

Smaller

More florist choice options, which luckily were popular.

less grab and go. slightly smaller range, changed to florist choice earlier than other years

Shop sales were down, and sales of our christmas decs which is usually a big part of our business were quite down

Florist choice

Tried to push florist choice successfully and had a smaller range on the website.

I don't do grab and go.

grab and go was up on last year

Similar number of choices, I bought appropriately for the orders

kept the orders as free rein as possible but made sure we had the flowers in stock to fulfil our bespoke website orders.

Offered a lower range of products, to keep sundries buying lower.

Tried to use up the vases and gift bags purchased the previous year

Smaller range, and grab and go.

We tried to offer more florist choice options because of stock costs

gave more choice but used the sundries and containers I already had in stock. I didn't buy anything new. Grab and go didn't sell

Sales down, but as expected from first proper Christmas after COVID. Sales up & big increase in web sales compared to Christmas before COVID

Christmas designs in a medium were supplemented with self picked foliage

Bigger

Smaller range and due to being a one man business did not market too much as my pre-order sales were already busy enough.

Smaller range, mainly florist choice

Small selection of items, then only florist Choice items after a certain date

i offered more designs including childrens DIY boxes

A lot smaller

N/A we are contract florists and buy to order

Grab and go really good

Less

Same as last year, busy, difficult having time to get more things made for sale ie table centres. If we had them we defiantly would have sold them!

Smaller

smaller selection, more florist choice options

Smaller

More florist Choice

N/A

A lot smaller

Smaller range of products but mostly advertised florist choice designs

We had a smaller range, more grab and go. The grab and go were more this year than last. a last minute flourish.

Smaller

Unusual number of customers choose arrangements rather than handties

A lot more than last year.

Customers ordering very late, ordered far less than previous year. Could have sold more in last few days, glad didn't risk being left unsold stock

Mainly florist choice. No shop for grab and go

Smaller

BIGGER RANGE BUT LESS SALES.

Pick up and go very popular. Smaller range this year.

Florist choice

Smaller budgets and seasonal reds etc most popular

Smaller designs. More florist choice.

smaller / florist choice

Smaller

Off topic -

same did florist choice but with names to the so the customer had more choice in their eyes.

more vases and arrangements, bigger range, always plenty of florist choice orders, more cash and carry sales

Mostly

Na

NA

I only did 'florist choice' but either pastels or bright to give me bigger buying choices.

bigger range to suit more preferences

The same choices

It was the same.

Yes we pushed florist choice to give people more value for many as we could buy what was on offer at our wholesalers.

I also now have to shop around for with 3 or 4 wholesalers which I have found can save me on average £50 a week.

florist choice

Concentrated on florist choice products giving value for money .

Offering all budgets grab and go. Customers paid significantly less than previous years on individual products.

left range quite open to choice, grab and go customers predominantly Christmas eve and day before

I didnt buy any new Christmas stock due to late delivery of last years stock. I put incentives online no bites.

Reduce range due to costs

Bigger range available on our website & in store. Customers chose specific designs rather than Florist Choice.  
smaller more florist choice items. grab and go was VERY popular and where we made the most margins.  
cut range to suit what thought market requirements would be given reports of price rises etc. customers More demanding for money spent  
Tried to keep to florist choice as much as possible. Grab & go sales were slow this year.  
We don't do grab and goes as we are studio based with no footfall. Kept the range a bit tighter than usual and put prices up on website.  
We had a reduced selection on the website this year. Grab and go increased this year as we saw a drop in shop orders and more walk in customers.  
Grab and go was mainly the cheaper end of the scale. But didn't pre order anything and rode that market which helped.  
More gifts to go even though footfall is down. 90% florist choice  
Similar choices to last year, more florist choice  
Smaller range. 5/6 items were more popular than others. Had approx 14/15 items on offer online.  
the online range was smaller and there were more customers coming into the store.  
90% florist  
Range was smaller and with more arrangements - less flowers and more profitable than hand ties.  
Reduced range  
Smaller range. More grab and go. More florist choice  
smaller range, grab bunches were down but lots of pre ordered cpllects  
interflora range  
It was about the same as last year but I find I only need a small range as most people go for the same thing!  
made lots of pick up hand tieds etc all sold well  
Bigger range  
footfall  
smaller range  
Did not offer a Christmas range on my own website - too much to manage.  
Created small Christmas range of 3 bouquets 3 arr and 3 wreaths. Grab and goes couldn't make them fast enough.Picking up than having delivered  
Smaller range florist choice due to costs of flowers  
Did more Florist Choice options to suit all budgets  
Less options  
smaller  
Disappointing  
We had a  
Smaller amd florist choice was great  
Walk in trade is declining year on year. I reduced my website offerings to avoid buying expensive product for just one order  
Simplified options. More "take it or leave it" made it easier for ordering stock in.

Smaller choice

Mostly florists choice of flowers but colours specified

Limited the range, with more florists choice.

Grab and

More florist chive non specific

We had a smaller range-3 bouquet designs and 3 price points. Bought in luxury Irish Green Guys wreaths to be embellished

Kept it smaller, also not as much colour range as usual

More florist choice.

same as last year pushed florist choice. Shop sales grab and go were good

Same as last year

We had a bigger offering

We only

Again down on previous years. One customer asking for a b/q to be made up on Christmas Eve . Had a range of items available, people not buying.

Smaller

About the same offering. I'm a studio based florist taking part in a few local events.

I had a small range to keep costs down and walk in trade especially for Christmas Eve was down

Florist chice

Smaller range, I bought less varieties of flowers because the cost was so high, but I did sell out so was very happy overall.

Smaller product ranger. Tried to use a different variety of flowers that you could make a decent mark up on.

We had a lot more florist choice bouquets to choose from, our range was bigger than last year.

Mostly florist choice, higher demand for grab and goes

more florist choice option But need to re-phrase as 'seasonal'.../shop grab & go - poor -

because of the weekend stuff - staff insisting on bank holidays, through the christsmas/newyear week left at 2.00ish or earlier

Grab and go went really well, (I need it now) so very easy to use things up! Our online range was about the same as last year.

Florist choice was most popular

Same

More focussed on florist choice

Same

Slightly reduced

The same

I tried to keep things simpler this year, but decided last minute to try and add more to the range to attract more customers.

Smaller, everything florist choice. Offered 3 price points for 3 products. It worked amazingly

Smaller range

Amaryllis Bouquets and Christmas bouquets

Less choice of sundries kept our options to a minimum.

Smaller selection than in previous years with 'flower content will vary' in description because predicting availability and prices was so difficult.

mainly florist choice

Kept choice of arrangements small and customers could then choose size design etc. worked well. Too much choice causes confusion sometimes.

Smaller range fewer customers on website and footfall

More shop and grab but lower price range from £9.50 £18 £30

Mostly florist choice

More last minute buyers of Florists choice

Same selection, sales slower

None at all the boulevard was empty for 3 weeks

More selective and creative, in store shopping was much higher this year

More florist choice pick up and go about the same.

Offered similar range, wreaths, bouquets, table arrangements, garlands and house decorating. Table arrangement bouquet sales down on last year.

Less grab and go customers. Range about same as most years, only ever done xmas flowers or non christmas flowers which is florists choice.

Smaller and most customers picked our cheapest option, an arrangement in a jute bag with chocolates, footfall has fallen significantly

Same as

Smaller and more florist choice options than anything else

florist choice mainly

Kept Christmas range to a minimum and kept to florist choice. very few grab and go customers.

Footfall was good with more customers buying ad hoc this year from prepared arrangements etc.

Range similar to last year yet more expensive

Very slightly smaller, but Sunday Christmas is a very long run up

Slightly smaller

No change to any other year

We implemented florists choice across the whole sales spectrum web/relay/shop. This gave us the freedom to buy and create as we saw fit.

We created a lot more arrangements, opposed to hand ties. Kept the offerings limited.

less grab and go customers but a really good selection on our website of products to buy

Much smaller & florist choice

Limited range of 3 Xmas have tied £35-70. Limited arrangements to 3 £45-75 in 2 colours

similar to last year - slower in shop