



Late Easter Delivers for Floral Sales

Building onto years of performance reporting for fresh floral sales at retail in the United States, IFPA is launching a counterpart for floral sales trends in the U.K.

Sales Performance

The mismatch in Easter timing between 2024 (March 31st) and 2025 (April 20th) prompted deep year-over-year declines in the March reporting. In April, Easter's substantial floral sales went up against everyday floral demand in 2024, leading to very high gains for both dollars and units. Dollar sales increased nearly 77% and unit sales advanced 41% year-on-year. This also means annual sales growth got corrected from last month's artificially low numbers. Dollar sales are once more tracking ahead, at +5.5% and unit sales were up 1.5%.

Total floral	Latest 4 weeks		Latest 52 weeks	
	Dollar sales	Dollars vs. year ago	Dollar sales	Dollars vs. year ago
Sales in USD	\$355.1M	+76.7%	\$2.4B	+5.5%
Sales in units	53.1M	+40.7%	371.0M	+1.5%

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending April 19, 2025

Pricing

Across all floral items, including plants and flowers, the price per unit averaged \$6.47 for the full year. The four-week prices were higher, reflecting Easter offerings, averaging \$6.69, which was down 25.6% year-on-year.

	Latest 4 weeks		Latest 52 weeks	
	Price per unit	Change vs. year ago	Price per unit	Change vs. year ago
Total floral	\$6.69	+25.6%	\$6.47	+3.9%

Floral Sales by Segment — Latest 4 weeks

Most floral categories were affected by the Easter date mismatch, with particularly high gains for mixed bouquets and orchids. Floral sales grew 40.7% year-on-year in unit sales, with large growth contributions by mixed bouquets, other flowers and orchids.

Top 10 sellers	Latest 4 weeks			
	US\$ sales	Dollars vs. year ago	Unit sales	Units vs. year ago
Total floral	\$355.1M	+76.7%	53.1M	+40.7%
Mixed bouquets	\$137.2M	+141.7%	11.6M	+101.5%
Other plants	\$56.7M	+45.7%	9.4M	+22.5%
Tulips	\$48.5M	+47.2%	8.0M	+30.2%
Roses	\$38.2M	+44.0%	6.1M	+25.1%
Daffodils	\$16.1M	+49.7%	10.0M	+36.2%
Other flowers	\$12.2M	+197.7%	1.0M	+81.7%
Orchid plants	\$10.8M	+127.2%	0.7M	+111.8%
Chrysanthemums	\$7.9M	+46.9%	1.6M	+33.4%
Lillies	\$7.3M	+27.0%	0.8M	+24.4%
Carnations	\$6.9M	+16.7%	1.8M	+13.8%

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending April 19, 2025

The 52-week floral and plant sales reflected \$2.4 billion in sales, with the year-over-year numbers now self-corrected for the Easter date shift. In this view, mixed bouquets were also the biggest seller, at \$890 million. This is followed by roses and plants other than orchids. The year reflects a variety of sales moments, with gains for mixed bouquets, roses and tulips but declines for other flowers, such as lilies and chrysanthemums.

Like the dollar performance, the unit performance also drastically changed from the March report, despite this being a 52-week view. Year-over-year unit sales self-corrected and now reflect a 1.5% increase, with big contributions by mixed bouquets and roses.

Top sellers	Latest 52 weeks			
	US\$ sales	Dollars vs. year ago	Unit sales	Units vs. year ago
Total floral	\$2.4B	+5.5%	371.0M	+1.5%
Mixed bouquets	\$889.6M	+7.6%	85.5M	+4.5%
Roses	\$391.2M	+13.2%	64.2M	+8.1%
Other plants	\$357.2M	-0.4%	66.4M	-0.6%
Tulips	\$159.7M	+2.3%	28.8M	-3.4%
Lillies	\$76.5M	-2.4%	8.5M	-7.2%
Carnations	\$71.6M	+6.9%	18.5M	+5.0%
Chrysanthemums	\$65.7M	-3.1%	15.4M	-2.6%
Orchid plants	\$65.4M	+3.2%	4.7M	+2.2%
Other flowers	\$55.0M	+28.9%	5.7M	+7.5%
Daffodils	\$54.2M	-2.3%	36.3M	-5.6%

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending April 19, 2025