

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

By: Anne-Marie Roerink | President, 210 Analytics

Four weeks ending 7/14/2024

INTERNATIONAL
**FRESH
PRODUCE**
ASSOCIATION



July Fourth Holiday Delivers a Sales Boost for the Floral Department

While sales during non-holiday weeks have been down slightly, the four weeks ending mid-July shows a renewed demand for floral, with dollar and unit sales increases.

PERFORMANCE

The Results for the Weeks Ending July 14th 2024.

Sales for the weeks ending mid-July were a little more than \$500 million. The four weeks generated a gain of 3.2%, which was a reversal from the 2% decline seen in the prior four-week period.

Importantly, where unit sales had been down year-on-year during the past few data periods, unit sales grew by 1.0% during the four weeks ending mid-July.

Annually, floral generated more than \$9 billion in sales, which is up 5.0% in dollars with continued year-over-year gains for units as well. The 1.3% unit growth signals that even though consumers are dealing with financial struggles, flowers remain an important part of life.

Floral department	Dollar sales	Dollar % change vs. year ago	Unit sales	Unit % change vs. year ago
4 weeks	\$508.7M	+3.2%	53.6M	+1.0%
52 weeks	\$9.3B	+5.0%	902M	+1.3%

Source: Circana, Integrated Fresh, MULO, 4 and 52 weeks ending 7/14/2024

SALES
BY TYPE**Bouquets and Roses Have the Strongest Year-on-Year Performance.**

Roses and bouquets are the two biggest contributors to sales. While virtually the same in size, roses had a far higher increase in year-over-year unit sales, at +10.4%.

The unit performance was very mixed in August. Roses, bouquets, consumer bunch, arrangements and holiday bouquets sold more, but others experienced sales declines. Outdoor plants, for instance, had a 6.7% decline in unit sales.

4 w.e 7/14/2024	Dollar sales	Dollar % change vs. year ago	Unit sales	Unit % change vs. year ago
Floral department	\$508.7M	+3.2%	53.6M	+1.0%
Roses	\$94.8M	+9.7%	7.5M	+10.4%
Bouquets	\$94.2M	+7.3%	7.4M	+2.1%
Outdoor plants	\$76.6M	-9.8%	11.6M	-6.7%
Potted plants	\$73.8M	+1.8%	7.5M	-1.3%
Consumer bunch	\$73.5M	+5.1%	11.3M	+4.9%
Arrangements	\$61.9M	+9.3%	2.0M	+10.5%
Bulbs	\$1.0M	-1.7%	0.5M	-6.9%
Holiday bouquets	\$0.5M	+27.0%	0.08M	+42.7%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 7/14/2024



PRICING

Inflation Across Floral Segments.

The price per unit in the four weeks ending mid-July compared to the same time period last year increased 2.2% across floral offerings. The prices for roses, outdoor plants, arrangements and holiday bouquets went down a little in comparison to last year.



4 w.e. 7/14/2024	Price per unit	% Change vs. year ago
Floral department	\$9.48	+2.2%
Roses	\$12.66	-0.7%
Bouquets	\$12.68	+5.2%
Outdoor plants	\$6.62	-3.3%
Potted plants	\$9.84	+3.2%
Consumer bunch	\$6.49	+0.2%
Arrangements	\$30.22	-1.0%
Bulbs	\$2.30	+5.6%
Holiday bouquets	\$6.49	-11.0%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 7/14/2024

REGIONAL REVIEW



4 w.e. 7/14/2024	Share of floral \$	Floral \$ sales growth vs. year ago
Total US	100.0%	+3.2%
California	13.3%	+0.2%
Great Lakes	12.9%	-1.7%
Mid-South	10.6%	+4.2%
Northeast	14.5%	-1.3%
Plains	5.8%	+4.2%
South Central	13.3%	+7.7%
Southeast	12.3%	+10.4%
West	17.3%	+4.2%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 7/14/2024

Far-Ranging Performances by Region

The quad-week performance by region varied from 10.4% dollar sales growth for the Southeast to a decline of 1.7% for the Great Lakes region of the U.S.

In the 52-week view, all regions increased sales, with the South Central and Southeast regions being above-average performers.

52 w.e. 7/14/2024	Share of floral \$	Floral \$ sales growth vs. year ago
Total US	100.0%	+5.0%
California	13.4%	+3.1%
Great Lakes	12.7%	+2.6%
Mid-South	11.1%	+4.5%
Northeast	13.4%	+1.6%
Plains	6.0%	+3.3%
South Central	14.5%	+11.7%
Southeast	13.0%	+7.4%
West	15.9%	+5.2%

Source: Circana, Integrated Fresh, MULO, 52 weeks ending 7/14/2024