Welcoming the Year of the Water Rabbit, which is predicted by experts, will bring better winds for economic development in the country. Meanwhile in the flower industry, observers and practitioners have thoughts about forecasts of market developments and trends in 2023, it is predicted that the demand for flowers absorbed by the market in 2023 will return to normal 100% or even greater than before the Covid-19 pandemic. 19 (before 2020).

This year's color trend is dominated by the Viva Magenta color, which is a color derived from the red family that is capable of expressing new strength signals. The Digital Lavender color and its derivatives, inspired by the Korean style, are mostly chosen, namely the Baby Pink, Lavender and Peach color elements. Tranquil Lakshur Blue, Lazuli Blue, Dusty Blue and their derivatives are currently in vogue as wedding themes. This color trend opens up opportunities for flower coloring to be carried out by several manufacturers through Dyed and Spray techniques. Neutral colors are also still used, such as white, green and nude colors.

