

# Curate Carefully with an Eye on Your Customer



New flower trends are born as consumers shift their preferences from one attribute to another. It can be color, it can be design style, it can be flower type, or any other or combination of a long list of potential attributes that contribute to consumers' preferences of one floral purchase over another. Once a significant number of consumers indicate a change in preferences a trend emerges. Understanding shifts in consumer preferences provides insight in how to best shift product offerings to better please your customers.

Flower Trends Forecast 2019 provides awareness of shifts in consumer preferences that are likely happening within your customers. Flower Trends Forecast 2019 is

published by International Floral Distributors (IFD) in partnership with the Produce Marketing Association (PMA) to keep the flower industry informed of the latest consumer trends for flowers and floral décor. Michael J. Skaff, AIFD, PFCI, AAF studied consumer preferences to forecast upcoming flower, color, décor and wedding flower design trends. Flower Trends Forecast 2019 is released October 1, 2018 and is available nationally through IFD Distributors.

The trends identified in Flower Trends Forecast 2019 from International Floral Distributors reflects the powerful role of cut flowers in our lives, a role of commanding expression! The beauty and intricacy of flowers is more coveted than ever. Today we want flowers that are expressive, that reflect our needs and aspirations for comfort and beauty, in natural stylings. Consumers demand more natural design styles using a wider variety of flower materials than ever before. Unique blooms have never been more popular and succulents seem to be on every consumers' mind, especially millennials.



Though there are many attributes and factors that influence how and what consumers purchase, visual cues are the most influential. For flowers that means looking fresh! But beyond perceived freshness, the strongest and most persuasive visual cue is color. Knowing what color palettes are

increasing in popularity can be found in Flower Trends Forecast 2019 and adjusting product offerings to align with consumer preferences is a sure way to draw in more customers.

Mixed flowers and lots of colors of flowers that create textural interest are more popular than simple or common flower combinations. More than ever, consumers, especially brides, are looking for unique pairings of flowers that will stand out and make a statement. Carefully curating distinctive flowers that create unique textural feels in the right color palettes is a surefire method for attracting attention.



Consumers love of succulents and unique flowers demonstrates their hunger for a life full of distinguishing experiences. From their selection of more exotic blooms to the experience of the purchase, today's consumers want the flowers and the ways they buy them to feel unique and expand their life experiences.

Unique cut flowers wow consumers. But, do not overlook the obvious or take for granted the beauty consumers see, that we too often take for granted. The ruffled edge of a gladiolus or tulip could be just the visual cue that a customer is looking for to be inspired.



IFD will reveal more about trending flowers and floral decor for 2019, in their annual Flower Trends Forecast available Monday, October 1<sup>st</sup>.

*Since 2009, IFD has published their annual Flower Trends Forecast to inform the flower and design industries about the upcoming year's flower, color, decor, and wedding design trends. To learn more about IFD's Flower Trends Forecast, visit their [website](#) or follow them on [Facebook](#) and [Twitter](#).*

*International Floral Distributors, Inc. is a marketing consortium of 19 [flower distributors](#) with over 60 locations in the United States providing flowers, supplies, and an annual Flower Trends Forecast to leading floral decorators, designers, and retailers. For more information about IFD, visit their [website](#) or follow them on [Facebook](#).*

*Produce Marketing Association is the trade association that connects the global produce and floral supply chains to make opportunities bigger and problems smaller through industry-driven strategic initiatives. For more information on PMA visit their [website](#).*

*Flower Trends Forecast 2019 can be found at [www.flowertrendsforecast.com](http://www.flowertrendsforecast.com)*

