IFPA's U.S. Floral Retail Point of Sales Results

By: Anne-Marie Roerink | President, 210 Analytics

Four weeks ending 11/5/2023

Strong fourth-quarter floral performance continues

Both dollars and units continued to trend above year-ago levels in October/November with strong performances for roses, bouquets and arrangements. The South Central and Southeast were the biggest selling regions and had the fastest year-over-year growth.

STRONG RESULTS

Acceleration of dollar and unit performances

According to the latest Circana (formerly IRI) results, the floral department continued to be an above-average performer in the four and 52 weeks ending November 5th in comparison to the same set of weeks last year.

The four weeks showed a 6.3% improvement in dollar sales over year-ago levels. Unit sales were up by nearly 4% — making it one of the few departments with a positive growth performance. Floral dollar sales increased 4.0% in the 52-week period — underscoring the gradual improvement seen all year.

Floral department	Dollar sales	Dollar % change vs. year ago	Unit sales	Unit % change vs. year ago
4 weeks ending 11/5/2023	$422.5M	+6.3%	43.3M	+3.7%
52 weeks ending 11/5/2023	$7.9B	+4.0%	821.4M	-1.2%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 11/5/2023

The unit and dollar growth performances are moving closer together, signaling that inflation is starting to slow.

SALES BY TYPE

Strong sales performances by the powerhouses solidifies solid quad-week sales.

At the category level, performances were mixed with strong growth for roses, bouquets and arrangements in both dollars and units. Consumer/custom bunches experienced mild dollar declines as inflation was unable to offset the pullback in units.

4 w.e 11/5/2023	Dollar sales	Dollar % change vs. year ago	Unit sales	Unit % change vs. year ago
Floral department	**$423M**	**+6.3%**	**43.3M**	**+3.7%**
Roses	$93.7M	+11.9%	8.4M	+13.8%
Bouquets	$87.2M	+12.1%	7.0M	+11.0%
Consumer bunches	$66.0M	+1.8%	10.4M	-1.0%
Arrangements	$64.8M	+14.4%	2.2M	+11.6%
Potted plants	$54.5M	-6.7%	5.7M	-3.5%
Outdoor plants	$28.4M	+4.4%	4.3M	-0.5%
Bulbs	$2.9M	-25.1%	0.7M	-25.8%
Holiday	$1.3M	-8.4%	0.2M	-11.7%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 11/5/2023

REGIONAL REVIEW

4 w.e. 11/5/2023	Share of floral $	Floral $ sales growth vs. year ago
Total US	**100.0%**	**+6.3%**
California	14.3%	+0.7%
Great Lakes	11.3%	+4.0%
Mid-South	11.4%	+6.1%
Northeast	12.7%	+4.1%
Plains	5.1%	+2.3%
South Central	16.1%	+16.3%
Southeast	14.9%	+10.2%
West	14.2%	+3.3%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 11/5/2023

South Central and Southeast regions are coming on strong

Both the share of sales and the contributions to new dollars were vastly different across the nine Circana regions. The South Central and the Southeast were the biggest regions for sales.

All regions recorded growth in October/November, but only two grew in the double digits, being South Central and the Southeast as well. Both regions have been above-average performance for a while, which allowed the Southeast to jump over the size of the California market.

PRICING

Continued deceleration of inflation.

The four-week period experienced mild inflation overall, while prices decreased some for roses and potted plants. Inflation is much in line with the rest of the store and price increases have been slowing down all year. The average price per unit stood at $9.76, with above average costs for bouquets, roses and arrangements.

4 w.e. 11/5/2023	Price per unit	% Change vs. year ago
Floral department	**$9.76**	**+2.5%**
Roses	$11.11	-1.6%
Bouquets	$12.42	+1.0%
Consumer bunches	$6.36	+2.9%
Arrangements	$29.81	+2.5%
Potted plants	$9.50	-3.3%
Outdoor plants	$6.66	+4.9%
Bulbs	$4.35	+1.0%
Holiday	$7.96	+3.8%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 11/5/2023