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RESEARCH & INNOVATION CENTRE

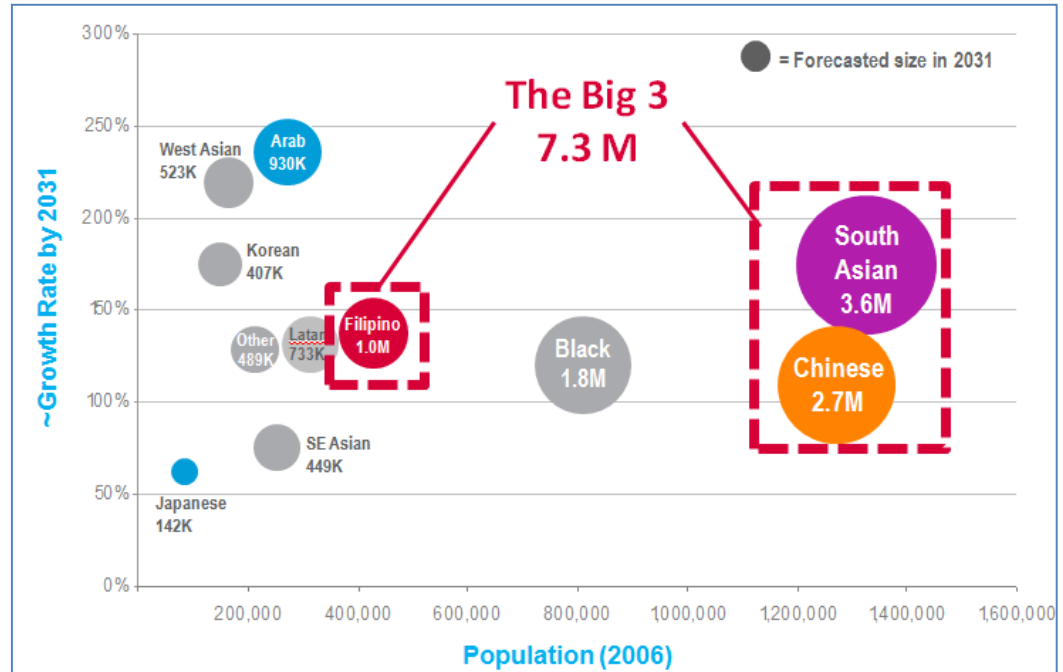
# The case for ethnic flowers

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# Why ethnic flowers?

- In the GTA, the visible minority will be the majority by 2017 (55%)
- \$5 billion retail opportunity



Data from Stats Canada  
Figure from Nielsen Canada



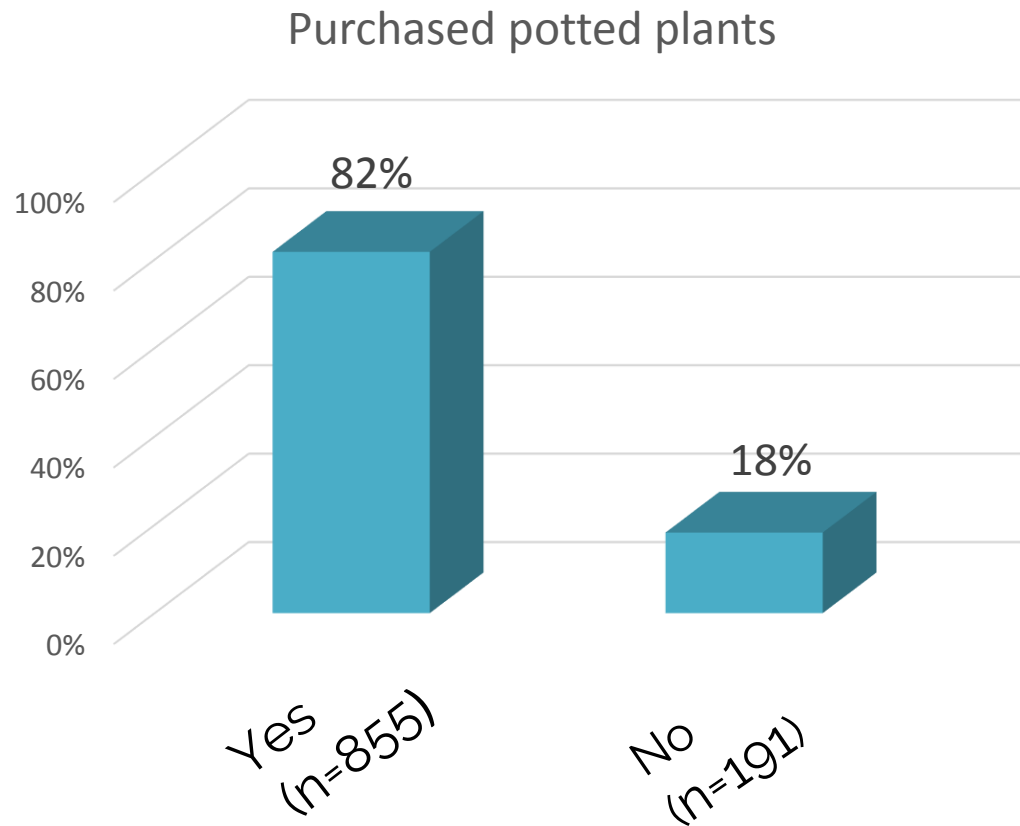
# Consumer sample

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- Data shown is from studies conducted in 2014-2017
- To qualify for the studies consumers had to be:
  - Living in Canada (mostly ON, BC, QC)
  - South Asian (e.g. Indian), East Asian (e.g. Chinese) or South East Asian (e.g. Filipino)
    - In 2017, Middle eastern or North African were also included
  - First or second generation immigrants
  - Cut flower or potted plant purchasers
    - In 2017 study, only potted plant purchasers qualified

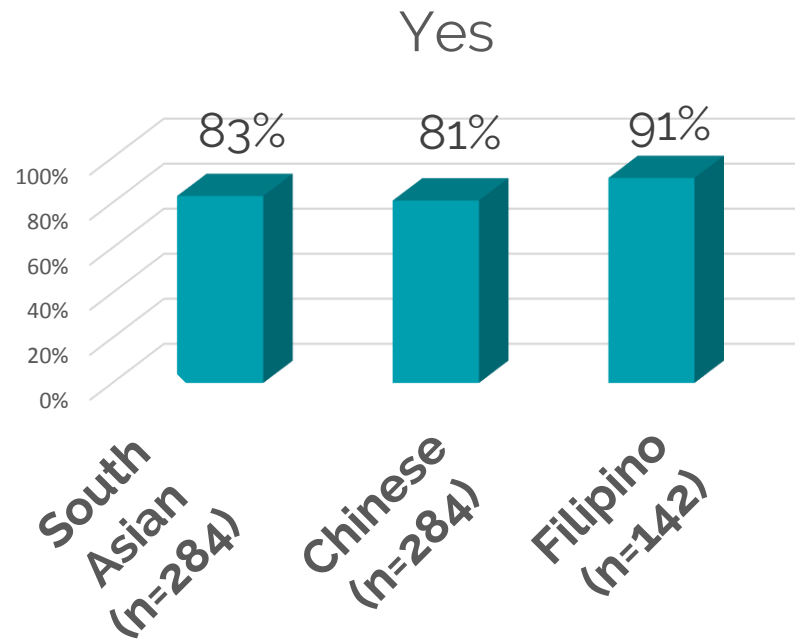
# Flower usage

How many potted indoor plants (e.g. poinsettia, green foliage plants) did you purchase in the last 12 months?



# Flower needs

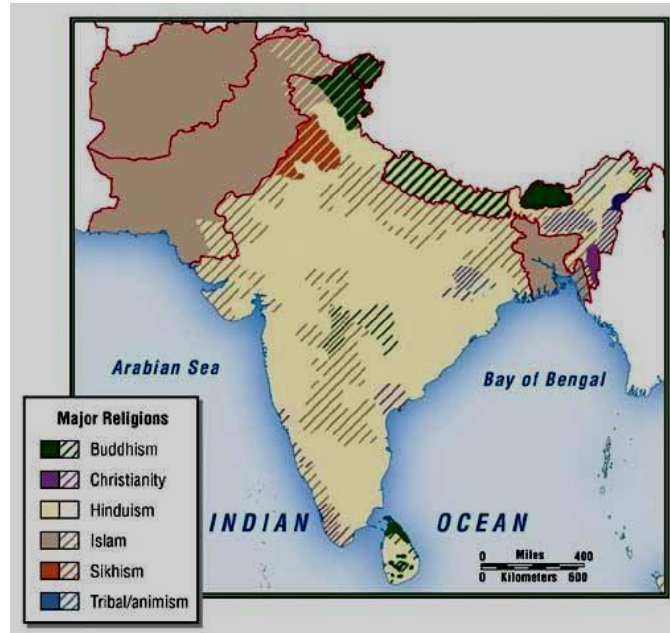
Are there any flowers that are used in your country of origin, or that of your parents, that you wish would be more easily available in Canada?



# Diversity in flower cultures across Asia

Flower uses and variety preferences influenced by

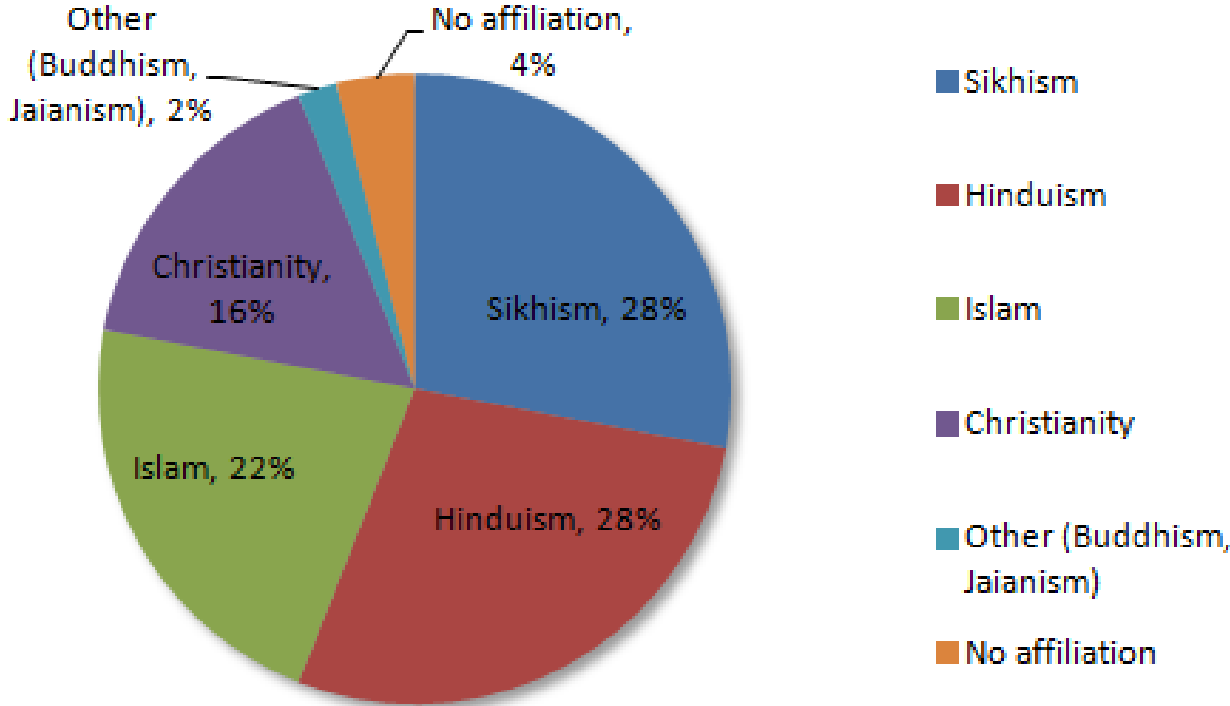
- Region of origin
- Religious affiliation





# Segment profile

Religious affiliation of South Asian-Canadians



# Flower formats

Flowers can take on various formats in Asian traditions



# Day-to-day

## Home decor

Ethnic flowers as a reminder of home country

## Prayer offerings (pooja)

-Hindu and Buddhist consumers

Offerings of fresh flowers for:

- Daily prayers at a home altar
- Weekly prayers at the temple
  
- Flowers may be kept potted

Prayer offerings also made to Virgin Mary by Filipino Catholics in May (Flores de Mayo)



# Occasional uses

## Annual holidays

Flowers for decor & prayer offerings

## Life events

Weddings, child's birth, new home, funerals



Rangoli for Diwali



Khalsa Day, Toronto- April 2015

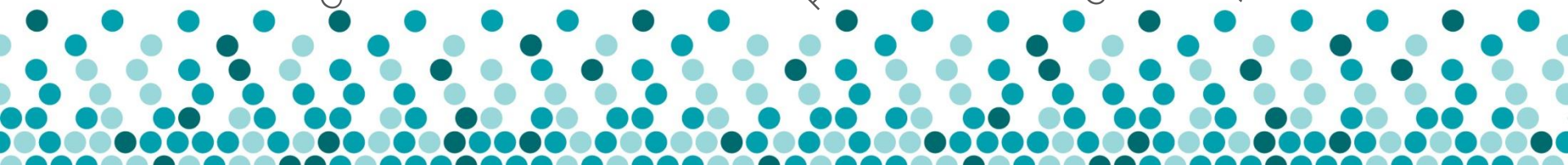
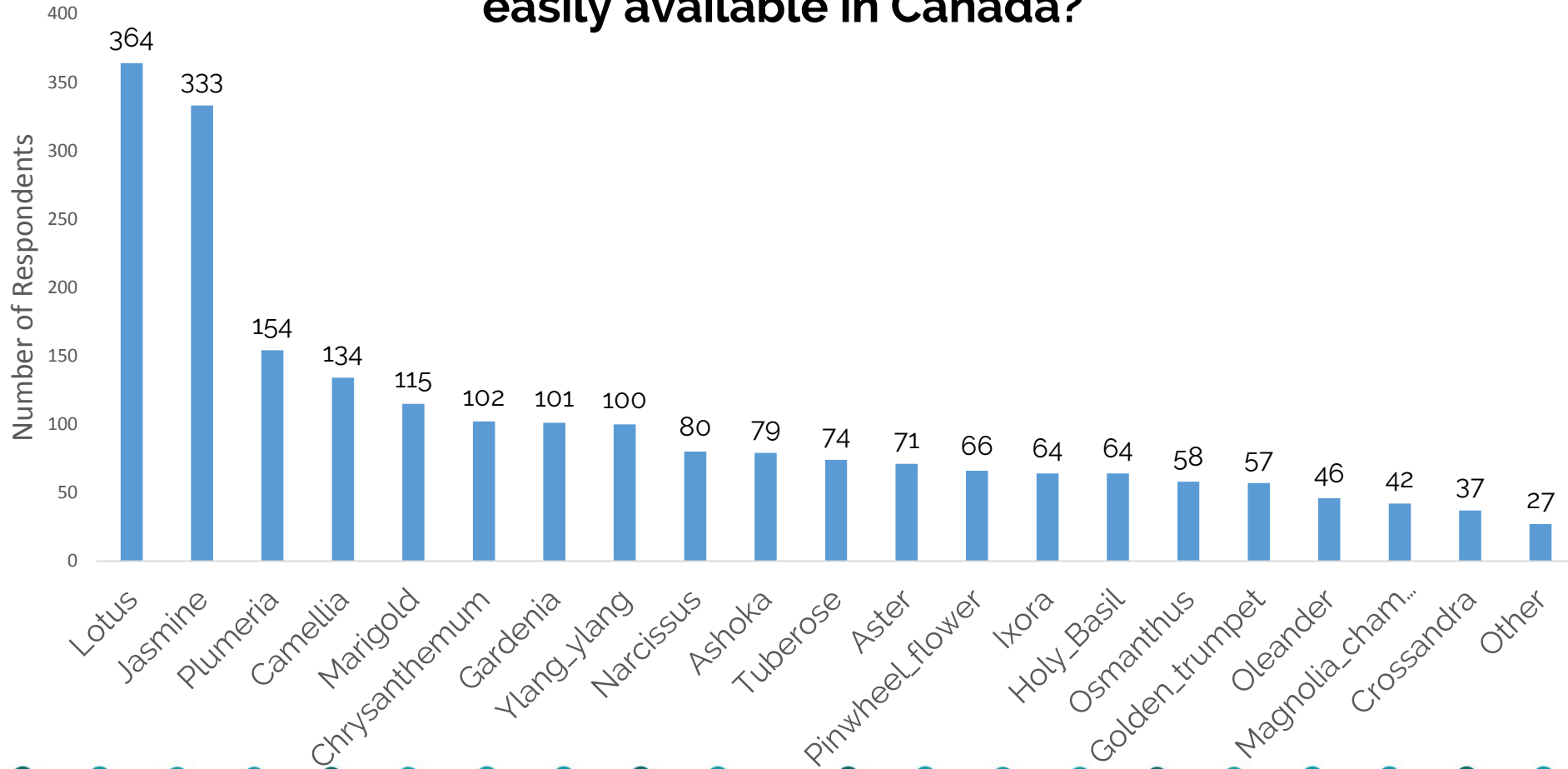
# Major Annual Asian Holidays

January	February	March	April	May	June
Chinese New Year		Holi	Vaisakhi (Sikhism)	Vesak (Buddhism)	Weddings
July	August	September	October	November	December
Eid al-Fitr	Weddings	Krishna Janmashtami Eid al-Adha	Diwali Gandhi's birthday Dussehra		

\*Note: Dates for many of these holidays shift depending on the lunar phases

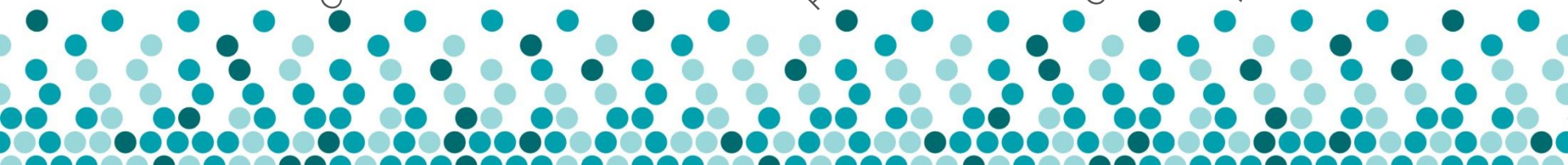
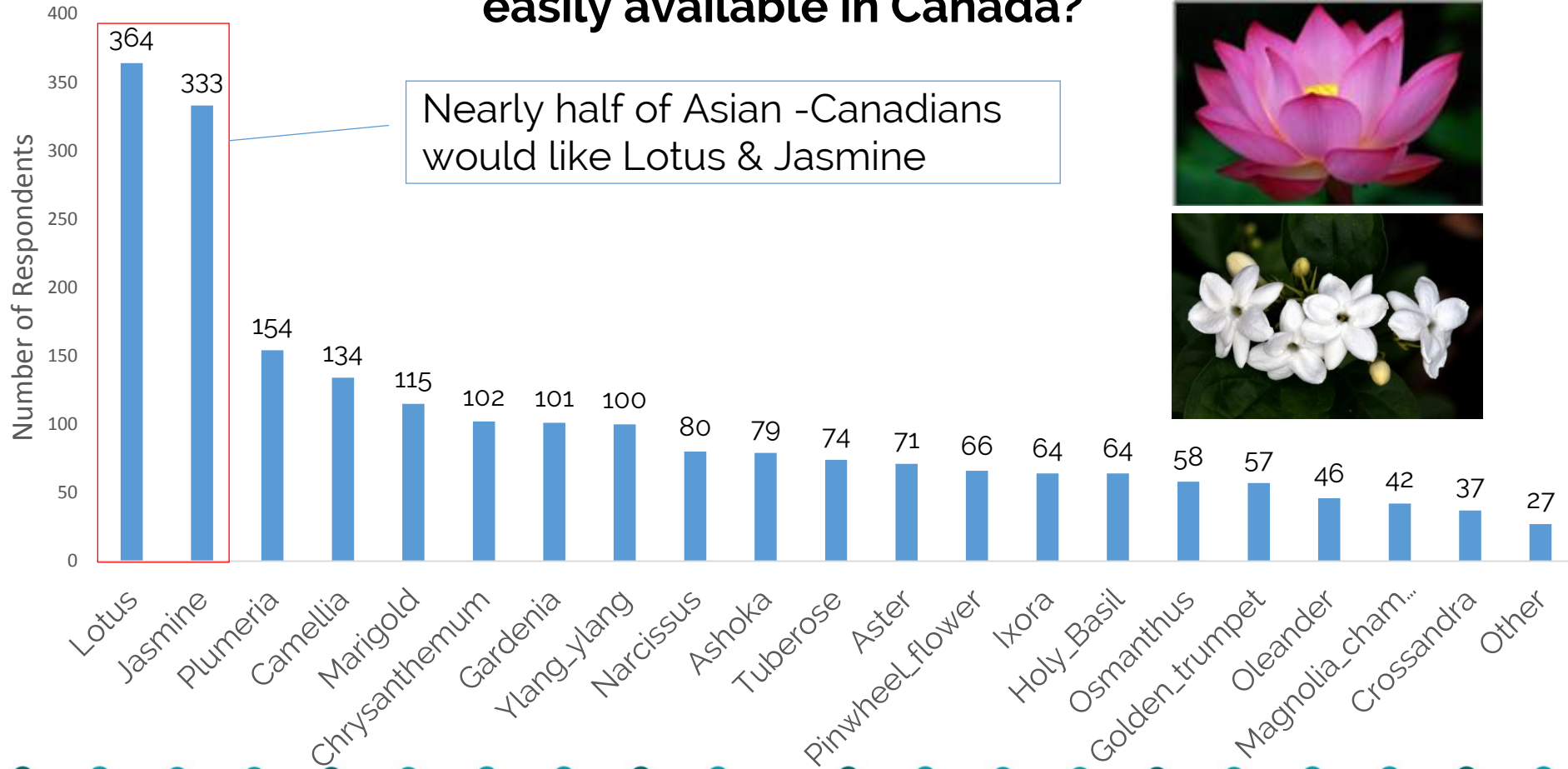
# Flower Needs

Which flowers from the list below do you wish would be more easily available in Canada?



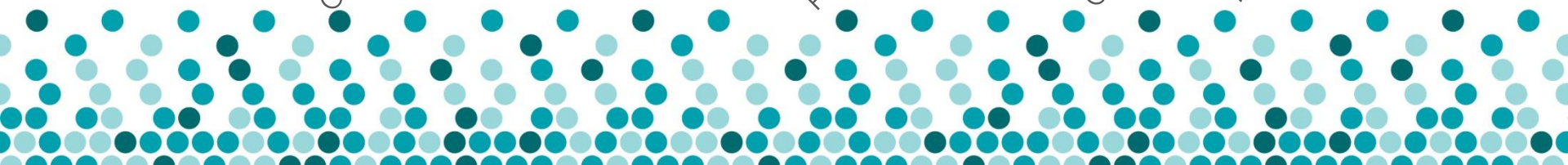
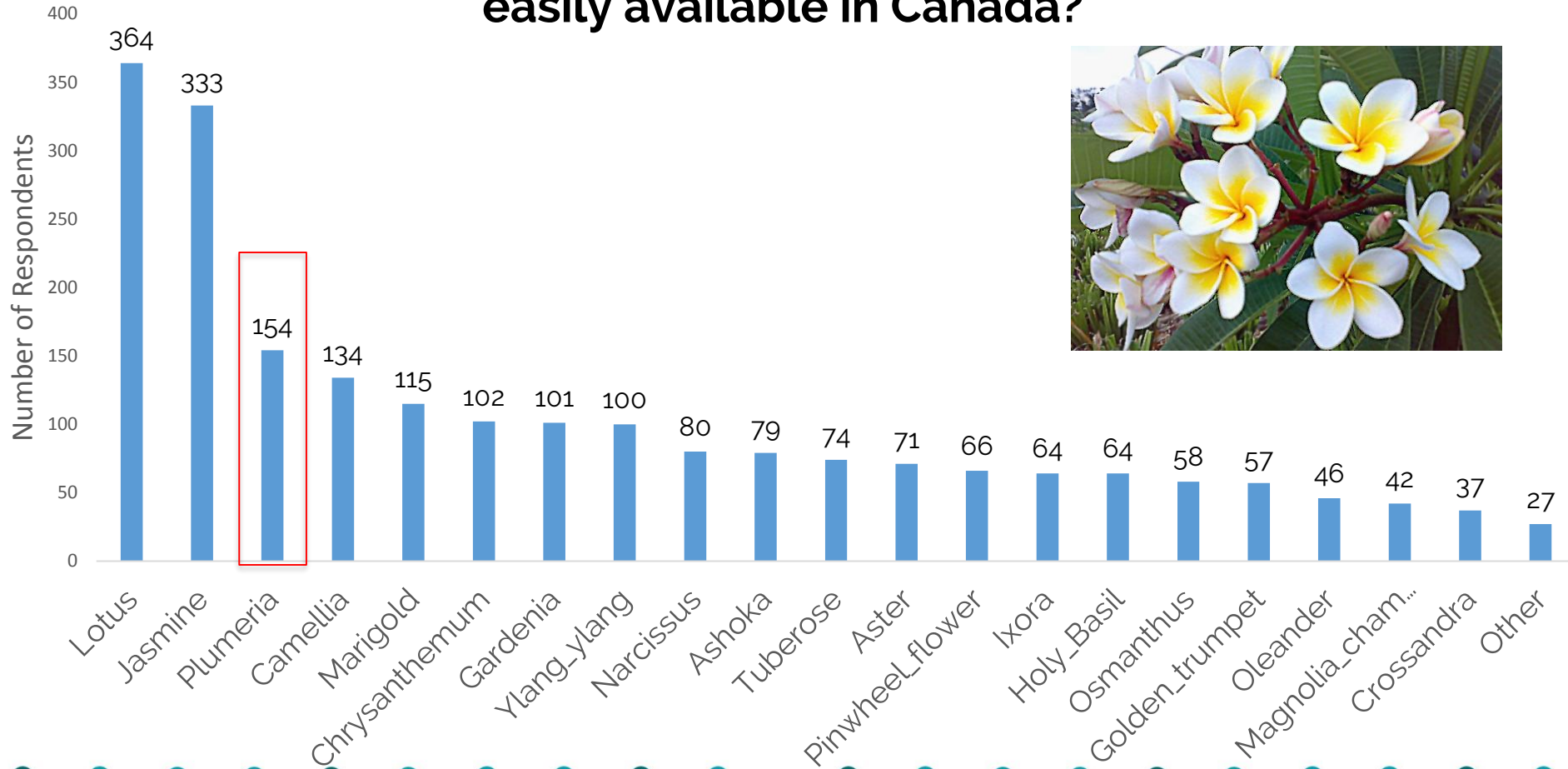
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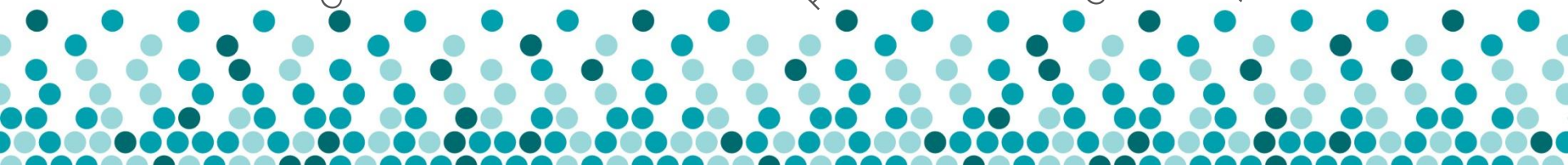
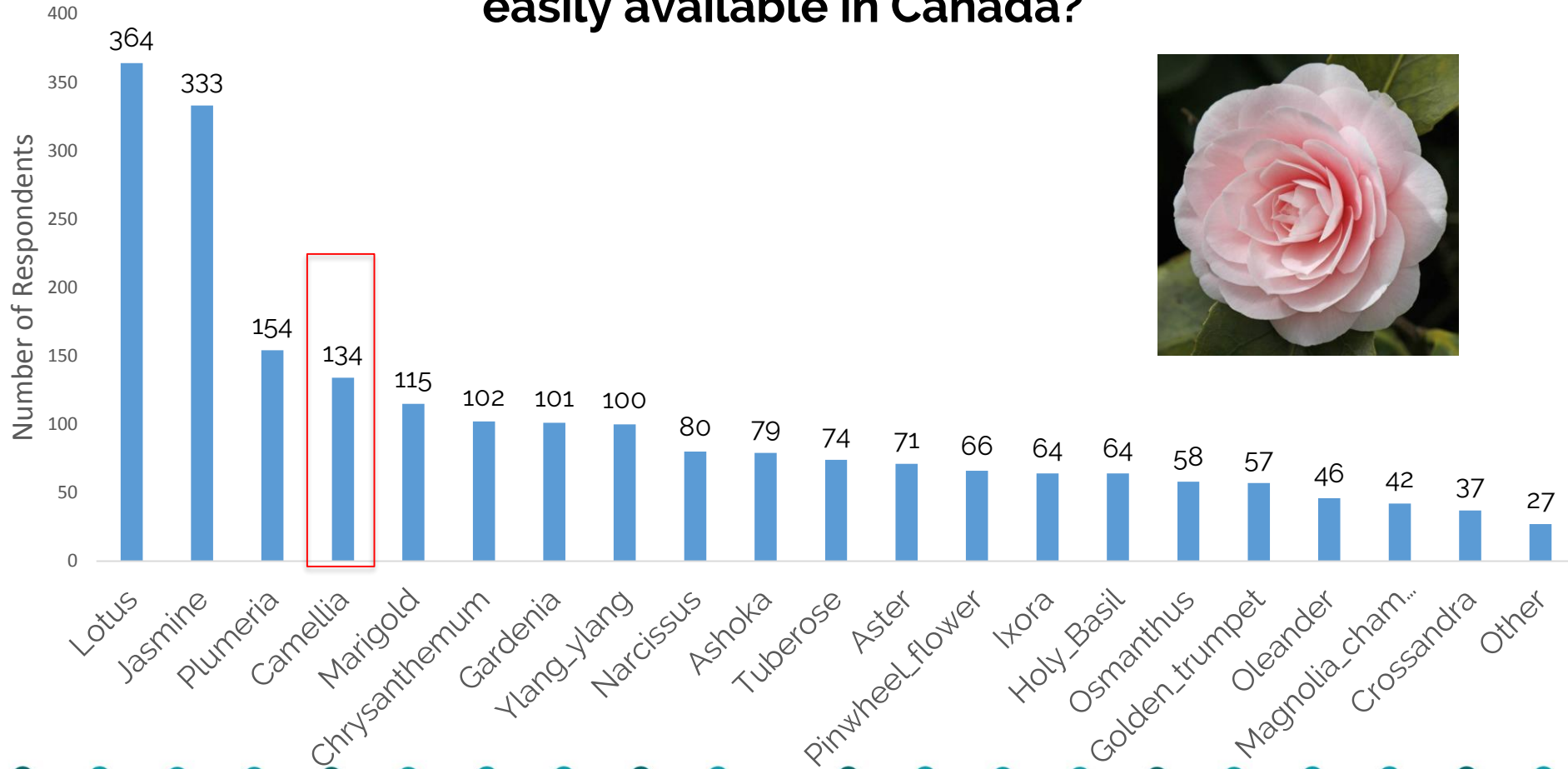
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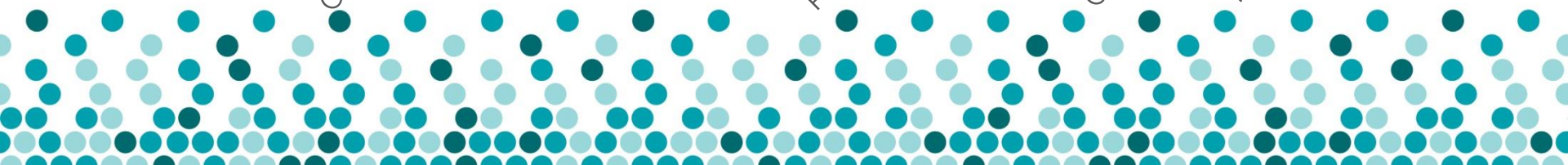
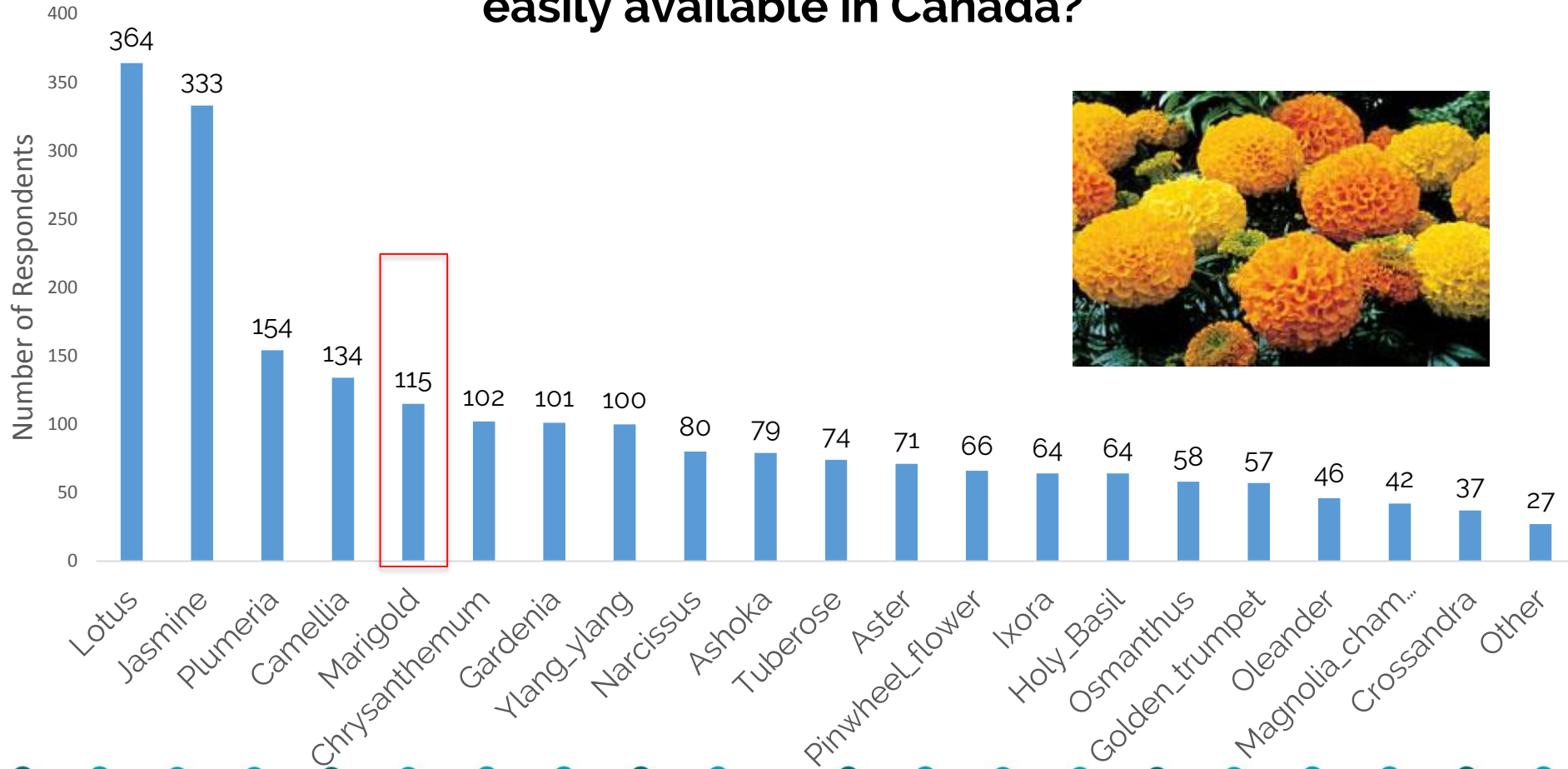
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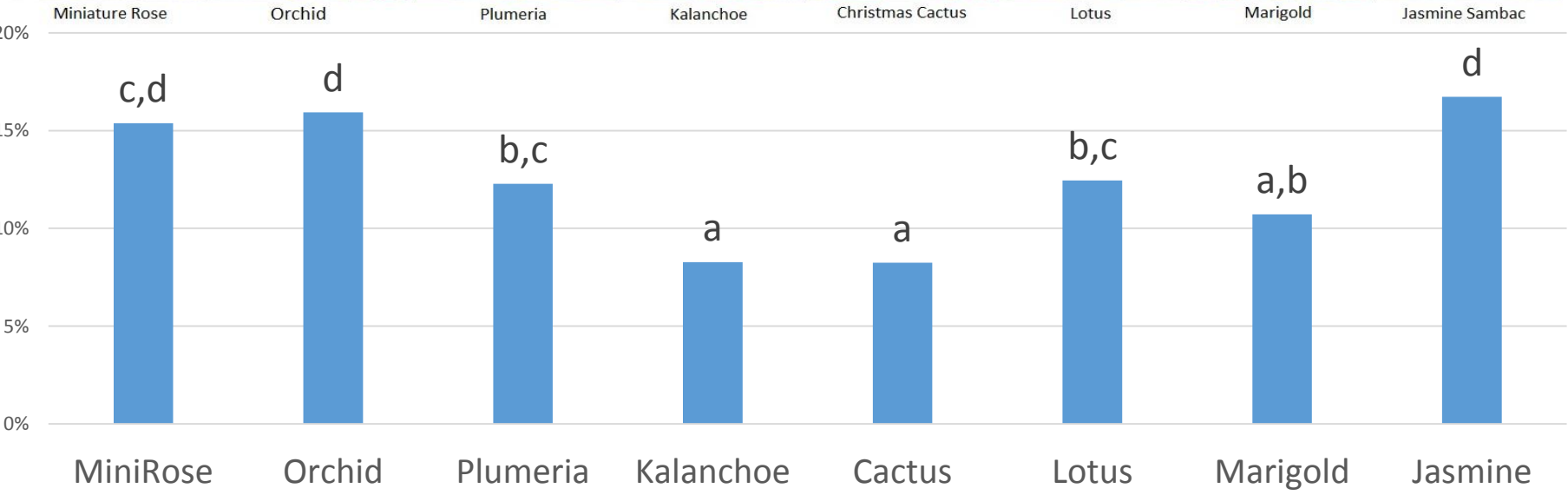
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Which flowers from the list below do you wish would be more easily available in Canada?



# Flower Needs

Which of the following potted flowering plants would you be interested in purchasing for your home? Select all that apply.



# Flower Needs

Which of the following potted flowering plants would you be interested in purchasing for your home? Select all that apply.



Overall, 69% of ethnic consumers who are potted plant purchasers selected at least one of the 4 flowers of interest (jasmine, lotus, plumeria, marigold)



# Jasmine

## *Jasminum sambac*

(Arabian jasmine, mogra, motia)

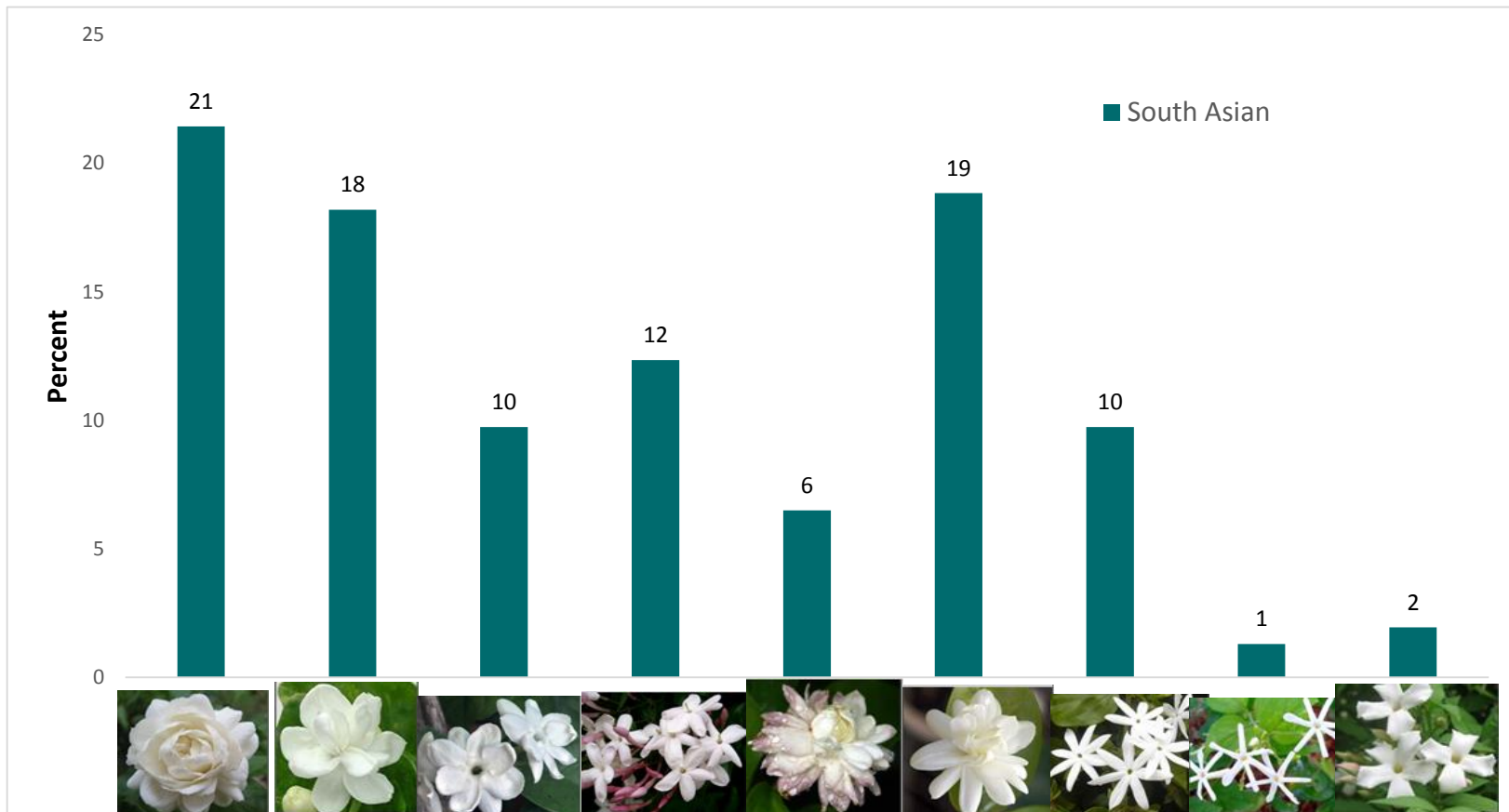


茉莉花

- Desired year-round
  - Esp. late summer/fall (Hindu festival season)
- Highly symbolic, sought out for fragrance
- Consumers may pick off buds and keep in fridge until sufficient quantity to make bracelets
- May be grown as bush or on trellis. Bush type more recognizable among South Asians.

# Jasmine

Which jasmine variety would you most like to see made available in Canada? Pick ONE.



# Jasmine

Which of the following shapes do you prefer for a potted jasmine plant?  
(n=485)



Growing tall and long, in a small pot (4 inch pot diameter)

37.7%



Bushier shape, in a larger pot (6 inch pot diameter)

62.3%

# Jasmine

Imagine that two types of potted jasmine are made available (pictured below). Which product would you be most likely to purchase? Assume they are the same price. (n=485)



Jasmine #1



Jasmine #2

I would only buy potted jasmine #1	16.3%
I would only buy potted jasmine #2	36.7%
I would buy a pot containing a mixture of jasmine #1 and #2 in the same pot	17.3%
I would buy both jasmine #1 and jasmine #2, but I'd like them in separate pots	29.7%
I would not buy either of these jasmine types	0.0%





The following are different names for jasmine sambac, however they all mean the same thing. How would you prefer to see the plant labelled, for example on a store display sign? (n=485)

Jasmine (sambac sp.)	22.7%	←
Arabian jasmine (Jasminum sambac)	19.2%	
Jasmine (motia; sampaguita)	18.4%	
Arabian jasmine (motia; sampaguita)	5.8%	
Jasmine (mogra; sampaguita)	24.7%	←
Arabian jasmine (mogra; sampaguita)	8.2%	
Other, please specify...	1.0%	

# Jasmine

Which of the following marketing messages would most increase your interest in purchasing potted jasmine? (n=485)

Your one and only jasmine	42
Bring home the pure fragrance of jasmine	192
Jasmine: Bring home the scent of heaven	150
Jasmine: The nostalgic scent of the orient	101



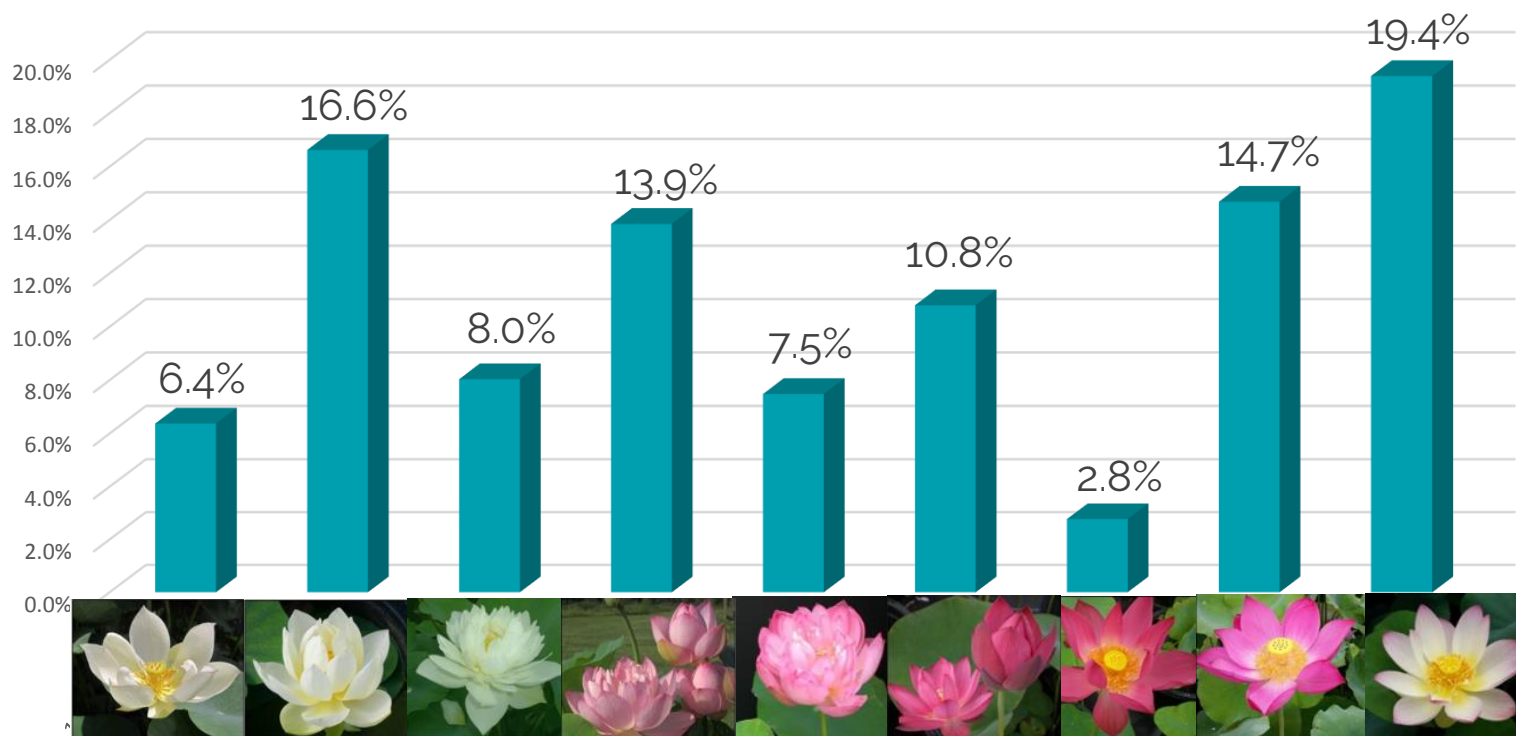
# Flower varieties

## Lotus



- Highly symbolic in Hinduism and Buddhism
  - Especially in demand during religious holidays
- National flower of India
- Sought out for religious and meditative purposes
- Traditionally, a large pond plant.
  - Bowl lotus available (30cm in height)- more of interest for indoor use

Imagine you are shopping for a miniature lotus plant that grows in a bowl (approx. 30 cm in height) and can be kept inside your home, much like in the picture above. Which lotus plant would you purchase from among the pictures below (pick one)? (n=361)



Which of the following marketing messages would most increase your interest in purchasing a potted miniature lotus? (n=361)

Bring the elegance of lotus into your home	24.7%
Bring home a lotus, bring home inner peace	26.3%
Bring inspiration into your home with a miniature lotus flower	15.0%
Impress your guests with the rare lotus flower	12.7%
Bring the divine purity of lotus into your home	21.3%



# Plumeria

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## Plumeria

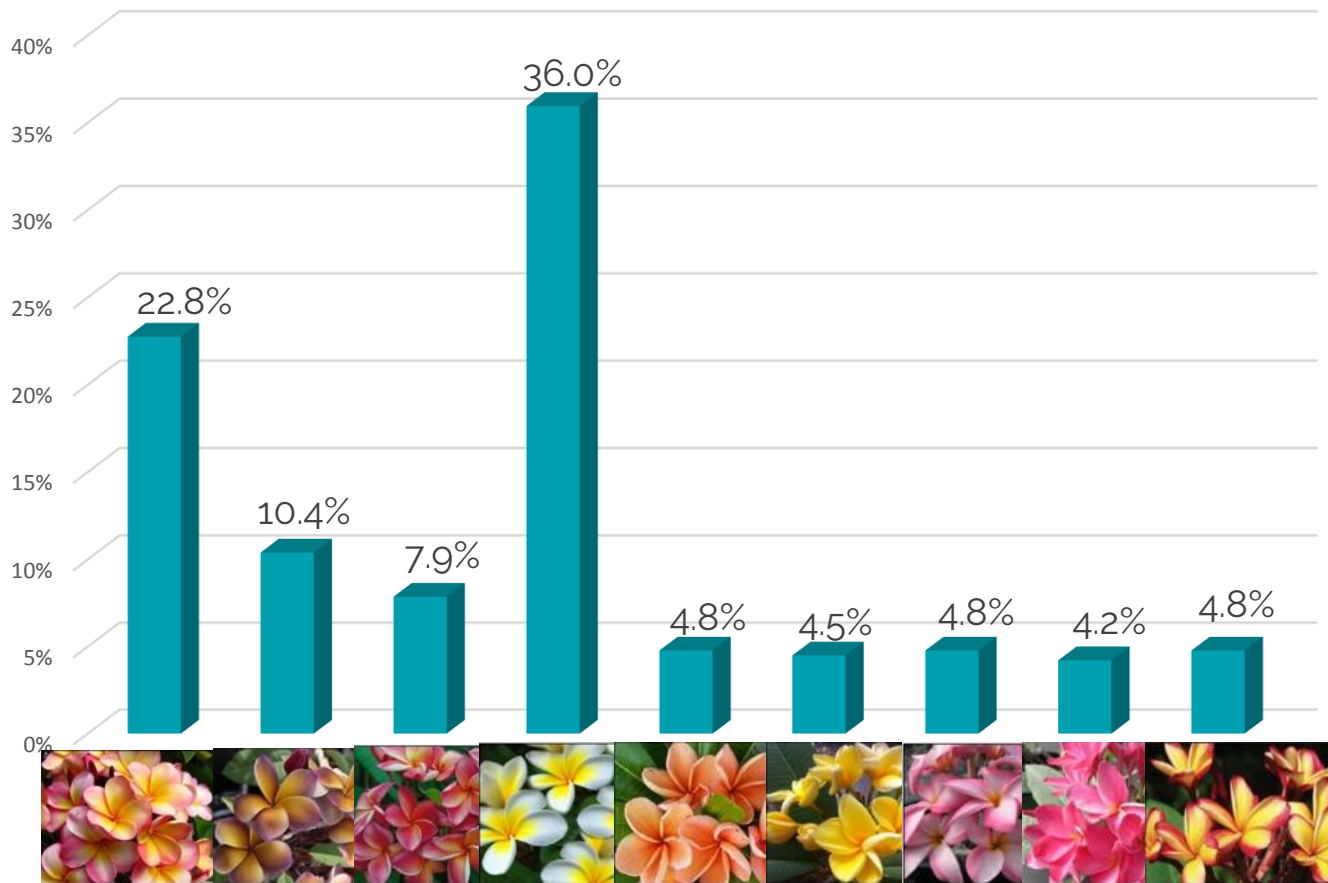
(Frangipani)



- No particular cultural/religious symbolism
- Sought out for beauty and fragrance

# Plumeria

Imagine that you are shopping for potted plumeria for your home. Click on the colour that you would select below (pick one): (n=356)



# Plumeria

What size of plumeria plant would you like to purchase? Assume that all size options are flowering at the time of purchase. (n=356)

12 inches in height (30 cm)	34.2%
18 inches in height (45 cm)	54.8%
24 inches in height (60 cm)	11.0%





# Plumeria

The following are different names for plumeria, however they all mean the same thing. How would you prefer to see the plant labelled, for example on a store display sign? (n=356)

Plumeria	28.7%	←
Frangipani	7.9%	
Plumeria (champa)	20.2%	
Frangipani (champa)	10.1%	
Plumeria (frangipani; champa)	33.1%	←

Which of the following marketing messages would most increase your interest in purchasing a potted plumeria? (n=356)

Bring a burst of colour into your home with plumeria	33.4%
Plumeria: Sweet memories of the tropics	35.1%
Plumeria: Bring home the scent of the tropics	31.5%

# African marigold

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## African marigold



- Particularly popular among South Asians from Northern India
- Symbolises prosperity, positive energy
- In GTA, sometimes purchased potted in large numbers for weddings. Kept around the house until wedding day then flower heads are cut and strung into garlands.

# African marigold



Imagine that you are shopping for African marigold. The plants have 3 flowers per pot. Which colour combination would you select? (n=311)

Two orange and one yellow flower	24.4%
Two yellow and one orange flower	50.5%
All orange flowers	10.6%
All yellow flowers	14.5%



# African marigold

Which format would you prefer for potted marigold?

(n=311)



3 flowers per pot with larger blooms (4-4.5 inches in diameter)

66.0%



5-6 flowers per pot with smaller blooms (2-3.5 inches in diameter)

34.4%

# African marigold

The following are different names for African marigold, however they all mean the same thing. How would you prefer to see the plant labelled, for example on a store display sign? (n=311)

Marigold	29.3%
African marigold	17.4%
Marigold (Gendha)	29.6%
African marigold (Gendha)	23.8%



# African marigold

Which of the following marketing messages would most increase your interest in purchasing a potted marigold?

Celebrate your ancestors with marigold	10.3%
Bring home the auspicious marigold flower	17.0%
Enjoy the fragrance of marigold	17.0%
Bring home the brightness and joy of marigold	55.6%



# Cost of production

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Jasmine Sambac- Maid of Orleans (6" pot)	\$5.25
African Marigold (6" pot)	\$2.97
Plumeria (1 gallon pot)	\$19.88

\*Refer to cost of production calculation template for details



Ashoka



Aster



Camellia



Chrysanthemum



Crossandra



Gardenia



Golden trumpet



Holy basil



Ixora



Jasmine



Lotus



Magnolia champaca



Marigold



Narcissus



Oleander



Osmanthus



Pinwheel flower



Plumeria



Tuberose



Ylang ylang



# Thank You

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