For decades, many have asked the same question about how floriculture is affected by certain trends or trends. It is often compared whether the world of flori is also experiencing the same phenomena experienced by the fashion or fine arts fields, to name one or two examples. This may both be associated with visual beauty which generally moves dynamically according to the era.

Turns out I think the answer is a little tricky, depending on who we talk to. If we ask the 'mass handlers' (both producers and exporters whose scale size is very massive), it seems that the trend is moving in increments or even being a little static. This is indeed the nature of the size of the business. It can be analogous to how container ships and fighting carriers move. It takes enormous time and effort to change direction, increase or decrease speed or other maneuvers. Not agile to change because of its hypersized size. Imagine that in the restaurant service market, with a spectrum from the mini-warteg to the Padang restaurant franchise, in the last 5 years the menu has been the same with fine tuning here and there. But the largest portion may not change. Or for a moment, imagine that you are managing a 10 hectare greenhouse for floriculture production and you just met someone who suggested a change in product trends for next year. You'll almost certainly count 10 times to follow this advice, because it requires new investments in equipment, plant materials, labor re-training and other resource allocations as well as the potential for such changes to be marketing risky.