



Article

“Oh, You Shouldn’t Have!” Understanding Key Factors Impacting Cut Flowers Gifting Preferences in Germany

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Table S1. Most popular flowers in Germany.

Common Name	Family	Description
Rose	Rosaceae	On the German market, they are the most popular plant being available in shades of red, pink, orange and cream. The plant is available all year.
Tulip	Liliaceae	On the German market, it is popular spring plant, coming as simple or filled types in red, pink, violette, white, yellow and orange.
Common Sunflower	Asteraceae	On the German market, the sunflower is popular in summer and fall. Red, orange and yellow are common shades of colour available in the German market
Chrysanthemum	Asteraceae	On the German market, the plant is available all year. They are commonly available in shades of white, pink, yellow, orange and red.
Gerbera	Asteracea	The flower is available all year. On the German market, they are commonly available in various colours such as yellow, orange, red, pink or white.

Source: Authors own elaboration.



Figure S1. Example of a flower bouquet sold in physical retail in Germany.

Source: Authors.

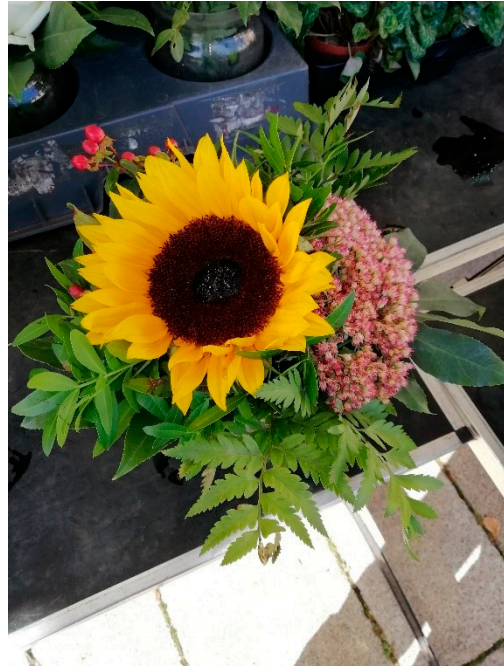


Figure S2. Example of a flower bouquet sold in a discounter in Germany.
Source: Authors.