

CONSUMER SURVEY

Consumer views regarding sustainability in the flower and plant sector



QUANTITATIVE RESEARCH

Carried out by market research firm Kantar in four countries from 28 July to 8 September 2022. Commissioned by the Flower Council of Holland.

October 2022



Get to know the consumer

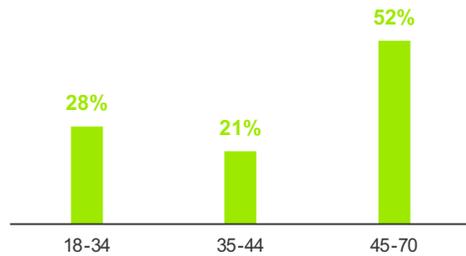
n=4820 men and women from 18 – 70 years old

Who buy flowers (at least once per 3 months) and/or buy houseplants and/or garden plants (at least once per 6 months), for themselves or as a gift

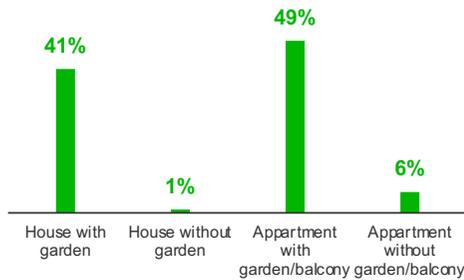
GENDER



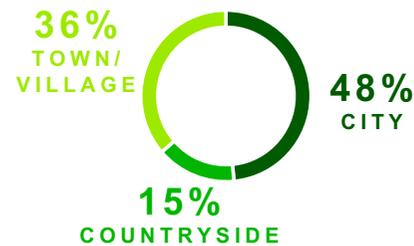
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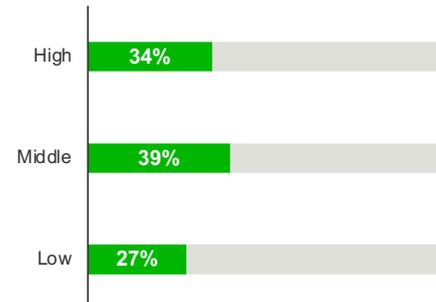
HOUSING



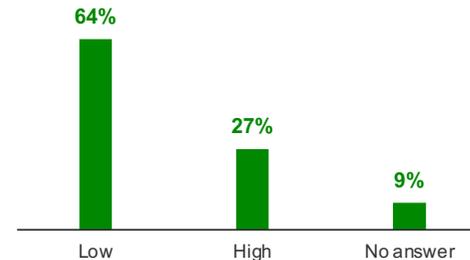
LIVING ENVIRONMENT



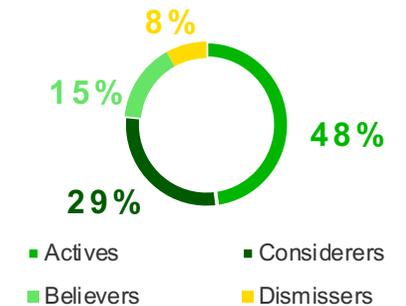
EDUCATION



INCOME



SEGMENT TYPE





Get to know the consumer

Top-5 perception and attitude regarding sustainability in the flower and plant sector

BIGGEST CONCERNS

The extent to which consumers are concerned about issues related to flowers and plants

- 1 Water or land pollution due to usage of chemical pesticides
- 2 Overconsumption and waste
- 3 Health risks due to the usage of chemical pesticides or fertilizers
- 4 Water or land pollution due to the usage of chemical fertilizers
- 5 Overpackaging

WILLINGNESS

The extent to which consumers are willing to do something sustainable regarding flowers and plants

- 1 Buy more locally produced flowers and plants
- 2 Keep and maintain flowers or plants until they're dead
- 3 Recycle flower and plant waste
- 4 Not use any grow lamps to maintain your plants
- 5 Buy plants with recyclable or sustainable material pots instead of pots made of non-sustainable materials

VALUE ACTION GAP

The actions consumers still struggle to take action on related to flowers and plants

- 1 Buy more locally produced flowers and plants
- 2 Buy flowers and plants more often that have sustainability quality labels or certifications
- 3 Buy less flowers or plants that are being transported on airplanes or big ships
- 4 Buy less flowers or plants that have been grown with the use of chemical pesticides
- 5 Buy plants with recyclable or sustainable material pots instead of plastic pots

BARRIERS

What stops consumers from behaving more sustainably with respect to flowers and plants?

- 1 It is really hard to tell which flowers or plants are bad ethically or for the environment
- 2 They don't have enough information about where specific flower and plants are being grown
- 3 They don't have enough information about the impact of the production and transportation of flowers and plants
- 4 When shopping, their mind is on saving money more than saving the planet
- 5 They don't think about sustainability when buying flowers or plants



Get to know the British consumer

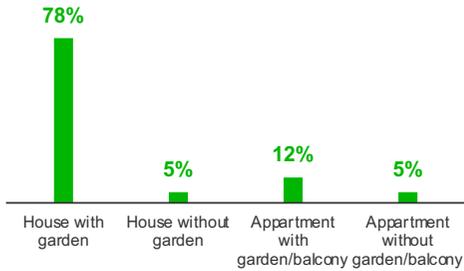
n=1212 men and women from 18 – 70 years old

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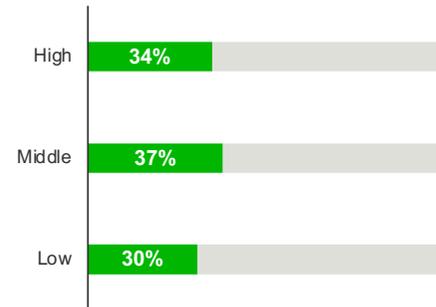
GENDER



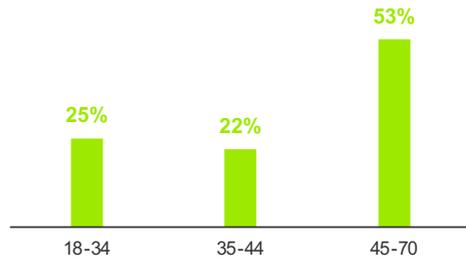
HOUSING



EDUCATION



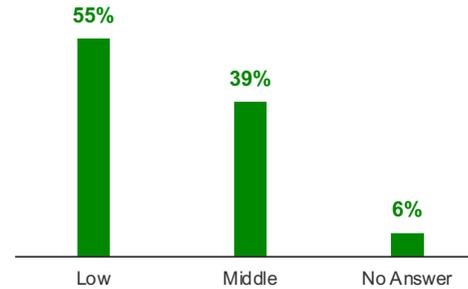
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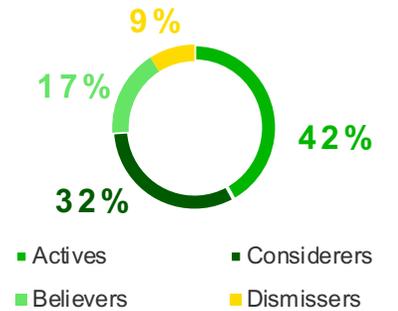
LIVING ENVIRONMENT



INCOME



SEGMENT TYPE





Get to know the British consumer

Top-5 perception and attitude regarding sustainability in the flower and plant sector

BIGGEST CONCERNS

The extent to which consumers are concerned about issues related to flowers and plants

- 1 Water or land pollution due to usage of chemical pesticides
- 2 Non-recyclable packaging
- 3 Health risks due to the usage of chemical pesticides or fertilizers
- 4 Water or land pollution due to the usage of chemical fertilizers
- 5 Overconsumption and waste

WILLINGNESS

The extent to which consumers are willing to do something sustainable regarding flowers and plants

- 1 Buy more locally produced flowers and plants
- 2 Recycle flower and plant waste
- 3 Keep and maintain flowers or plants until they're dead
- 4 Buy plants with recyclable or sustainable material pots instead of pots made of non-sustainable materials
- 5 Buy flowers and plants more often that have sustainability quality labels or certifications

VALUE ACTION GAP

The actions consumers still struggle to take action on related to flowers and plants

- 1 Buy flowers and plants more often that have sustainability quality labels or certifications
- 2 Buy more locally produced flowers and plants
- 3 Buy less flowers or plants that are being transported on airplanes or big ships
- 4 Buy less flowers or plants that have been grown with the use of use chemical pesticides
- 5 Buy plants with recyclable or sustainable material pots instead of pots made of non-sustainable materials

BARRIERS

What stops consumers from behaving more sustainably with respect to flowers and plants?

- 1 It is really hard to tell which flowers or plants are bad ethically or for the environment
- 2 When shopping, their mind is on saving money more than saving the planet
- 3 They don't have enough information about where specific flower and plants are being grown
- 4 They don't have enough information about the impact of the production and transportation of flowers and plants
- 5 They don't think about sustainability when buying flowers or plants

Get to know the Dutch consumer



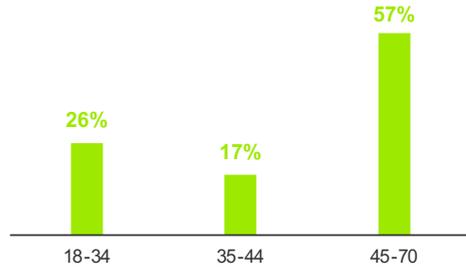
n=1210 men and women from 18 – 70 years old

Who buy flowers (at least once per 3 months) and/or buy houseplants and/or garden plants (at least once per 6 months), for themselves or as a gift

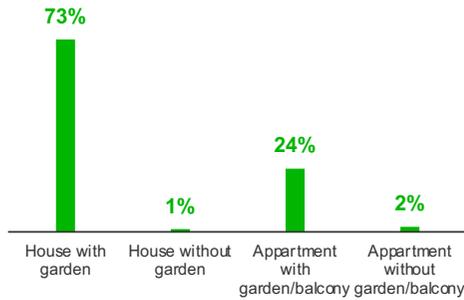
GENDER



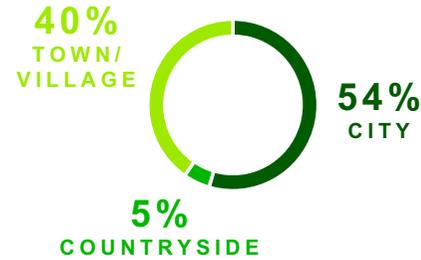
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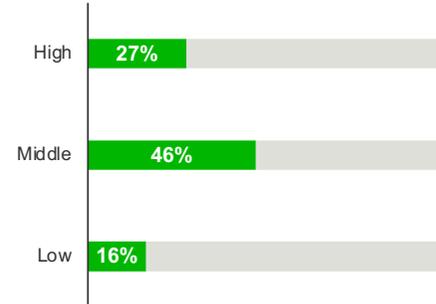
HOUSING



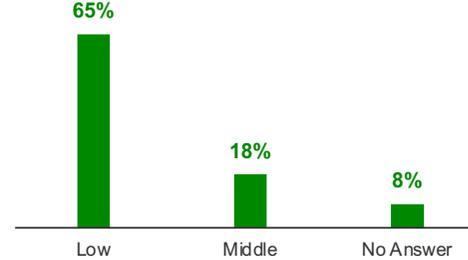
LIVING ENVIRONMENT



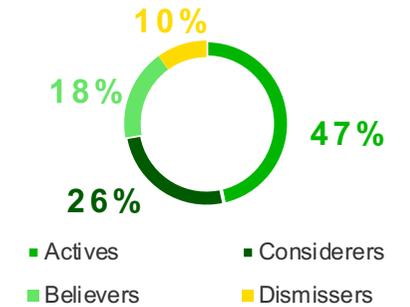
EDUCATION



INCOME



SEGMENT TYPE



Get to know the Dutch consumer

Top-5 perception and attitude regarding sustainability in the flower and plant sector

BIGGEST CONCERNS

The extent to which consumers are concerned about issues related to flowers and plants

- 1 Water or land pollution due to usage of chemical pesticides
- 2 Overconsumption and waste
- 3 Overpackaging
- 4 Health risks due to the usage of chemical pesticides or fertilizers
- 5 Emissions due to air transportation

WILLINGNESS

The extent to which consumers are willing to do something sustainable regarding flowers and plants

- 1 Buy more locally produced flowers and plants
- 2 Recycle flower and plant waste
- 3 Keep and maintain flowers or plants until they're dead
- 4 Not use any grow lamps to maintain your plants
- 5 Buy flowers or plants more often without plastic decorations and packaging material

VALUE ACTION GAP

The actions consumers still struggle to take action on related to flowers and plants

- 1 Buy more locally produced flowers and plants
- 2 Buy less flowers or plants that are being transported on airplanes or big ships
- 3 Buy less flowers or plants that have been grown with the use of chemical pesticides
- 4 Buy flowers and plants more often that have sustainability quality labels or certifications
- 5 Buy less flowers or plants that are being produced at the costs of high quantities of water

BARRIERS

What stops consumers from behaving more sustainably with respect to flowers and plants?

- 1 It is really hard to tell which flowers or plants are bad ethically or for the environment
They don't have enough information about where specific flower and plants are being grown
- 2 When shopping, their mind is on saving money more than saving the planet
- 3 They don't think about sustainability when buying flowers or plants
- 4 They don't have enough information about the impact of the production and transportation of flowers and plants



Get to know the French consumer

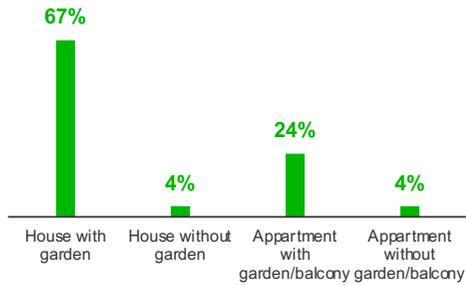
n=1212 men and women from 18 – 70 years old

Who buy flowers (at least once per 3 months) and/or buy houseplants and/or garden plants (at least once per 6 months), for themselves or as a gift

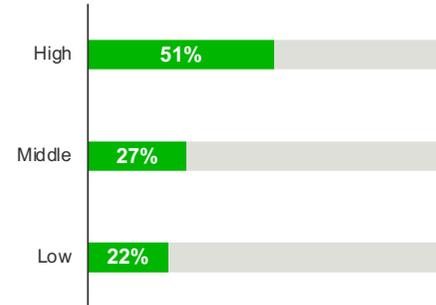
GENDER



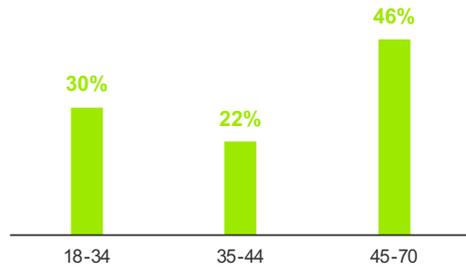
HOUSING



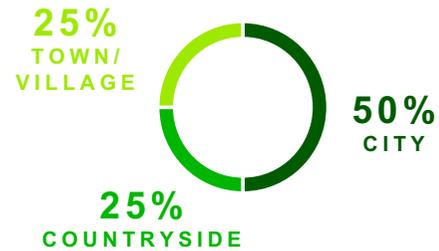
EDUCATION



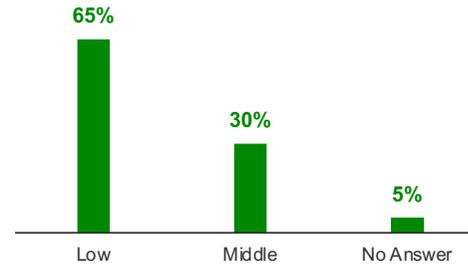
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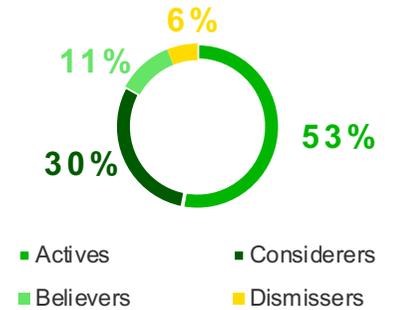
LIVING ENVIRONMENT



INCOME



SEGMENT TYPE





Get to know the French consumer

Top-5 perception and attitude regarding sustainability in the flower and plant sector

BIGGEST CONCERNS

The extent to which consumers are concerned about issues related to flowers and plants

- 1 Water or land pollution due to usage of chemical pesticides
- 2 Overconsumption and waste
- 3 Health risks due to the usage of chemical pesticides or fertilizers
- 4 Water or land pollution due to the usage of chemical fertilizers
- 5 Impact of (excessive) water usage

WILLINGNESS

The extent to which consumers are willing to do something sustainable regarding flowers and plants

- 1 Buy more locally produced flowers and plants
- 2 Not use any grow lamps to maintain your plants
- 3 Keep and maintain flowers or plants until they're dead
- 4 Buy plants with recyclable or sustainable material pots instead of pots made of non-sustainable materials
- 5 Recycle flower and plant waste

VALUE ACTION GAP

The actions consumers still struggle to take action on related to flowers and plants

- 1 Buy more locally produced flowers and plants
- 2 Buy plants with recyclable or sustainable material pots instead of pots made of non-sustainable materials
- 3 Buy less flowers or plants that have been grown with the use of use chemical pesticides
- 4 Buy flowers and plants more often that have sustainability quality labels or certifications
- 5 Buy less flowers or plants that are being transported on airplanes or big ships

BARRIERS

What stops consumers from behaving more sustainably with respect to flowers and plants?

- 1 They don't have enough information about where specific flower and plants are being grown
- 2 They don't have enough information about the impact of the production and transportation of flowers and plants
- 3 It is really hard to tell which flowers or plants are bad ethically or for the environment
- 4 When shopping, their mind is on saving money more than saving the planet
- 5 It is not part of their routine to think about sustainability when buying flowers and plants



Get to know the German consumer

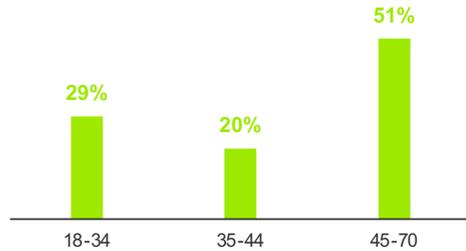
n=1199 men and women from 18 – 70 years old

Who buy flowers (at least once per 3 months) and/or buy houseplants and/or garden plants (at least once per 6 months), for themselves or as a gift

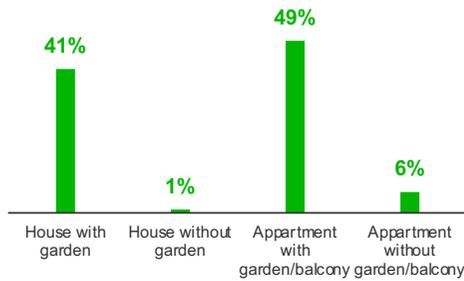
GENDER



AGE



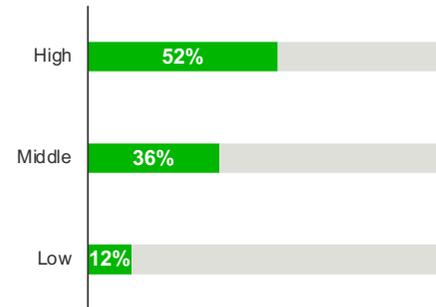
HOUSING



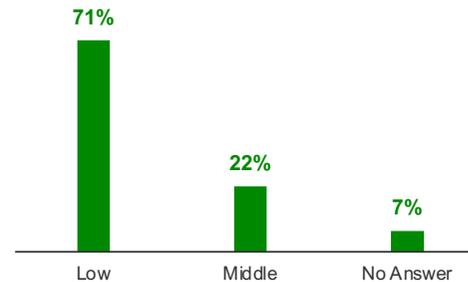
LIVING ENVIRONMENT



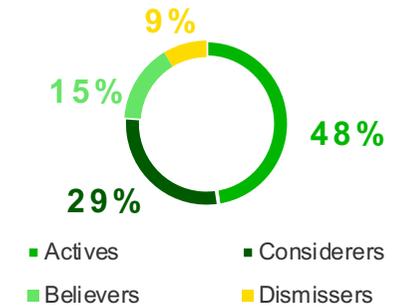
EDUCATION



INCOME



SEGMENT TYPE





Get to know the German consumer

Top-5 perception and attitude regarding sustainability in the flower and plant sector

BIGGEST CONCERNS

The extent to which consumers are concerned about issues related to flowers and plants

- 1 Water or land pollution due to usage of chemical pesticides
- 2 Water or land pollution due to the usage of chemical fertilizers
- 3 Overpackaging
- 4 Health risks due to the usage of chemical pesticides or fertilizers
- 5 Impact of (excessive) water usage

WILLINGNESS

The extent to which consumers are willing to do something sustainable regarding flowers and plants

- 1 Keep and maintain flowers or plants until they're dead
- 2 Buy more locally produced flowers and plants
- 3 Buy less coloured flowers and plants if they're chemically coloured
- 4 Recycle flower and plant waste
- 5 Not use any grow lamps to maintain your plants

VALUE ACTION GAP

The actions consumers still struggle to take action on related to flowers and plants

- 1 Buy less flowers or plants that are being transported on airplanes or big ships
- 2 Buy less flowers or plants that have been grown with the use of use chemical pesticides
- 3 Buy more locally produced flowers and plants
- 4 Buy flowers and plants more often that have sustainability quality labels or certifications
- 5 Buy less flowers or plants that are being produced at the costs of high quantities of water

BARRIERS

What stops consumers from behaving more sustainably with respect to flowers and plants?

- 1 It is really hard to tell which flowers or plants are bad ethically or for the environment
They don't have enough information about where specific flower and plants are being grown
- 2 They don't have enough information about the impact of the production and transportation of flowers and plants
- 3 It is not part of their routine to think about sustainability when buying flowers and plants
- 4 They don't know where to find more sustainable flowers and plants

HIGHLIGHTS

Consumers express their views on sustainable flowers and plants

When it comes to sustainability, one third of consumers have a positive image of both the horticulture sector and flowers and plants. This was the result of a recent survey conducted in the Netherlands, Germany, France and the United Kingdom by market research firm Kantar on behalf of the Flower Council of Holland.

Clear trend

The survey shows that sustainability is not the first thing consumers think of when buying flowers and plants – at least not yet, as the researchers believe a clear trend is perceptible. Sustainability is becoming an increasingly important factor for consumers, also when it comes to flowers and plants.

Get to know the consumer

This document presents consumers' Top 5 perception and attitudes regarding sustainability in the flower and plant sector, as revealed by the survey.

Receptive to the sustainability narrative

The survey makes clear that more needs to be done to make choosing sustainable horticultural products a viable option for consumers in the future. Scan the QR code and read more about the survey, its results and follow-up on our website.



[Read more](#)

FURTHER INFORMATION

If you have any questions on the survey, please feel free to get in touch with Monique Kemperman, at mkemperman@bloemenbureauholland.nl.

Interested in receiving more information on consumer research and other activities of the Flower Council of Holland? Sign up for our newsletter by scanning this QR code. Don't forget to accept the e-mail confirmation.



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