

Four weeks ending 10/6/2024



Fall Brings Mild Unit Pressure But Continued Dollar Gains for Floral

Sales in the Southeast region, that was heavily impacted by hurricanes Helene and Milton, pulled down the average. Additionally, outdoor plant sales have been trending below last year's levels.

PERFORMANCE



Retail Floral Sales in the latest four and 52 weeks

Sales for the four weeks ending the first week of October came in just below \$550 million. This was up 1.1% over the same four weeks in 2023, continuing the year-over-year increase seen in the last quad-week report.

However, while dollar sales were boosted by inflation, unit sales demonstrates somewhat soft demand over the four-week period, at -2.6%. This is a change from the prior four weeks when units did increase.

The full-year view reflects sales of \$9.4 billion, with a nice increase of 4.7% year-on-year. Units also remained in the plus in the 52-week view, at +1.3%.

Floral department	Dollar sales	Dollar % change vs. year ago	Unit sales	Unit % change vs. year ago
4 weeks	\$543.9M	+1.1%	51.4M	-2.6%
52 weeks	\$9.4B	+4.7%	905.0M	+1.3%

Source: Circana, Integrated Fresh, MULO, 4 and 52 weeks ending 10/6/2024

SALES
BY TYPE

Roses Gain in Popularity and Sales

Roses and bouquets were the two biggest contributors to sales. Roses leaped ahead of bouquets in sales with stronger year-over-year growth of 10.0% in dollars and 9.2% in units. Roses have had a strong showing all summer and fall.

The unit performance brought pressure to all segments with the exception of roses, consumer bunch and arrangements. Unit pressure was most significant for outdoor plants.

4 w.e 10/6/2024	Dollar sales	Dollar % change vs. year ago	Unit sales	Unit % change vs. year ago
Floral department	\$543.9M	+1.1%	51.3M	-2.6%
Rose	\$105.8M	+10.0%	8.1M	+9.2%
Bouquet	\$96.9M	+1.6%	7.5M	-2.2%
Outdoor plant	\$84.7M	-8.3%	9.3M	-13.5%
Consumer bunch	\$78.2M	+7.0%	12.0M	+6.7%
Arrangement	\$76.1M	-1.0%	2.5M	+3.6%
Potted plant	\$61.4M	-2.5%	5.7M	-10.6%
Bulb	\$8.9M	+5.6%	1.1M	-5.9%
Holiday	\$0.6M	-12.6%	79K	-21.0%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 10/6/2024

PRICING

Inflation Across Floral Segments.

The price per unit in the four-week period versus the same time period last year increased 3.7% across floral offerings. Potted and outdoor plants and bulbs had above-average inflation, whereas the average price for roses increased more moderately.



4 w.e. 10/6/2024	Price per unit	% Change vs. year ago
Floral department	\$10.59	+3.7%
Rose	\$13.13	+0.7%
Bouquet	\$12.97	+4.0%
Outdoor plant	\$9.07	+6.0%
Consumer bunch	\$6.50	+0.2%
Arrangement	\$30.01	-4.4%
Potted plant	\$10.77	+9.0%
Bulb	\$8.13	+12.2%
Holiday	\$7.48	+10.6%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 10/6/2024

REGIONAL REVIEW



4 w.e. 10/6/2024	Share of floral \$	Floral \$ sales growth vs. year ago
Total US	100.0%	+1.1%
California	13.4%	+2.6%
Great Lakes	13.1%	+1.8%
Mid-South	11.2%	-1.4%
Northeast	14.4%	+2.4%
Plains	6.2%	+5.0%
South Central	15.1%	-0.9%
Southeast	12.3%	-1.7%
West	14.3%	+2.5%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 10/6/2024

Far-Ranging Performances by Region

The quad-week performance by region varied from 5.0% dollar sales growth for the Plains region to -1.4% declines for the Southeast that was dealing with the impact of two hurricanes.

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

52 w.e. 10/6/2024	Share of floral \$	Floral \$ sales growth vs. year ago
Total US	100.0%	+4.7%
California	13.4%	+3.3%
Great Lakes	12.7%	+2.8%
Mid-South	11.1%	+4.3%
Northeast	13.4%	+2.0%
Plains	6.0%	+4.2%
South Central	14.4%	+8.7%
Southeast	13.0%	+6.7%
West	15.9%	+5.4%

Source: Circana, Integrated Fresh, MULO, 52 weeks ending 10/6/2024