Market Watch
Floral

March 2023 Floral Sales Reflect Tough Marketplace

March 2023

"After a strong Valentine's Day performance, March sales reflect the very tough marketplace. Categories around the store are experiencing unit and volume pressure as inflation is taking a bite out of everyone's spending abilities." – Debbie Zoellick, Director of Floral, IFPA

The dollar performance during the four weeks ending March 26, 2023, experienced a 2.0% decrease over the same 4-week period in 2022.

Floral department	Dollar sales	Dollar % change vs. YA	Unit sales	Unit % change vs. YA
4 weeks ending 3/26/2023	$481M	-2.0%	60.1M	-9.5%
52 weeks ending 2/26/2023	$7.6B	+2.6%	817M	-6.5%

Source: Circana, Integrated Fresh

Sales during the 52 weeks ending 3/26/2023 were up 2.6% in dollars, but were down 6.5% in units. The very different unit and dollar growth performance shows the impact inflation has had on floral department sales.

March 2023 Sales by Type

"March sales were a mix, with some areas showing year-over-year growth, whereas others declined double by double digits," said Zoellick. "One thing to keep in mind is the shift in dates between Easter 2023 and 2022 with the date moving forward by a week. While the bulk of holiday-related sales comes within one week of the holiday, some early celebrations and decorations prompt sales to start ramping up a little further out."

4 w.e 3/26/2023	Dollar sales	Dollar % change vs. YA	Unit sales	Unit % change vs. YA
Floral department	**$481M**	**-2.0%**	**60.1M**	**-9.5%**
Potted plant	$86M	-10.7%	9.9M	-16.6%
Bouquet	$83M	+7.6%	7.0M	+8.4%
Rose	$82M	+10.8%	6.5M	+7.8%
Consumer bunch/fresh cut	$73M	+0.5%	12.0M	-4.6%
Arrangement	$57M	+9.8%	2.0M	+4.6%
Outdoor plant	$36M	-15.4%	5.3M	-23.4%
Bulb	$17M	-24.6%	2.8M	-19.2%
Holiday	$0.7M	+21.4%	0.1M	+14.8%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 3/26/2023

Regional Performance

"The South Central and Southeast regions had both the highest share of sales and the best sales growth performance," said Zoellick. Whereas all other regions were down when comparing March 2023 sales to March 2022, South Central and the Southeast showed year-over-year growth.

4 w.e. 3/26/2023	Share of floral $	Floral $ sales growth vs. year ago
Total US	**100.0%**	**-2.0%**
California	12.9%	-6.8%
Great Lakes	11.4%	-3.3%
Mid-South	11.9%	-4.4%
Northeast	12.0%	-2.2%
Plains	5.3%	-8.0%
South Central	16.6%	+8.8%
Southeast	15.6%	+1.9%
West	14.3%	-7.0%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 3/26/2023

Pricing

The average price for floral on a per unit basis in March 2023 compared to March 2022 increased by 8.3%. The average price per unit reached $8.00.

4 w.e. 3/26/2023	ACV weighted distribution	Change vs. YA (points)
Floral department	**$8.00**	**+8.3%**
Potted plant	$8.76	+7.0%
Bouquet	$11.89	-0.7%
Rose	$12.61	+2.7%
Consumer bunch/fresh cut	$6.09	+5.3%
Arrangement	$28.61	+4.9%
Outdoor plant	$6.87	+10.4%
Bulb	$6.11	-6.6%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 3/26/2023