FLORAL DESIGN

Growth in the floral design field is projected to grow slower than the average for all occupations through the year 2021. Despite this projected decline in employment, job opportunities are expected to be good because of the need to replace workers who leave the occupation. The demand for floral decorations will continue to grow as flower sales increase with the population and the lavishness of weddings and other special events that require floral decorations. Increased spending on interior design also is expected to create more demand for stylish artificial arrangements for homes and businesses.

For those students in the Floral Design Entrepreneurship program, many independent shops have added online ordering systems in order to compete with Internet florists. Others are trying to distinguish their services by specializing in certain areas of floral design or by combining floral design with event planning and interior design services. Some florists also are adding holiday decorating services in which they will set up decorations for businesses or residences. Job opportunities should be good because of the relatively high replacement needs in retail florists. The prearranged displays and gifts available in stores appeal to consumers because of the convenience and because of prices that are lower.

Despite growing demand for floral decorations, few job opportunities are expected in floral wholesalers, primarily because shops are buying directly from growers, and growth in electronic commerce in the floral industry will make it easier for retail florists to locate their own suppliers. Discretionary spending on flowers and floral products is highly sensitive to the state of the economy so employment may decrease as expenditures decline. Applicants who have a degree or certificate will have better chances when seeking highly attractive and sought after positions.

Employment Information

**Greater Kansas City Area:** In 2016, those employed in floral design professions held an estimated 648 jobs in the fifteen counties that make up the Kansas City Metropolitan Statistical Area (MSA), with 627 projected by 2021 (-3%).

**State:** In Kansas, those employed in floral design professions held an estimated 881 jobs in 2016, with only 784 jobs projected by 2021 (-11%).

**National:** About 88,925 jobs were held by those in floral design related professions in 2016, with 90,477 projected by 2021 (+2%).

September 2017
Salary Information

**Greater Kansas City Area:** In 2016, floral designers in the Greater Kansas City Area earned $11.33 per hour.

**State:** In Kansas floral designers earned an average hourly wage of $10.52 in 2016.

**National:** Floral designers working full-time earned an average hourly wage of $10.89 in 2016.

JCCC Placement and Salary Information

The JCCC Office of Institutional Research conducts a follow-up study of program completers one year after completion. One-hundred percent of the floral design graduates who responded to the follow-up study conducted during 2015-16 were employed in a job relating to this field, with an average hourly wage of $20.00.

**Note:** Salary Information for Greater Kansas City, State, and National is based on EMSI 2016 third quarter data. JCCC information for career program completers is based on data supplied by respondents to follow-up studies and is not necessarily representative of all career program completers. Other sources: Bureau of Labor Statistics.