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Front Lines

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The Floral Marketing Fund Research on Gen Z

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Researchers at Colorado State University recently surveyed more than 2,000 U.S. consumers between the ages of 18 and 28 (Gen Z) to better understand what motivates their floral purchases and preferences. Below are the highlights from this Floral Marketing Fund study:

Social media plays a role in floral discovery and the digital world influences their perception of floral trendiness.

This generation still values retail interactions at a physical location. Touching, smelling and experiencing flowers and friendly staff are important.

- This generation moves seamlessly between digital inspiration and in-person purchasing. Your retail strategy should reflect both.
- Respondents had positive emotional associations with giving and receiving flowers. The experience of flowers fosters emotional connections and relationship building.
- Transparent production practices and recyclable packaging resonate with this cohort of consumers.
- Packaging and customization enhance perceived value. Thoughtful, environmentally conscious design increases appeal.

This is a touch surprising to me in the best way! To be honest, I thought most young people dread making their own doctor's appointments over the phone. It's refreshing that they do want to engage with real people in a retail environment. That's why marketing research pays dividends when done correctly.

Thank you, CAL Flowers, The Floral Marketing Fund and FTD for funding this project. GO HERE to download the report in exchange for a contribution amount of your choice. **GP**