IFPA's U.S. Floral Retail Point of Sales Results

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Four weeks ending 8/11/2024

Summer Delivers a Sunny Boost for the Floral Department

After a few months of slight sales decreases, floral department sales picked up speed once more with substantial dollar and unit increases during the height of summer.

PERFORMANCE

The Results for the Weeks Ending August 11th 2024.

Sales for the four weeks ending mid-August were just under $465 million. This was up 5.8% over the same four weeks in 2023, continuing the year-over-year increase seen in the last quad-week report..

Importantly, where unit sales had been down year-on-year during the early weeks of summer, unit sales grew by 2.6% during the four weeks ending mid-August.

Annually, floral generated more than $9 billion in sales, which is up 5.0% in dollars with continued year-over-year gains for units as well. The 1.5% unit growth signals that even though consumers are dealing with financial struggles, flowers remain an important part of life.

Floral department	Dollar sales	Dollar % change vs. year ago	Unit sales	Unit % change vs. year ago
4 weeks	$464.6M	+5.8%	45.9M	+2.6%
52 weeks	$9.4B	+5.0%	904.5M	+1.5%

Source: Circana, Integrated Fresh, MULO, 4 and 52 weeks ending 8/11/2024

SALES BY TYPE

Bouquets and Roses Have the Strongest Year-on-Year Performance.

Roses and bouquets are the two biggest contributors to sales. Roses leaped ahead of bouquets in sales with stronger year-over-year growth of 10.3% in dollars and 7.1% in units. Roses have had a strong showing all summer.

The August unit performance brought growth to all segments with the exception of potted plants. Among the bigger sellers, units gains were highest for arrangements and roses.

4 w.e 8/11/2024	Dollar sales	Dollar % change vs. year ago	Unit sales	Unit % change vs. year ago
Floral department	**$464.6M**	**+5.8%**	**45.9M**	**+2.6%**
Roses	$108.9M	+10.3%	9.5M	+7.1%
Bouquets	$90.9M	+7.9%	7.3M	+5.2%
Consumer bunch	$69.9M	+5.6%	10.9M	+5.0%
Potted plants	$69.8M	+3.3%	6.8M	-3.8%
Arrangements	$65.8M	+4.8%	2.2M	+7.3%
Outdoor plants	$28.9M	+2.5%	4.2M	+0.9%
Bulbs	$0.8M	-7.2%	0.2M	+21.7%
Holiday bouquets	$0.4M	+25.9%	58K	+38.8%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 8/11/2024

PRICING

Inflation Across Floral Segments.

The price per unit in the four weeks ending mid-August compared to the same time period last year increased 3.2% across floral offerings. Potted plants and bulbs had above-average inflation, whereas the average price for bouquets and consumer bunch rose more moderately.

4 w.e. 8/11/2024	Price per unit	% Change vs. year ago
Floral department	$10.12	+3.2%
Roses	$11.47	+3.0%
Bouquets	$12.49	+2.5%
Consumer bunch	$6.40	+0.6%
Potted plants	$10.24	+7.3%
Arrangements	$30.60	-2.3%
Outdoor plants	$6.82	+1.7%
Bulbs	$2.84	+18.5%
Holiday bouquets	$6.54	-9.2%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 8/11/2024

REGIONAL REVIEW

Far-Ranging Performances by Region

The quad-week performance by region varied from 7.9% dollar sales growth for the South Central region to 3.6% growth for the Great Lakes.

In the 52-week view, all regions increased sales, with the South Central and Southeast regions being above-average performers.

4 w.e. 8/11/2024	Share of floral $	Floral $ sales growth vs. year ago
Total US	**100.0%**	**+5.8%**
California	15.2%	+5.2%
Great Lakes	12.0%	+3.6%
Mid-South	10.5%	+5.1%
Northeast	12.4%	+4.2%
Plains	5.3%	+7.1%
South Central	15.4%	+7.9%
Southeast	13.1%	+7.2%
West	16.1%	+6.5%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 8/11/2024

52 w.e. 8/11/2024	Share of floral $	Floral $ sales growth vs. year ago
Total US	**100.0%**	**+5.0%**
California	13.4%	+3.3%
Great Lakes	12.7%	+2.6%
Mid-South	11.1%	+4.5%
Northeast	13.4%	+1.7%
Plains	6.0%	+3.6%
South Central	14.5%	+10.9%
Southeast	13.0%	+7.3%
West	15.9%	+5.5%

Source: Circana, Integrated Fresh, MULO, 52 weeks ending 8/11/2024