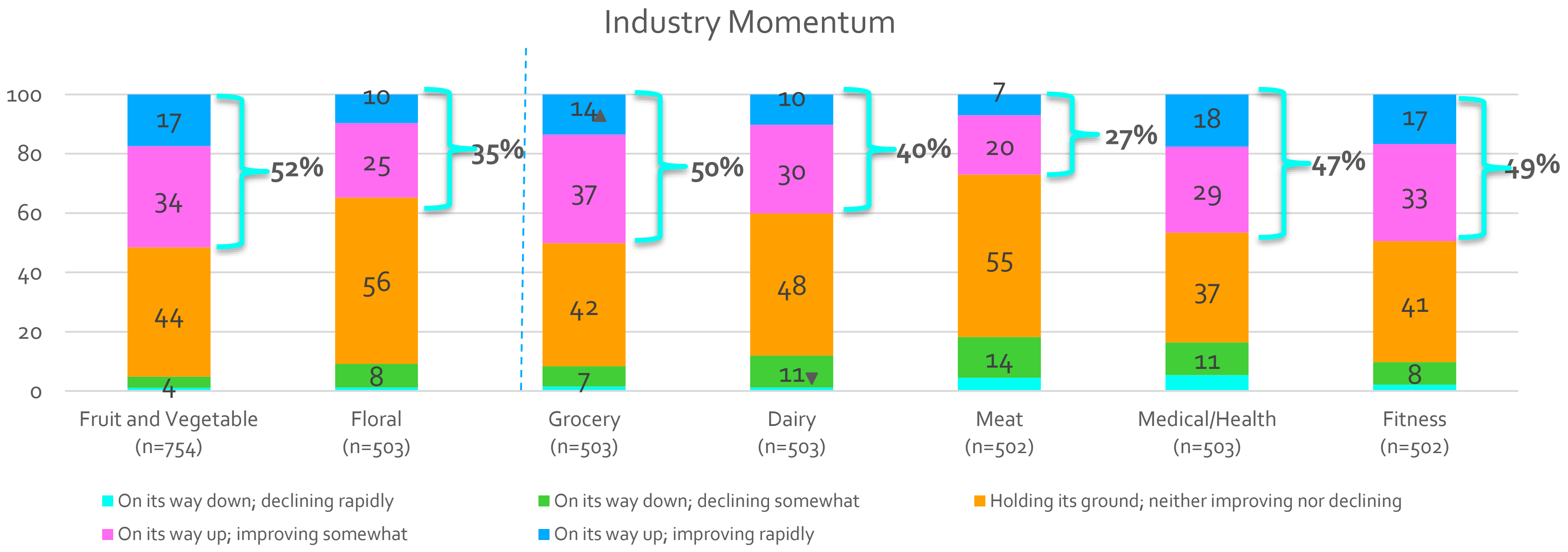


Base: Total UK Respondents Evaluating Industry

6. Which of the following best describes what you feel is the current reputation of the [INSERT INDUSTRY]?

Most consumers in the United Kingdom 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 UK 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]?

Brazilian Floral Industry Drivers

Relative Importance for 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 U.K. Consumers when evaluating the Floral industry is:
Creates products or services worth paying extra for
Offers unique products and experiences
Offers affordable options.

	Relative Importance	Rank Order
Total UK Respondents Evaluating Floral Industry	(503)	
Creates products or services worth paying extra for	13.83	1
Offers unique products and experiences	9.19	2
Offers affordable options	9.09	3
Is innovative	7.69	4
Is transparent in its production/service methods	7.67	5
Values diversity, equity and inclusion	7.16	6
Is mindful of the environment	6.36	7
Attracts top talent	6.24	8
Is trustworthy	6.01	9
Adapts quickly to meet the needs of consumers	5.58	10
Helps solve some of society's most pressing problems	4.19	11
Makes room for a wide variety of brands	4.17	12
Promotes public health	4.10	13
Uses technology wisely	3.98	14
Treats employees fairly	2.44	15
Promotes individual health	2.32	16

Stated vs. Relative Importance – United Kingdom 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.**
  - ✓ Offers affordable options
  - ✓ Is transparent in its production/service methods
  - ✓ Is mindful of the environment

Hidden Opportunities

(High Relative / Low Stated Importance)

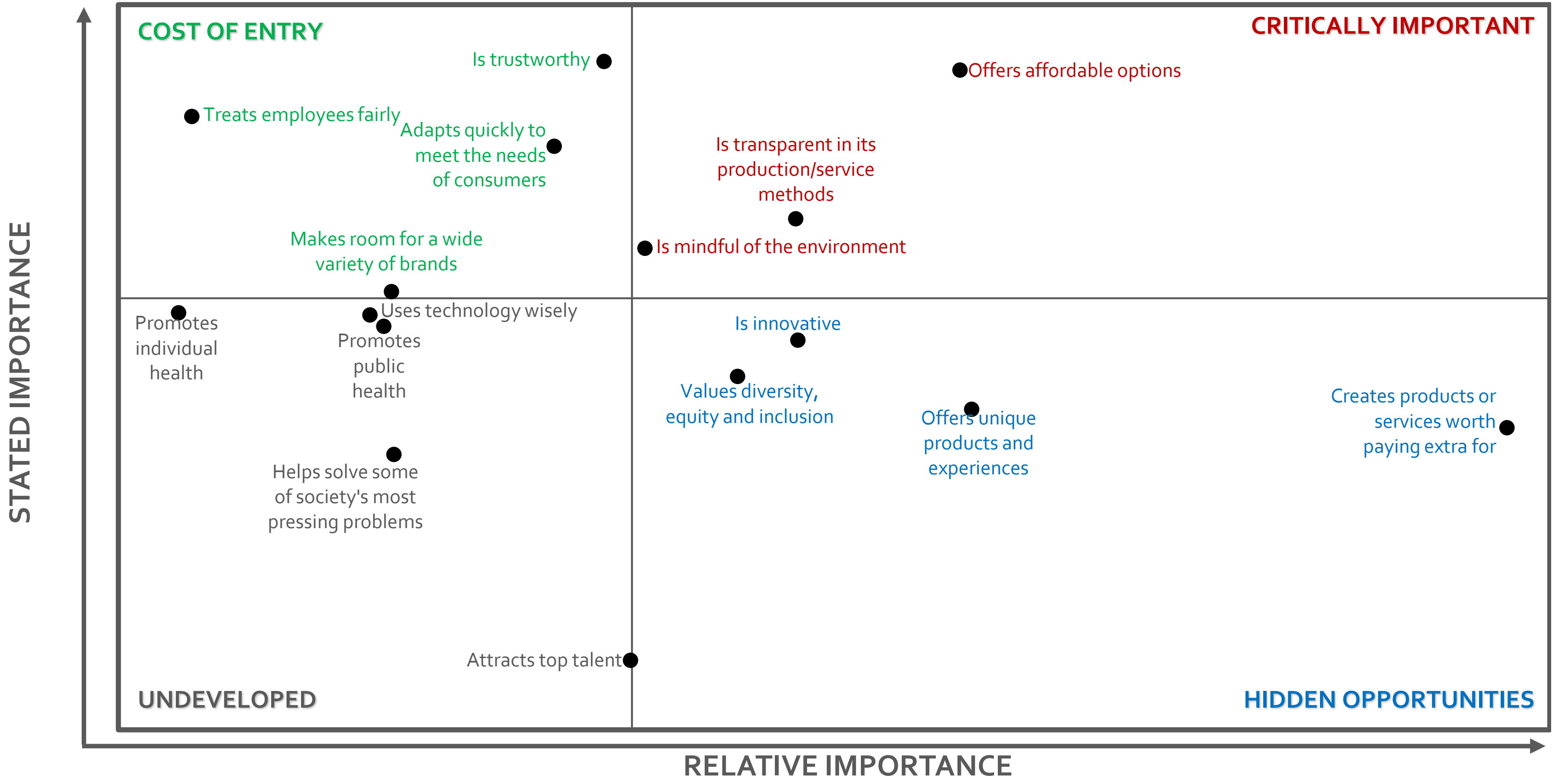
- **These drivers may not be expressed but are important positioning attributes.**
  - ✓ Creates products or services worth paying extra for
  - ✓ Is innovative
  - ✓ Values diversity, equity and inclusion
  - ✓ Offers unique products and experiences

Cost of Entry

(Low Relative / High Stated Importance)

- **These are important for all category industries to deliver. They are necessary but provide no leverage.**
  - ✓ Is trustworthy
  - ✓ Treats employees fairly
  - ✓ Adapts quickly to meet the needs of consumers
  - ✓ Makes room for a wide variety of brands

Stated vs. Relative Importance – United Kingdom Floral Industry

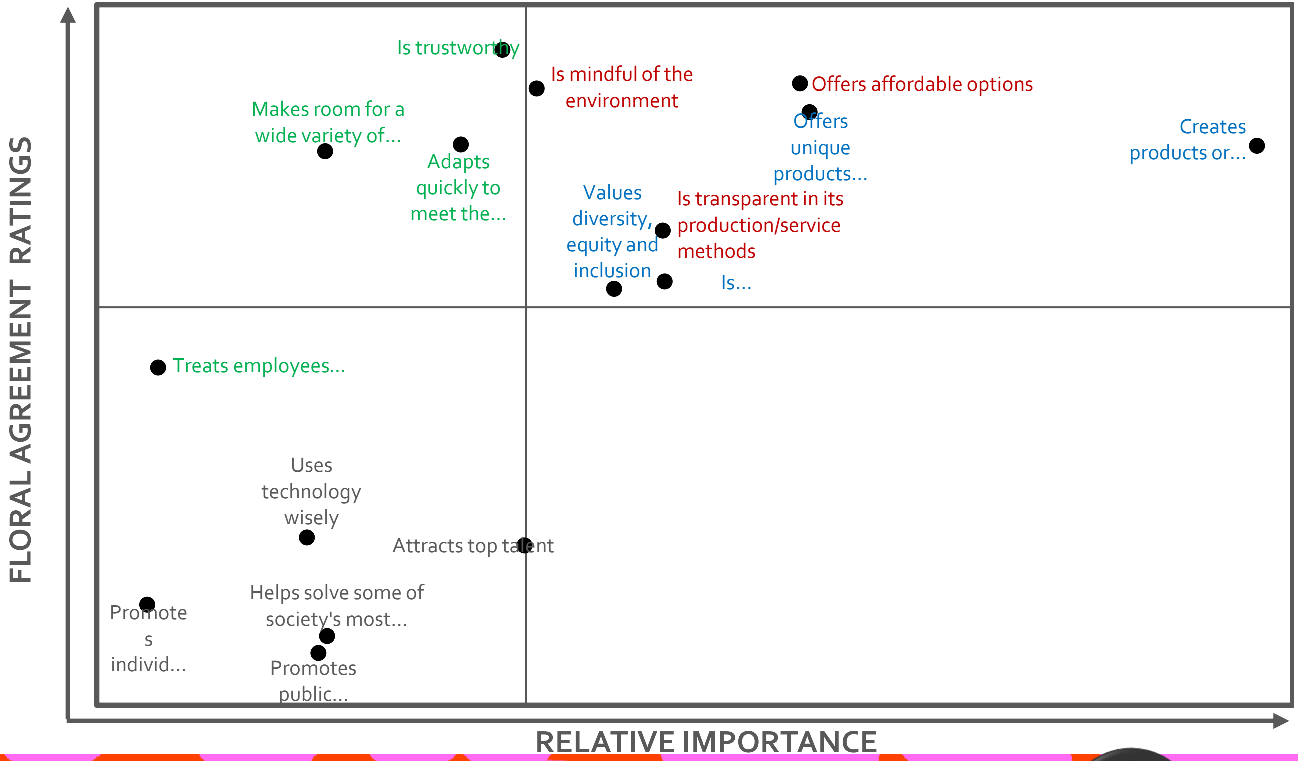


Relative Importance vs. Floral Agreement Ratings

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 currently delivering on the most important drivers in the United Kingdom.



United Kingdom Floral Industry Personality

AI Chosen Image to Depict Floral Industry

	Fruit and Vegetable	Floral	Grocery	Dairy	Meat	Medical/ Healthcare	Fitness
Total UK Respondents Evaluating Industry	(754)	(503)	(503)	(503)	(502)	(503)	(502)
	%	%	%	%	%	%	%
Trustworthy	40	23	35	35	26	41	24
Consistent	37	19	37	39	32	30	23
Friendly	35	40	37	28	18	22	27
Simple	34	19	29	30	18	8	8
Approachable	30	25	34	28	18	25	24
Honest	29	21	23	29	17	28	14
Expert	28	28	26	33	30	54	33
Classic	28	34	23	30	27	12	8
Confident	24	22	30	23	26	36	40
Budget-Conscious	21	7	30	18	14	13	5
Modern	18	21	32	19	18	29	41
Accepting	17	15	19	19	14	22	20
Exotic	17	28	5	3	3	2	4
Fun	15	31	13	9	6	4	31
Casual	13	11	16	12	11	6	13
Adventurous	12	15	13	10	8	9	25
Trendy	10	20	13	5	4	3	36
Formal	7	16	7	10	9	21	4
Boring	4	3	4	4	6	3	7
Outdated	3	6	3	7	10	6	4
Uptight	2	3	4	2	5	8	7

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.

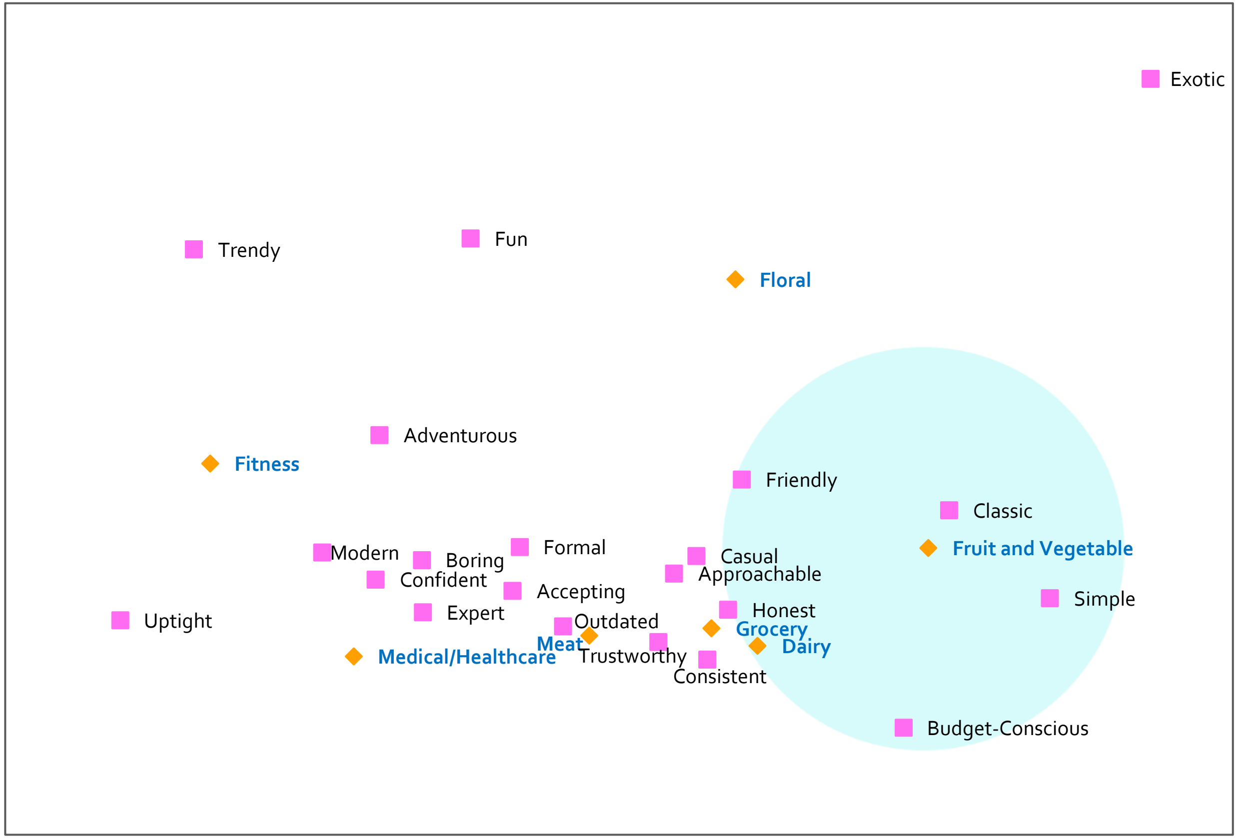
United Kingdom Industry Personality Correspondence Map

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

Gen Z has less favorable impression of the floral industry than other generations. This is important when trying to attract the best talent.

It is important to market the floral industry as an opportunity to be part of a sustainable, modern, and innovative community.

		Gender		Generation			
	Total UK	Male	Female	Gen Z	Millennials	Gen X	Boomers
Total UK Respondents Evaluating Floral Industry	(503)	(203)	(299)	(44)	(134)	(167)	(158)
	%	%	%	%	%	%	%
Overall Impression of Industry							
Very Favorable	16	15	17	10	22	17	12
Very/Somewhat Favorable	56	48	63	44	66	52	54
Industry Momentum							
On its way up /Improving rapidly	10	7	12	16	13	6	6
On its way up /Improving rapidly or somewhat	35	30	39	37	42	29	32
Industry Reputation							
Very Favorable	17	15	19	19	24	13	14
Very/Somewhat Favorable	56	50	61	50	64	51	54

Floral Industry Findings By Key Segments

Promoting the power of flowers to boomers is an opportunity.

While Boomers are important floral consumers, they do not have a good understanding of products nor do they understand the wellness benefits of flowers.

There is an opportunity to highlight the sustainable and innovative side of the floral industry to Gen Z.

.

		Gender		Generation			
	Total UK	Male	Female	Gen Z	Millennials	Gen X	Boomers
Total UK Respondents Evaluating Floral Industry	(503)	(203)	(299)	(44)	(134)	(167)	(158)
	%	%	%	%	%	%	%
Is trustworthy	67	66	67	66	68	68	65
Offers affordable options	65	61	69	52	72	66	62
Is mindful of the environment	65	66	64	54	66	64	69
Offers unique products and experiences	64	59	68	56	73	65	55
Adapts quickly to meet the needs of consumers	62	60	64	46	71	63	58
Creates products or services worth paying extra for	62	57	66	63	73	58	53
Makes room for a wide variety of brands	62	61	62	60	66	63	56
Is transparent in its production/service methods	58	60	56	46	64	60	54
Is innovative	55	48	62	44	58	56	56
Values diversity, equity and inclusion	55	56	53	48	63	54	50
Treats employees fairly	51	51	51	47	57	55	41
Uses technology wisely	42	46	39	46	50	41	33
Attracts top talent	42	42	42	37	53	45	28
Promotes individual health	39	42	36	33	55	40	22
Helps solve some of society's most pressing problems	37	40	35	39	51	38	20
Promotes public health	37	39	35	38	48	36	23

Floral Industry Findings By Key Segments

There is an opportunity to improve the impression of the floral industry with Millennials who are often in the grocery store seeking a value for the money.

	Total UK	Gender		Generation			
		Male	Female	Gen Z	Millennials	Gen X	Boomers
Total UK Respondents Evaluating Floral Industry	(503)	(203)	(299)	(44)	(134)	(167)	(158)
	%	%	%	%	%	%	%
Friendly	40	38	42	40	30	40	52
Classic	34	30	39	31	38	33	34
Fun	31	23	38	44	32	23	33
Exotic	28	26	30	28	28	28	29
Expert	28	30	27	11	22	32	39
Approachable	25	25	25	19	16	27	36
Trustworthy	23	21	24	17	16	27	28
Confident	22	18	26	19	18	20	31
Honest	21	24	19	18	12	26	28
Modern	21	16	25	18	16	24	24
Trendy	20	18	23	28	22	19	16
Consistent	19	21	18	16	16	17	27
Simple	19	22	17	10	16	24	23
Formal	16	16	15	24	14	17	12
Accepting	15	17	14	24	14	13	14
Adventurous	15	14	16	28	16	11	12
Casual	11	12	10	10	7	13	13
Budget-Conscious	7	8	6	4	7	8	8
Outdated	6	7	4	9	4	6	5
Boring	3	4	2	5	3	3	2
Uptight	3	4	1	0	6	2	1

Shopping Habits

		Gender		Generation				Income	
	Total UK	Male	Female	Gen Z	Millennials	Gen X	Boomers	Under £40,000	£40,000 or More
Total UK Respondents	(754)	(308)	(445)	(76)	(198)	(238)	(242)	(459)	(260)
	%	%	%	%	%	%	%	%	%
Responsibility for Grocery Purchases									
Primarily responsible	74	68	79	63	82	78	67	74	73
Share responsibility	26	32	21	37	18	22	33	26	27
Frequency of Purchasing Groceries									
Several times per week	44	42	45	33	46	48	43	42	49
Once a week	46	49	43	50	45	43	46	46	45
2 to 3 times per month	9	8	10	15	7	7	9	10	6
Once a month	2	1	2	2	1	2	2	2	0
Mean times per month:	5.8	5.8	5.8	5.2	5.9	6.0	5.8	5.7	6.1
Groceries Purchase on a Regular Basis									
Fresh produce (fruits and vegetables)	95	95	96	94	94	94	99	94	98
Dairy milk	93	93	93	93	94	92	94	92	96
Beef and/or poultry	86	89	84	84	86	85	90	85	90
Fresh flowers	26	21	30	33	25	23	25	21	35

Shopping Habits

		Gender		Generation				Income	
	Total UK	Male	Female	Gen Z	Millennials	Gen X	Boomers	Under £40,000	£40,000 or More
Total UK Respondents	(754)	(308)	(445)	(76)	(198)	(238)	(242)	(459)	(260)
	%	%	%	%	%	%	%	%	%
Typical Grocery Purchase Locations *									
Supermarket/Grocery Store	93	93	94	89	97	92	93	93	94
Online retailer	32	33	31	39	33	37	23	28	40
Convenience Store	31	35	27	40	40	28	19	31	32
Farmer's Market/Farm Store	9	10	7	15	8	8	7	6	12
Mass Merchandiser	8	11	5	11	12	6	3	6	11
Warehouse Club	5	7	3	8	8	5	1	3	9
Dollar Store	4	3	5	9	5	2	2	4	3
Drug Store	4	4	3	1	7	3	1	4	4

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

Demographic Summary

	Total UK	Gender		Generation			
		Male	Female	Gen Z	Millennials	Gen X	Boomers
Total UK Respondents	(754)	(308)	(445)	(76)	(198)	(238)	(242)
	%	%	%	%	%	%	%
Gender							
Male	49	100	-	40	46	51	55
Female	51	-	100	60	54	48	45
Generation							
Gen Z (18 - 26)	15	12	18	100	-	-	-
Millennials (27 - 42)	30	28	32	-	100	-	-
Gen X (43 - 58)	28	29	27	-	-	100	-
Boomers (59 - 78)	27	30	24	-	-	-	100
Mean Age:	46.0	47.5	44.6	22.6	35.1	51.1	66.0
Marital Status							
Married	41	43	40	9	38	47	58
Not Married	58	57	60	91	62	52	42
Employment Status							
Employed	63	67	60	65	83	75	29
Not Employed	36	33	39	33	17	24	71

Demographic Summary

		Gender		Generation				Income	
	Total UK	Male	Female	Gen Z	Millennials	Gen X	Boomers	Under £40,000	£40,000 or More
Total UK Respondents	(754)	(308)	(445)	(76)	(198)	(238)	(242)	(459)	(260)
	%	%	%	%	%	%	%	%	%
Education									
Less than high school	31	30	31	18	19	37	44	36	21
High school	34	37	31	38	32	34	32	35	30
College	36	33	38	44	49	29	23	29	49
Median Annual Household Income:	£33.3K	£33.0K	£33.7K	£35.4K	£35.7K	£34.5K	£29.4K	£24.2K	£59.9K
Region									
South East England	13	11	16	11	15	13	13	14	13
Greater London	12	13	11	20	14	9	8	11	15
North West England	11	10	13	7	9	18	10	11	11
West Midlands	10	12	8	13	11	8	9	10	9
Yorkshire and the Humber	9	10	8	7	7	7	15	10	8
South West England	9	7	11	14	9	10	7	8	10
East of England	9	11	7	6	6	11	12	9	8
Midlands East	9	9	8	10	11	7	8	9	10
Scotland	8	7	8	1	9	8	10	8	8
Wales	4	5	4	6	3	4	6	6	3
North East England	3	3	3	4	4	3	1	2	4
Northern Ireland	2	1	2	-	3	2	1	3	1