



Solid performance for Valentine's Day 2025

93%

of retailers indicated
that Valentine's Day
exceeded or met
expectations.

93%

of retailers reported
that traffic in the store
was up or the same for
Valentine's Day 2023

Even when consumers are concerned about their finances, they find a way to prioritize gifting for those closest to them. Proper planning, prominent store placement and excellent execution allowed retailers to achieve record sales in floral for Valentine's Day 2025.

Congratulations on a great Valentine's Day!

Consumers in many cases braved inclement weather to come out in full force to purchase supermarket flowers for Valentine's Day! The National Retail Federation forecasted a stellar year for Valentine's Day with an expected record spend of US\$27.5 billion and consumers did not disappoint. Both IFPA and the National Retail Federation forecasted that 40% of consumers were expected to purchase flowers.

Retailers were elated with their Valentine's Day floral results with 73% reporting that sales exceeded their expectation. These results were not recorded since 2022. Roses remain the prominent Valentine's Day item followed by bouquets. Arrangements were a distant 3rd. 73% of retailers reported that traffic was up in their stores.

Retailers were impressed with the quality of floral products this Valentine's Day and did not seem to have many challenges other than inclement weather in many regions of the United States.

Valentine's Day Survey 2025 Topline

N = 15

Did you meet your expectations for V-Day sales?

	2022	2023	2024	2025
EXCEEDED EXPECTATIONS	76%	50%	33%	73%
MET EXPECTATIONS	18%	39%	33%	20%
WERE BELOW EXPECTATIONS	6%	11%	33%	7%

Which categories did well/did not perform as expected the week of Valentine's Day?

	% DID WELL 2022	% DID WELL 2023	% DID WELL 2024	% DID WELL 2025
ROSES	59%	53%	58%	67%
BOUQUETS	24%	12%	8%	20%
ARRANGEMENTS	12%	24%	25%	13%
CONSUMER BUNCHES	-	12%	8%	0%
POTTED BLOOMING PLANTS	-	0%	0%	0%
POTTED FOLIAGE PLANTS	-	0%	0%	0%

	% DID NOT PERFORM WELL 2022	% DID NOT PERFORM WELL 2023	% DID NOT PERFORM WELL 2024	% DID NOT PERFORM WELL 2025
ROSES	-	6%	9%	0%
BOUQUETS	12%	6%	0%	0%
ARRANGEMENTS	-	0%	18%	13%
CONSUMER BUNCHES	41%	6%	0%	20%
POTTED BLOOMING PLANTS	-	47%	45%	7%
POTTED FOLIAGE PLANTS	-	35%	27%	60%

How was traffic in the store compared to last year?

	2022	2023	2024	2025
UP	82%	67%	67%	73%
THE SAME	12%	28%	25%	2%
DOWN	6%	5%	8%	7%

Were any of the following challenges for Valentine's Day?

	2022	2023	2024	2025
LABOR	53%	47%	40%	20%
COST OF PRODUCT	35%	0%	10%	7%
GETTING PRODUCT	25%	7%	0%	0%
WEATHER	24%	20%	20%	67%
PROMOTIONAL SPACE IN THE STORE SINCE DUE TO SUPERBOWL	6%	20%	20%	7%
SUPPLY CHAIN DELAYS	6%	7%	10%	0%

What would you say was Number 1 challenge this Valentine's Day?

- Weather (9)
 - Weather impact Monday – Wednesday
 - We had three snow events in the markets we do business during the selling period. On Valentine's Day itself in one division.
 - We had heavy rain early in the week up until mid-day on the 13th. In addition, labor continues to be an opportunity in service departments.
 - A few snowstorms leading up to the big day shifted some volume.
- Industry trying to pull down itself with focus on imported roses and the perceived dangers of methyl bromide
- Getting help from vendors
- Local produce compromised due to rain in CA

General comments about the V-Day this year compared to past ones?

A strong year for customer engagement in flowers

Great holiday! Hope everyone had great results

Planning labor around floral Since it fell on Friday, the business was more compact to Thursday-Friday and less spread out.

Strong sales week with 54% of our total week sales hitting on the 14th

Truly amazing. The 14th was our biggest single day ever. Great product quality.

Very strong sales with minimal carry over

Was one of the smoothest and well executed. I think it was due to being on a Friday and it fell into our usual planning for weekend sales.

We had record sales in floral. I think quality was very good. Friday is a pretty good day for it to fall on

We had stronger than normal sales in the days after Valentine's was over without needing to reduce Valentine's items

Weather events across the country created a tough holiday