

Floristry

Flower Retailing ANZSIC: 4274



In Demand

Technical skills and soft skills such as:

- Creativity,
- Detail oriented,
- Communication,
- Customer-focused service, and;
- Online & social media engagement skills.

2,581
businesses nationally

6,800
Florists currently employed nationally

7,800
Florists will be needed by 2024

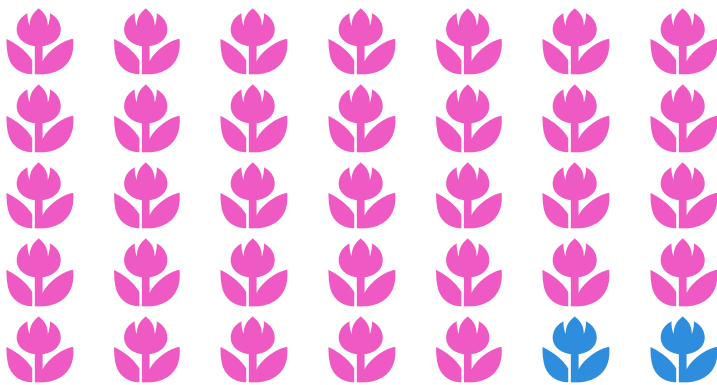
201
businesses in West Australia

Roles

- *Specialist Designers
- *Senior Florist
- *Assistant

\$951 M

Projected revenue for store based Floristry sales by 2027



92%

of those working as Florists are female.



\$384 M

is the annual revenue generated from online only Florist sales in 2022.



*Source: LDSC Industry Profile, Floristry 2021

