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Hort 315
Assignment 10

Consumption Trends in the Floral Design and Event Planning Industry

The floral design/event planning industry has seen many changes, specifically in the past few years. To say that event planning and floral design were once fluid and different sectors would be an accurate statement. However, over time, the two have merged together in many aspects. There are many trends we can look at to explain this emergence of two very “different” aspects from the business and horticulture world, the most important being consumption trends. Consumption trends are triggered by the consumer and carried out by the facilitator, or more specifically, the business owner. Innovation, availability, and popularity of the product are three of the most important current trends to follow in the floral design and event planning industry.

One case study done on a company called Enrose, located in Bucharest, highlighted the importance of innovation to keep up with consumption trends. Enrose started out as a small business, specializing in dried floral arrangements which, over time, became fresh flower arrangements, which evolved into event planning (Adina 2013). Why did this happen? Enrose’s founder paid close attention to the trends within the business. Dried flower arrangements were a niche which was successful at first, but brought upon a demand for more from Enrose. This led to fresh floral arrangements. From there, consumers desired a way to get everything they needed from one company and Enrose delivered. It became a full service event planning and floral design entity for the convenience of consumers. It was at the cue of these customers that the owner of Enrose began to change the business into one that matched current trends including (but not limited to) the convenience that consumers desired.

Flowers have never failed to beautify landscapes but they are also prominent in homes, on bedside tables, necessary event decorations, and much more. Currently, there are no limits to where retailers can get their floral crops from. A local farm or garden or one thousands of miles away, in a foreign country. These crops are always available in modern day society. It is for this very reason that the floral design industry thrives. With the help of technology, crops can be transported halfway around the world in the blink of an eye, with no outright damage. In past years, flowers weren’t of the readily available type. The flowers grown were in season and locally farmed. Around the 20th century, however, grown flowers started to rise in production. First in the west (California), then flown in from Central American regions such as Colombia (Reid 2005). The growth of technology made flowers more available which made the demand for floral arrangements higher, showing a spike in consumption.

Floral design has become such a popular entity in the event planning business. As Mr William McKinley, the endowed chair of the Benz School of Floral Design, explained in a lecture

presented to the Horticulture 101 class that, "the most important part of event planning is collaboration". Many event planners have taken on the art of floral design and vice versa, which leads to a versatile industry. Consumers are attracted to services that convenience them, so being able to find a business that offers more than one service at a time makes this industry very popular.

On the other hand, small flower shops are very rare and dying breed due to the convenience of online florists, grocery store flower selections, and flower delivery services. Wherever there is convenience is where consumers will flock.

The floral design and event planning industry has been thriving in modern times due to the innovation, availability, and popularity of flowers and arrangements. Over the course of this semester, I have discussed the up and downs of the floral design industry through the use of technology, water availability, climate changes, and using the five forces model. The future of floral design from a five forces standpoint may look grim, but there will always be a need for esthetic, beautiful arrangements to supplement extravagant events.

Works Cited

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