



**roamler**

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FLOWERS



## INTRO

In Europe summer is in full swing and colorful flowers are blooming everywhere. Even though we enjoy flowers in nature, we also love to take them home or gift them as presents. With flowers, you can never go wrong!



We asked our large community of mobile users to tell us more about their purchasing practices when it comes to flowers.

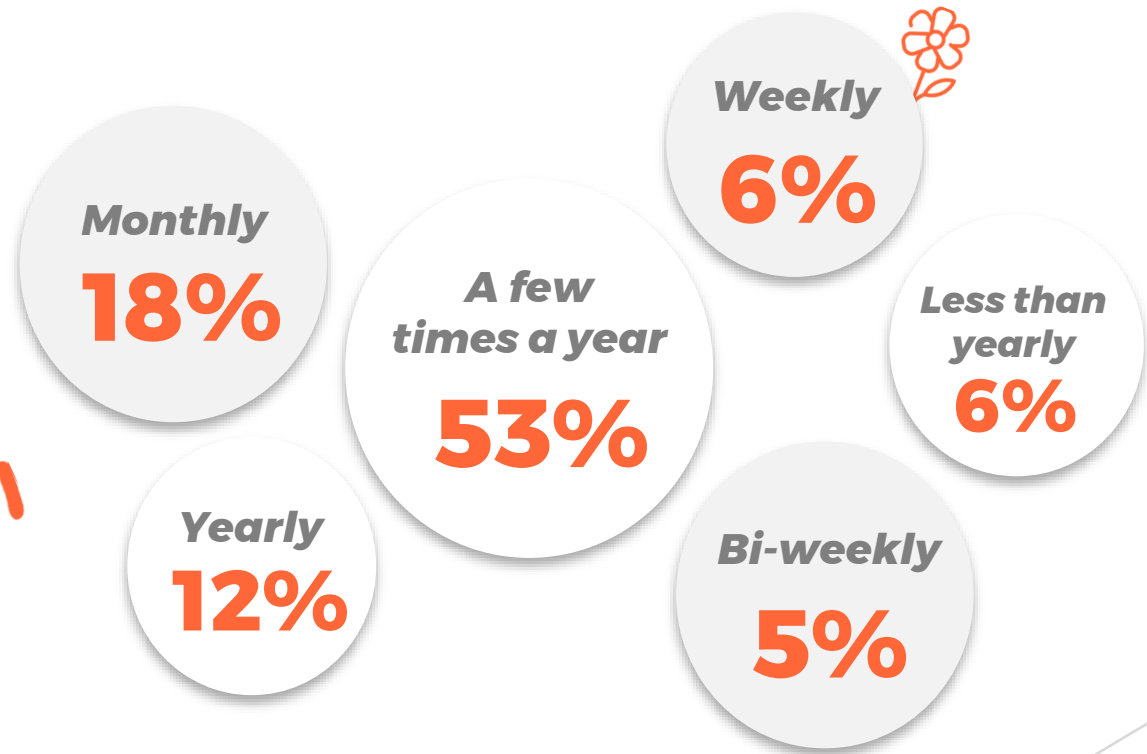
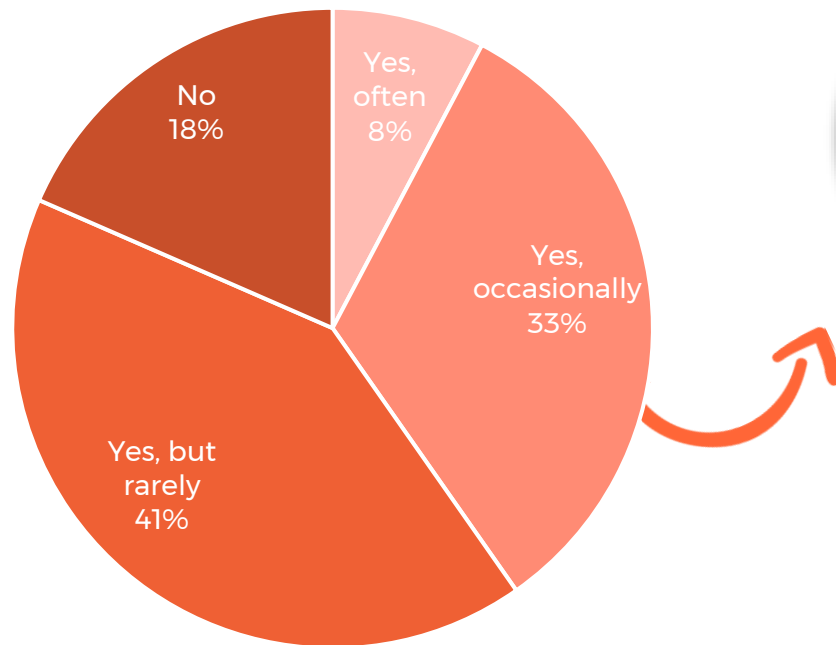
Curious to learn how and where European consumers like to buy their flowers? Read all the findings in our latest [Consumer Report](#).



# THE MAJORITY OF EUROPEANS BUY FLOWERS

82% of Europeans say to purchase flowers. 33% does so 'occasionally', and 41% 'rarely'. The majority of Europeans buy flowers a few times a year (53%), followed by 'monthly' with 18%.

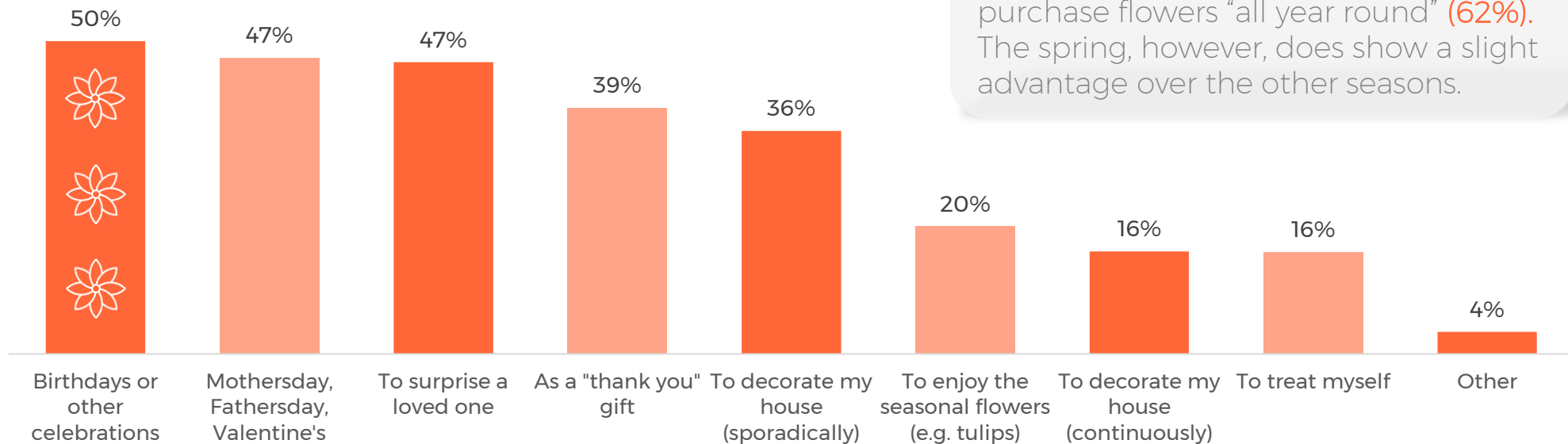
DO YOU BUY FLOWERS?



# GIFTING FLOWERS AS MOST COMMON REASON

The most common reasons to purchase flowers revolve around gifting them as presents to others. The most popular occasions are birthdays or other celebrations (50%). On the opposite note, treating oneself to a nice bouquet from time to time is the least popular reason (16%).

**Fun fact:** Buying flowers is not linked to a specific season. Most Europeans say to purchase flowers “all year round” (62%). The spring, however, does show a slight advantage over the other seasons.

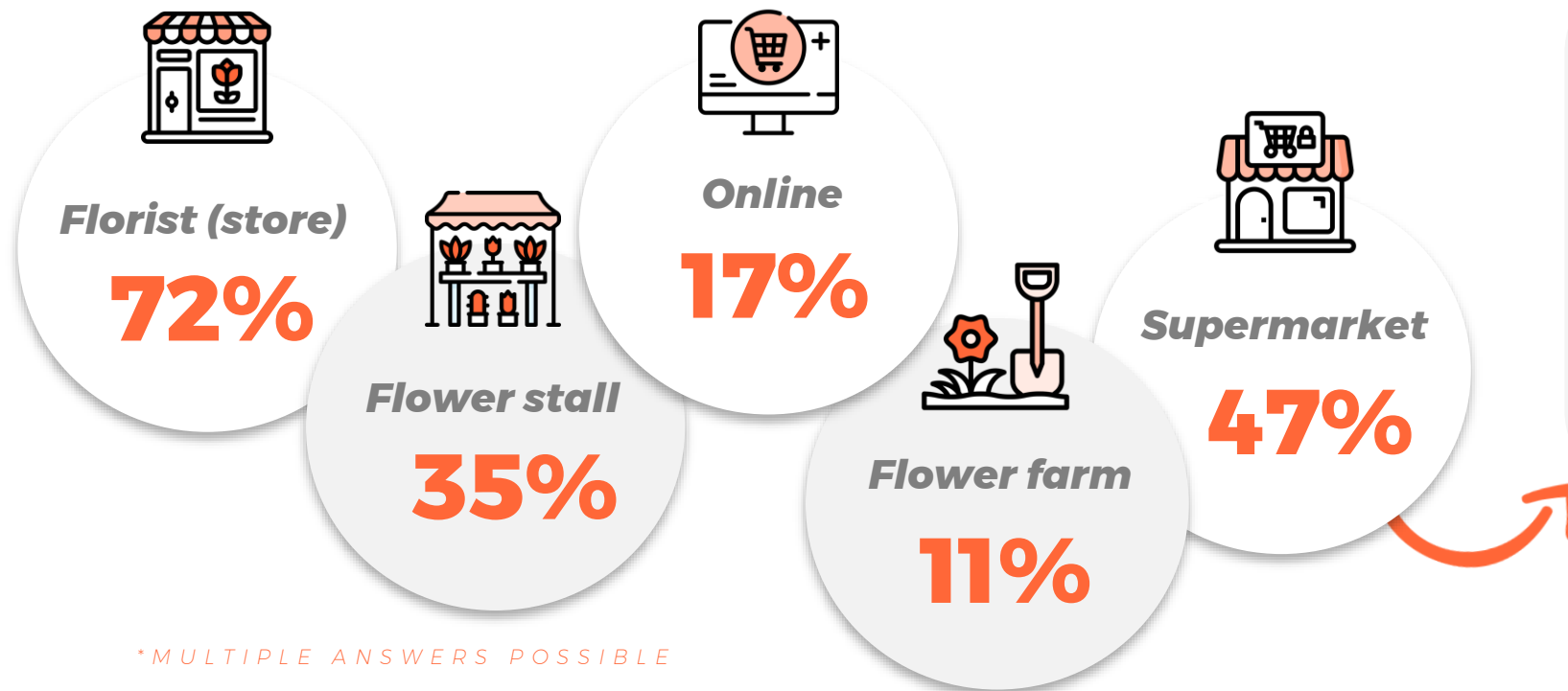


\*MULTIPLE ANSWERS POSSIBLE



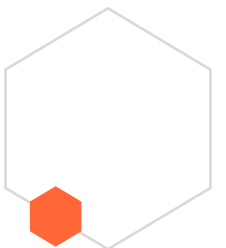
# FLORIST & SUPERMARKET MOST POPULAR

Most European consumers prefer visiting flower stores (72%). Another large part (47%) prefers purchasing flowers at the supermarket, whereas going straight to the source (a flower farm) is the least popular option (11%).



\*MULTIPLE ANSWERS POSSIBLE

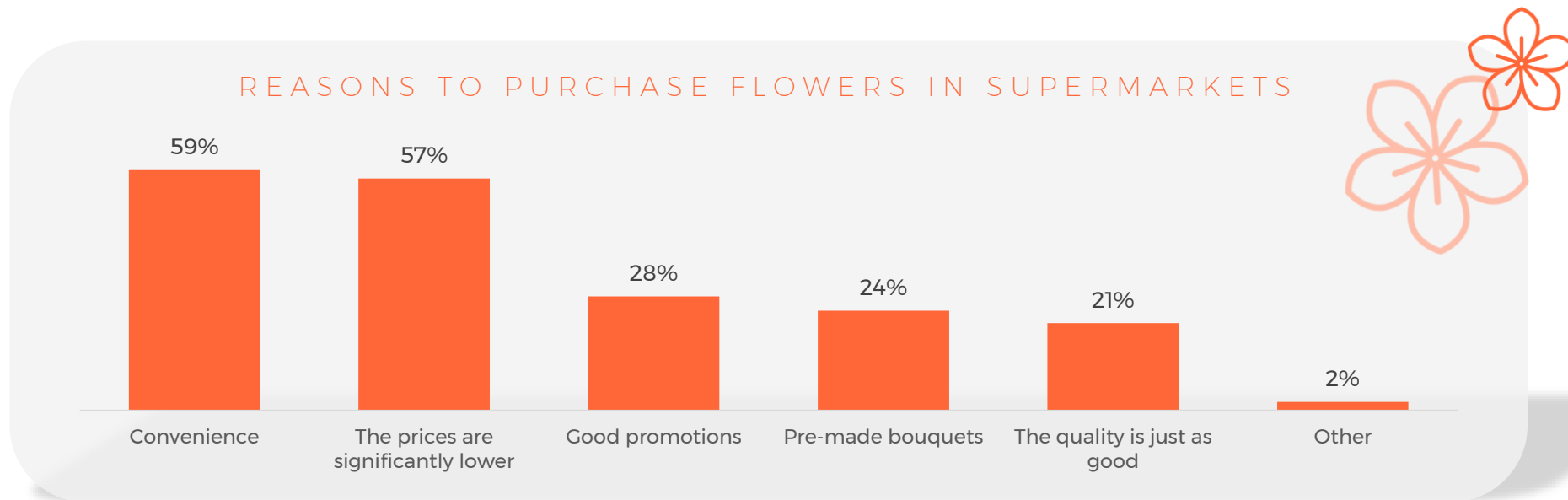
**Fun fact:** Turkish (18%) and Spanish (21%) consumers buy flowers in supermarkets the least. On the opposite note, Brits visit supermarkets for flowers the most (88%). Not only compared to the other countries, but also as their favorite channel.





## CONVENIENCE OF THE SUPERMARKET THE BIGGEST MOTIVATOR

European shoppers opt for buying flowers at the supermarket mostly for convenience (59%). Prices being significantly lower follows right after with 57% of preferences. In this regard, the Netherlands represents an exception with only 41% of consumers stating to prefer supermarkets due to lower prices.



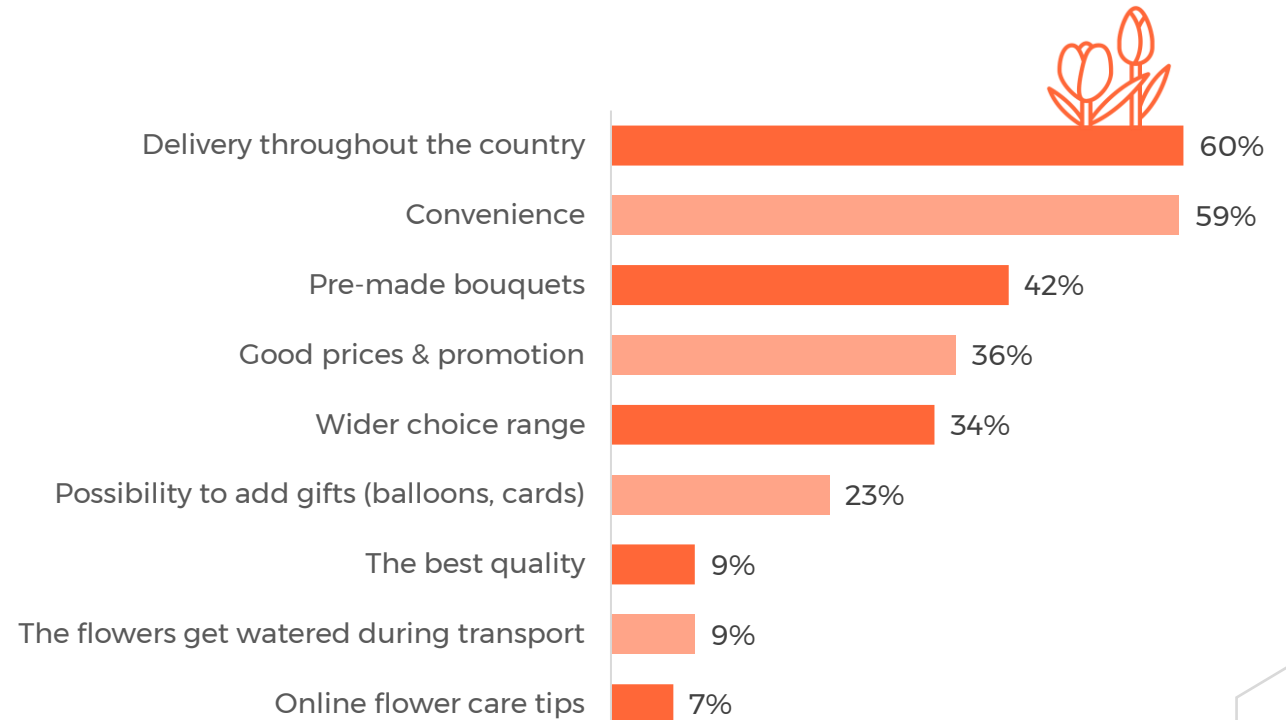
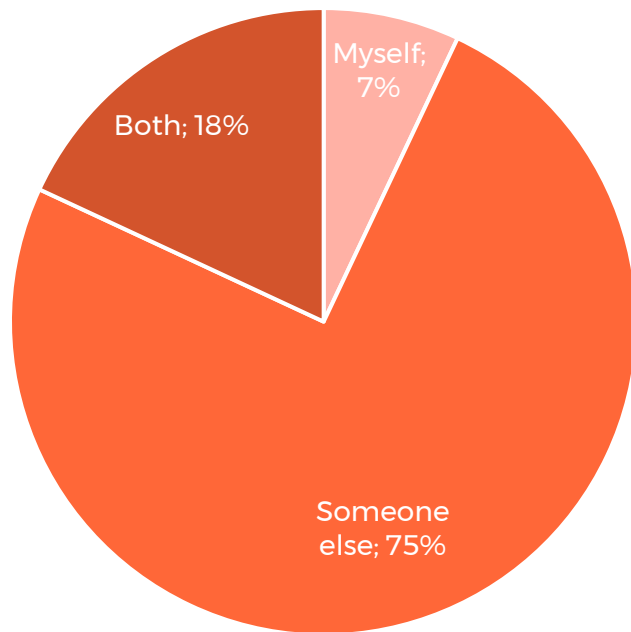
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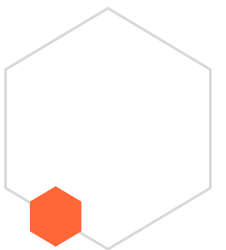
# THE ONLINE CHANNEL USED MOSTLY FOR OTHERS

When it comes to online shopping, the majority of consumers state to only order flowers online if they are for someone else (75%). The most popular reasons to use the online channel are 'delivery throughout the country' (60%) and 'convenience' (59%).

FOR WHOM DO YOU USE THE ONLINE CHANNEL?

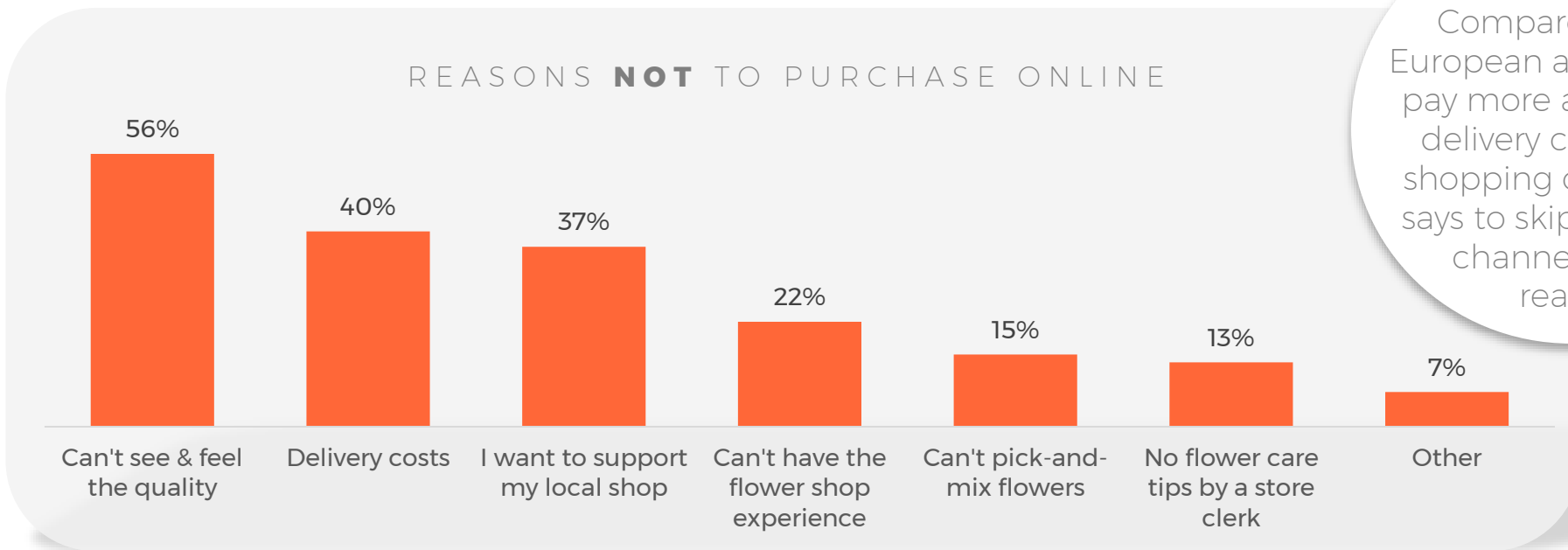


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# INABILITY TO SEE AND FEEL THE QUALITY THE BIGGEST REASON TO SKIP THE ONLINE CHANNEL

As mentioned before, only **17%** of Europeans shop for flowers online. The **83%** who don't, state these as their top 3 reasons not to: the inability to see and feel the quality (**56%**), the delivery costs (**40%**) and the will to support their local florist (**37%**).



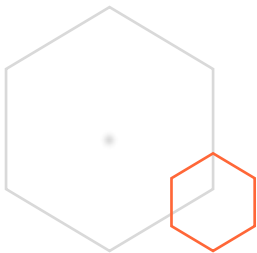
## Fun fact

Compared to the European average, Brits pay more attention to delivery costs when shopping online. **53%** says to skip the online channel for this reason.

\*MULTIPLE ANSWERS POSSIBLE



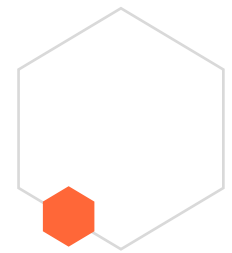
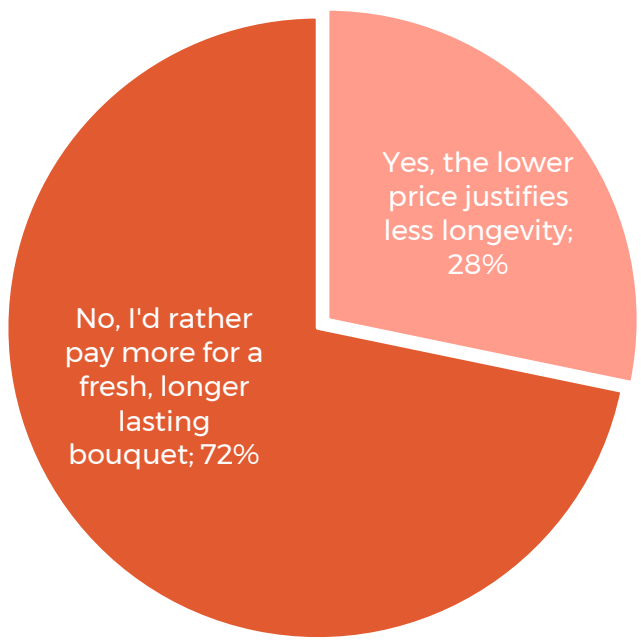
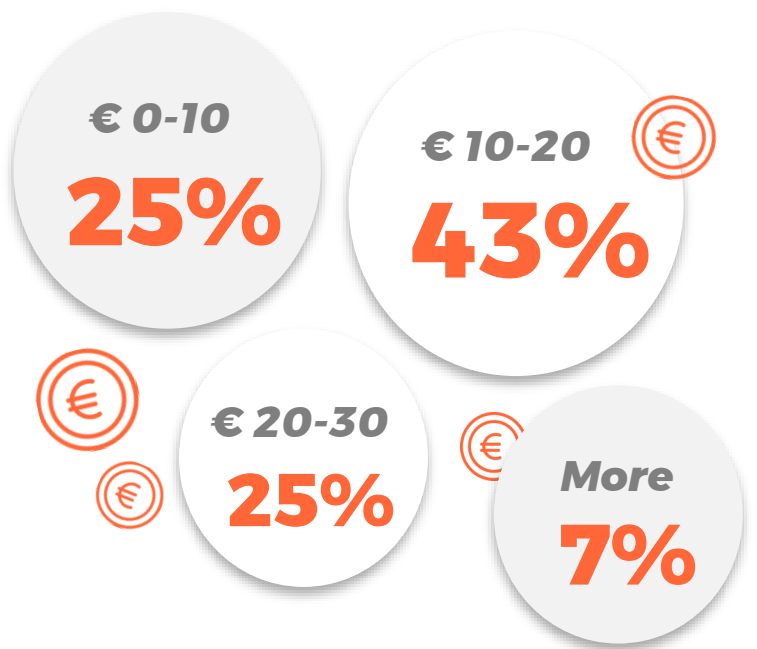




# 10-20 EUROS THE IDEAL PRICE FOR FLOWERS

Most Europeans seem to be willing to spend between 10 and 20 euros on a bouquet of flowers (43%). When asked if they would purchase flowers that were not as fresh anymore for a reduced price, approximately 30% said they would.

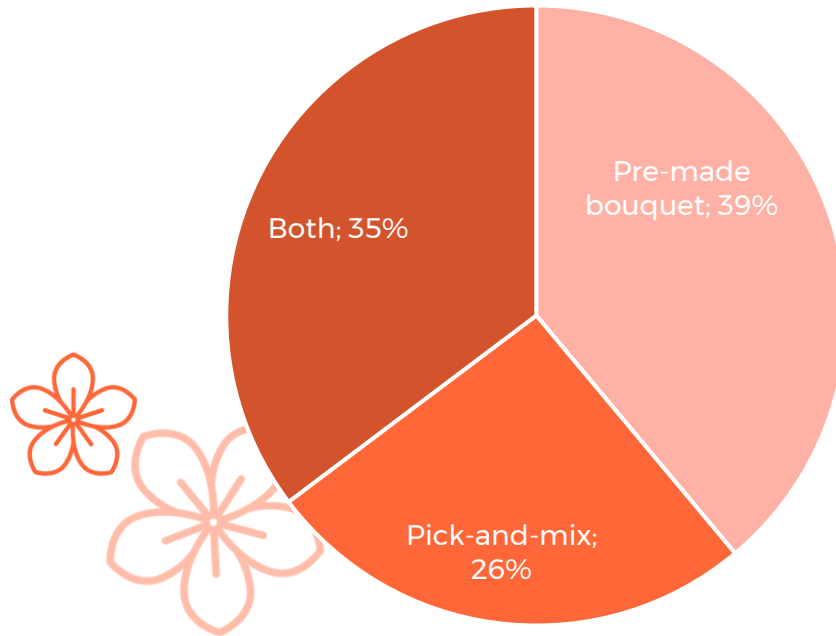
*"WOULD YOU BUY A BOUQUET THAT IS HIGHLY REDUCED IN PRICE, BUT NOT AS FRESH ANYMORE?"*



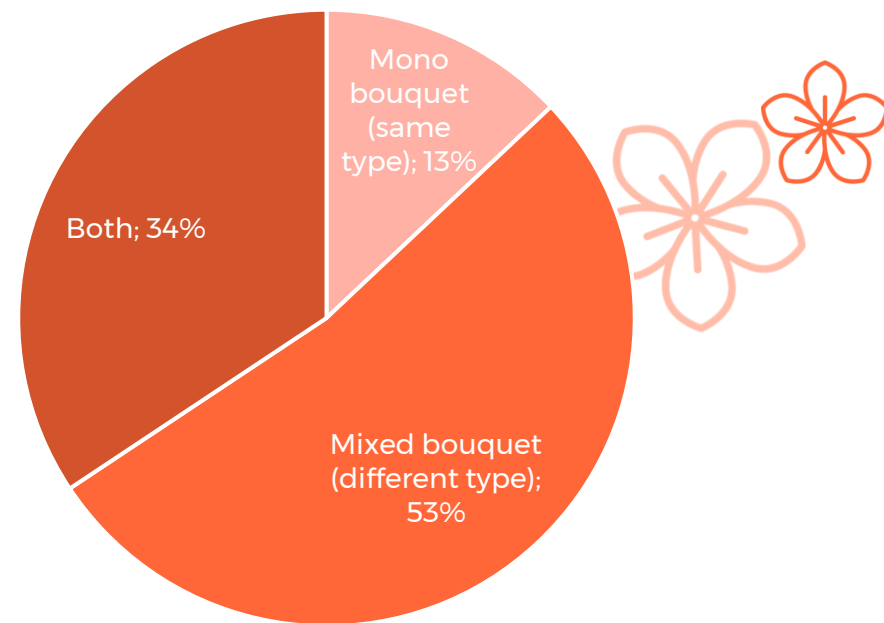
# PRE-MADE, MIXED BOUQUETS MOST POPULAR

European consumers tend to choose pre-made bouquets (39%) over bouquets where they have to pick-and-mix flowers themselves (26%). When it comes to the flower arrangement, most consumers opt for a mixed bouquet of flowers (53%).

PRE-MADE BOUQUETS OR PICK-AND-MIX?




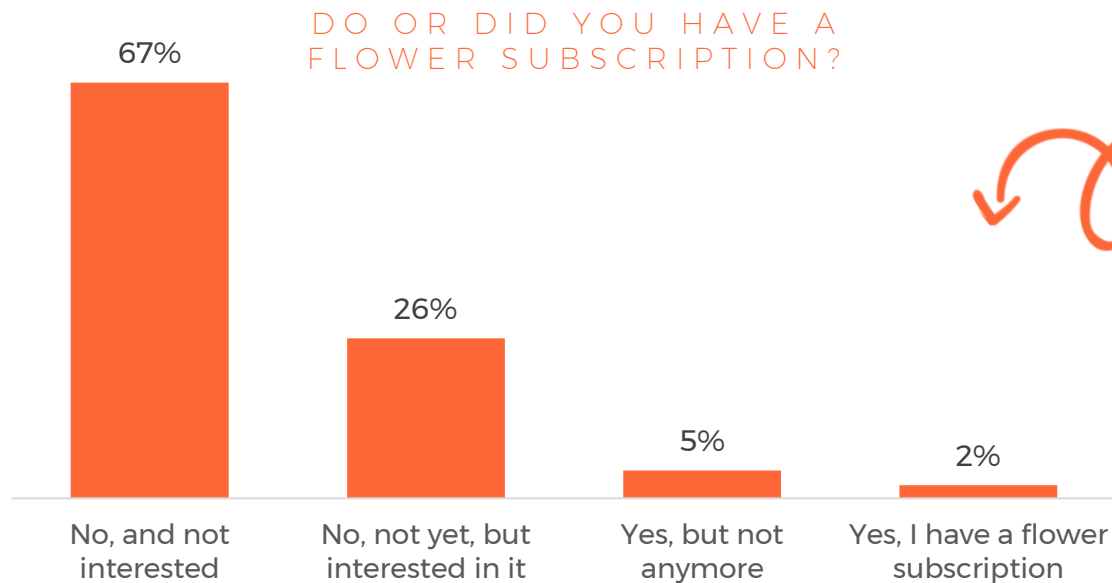
WHAT KIND OF FLOWER ARRANGEMENT?:





# FLOWER SUBSCRIPTIONS YET TO BECOME POPULAR

Subscription models for FMCG have become very popular over the past years. Services offering weekly or monthly flower deliveries have also found a prominent spot in the 'subscription services market'. However, our research shows that these services have yet to gain a bit more popularity...



Only **2%** of Europeans state to have a flower subscription and **5%** say to have had one in the past. **26%** of Europeans don't have one right now but state to be interested in getting one. This shows big market opportunity. With **9%**, Turkey scores the highest percentage of consumers with a flower subscription.





## CROWDSOURCING SOLUTIONS FOR FIELD MARKETING

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The findings presented in this report are based on the results of an investigative task submitted to the Roamler Crowd during the month of July 2020. The purpose was to determine the crowd's practices when it comes purchasing flowers. The findings take into account data collected from **5.731** respondents, located in Italy, France, Spain, the UK, Germany, Belgium, Turkey and the Netherlands.

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Would you like to receive more information?

Contact us at [press@roamler.com](mailto:press@roamler.com)

[www.roamler.com](http://www.roamler.com)