

Mother's Day 2017 - the highlights

Number of cut flowers, houseplants and outdoor plants sold

Week before Mother's Day, in millions

Cut flowers

87.9%

254



Houseplants

20

6.9%



42%

of revenue due
to Phalaenopsis
€8.4 million

Outdoor plants

15

5.2%



40%

of revenue due
to roses
85 million stems



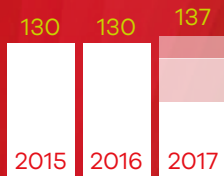
Greatest increase
shown by peonies +77%
6 million stems



Increase in number
Hortensia +38%
Kalanchoe +27%
Anthurium +23%

Total revenue

Week before Mother's Day, in millions



Outdoor plants €21

Houseplants €42

Cut flowers €74

