

INTERNATIONAL  
**FRESH**  
**PRODUCE**  
ASSOCIATION

2024 Floral Trends Report:  
USA



The International Fresh Produce Association (IFPA) is the leading global trade association representing companies in the fresh produce and floral supply chains.



# Research Purposes & Objectives

The IFPA performs a Global Intelligence Consumer Tracking Study on an annual basis to understand and trend consumer behavior and motivations when purchasing floral products.

Research is conducted in seven (7) unique geographic areas:

- United States
- Australia
- Brazil
- China
- Germany
- UK
- South Korea

This report summarizes the findings in the **United States with 754 consumers.**

## **Margin of Error:**

Overall, the sample size has a margin of error of +/- 1.4% at a 95% level of confidence; or +/- 3.6% for the USA.



# Methodology and Sample Composition

The study was conducted using an online survey, with all fieldwork conducted on the Russell Research survey website. A total of 754 U.S.-based interviews were conducted for the study from December 3 - 18, 2024. Participants were sourced from leading online research panels.

To qualify for study inclusion, respondents were screened to meet the following qualifications:

- Age 18 - 78
- Primary or shared responsibility for purchasing groceries for household
- Purchase groceries once a month or more often
- Reside within the United States
- Does not work in a competitive industry

All research was carried out in compliance with all relevant legal and ethical requirements within the United States and in compliance with ISO 20252:2019.



# Americans & Purchasing Behavior

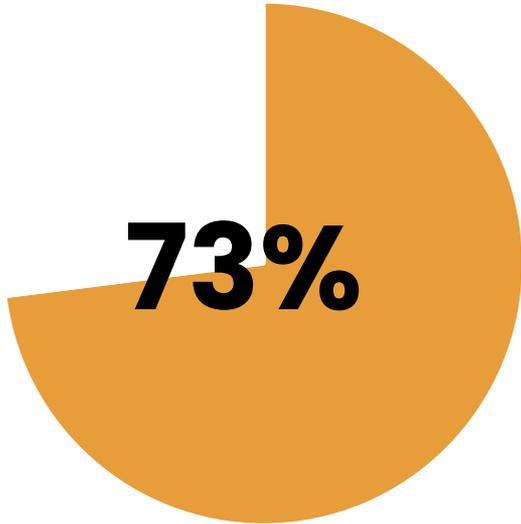


Most American purchase to lift spirits of others, brighten up their spaces and make themselves feel better, but cut flowers are not on their shopping lists. In fact, as prices rise, flowers are one of the first items to be cut. And, in 2025 most Americans are not planning to purchase more flowers with perishability being a major barrier.



## Most American's Purchase Flowers

Purchase Flowers



What is the primary reason you purchase cut flowers?

Flowers are a way Americans lift spirits of others, brighten up their spaces and make themselves feel better

## Primary Reason Purchase Cut Flowers



What is the primary reason you purchase cut flowers?



## Few Americans have cut flowers on their shopping list

Cut flowers are always on my  
shopping list



Please indicate how much you agree or disagree with each statement.

# Americans are brand agnostic with floral

The brand influences my  
purchase in floral



**24%**



## Americans are most likely to give up fresh flowers, bakery items and seafood when prices increase

Fresh Flowers



**40%**

Bakery Items



**37%**

Seafood

**31%**

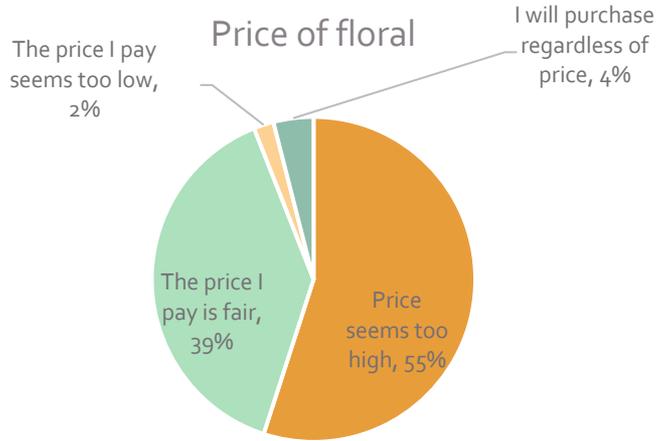


## While shopping a third of Americans compare price and quality of floral items

See/Do in Store Related to Purchasing Fruit, Vegetables, or Flowers



# 39% of Americans believe the price of flowers is fair.

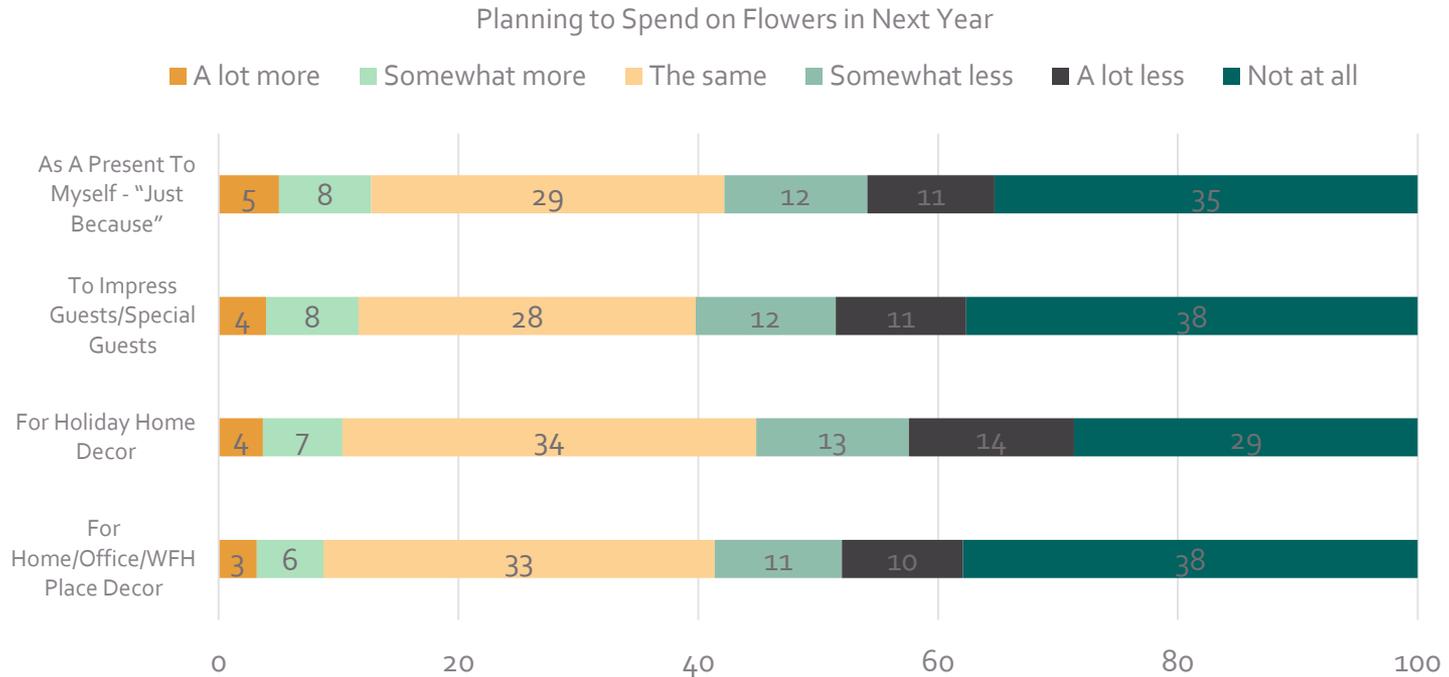


- Price seems too high
- The price I pay is fair
- The price I pay seems too low
- I will purchase regardless of price

Which of the following statements best reflects your feelings about the price of the fresh fruits & vegetables and cut flowers you purchase in supermarket?

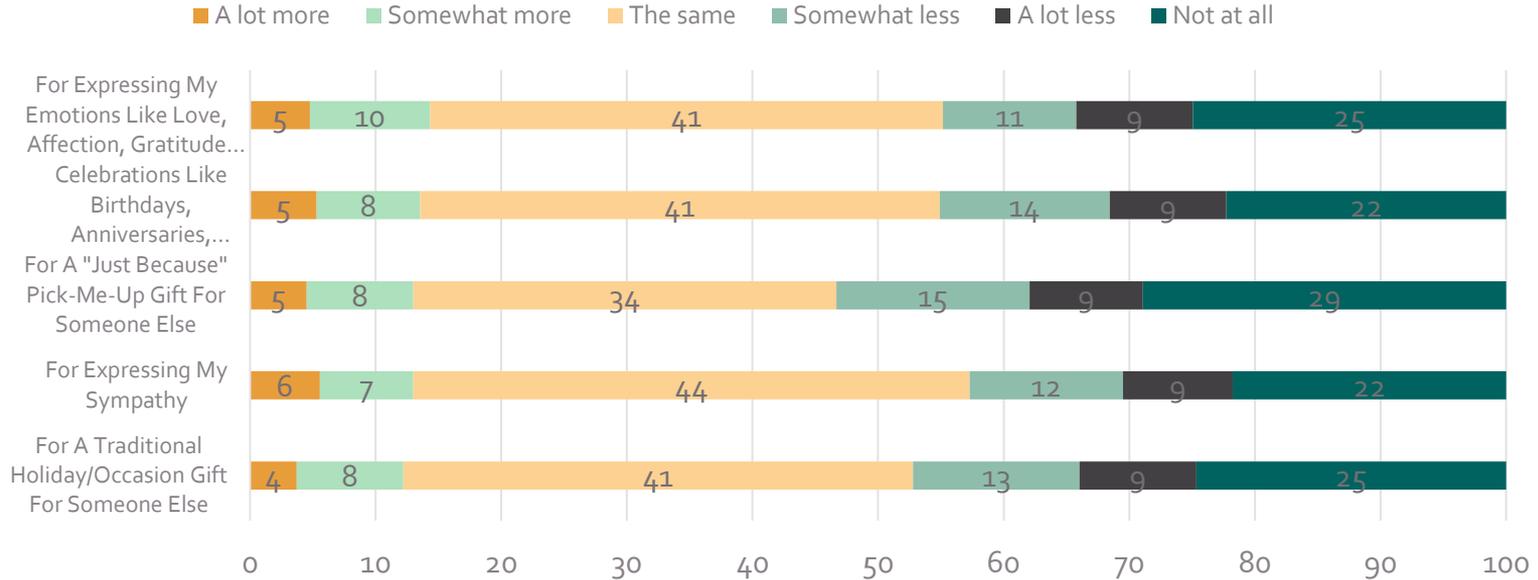


# Americans are not planning to spend more of flowers for themselves in 2025

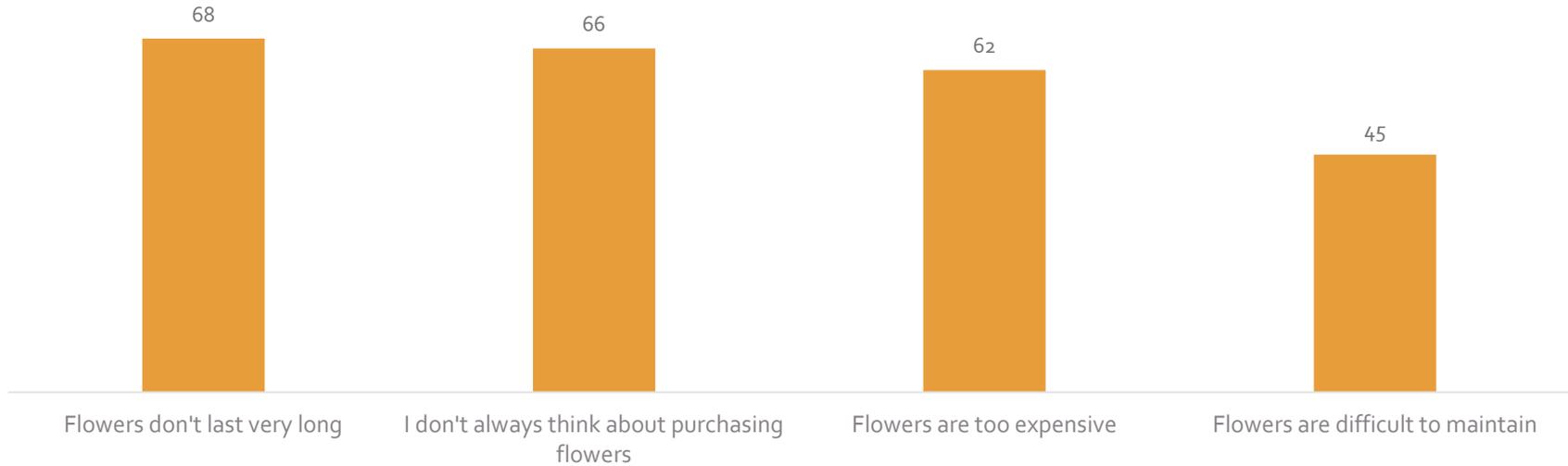


# Americans are not planning to spend more of flowers as gifts in 2025

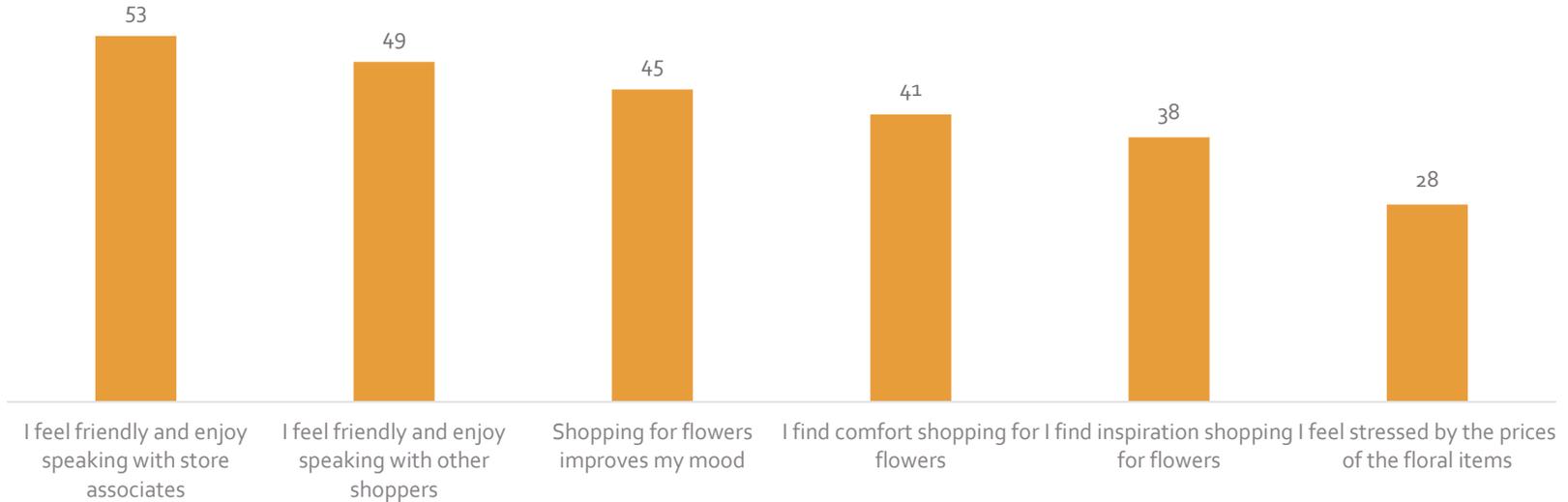
Planning to Spend on Flowers in Next Year



## Barriers for purchasing flowers are perishability and awareness



## Grocery shopping has a positive impact on emotions for most Americans



# Americans & the grocery store

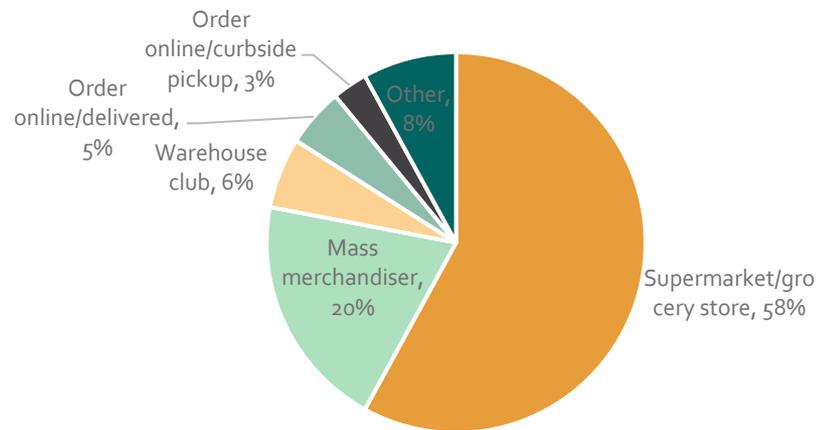


Most Americans prefer to grocery shop in supermarkets. The floral department influences a third of Americans when choosing a grocery store. Value and convenience continue to be front of mind when Americans choose a grocery store. Store displays are the purchase greatest influencer when purchasing flowers



# Americans go to supermarkets

Typically purchase groceries

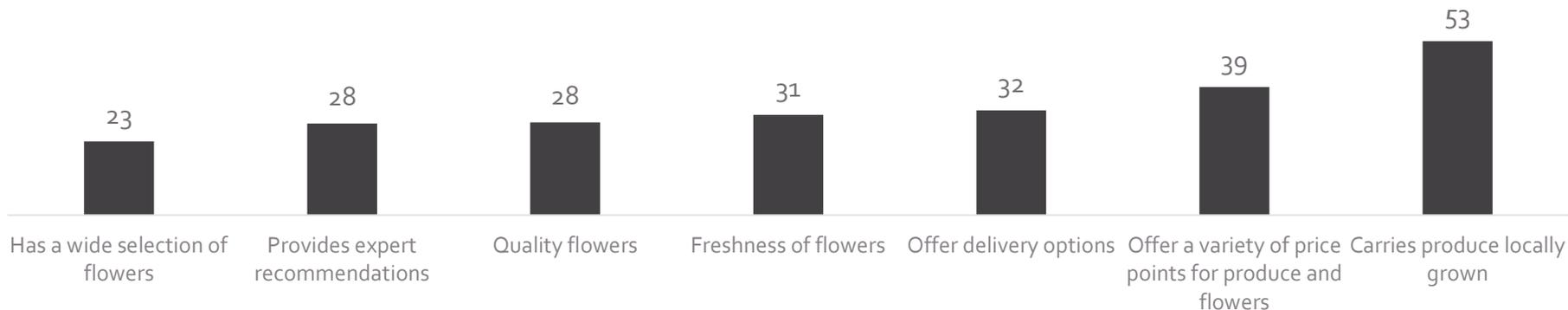


- Supermarket/grocery store
- Mass merchandiser
- Warehouse club
- Order online/delivered
- Order online/curbside pickup
- Other



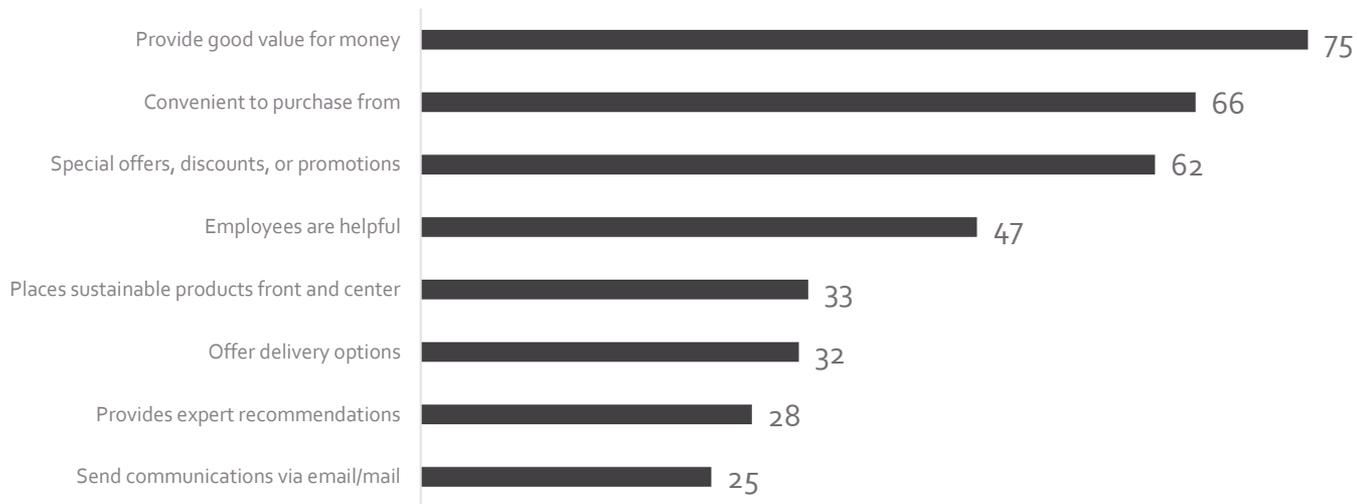
The floral department influences a third of Americans when choosing a grocery store.

Influence choosing a Grocery Store  
% Extremely / Very Influenced



## Value and convenience continue to be front of mind when Americans choose a grocery store

Influence choosing a grocery store  
% Extremely / Very Influenced



## Store displays are the purchase greatest influencer when purchasing flowers

Purchase Influencers



# Americans & Sustainability

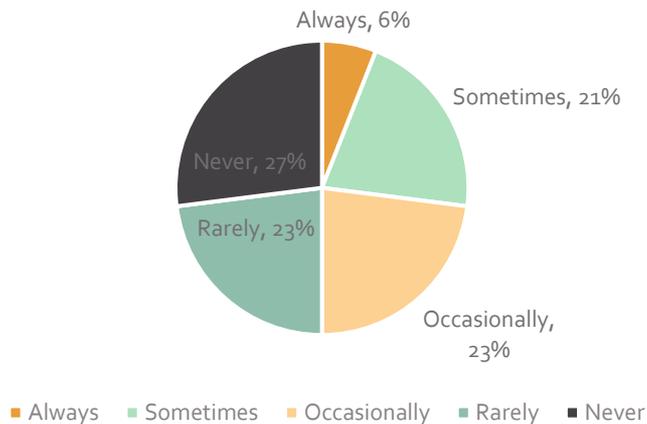


Quarter of Americans consider sustainable attributes when purchasing floral. Pesticides and packaging are the major influencer for the sustainable customer when purchasing floral. Overall, the floral industry is living up to the importance that Americans place on the industry social responsibilities.



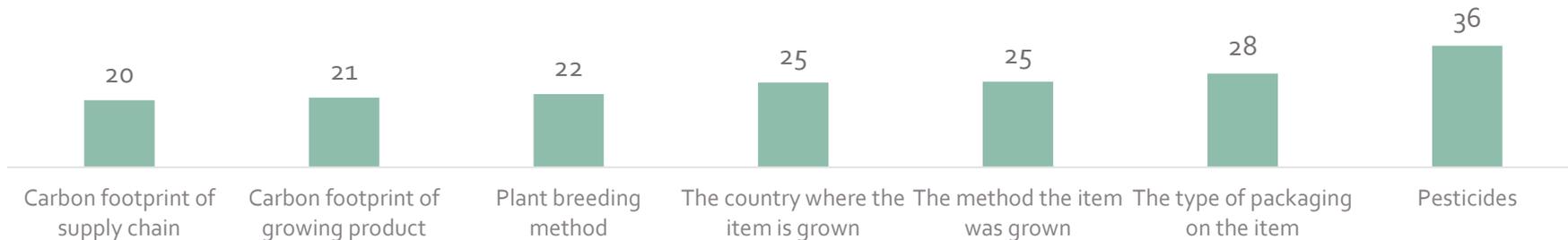
## Quarter of Americans consider sustainable attributes when purchasing floral.

Consider sustainable attributes when purchasing floral



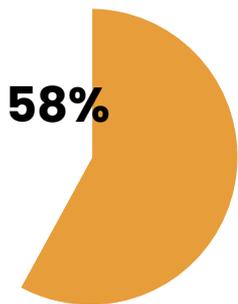
Pesticides and packaging are the major influencer for the sustainable customer when purchasing floral.

Attributes That Influence Floral Purchase  
% Extremely/Very Influenced

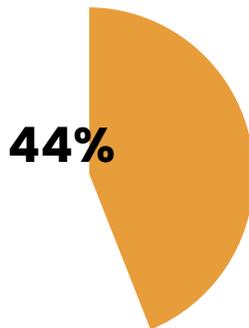


## Americans are willing to support sustainability

I am willing to make lifestyle changes to benefit the environment (i.e., composting, recycling, reusables)

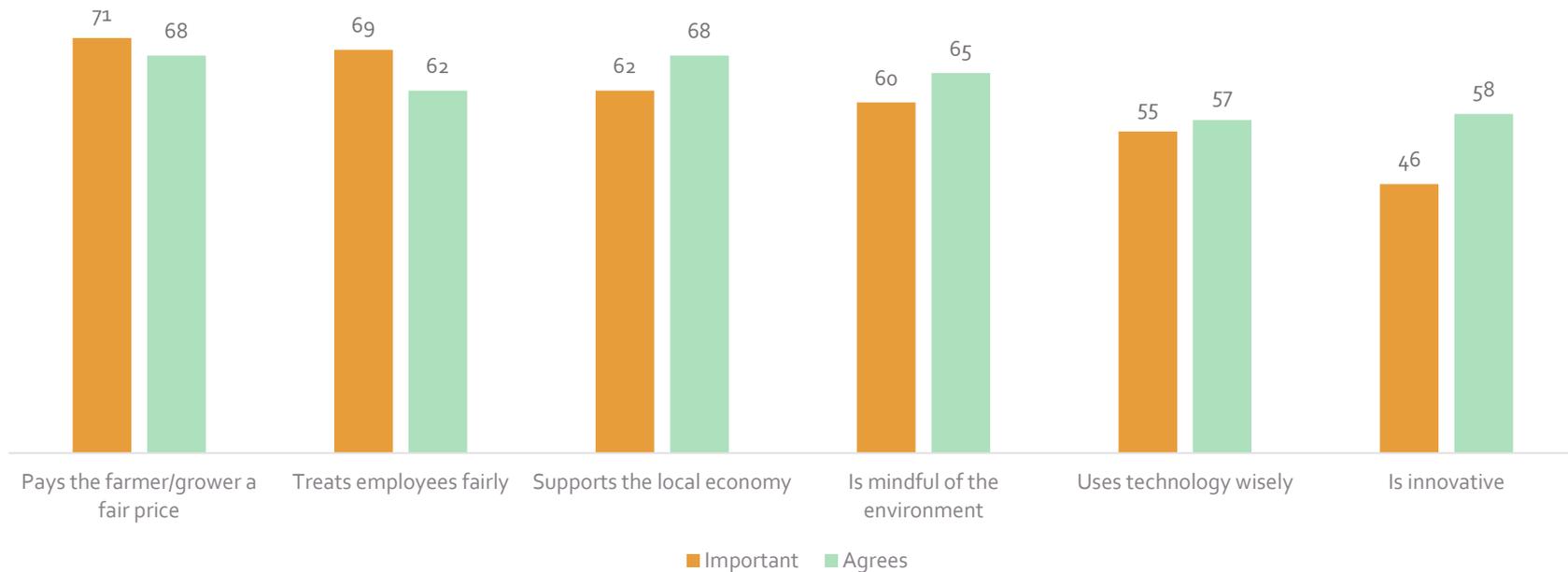


I am willing to pay more for products that are good for the environment/sustainable



Please indicate how much you agree or disagree with each statement.

## The floral industry is living up to the importance that Americans place on the industry social responsibilities



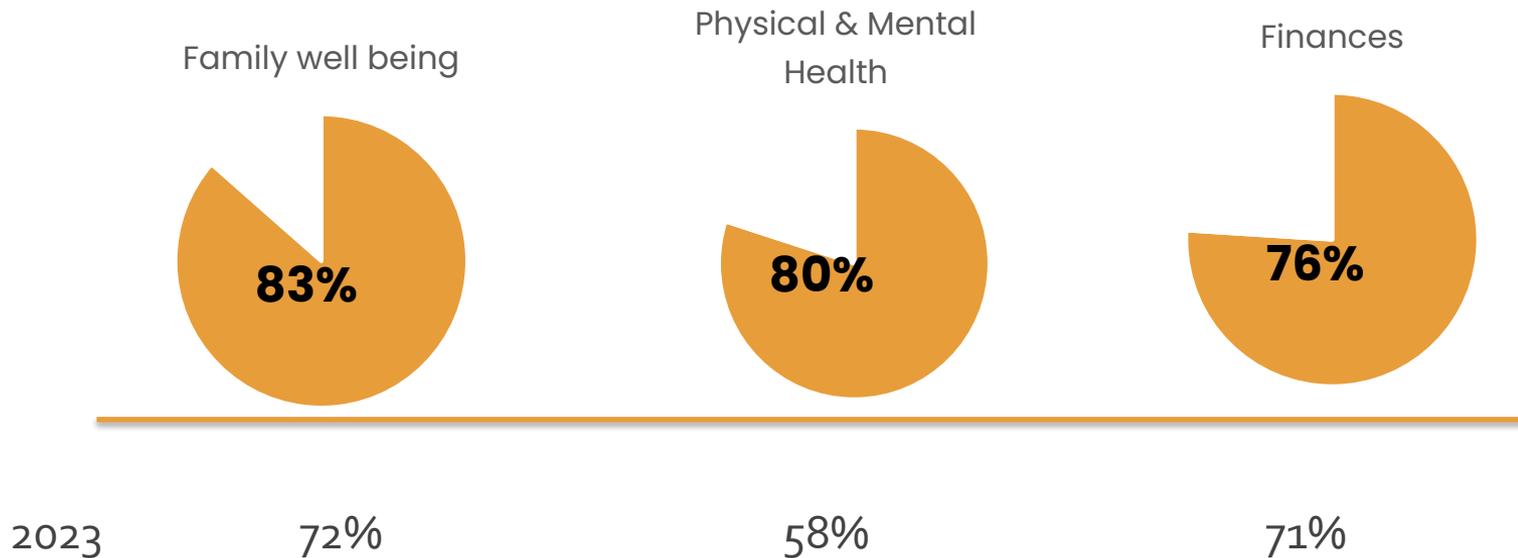
# American Psyche



Americans are more concerned in 2024 about their family well being, health and finances than in 2023. The top items and/or activities which saw a reduction in purchasing during the past year were primarily entertainment-based or discretionary purchases. While most of the top-tier mental state descriptors were positive, one in three consumers did mention stressed as well.

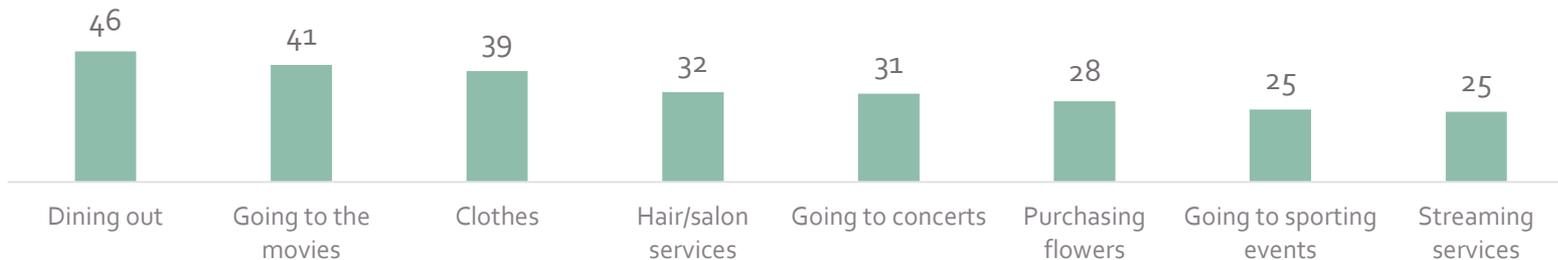


## Basic family well being continues to be top of mind for consumers



The top items and/or activities which saw a reduction in purchasing during the past year were primarily entertainment-based or discretionary purchases

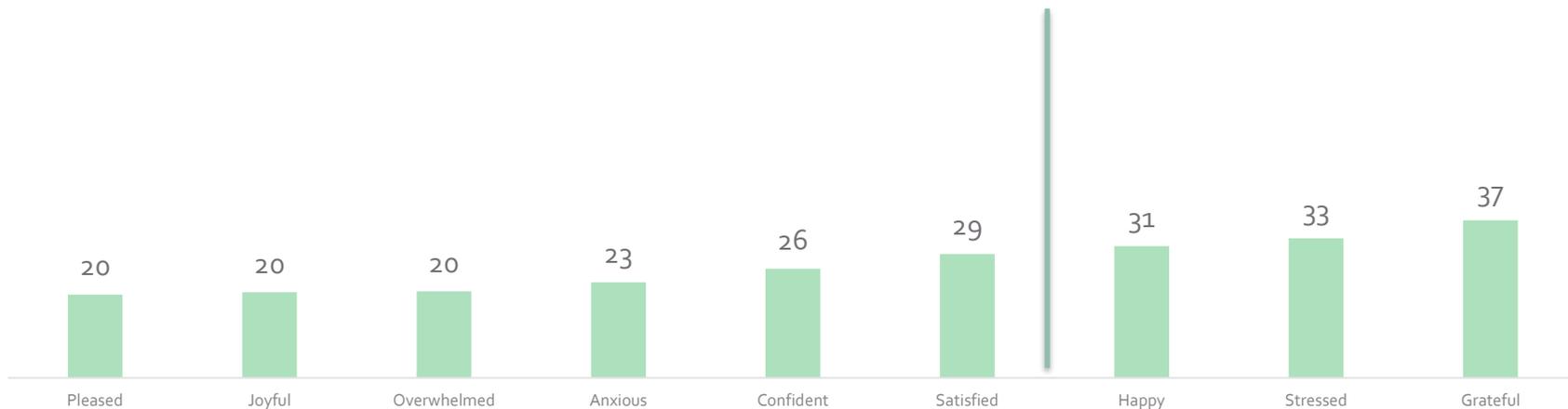
Items / Activities Reduced Purchasing In Last Year



# Psyche

While most of the top-tier mental state descriptors were positive, one in three consumers did mention stressed as well.

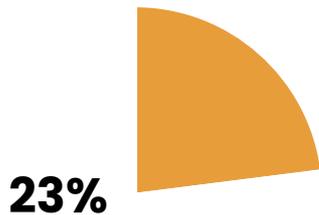
Mental State Over the Past Year



# Psyche

Less than a quarter of Americans were concerned about political upheaval in November 2024

Political upheaval



War



Just thinking about the current state of things overall, what are your three primary concerns right now for yourself/family?

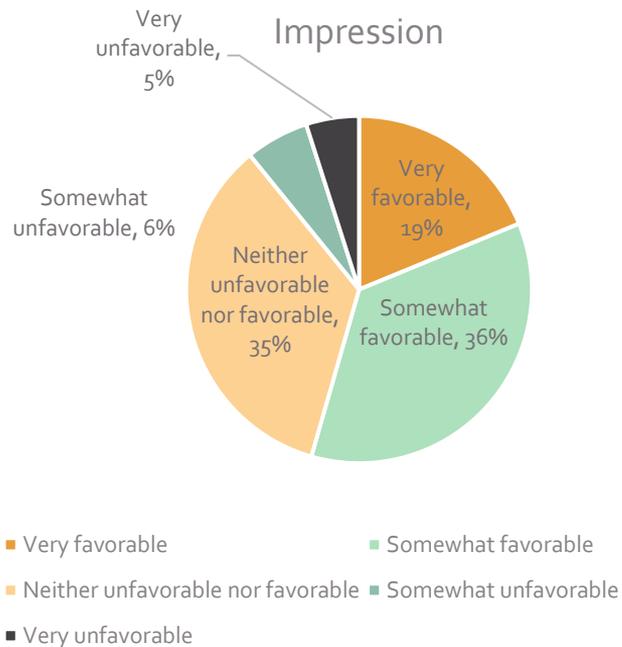
# Americans and the floral industry



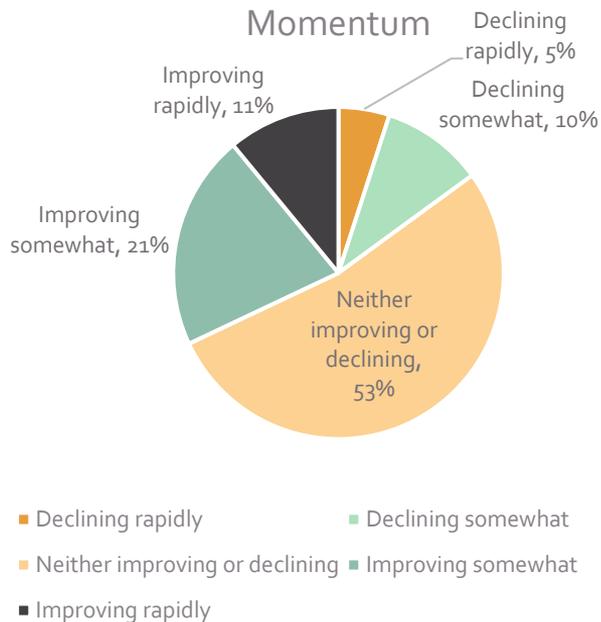
55% Americans have a favorable impression of the floral industry. 32% of Americans feel the floral industry has positive momentum. The floral industry is living up to the importance that Americans place on the industry social responsibilities. The personality of the floral industry in the US remains friendly, fun, and classic



# 55% Americans have a favorable impression of the floral industry

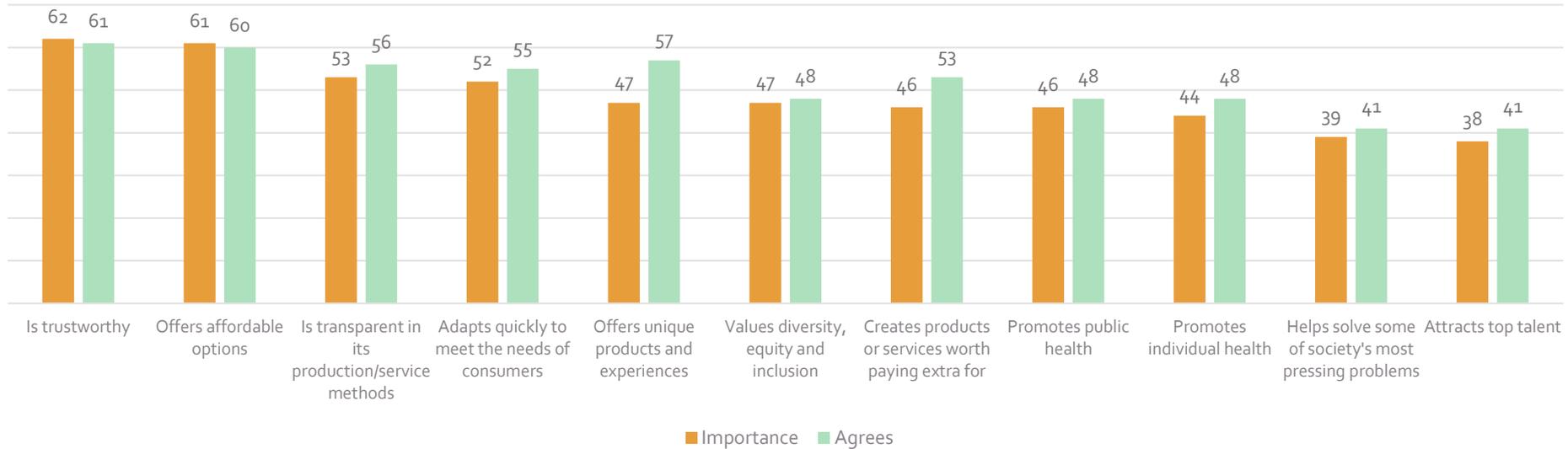


# 32% of Americans feel the floral industry has positive momentum

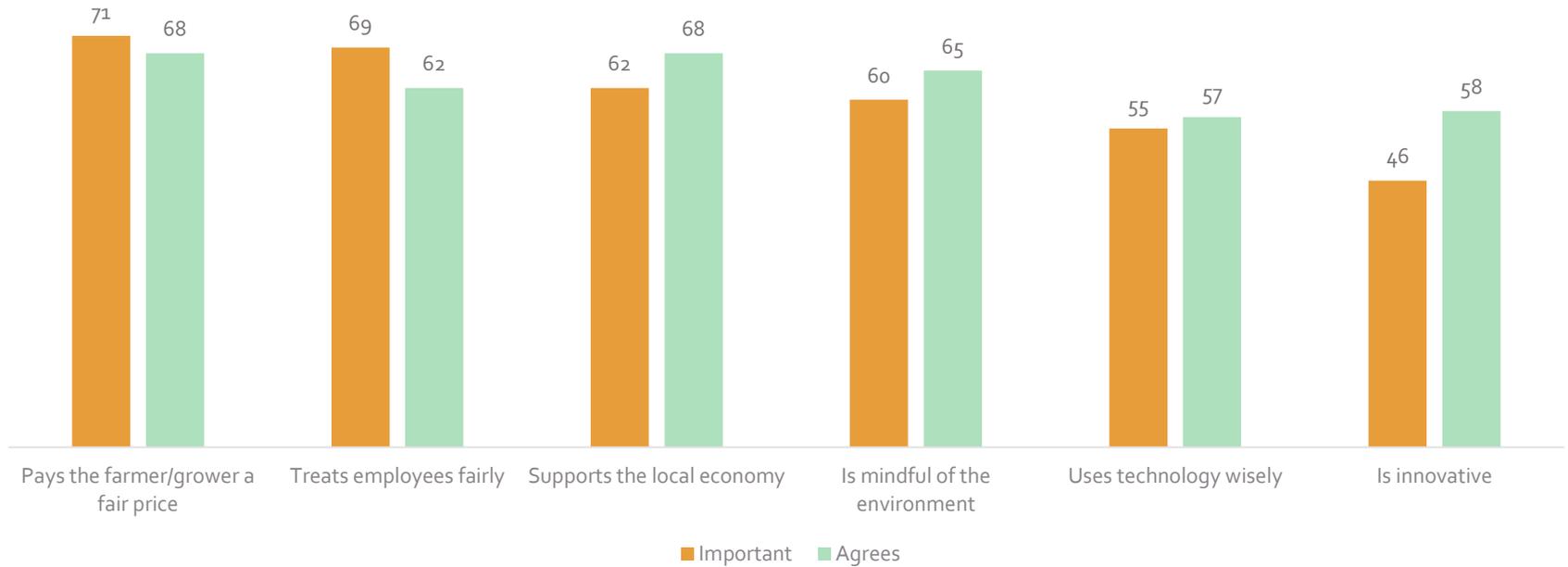


When you think about certain industries, some seem to be on their way up and have a lot going for them, while others don't. Which of these statements best describes how you feel about the produce industry?

# The US floral industry is satisfying what is important to Americans.



# The floral industry is living up to the importance that Americans place on the industry social responsibilities



The personality of the floral industry in the US remains friendly, fun, and classic

