



Market Report

A Snapshot of your Marketing Sector

Florist

This pack has been designed to provide information on setting up a business in the **florist** industry in Scotland, as well as helping to inform the market research section of your business plan. You can find more information on how to write a business plan from the Business Gateway website (www.bgateway.com/businessplan), including an interactive template and tips to get you started.

This market report was updated by Business Gateway in **April 2025**.

What do I need to know about the florist market?

The following summary statistics have been taken from market research reports and reliable resources that the Information Service uses to compile industry information. They should give you an indication of how your industry is faring at present and whether there is demand for your type of business:

- ◆ Revenue in the Florists industry is anticipated to **contract at a compound annual rate of 0.4% over the five years through 2024-25 to £1.1 billion**. However, revenue is expected to **climb at a compound annual rate of 1.5% over the five years through 2029-30 to £1.2 billion**. Demand will increase as the economy recovers from high inflation and real household disposable income levels pick up. (IBISWorld, *Florists in the UK*, June 2024).
- ◆ **74% of 16–34-year-olds have purchased flowers/houseplants in the past 12 months**, outpacing all other demographics buying activity. Supermarkets dominate the market, with 75% of people buying blooms from these retailers. Their dominance stems from the convenience of incorporating flower and houseplant shopping into regular grocery trips. (Mintel, *Cut Flowers and Houseplants-UK*, January 2025).
- ◆ Revenue for the online flower retailing industry is expected to climb at a compound annual rate of 8.3% over the **five years through 2024-25 to £536.2 million**. This includes **forecast growth of 6.6% in 2024-25**. Profit margin growth is expected to remain strong as florists increase their supply chains' efficiency and embark on online marketing campaigns. (IBISWorld, *Online Flower Retailers in the UK*, September 2024).
- ◆ Mintel found that **spending on flowers and houseplants grew in 2023/24 – up a respective, 33% and 37%**. Flower and houseplant gift buyers are eco-driven with **locally sourced (28%) and recyclable packaging (25%)** the two most important purchasing factors. (Mintel, *Consumer attitudes towards Cut Flowers and Houseplants – UK*, March 2024).
- ◆ **UK households** are the main customers for florists, **accounting for £508.7million (44.5%)** of the florist industry revenue. **Event organisers** such as funeral homes and wedding planners, both make heavy use of florists, accounting for **£444.7million (38.9%)** with **corporate clients** accounting for **£189.8million (16.6%)** of industry revenue. (IBISWorld, *Florists in the UK*, August 2023).
- ◆ In **2023**, the value of the **import of fresh or dried cut flowers and flower buds for bouquets** in the UK **decreased by £101.8million (-14.24%)** compared to 2022. The value generated from the **export of fresh or dried cut flowers and flower buds for bouquets in the UK decreased to £20.8 million** compared to **£22.6million** the previous year. Nevertheless, the last two years in this industry recorded a significantly higher value than the preceding years. (Statista, *Value of fresh or dried cut flowers and flower buds for bouquets exported/imported - United Kingdom from 2004 to 2023*, January 2025.)
- ◆ The national organisation for this industry is [British Florist Association](#). Other relevant associations are [Flowers from the Farm](#) and [The Scottish Association of Flower Arrangement Societies \(SAFAS\)](#).

Connect with us

Where can I find more information on my market?

The Information Service has access to a number of databases which can offer more detail on this industry. Some of these reports are listed below - if you would like to be sent extracts from any of these reports, please contact us on **0300 013 4753** or email info@bgateway.com.

- ◆ **Mintel – Cut Flowers and Houseplants, UK (January 2025).** Cost is a key factor shaping the cut flower and houseplant market. 16-34 year olds represent the most promising opportunity for flowers and houseplants brands. This group not only leads in purchasing and spending within the category but also demonstrates strong financial confidence for the near future. Their buying habits suggest a steady, or even growing, demand despite wider economic pressures. Brands can engage this demographic through sustainability, local sourcing and wellness messaging. Smart tech for plant care adds another layer of appeal.
- ◆ **IBISWorld – Florists in the UK (June 2024).** Strict adherence to Health and Safety Act is crucial for florists. As they handle tools, materials, and chemicals that can be hazardous, their compliance with the 1974 Act ensures safety at work and enhances waste management. Florists are seeing an increase in sales of indoor plants, like orchids, cacti, succulents, and foliage plants. These plants are considered discretionary and have been embraced by florists to diversify their product ranges. With the urban jungle trend of greening homes, especially among younger generations, florists have capitalized on the sale of indoor plants. Sales have remained strong in 2024-25 due to people spending more time at home while working flexibly.
- ◆ **IBISWorld – Online Flower Retailers in the UK (September 2024).** For budget-conscious customers, unarranged flowers offer a cheap and convenient alternative. Companies such as Freddie's Flowers and Bloom & Wild have gained popularity for offering boxed flowers that customers can arrange themselves. The high cost of delivering flowers makes it difficult for online flower retailers to fulfil orders on the same day or the next day across the country. Given the preference for this convenience, small businesses are forced to remain small and local to meet consumer expectations.

There are also a number of online resources you may find helpful:

- ◆ **The British Florist Association - Sustainability News** (britishfloristassociation.org/sustainability-news) can be used to increase awareness of what steps the industry is taking to make positive changes and how these can benefit your business and customers.
- ◆ **The British Florist Association – Professional Training** (britishfloristassociation.org/careers-education/floristry-training-and-qualifications/) provides a useful overview of routes to floristry careers.
- ◆ **The Bridebook 2025 Wedding Industry Report** (partners.bridebook.com/uk/uk-wedding-report-2025) found that the average spend for florist/flowers for a wedding is £1,132 in the UK, slightly down by £50 from 2024. In 2024 the average spend on florist/flowers in Scotland was £885.
- ◆ **The Florist Magazine** – offers industry news, trends, and guidance. (www.theflorist.co.uk/news).

Disclaimer: Please note that this research may contain copyrighted material. Copyright belongs to the holders credited and as such, recipients of this research must only use the information for their own internal business purposes, and must not publish, reproduce or repurpose the information, or make it available to any third party, without permission from the original copyright holders. “Repurpose” includes any uploading of the information to AI tools.

Connect with us

How can I find out about my competitors?

Business Gateway's online guide to [Competitor Analysis](#) explains how to find your competitors, how to research what they're doing and how to act on what you learn about them.

Immediate competition will be from other businesses in your local area. There are several online directories which can be used to find company information and generate lists easily and at no expense. Many Local Authorities also publish local business directories on the web. Below are some key web resources:

- ◆ General business directories such as [Yell](#), [Thomson Local](#) or [Google Maps](#)
- ◆ Trade specialists like [EuroPages](#) (European directory), [The Wholesaler](#) or [Free Index](#)
- ◆ Business to business (B2B) specialists such as [Kompass](#)

Likewise, your local Chamber of Commerce may publish a members' directory; find your local Chamber on the [Scottish Chambers](#) website.

Once you've identified who your competitors are, the next step is to gather information on the way they do business. Which services do they provide? How do they market themselves? How much do they charge?

To learn about your competitors:

- ◆ Look for articles or adverts in local newspapers, trade press and directories.
- ◆ Try to read their marketing material; if the company has an online presence, visit the company's website as a first port of call. Not only does it give you a better understanding of the company's activities, it can also offer a wealth of information such as a company history or staff biographies, as well as the company's partners or suppliers
- ◆ Search for information on limited UK companies via the [Companies House](#) website
- ◆ Gain an insight into your competitor's performance using credit checks and the accounts that limited companies are required to submit to Companies House each year.

We can provide credit checks free of charge; if you are interested in using this resource, or looking for us to help you find relevant publications, please contact us by emailing info@bgateway.com or by calling **0300 013 4753**



Connect with us

What about suppliers?

[Choosing and Managing Suppliers](#) can help you decide what you need from a supplier, how to identify one and how to choose one to deal with.

Trade associations or industry specific organisations may also be able to recommend suppliers or contacts. You can also use the aforementioned resources for finding competitors to find suppliers.

Once you have decided on a supplier, we can run a credit check on the company to help assess their financial stability. We provide credit checks free of charge; if you are interested in using the resource please info@bgateway.com or by calling **0300 013 4753**.

Who are my customers?

Your business plan should include information about the customers you would expect. Business Gateway's guides on [Market and customer research](#) will help you to identify new trends, opportunities, customers and competitors.

It can be useful to group your customers by geographical location, age or lifestyle. The websites listed below are freely available and can provide most of this information. If you can't find what you're looking for from these websites, please contact us and one of the team will be happy to help:

- ◆ Access the latest population estimates from the [National Records of Scotland \(NRS\)](#). NRS also offers demographic factsheets for each council area in Scotland, which can provide summary statistics for the area you will be based in.
- ◆ Information from the most recent census in 2011 is released via the official website. See in particular the [Census Area Profiles](#). Clicking on your area of interest will give the latest population figures, including estimates by age.
- ◆ [Understanding Scottish Places](#) has interactive profiles of towns and cities across Scotland. It can be useful for understanding the interrelationships and flows between towns, and also gives comparisons between two or more places.
- ◆ [Scottish Government Statistics](#) provide accurate and up-to-date statistics on Scotland, covering population, health, education and housing.
- ◆ [The Scottish Household Survey](#) provides information on the structure, characteristics, attitudes and behaviour of Scottish households, both at a national and local level.
- ◆ [Office for National Statistics \(ONS\)](#) is the recognised national statistical body for the UK. ONS covers a wide range of demographic, economic and social issues at a UK level.



Connect with us

How can you help me with other aspects of starting my business?

The Business Gateway website has guides, videos, online tutorials and tips on all aspects of starting up a business in Scotland. Follow the links below to explore each resource:

Accountancy

Institute of Chartered Accountants of Scotland's (ICAS) ["Find a Chartered Accountant"](#) tool

Funding

[Practical information](#) on finance and funding for starting and growing your business

Insurance

[Business insurance guide](#)

Legal Help

Gov.uk ["Licence Finder"](#) tool

Law Society of Scotland's ["Find a Solicitor"](#) tool

Pricing

Business Companion [Pricing & payment guide](#).

Please note: the most effective way to research pricing is to conduct your own research – visit wholesalers or suppliers to obtain price lists, find quotes from similar companies and work out what other businesses in your area are charging

Promotion

[BG guides to Marketing](#)

Training

[Skills Development Scotland's My World of Work](#)

[Funding for training](#)

[Small Business Bonus Scheme \(Scotland\)](#)

Your local Business Gateway can offer events, workshops and 1:2:1 support on all aspects of starting and developing your business. Call the helpline on **0300 013 4753** to find out what is available in your area.

Although every effort has been made to ensure the accuracy of the information provided, Business Gateway will not be held liable for any inaccuracies or omissions in the data supplied, or for the content of any website that the document above may contain links to. By using this information, you accept this disclaimer in full. Also, please note that Business Gateway does not endorse any business or individual that may be referred to above.

You must not rely on the information in the report as an alternative to advice from an appropriately qualified professional. If you have any specific questions speak to your Business Gateway Advisor or consult an appropriately qualified professional.

Last updated: April 2025

Updated by: Eleanor

Connect with us