

Features

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Focus on Indoor Décor

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We did a larger story on pot trends in our February issue that mainly highlighted outdoor containers, so for this houseplant-focused issue I wanted to zero in on indoor trends. What came into a sharp relief were a couple of key features: consumers like to “decorate” with their indoor pots, allowing for more whimsy and color than with the outdoor segment, and availability is slowly, but surely, getting better.

Pictured: This is the Margarita style in the Cassie lineup, shown here in 6-in.

“Customers are looking for more colors in 2022,” says

Susan Song, CEO for Flora Bunda, an indoor décor manufacturer, importer and distributor based out of Rancho Cucamonga, California. The company has a permanent showroom at AmericasMart in Atlanta. “This year, they are looking for blues and yellows. We have some customers looking for whimsical and some looking for traditional. Traditional with a modern take, such as a trendy pattern, has been popular.”

For CTi Living, the company that manufactures the new Cassie line of indoor containers showcased first at TPIE this year, they’re seeing color emerge in an all-too-familiar way: with a ’70s vibe.

“People are interested in renovation through color. They’re looking for excitement,” says Carmen Keiko, senior designer at CTi Living, who ticks off the greens, yellows and magentas that whisper back to ’70s home décor. They’re also seeing natural fibers trending, like rattan, jute and wicker, which also feels like a throwback to an earlier era. They launched the Cassie line in multiple colors and styles in sizes 4-in., 6-in., 7-in. and 8-in., depending on the style.

What’s Availability Like?

That’s the million dollar question, right? In talking with Carmen and Stacy Rumpf, director of sales at CTi Living, it sounds like orders are flowing in (at their request) far earlier than they have in the past. That’s so customers can get what they want when they need it, Stacy says, adding they’ve already booked about 40% to 50% of their product for Spring 2023.



Pictured: These Wild Flowers Ceramic Footed Planters from Flora Bunda, which come in a set of two (6-in. and 4.75-in.), add a pop of color to indoor décor.

It also sounds like deliveries are starting to get a little better, but we're not out of the woods yet. "Shipping is getting better, however, there is still a lot of unpredictability at the port," says Susan at Flora Bunda. "There could be more delays when we get into the holiday shipping window."

You may have already noticed, too, that quotes expire much more quickly than they used to and pricing is

fluid. The price of containers is still high, and continues to fluctuate depending on COVID-19 outbreaks and other global factors.

What Else is Trending?

Anything else related to houseplants. That includes houseplant accessories like moss poles and other items.

"We have seen a lot of interest in plant stands and shelves this year," Susan says. "Plant misters and watering cans are big sellers, too. Customers seem to be moving from just getting their plants; they want to accessorize their plant areas, too." **GP**