



Valentine's Day Boosts Floral Sales in the U.K.

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 \$2.3 billion in annual sales in U.K retailing for the 52 weeks ending February 22, 2025. This was an increase of 4.3% over the same 52 weeks one year ago. Unit sales were down by about 1% over the 52-week period. The latest four weeks reflect one of the biggest floral holidays, Valentine’s Day. The four weeks gained 76% over the prior four weeks and 4.1% year-over-year. Unit sales during February increased 58% over January.

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	\$224.0M	+4.1%	+76.0%	\$2.3B	+4.3%
Sales in units	36.5M	-6.5%	+58.1%	366.4M	-0.8%

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending February 22, 2025

Pricing

Across all floral items, including plants and flowers, the price per unit averaged \$6.25 for the full year. This was an increase of 5.2% compared to the prior 52 weeks. In the four-week period, prices were lower, averaging \$6.15, which was up 11.3% from the same four weeks in 2024.

	Latest 4 weeks		Latest 52 weeks	
	Price per unit	Change vs. year ago	Price per unit	Change vs. year ago
Total floral	\$6.15	+11.3%	\$6.25	+5.2%

Floral Sales by Segment – Latest 4 weeks

Mixed bouquets were the biggest seller in the four weeks ending February 22, at \$83 million, which was about one-third of the total sales during this timeframe. Roses had strong growth for the Valentine’s Day holiday and mixed bouquets also had a strong four weeks, with gains of 2.8%. Both mixed bouquets and roses also had positive unit growth whereas other flowers lost ground.

Top 8 sellers (in USD)	Latest 4 weeks			
	Dollar sales	Dollars vs. year ago	Unit sales	Units vs. year ago
Total floral	\$224.0M	+4.1%	36.5M	-6.5%
Mixed bouquets	\$82.9M	+8.9%	7.2M	+6.8%
Roses	\$55.7M	+18.1%	7.4M	+12.0%
Tulips	\$25.5M	+2.8%	4.7M	-2.7%
Daffodils	\$16.5M	-22.5%	8.8M	-23.9%
Lillies	\$11.5M	-26.1%	645K	-5.5%
Other plants	\$5.8M	+0.5%	3.1M	-25.4%
Carnations	\$5.4M	+10.0%	1.4M	+9.2%
Orchids	\$5.0M	-3.2%	347K	-6.7%
Chrysanthemums	\$4.0M	-2.2%	993K	-2.5%
Other cut flowers	\$3.9M	+37.4%	386K	+21.4%
Alstromeria	\$2.5M	-1.1%	584K	+0.2%

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending February 22, 2025

The 52-week floral and plant sales reflected \$2.3 billion in sales, up 4.3% versus the year before. In this view, mixed bouquets were also the biggest seller, at \$847 million. Additionally, mixed bouquets delivered substantial year-on-year growth, at 6.6%. Roses generated even higher gains, at +14.6% over annual sales of \$373 million.

The unit performance over the past year is more mixed, netting out to a decline of about 1%. Mixed bouquets and roses grew unit sales year-on-year, but tulips, lilies and carnations experienced substantial year-over-year unit pressure. 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
Total floral	\$2.3B	+4.3%	366.4M	-0.8%
Mixed bouquets	\$847M	+6.6%	84.3M	+3.6%
Roses	\$373M	+14.6%	63.6M	+9.6%
Tulips	\$343M	-1.7%	28.6M	-3.9%
Lillies	\$149M	+0.2%	66.4M	-2.3%
Carnations	\$75M	-2.9%	33.9M	-21.4%
Chrysanthemums	\$69M	+5.3%	8.6M	-7.9%
Orchid plants	\$6M	-1.3%	18.3M	+4.0%
Other cut flowers	\$62M	+1.8%	4.6M	-0.1%
Daffodils	\$451M	+23.3%	15.4M	-1.5%
Astromeria	\$47M	-20.8%	5.6M	+2.9%
Sunflowers	\$36M	-5.3%	8.3M	-3.4%

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending February 22, 2025