

Mother's Day 2025 Florist Information Pack

A comprehensive guide for Australia's florists

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1. Executive Summary

This information pack outlines the latest forecasts and trends for Mother's Day 2025 in Australia. Key highlights include a robust market forecast exceeding \$1 billion in total spending, a rebound in flower sales driven by renewed consumer sentiment, and a strong interplay between brick-and-mortar and online sales channels.

2. Market Overview

Mother's Day is a high-impact retail event in Australia, with total gift spending nearing \$2 billion. Specifically, flower sales have historically accounted for around \$200 million and are expected to grow significantly in 2025. Industry analysts project a 4–6% increase in spending, forecasting total Mother's Day sales in the region to reach approximately \$1.04–\$1.06 billion.

Mother's Day Spending (2023–2025 Forecast)

[Insert high-resolution chart image here]

3. Consumer Behaviour & Trends

Generational Insights

- Gen Z:** Budget-conscious, prefers smaller, "Instagrammable" bouquets with an emphasis on digital ordering.
- Millennials:** Key spenders favour quality, niche floral styles and are comfortable with online shopping.
- Gen X:** Highest spending power, often buying premium bouquets with personalised touches.
- Baby Boomers:** Traditionally loyal to in-store experiences with classic arrangements.

Gift Preferences & Shifting Trends

[Insert graph illustrating the change in gift preferences from 2023 to 2024]

Insight: The resurgence in traditional flower gifting—from 16% in 2023 to 41% in 2024—highlights the enduring emotional value of flowers, despite economic pressures.

4. Pricing & Affordability

Pricing in the floral market has been under pressure from inflation and supply chain challenges. In 2024, prices increased by an estimated 5–15%, with average bouquet costs rising from \$90 to over \$100. In 2025, typical bouquets are expected to range from \$50 to \$100, with premium arrangements exceeding \$150.

Price Trends & Forecasts

[Insert a visual comparison of 2023 vs 2024 bouquet prices and 2025 forecast]

- Standard bouquets: \$50–\$100
- Popular online options: \$70–\$85
- Premium arrangements: \$150+
- Budget-friendly options (supermarkets): \$20–\$30

5. Brick-and-Mortar vs. Online Channels

While traditional brick-and-mortar florists capture roughly 60–70% of the market due to personal service and sensory experience, online flower delivery is rapidly growing. The digital channel now accounts for around 30–40% of the market and is projected to continue expanding as tech-savvy consumers demand convenience and transparency.

Sales by Channel (2024-2025)

[Insert pie chart or bar graph comparing brick-and-mortar and online sales]

Insight: Florists embracing an omnichannel approach can capture the broadest customer base by blending in-store experiences with digital efficiencies.

6. Actionable Recommendations

- Enhance Your Online Presence:** Invest in digital marketing strategies including social media advertising and SEO to capture tech-savvy buyers.
- Offer Early-Bird Promotions:** Encourage pre-bookings with discounts or bundled offers to manage peak demand efficiently.
- Adopt an Omnichannel Approach:** Integrate your brick-and-mortar strengths with a robust online ordering system.
- Focus on Value:** Highlight quality and unique arrangements to justify slightly higher prices in an inflationary environment.
- Utilise Data Insights:** Leverage consumer data to tailor promotions and product offerings to various generational segments.

7. Conclusion & Outlook

Mother's Day 2025 is poised to be a record-setting event for the Australian flower market. With consumers showing resilience through tough economic conditions and a clear trend toward both tradition and digital convenience, florists have a unique opportunity to innovate and thrive.

By adopting strategic digital marketing, embracing omnichannel models, and offering value-driven promotions, your business can capture a larger share of this growing market while continuing to celebrate the enduring cultural importance of flowers.

8. Sources & References

- Australian Retailers Association & Roy Morgan – [Mother's Day Spending Reports 2023-2024](#)
- Lily's Florist – ["Consumer Spending on Flowers in 2024"](#) Analysis
- IBISWorld – [Australia Flower Retailing & Online Flower Shops Market Data](#)
- Australian Cut Flower Industry – [Mother's Day Market Overview](#)
- Twinkl Australia – [Mother's Day Facts and Figures](#)
- Economic Indicators – [RBA & Treasury Forecasts](#) | [Arielle](#)