



# Poinsettias and Other Winter Holiday Favorites Moved Into the Top 5 Sellers

*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

Flowers and plants generated \$2.2 billion in annual sales in U.K retailing for the 52 weeks ending December 21<sup>st</sup>, 2024. This was an increase of 3.6% over the same 52 weeks one year ago. Unit sales were mostly flat. In the latest four weeks, sales totaled \$162.5 million. Gearing up for the holidays, this was vastly higher than the prior four weeks, that generated \$130.9 million. However, sales were off from 2023 when quad-week ending was December 23<sup>rd</sup> – a little closer to the holiday and likely higher because of it.

Total floral	Latest 4 weeks			Latest 52 weeks	
	Dollar sales	Dollars vs. year ago	Dollars vs. prior 4 weeks	Dollar sales	Dollars vs. year ago
Sales in USD	\$162.5M	-7.0%	+24.1%	\$2.2B	+3.6%
Sales in units	21.8M	-6.7%	+12.9%	367.7M	+0.2%

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending December 21, 2024

## Pricing

Across all floral items, including plants and flowers, the price per unit averaged \$5.92 for the full year. This was an increase of 3.4% compared to the prior 52 weeks. In the four-week period, prices were higher, averaging \$7.45, which was virtually unchanged from the same weeks in 2023.

	Latest 4 weeks		Latest 52 weeks	
	Price per unit	Change vs. year ago	Price per unit	Change vs. year ago
Total floral	\$7.45	-0.3%	\$5.92	+3.4%

## Floral Sales by Segment – Latest 4 weeks

Mixed bouquets were the biggest seller in the four weeks ending December 21<sup>st</sup>, at \$61 million, which was about one-third of the total sales during this timeframe. Leading up to the Christmas holiday, Poinsettia and Christmas trees moved into the top five sellers as well. Orchids and Chrysanthemums also gained versus last month, but sales were down year-over-year.

Top 8 sellers (in USD)	Latest 4 weeks			
	Dollar sales	Dollars vs. year ago	Unit sales	Units vs. year ago
<b>Total floral</b>	<b>\$162.5M</b>	<b>-7.0%</b>	<b>21.8M</b>	<b>-6.7%</b>
Mixed bouquets	\$60.7M	-15.0%	6.2M	-14.6%
All other plants	\$23.5M	-3.3%	3.4M	+1.7%
Poinsettia	\$22.7M	+2.0%	2.4M	-5.1%
Christmas trees	\$14.4M	-4.1%	780K	-11.9%
Carnations	\$11.4M	-0.8%	1.1M	-3.8%
Orchids	\$4.7M	-10.9%	264K	-19.9%
Chrysanthemums	\$4.0M	-3.1%	53K	-21.6%
Tulips	\$3.7M	-18.3%	545K	+15.0%
Other cut flowers	\$3.5M	-8.5%	256K	+31.1%
Alstromeria	\$3.1M	+23.5%	477K	-9.3%
Amaryllis	\$2.7M	+67.2%	220K	+39.1%

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending December 21, 2024

The 52-week floral and plant sales reflected \$2.2 billion in sales, up 3.6% versus the year before. In this view, mixed bouquets were also the biggest seller, at \$791 million. Additionally, mixed bouquets delivered substantial year-on-year growth, at 6.2%. Roses generated even higher gains, at +10.0% over annual sales of \$348 million.

The unit performance over the past year is more mixed. Lillies and daffodils experienced substantial year-over-year unit pressure. Sunflowers, even though a smaller seller, experienced year-over-year gains of 16.7%. Mixed bouquets and roses show that the substantial gains in dollar sales were large demand driven with robust gains in unit sales, as well.

Top sellers (in USD)	Latest 52 weeks			
	Dollar sales	Dollars vs. year ago	Unit sales	Units vs. year ago
<b>Total floral</b>	<b>\$2.2B</b>	<b>+3.6%</b>	<b>367.7M</b>	<b>+0.2%</b>
Mixed bouquets	\$790.9M	+6.2%	82.3M	+3.8%
Roses	\$347.6M	+10.0%	62.3M	+7.2%
All other plants	\$335.4M	-1.2%	67.2M	-1.1%
Tulips	\$145.2M	+0.5%	29.5M	-2.4%
Lillies	\$71.4M	-4.2%	8.6M	-8.7%
Carnations	\$64.7M	+2.4%	18.0M	+1.7%
Chrysanthemums	\$62.1M	-1.0%	15.5M	-0.8%
Orchids	\$60.1M	+1.6%	4.6M	-0.9%
Daffodils	\$50.3M	-11.3%	37.1M	-11.6%
Cut-other	\$47.5M	+19.7%	5.5M	+1.4%
Alstromeria	\$34.4M	-5.1%	8.4M	-3.5%
Sunflowers	\$19.4M	+11.7%	3.7M	+16.7%
Poinsettia	\$18.1M	-5.3%	3.1M	-6.1%
Rose plants	\$16.8M	+1.2%	3.0M	-2.0%

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending December 21, 2024

