Massive Flower Shortage Has Florists Delighted and Scrambling

November 09, 2021

November 09, 2021 -
Wedding and event planners across the United States are trying to locate flowers as the floral business struggles to keep up with rising demand, a lack of staff, and poor weather.

Weddings are booming across the United States. The demand has never been this strong in previous years. According to The Wedding Report, a research company that collects and forecasts wedding statistics for the wedding industry, the total 2021 number of weddings is 2.77 million versus a normal year of about 2.12 million. Much of the increase for 2021 were postponed weddings initially scheduled for 2020. They also believe that 2022 will see a slight surge of approximately 50k weddings which they estimate as a carry over from 2020 postponements.

Richard Jarvis, a business consultant, explained, ?All across the US, local florists like Twigs and Stems, Bashful Daisy Florist, Seed Luxe Floral, House of Butterflies Florist, and Rose's Bouquets can struggle to find inventory for everything they need to decorate an event.?

"The wedding boom is absolutely real," Daulton Van Kuren, owner of The Refined Host event planning in Georgia. As soon as events were allowed again, "my phone line and email inbox went nuts," he said in a recent interview with Business Insider.

And as if it couldn?t get more challenging for flowers, even the weather isn?t cooperating. According to Florists Supply, a supplier of flowers and floral supplies to florist, event planners, TV and film production, colder nights and a heavier annual rainfall in South America, where a large number of flowers are grown for world supply, has impacted the growth and health of plants and in delayed when those flowers would normally be ready to harvest.

Even as florists turned to domestic supplies, US farms also faced weather-related problems. California, where three-quarters of US cut flower sales grows there, has contended with historic droughts, unpredictable rain, and wildfires.

Already US flower farms are spread thin as florists increasingly rely on domestic farms while imported flowers fail to arrive to satisfy demand.

The best advice for those with upcoming events is to order in advance and even then be prepared to not get the flower one wants in the color one wants it.

###

For more information about Bozo News Network, contact the company here:Bozo News NetworkSteve Smithsteve@bozonewsnetwork.xyzAustin, TX

Bozo News Network

Local news optimization services provider.

Website: https://bozonewsnetwork.xyz

Email: steve@bozonewsnetwork.xyz