

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

By: Anne-Marie Roerink | President, 210 Analytics

Four weeks ending 12/29/2024

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## Floral Sales Growth for the Month and the Year

*The late Thanksgiving timing in 2024 caused a delay in the big sales surge of potted plants and arrangements related to the December holidays. But the month more than made it for it to end the year on a strong note.*

## PERFORMANCE

**Retail floral sales in the latest four and 52 weeks**

Sales for the four weeks ending the December 29<sup>th</sup> came in just above \$605 million. The late Thanksgiving timing prompted an off quad-week in the prior period and above-average gains this one.

Dollar sales grew 5.3% versus the same four weeks in 2024 and unit sales increased by 4.2%. As such, floral ended the year on a very strong note, resulting in gains in dollars and units in what was a good year for grocery retailing overall.

The full-year view reflects sales of \$9.5 billion, with a nice increase of 4.0% year-on-year. Units also remained in the plus in the 52-week view, at +0.9%. In 2025, the timing between Valentine's Day and Easter will be an additional three weeks, which is a big opportunity for additional trips and sales.

Floral department	Dollar sales	Dollar % change vs. year ago	Unit sales	Unit % change vs. year ago
4 weeks	\$605.3M	+5.3%	51.6M	+4.2%
52 weeks	\$9.5B	+4.0%	910.8M	+0.9%

Source: Circana, Integrated Fresh, MULO, 4 and 52 weeks ending 12/29/2024

SALES  
BY TYPE**Potted plants become the number one seller**

Potted plants rose to the number one spot in the four December weeks, with \$52.8 million in sales. This more than made up for the slow start to the season given the late Thanksgiving timing. Potted plants sales rose 8.6% versus December 2023 and 7.7% in units.

Bouquets and roses continued to be strong performers in December. Most areas gained year-on-year, with the few exceptions of consumer bunch and outdoor plants that have very little sales in December.

4 w.e 12/29/2024	Dollar sales	Dollar % change vs. year ago	Unit sales	Unit % change vs. year ago
<b>Floral department</b>	\$605.3M	+5.3%	51.6M	+4.2%
Potted plants	\$152.8M	+8.6%	15.4M	+7.7%
Bouquets	\$110.2M	+4.1%	8.3M	+3.7%
Roses	\$110.0M	+3.7%	8.2M	+1.0%
Arrangements	\$93.6M	-0.9%	3.2M	+2.4%
Consumer bunch	\$64.9M	-0.4%	9.9M	-0.4%
Holiday	\$33.6M	+68.9%	1.8M	+56.2%
Outdoor plants	\$5.8M	-7.9%	0.6M	-17.0%
Bulbs	\$3.4M	-8.8%	0.6M	-8.3%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 12/29/2024

## PRICING



## Inflation Across Floral Segments.

The price per unit in the four-week period versus the same time period last year increased 1.1% across floral offerings. Inflation was mild across most areas, with the one exception of holiday arrangements. The average price per floral item stood just under \$12 in December, with the highest average for arrangements.

4 w.e. 12/29/2024	Price per unit	% Change vs. year ago
<b>Floral department</b>	\$11.73	+1.1%
Potted plants	\$9.91	+0.9%
Bouquets	\$13.24	+0.4%
Roses	\$13.50	+2.7%
Arrangements	\$29.31	-3.2%
Consumer bunch	\$6.56	+0.1%
Holiday	\$18.37	+8.1%
Outdoor plants	\$9.43	+11.0%
Bulbs	\$5.54	-0.5%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 12/29/2024

## REGIONAL REVIEW



4 w.e. 12/29/2024	Share of floral \$	Floral \$ sales growth vs. year ago
<b>Total US</b>	100.0%	+5.3%
California	16.0%	+5.1%
Great Lakes	10.6%	+2.7%
Mid-South	10.4%	+5.1%
Northeast	13.8%	+5.0%
Plains	5.0%	+6.3%
South Central	14.6%	+3.3%
Southeast	14.2%	+7.4%
West	15.4%	+7.6%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 12/29/2024

## Far-Ranging Performances by Region

All regions had a very strong end to the year. The two regions with the highest gains were the Southeast and West. The Great Lakes region had the lowest gains, at +2.7%.

For the full calendar year, the strongest regions in terms of year-over-year growth were the South Central, Southeast and West.

52 w.e. 12/29/2024	Share of floral \$	Floral \$ sales growth vs. year ago
<b>Total US</b>	100.0%	+4.0%
California	13.4%	+3.0%
Great Lakes	12.7%	+2.4%
Mid-South	11.1%	+3.6%
Northeast	13.5%	+1.7%
Plains	6.0%	+4.1%
South Central	14.4%	+6.4%
Southeast	13.0%	+5.6%
West	15.9%	+5.2%

Source: Circana, Integrated Fresh, MULO, 52 weeks ending 12/29/2024