

SLOW FLOWERS

Journal

ANNUAL INDUSTRY INSIGHTS REPORT 2023



botany lessons

For the ninth year, Slow Flowers Society heralds the New Year with insights about emerging themes, topics and categories for the floral industry and marketplace.

Our report has become an important gauge for our members, as well as for the greater floral marketplace and business media, as we evaluate prevailing cultural shifts, notable changes, and breakout ideas influencing flower farming, floral design and consumer attitudes about flowers.

Each insight in "Botany Lessons" is illustrated with examples from the broader culture and the Slow Flowers Community; plus, we'll share what this insight means for your floral enterprise.



botany lessons

We view 2023 through the imagery of being rooted, of sinking our roots deeper into nature and the plant kingdom, and in the healing qualities of both.

The embrace of small and slow provides one way to taking control, whether by rebranding your business, reviving your mission, and refocusing your purpose.



1

the rise of non-floral florals

We adore our favorite blooms, but our love affair with the natural world has added plant life in all its forms to a growing list of floral design elements. Everything is up for consideration, and that means sourcing from produce departments, farm stands, garden centers, and (responsibly) wild-foraged from the forest or seaside. As floral artists expand their use of all plant life, they build deeper connections to the earth, enriching customers and clients in the process.





2 creative waste

We are making intentional choices in how we run our businesses by changing our everyday habits and how we spend our budgets. From small to large steps, the Slow Flowers community is leading by example. We help our customers understand how their purchases make a positive impact on the environment. We call this resourcefulness "creative waste," reflecting the Slow Flowers Movement's practice to use all parts of a plant (think of 'root-to-bloom' as similar to the culinary world's 'nose-to-tail' idea of utilizing all parts of an animal).





3 the naturals

Concerns about the environment and personal wellness are driving demand for plant-based beauty and health care solutions. It's a likely extension of clean eating, as increasingly, consumers view that what they put on their bodies is as important as what they put in their bodies. Nurturing beauty solutions from the garden has prompted small-batch makers to exploit the healing qualities of herbs and petals, while growers and florists are experimenting with custom formulations and body care product lines as an extension of their botanical brands.

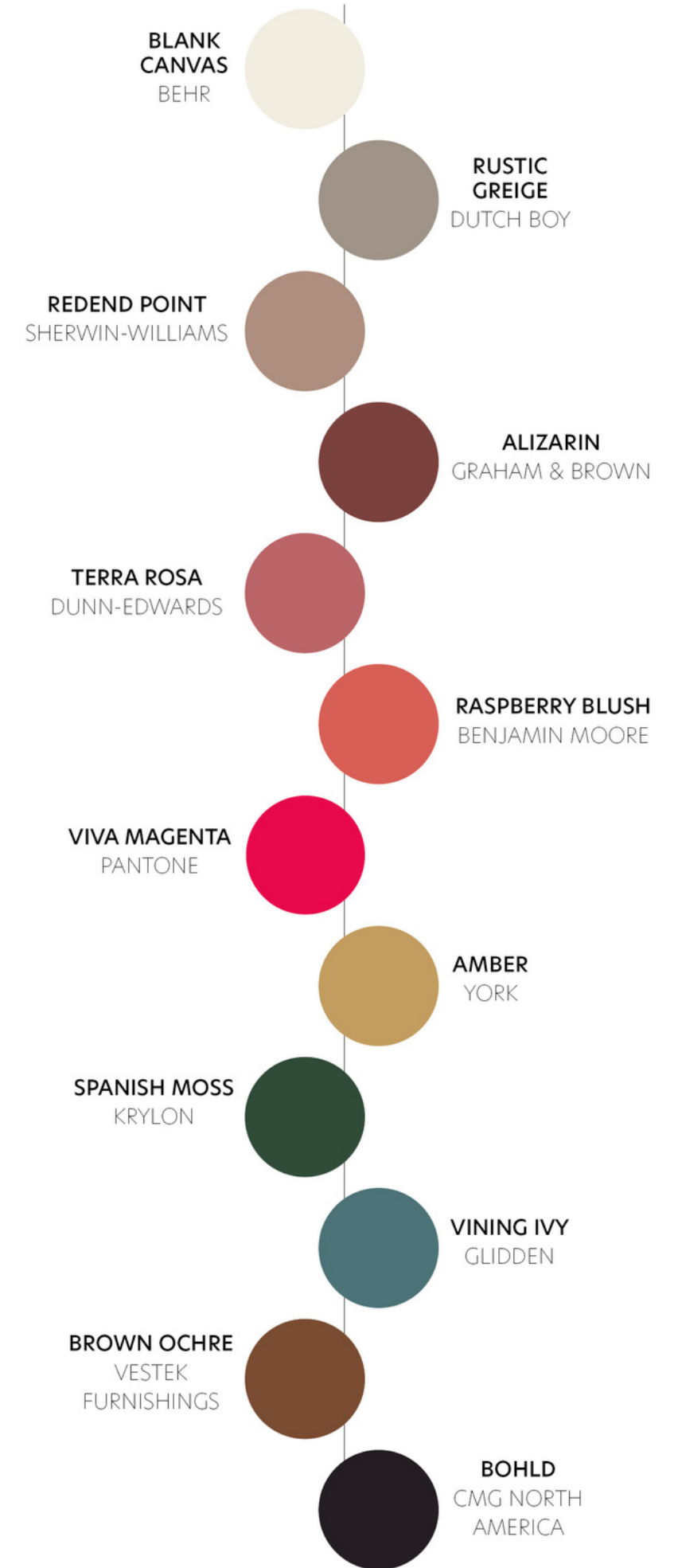




4

opposite ends of the spectrum

Last year, given supply chains issues and flower shortages we encouraged you to expand your palettes and consider incorporating other hues in your practice, and that you did! It turns out, so have the multitude of color experts, gurus, and sages as they have declared a wide-ranging assortment of hues for their "2023 color of the year" with a saturated celebration of color that runs from one end of the spectrum to the other. There is no doubt that color palettes are moving away from the safe creams, whites, and beiges and that too-long obsession with the various shades of gray. What say you 2023?



deVOL



Behr



Glidden



Benjamin Moore



A top-down view of a rustic wooden surface. In the upper left, there's a small white salt shaker with a perforated top. Scattered around it are several bright orange and yellow marigold flowers and many loose petals. Two long, thin strips of pale yellow dough are laid out horizontally. The strip on the right is decorated with a pattern of marigold petals and green leaves. A metal rolling pin is partially visible in the upper right corner.

5 incredible edibles

Interest in edible flowers has been part of the Slow Food scene for years, but offerings of locally grown, organic, flavorful -- and pretty -- edible blooms has been a bit slow to catch up with demand from the culinary crowd. Now is the time to take advantage of this value-added category as chefs, bakers, and mixologists are hungry for colorful, nutritious blooms to enhance their recipes and concoctions. These bite-size delectables give flower farmers and floral designers an opportunity to diversify and cross into the hospitality, event, and specialty food markets.





community retail

Let's face it, retail is undergoing major disruptions, with name-brand chains closing locations and so many empty storefronts. Online consumption is up, and in-person shopping is down. But after all that alone time, or too much online-only interaction, consumers are yearning for a physical space to visit, gain inspiration, be a maker, or shop from an curated collection. These community-centric retail spaces celebrate creativity and offer experiences are continuing to thrive.





7

farewell flowers

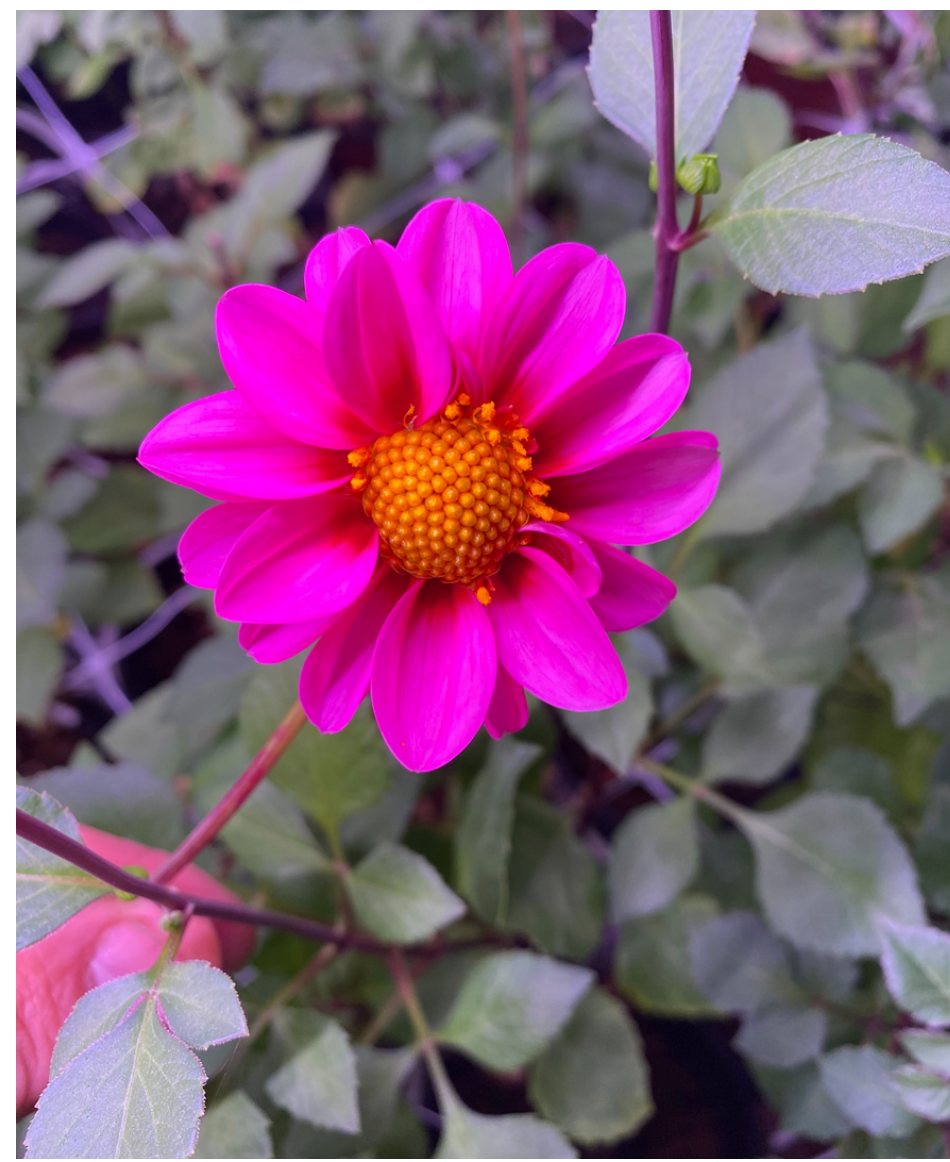
On the macroeconomic level, consumers are concerned about the environment and global climate change. There is an overwhelming urge to reduce their impact and to be more sustainable. In floristry, especially during the past decade, these sentiments are driving florists' domestic and local flower sourcing choices and (as we identified last year) a widespread rejection of single-use plastic mechanics and supplies. These values have influenced the rise over the past decade in "green weddings," but only recently have consumers scrutinized the sustainability of funeral flowers and the larger funeral industry's environmental impact.





8 woe is social media?

The pervasive technology has taken a tumble of late, and we don't mean in the stock market or with their recent round of layoffs but rather in our hearts and minds. Our feeds are overrun with ads we never asked for, creatives mourn the good-old-days of Instagram when aesthetics mattered more than algorithms and reels, facebook feels faded, and there are ongoing questions about TikTok. Social media's invasive access to personal data haunts both the government and our school systems - but sadly, not our youth. Oh, and, all that fuss about the metaverse? Meh.



We'd love you to join the conversation! Do you see yourself in this discussion? What feels right for you? We wish you a successful year and hope that you can take at least one idea to personalize and tailor to your floral enterprise, its mission, values, and purpose!

thank you.

Bloom Imprint is scheduling insight presentations for organizations and businesses, Reach out if you're interested in taking a deeper dive into these insights and how to leverage for your interests.



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