



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

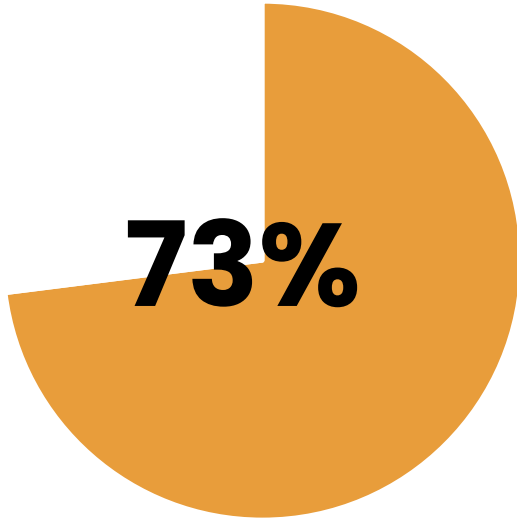


Most American purchase to lift spirits of others, brighten up their spaces and make themselves feel better, but cut flowers are not on their shopping lists. In fact, as prices rise, flowers are one of the first items to be cut. And, in 2025 most Americans are not planning to purchase more flowers with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



Most American's Purchase Flowers

Purchase Flowers

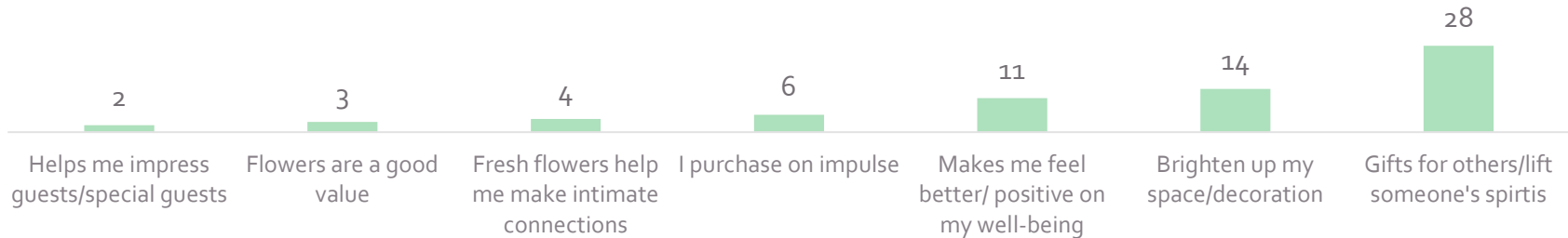


What is the primary reason you purchase cut flowers?



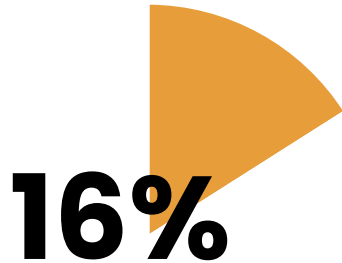
Flowers are a way Americans lift spirits of others, brighten up their spaces and make themselves feel better

Primary Reason Purchase Cut Flowers



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%



How much do the following attributes influence your purchasing decision for floral?



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

Fresh Flowers



40%

Bakery Items



37%

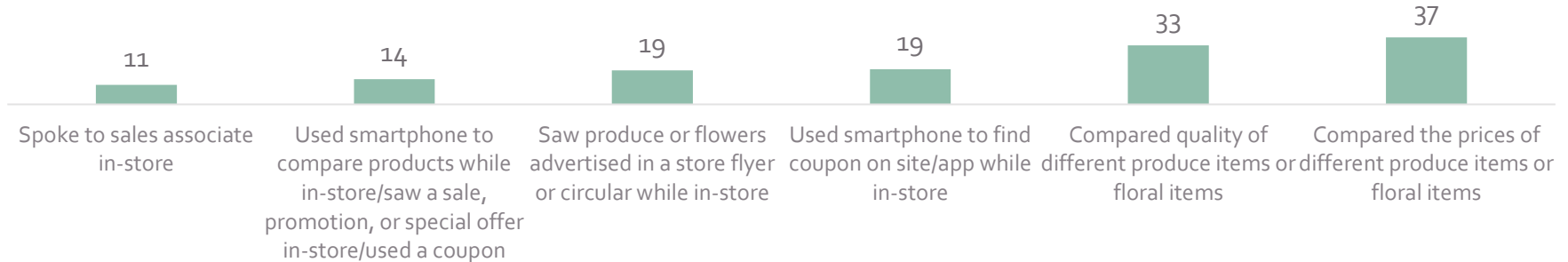
Seafood

31%

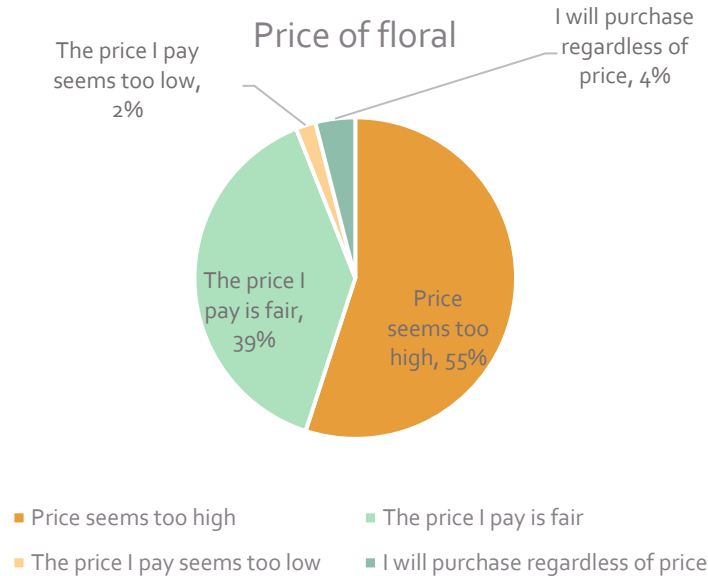


While shopping a third of Americans compare price and quality of floral items

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



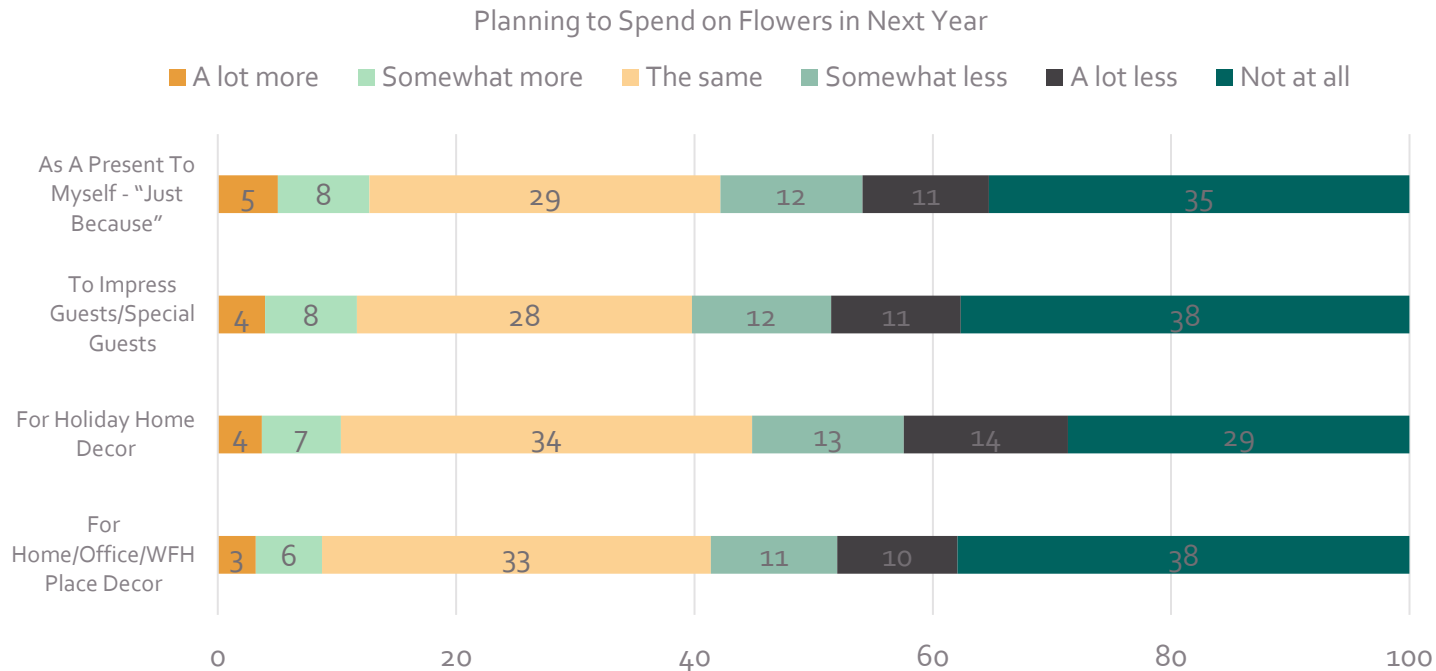
39% of Americans believe
the price of flowers is fair.



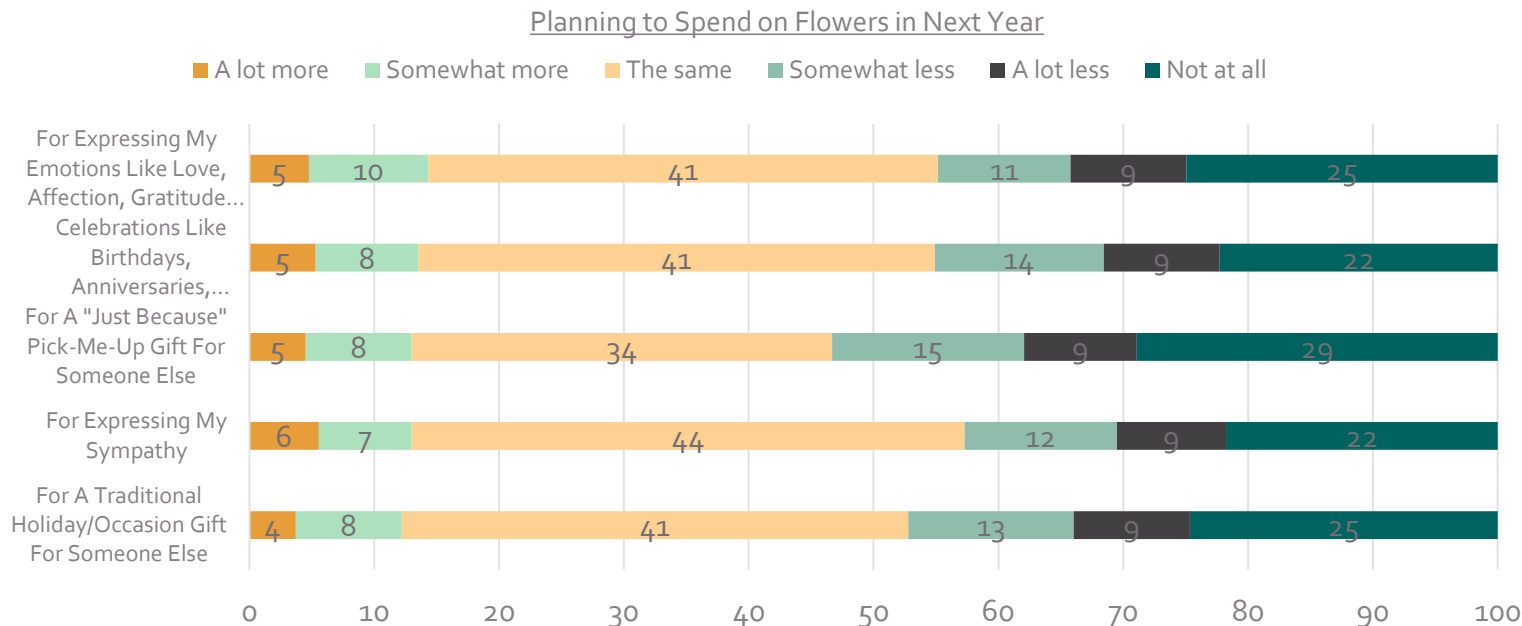
Which of the following statements best reflects your feelings about the price of the fresh fruits & vegetables and cut flowers you purchase in supermarket?



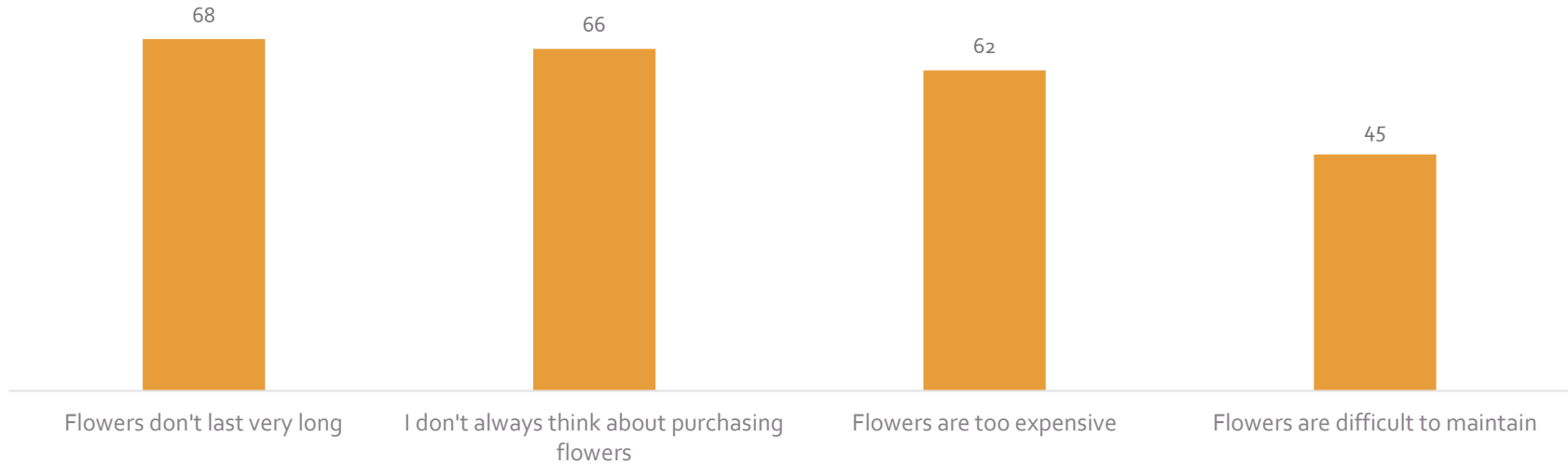
Americans are not planning to spend more of flowers for themselves in 2025



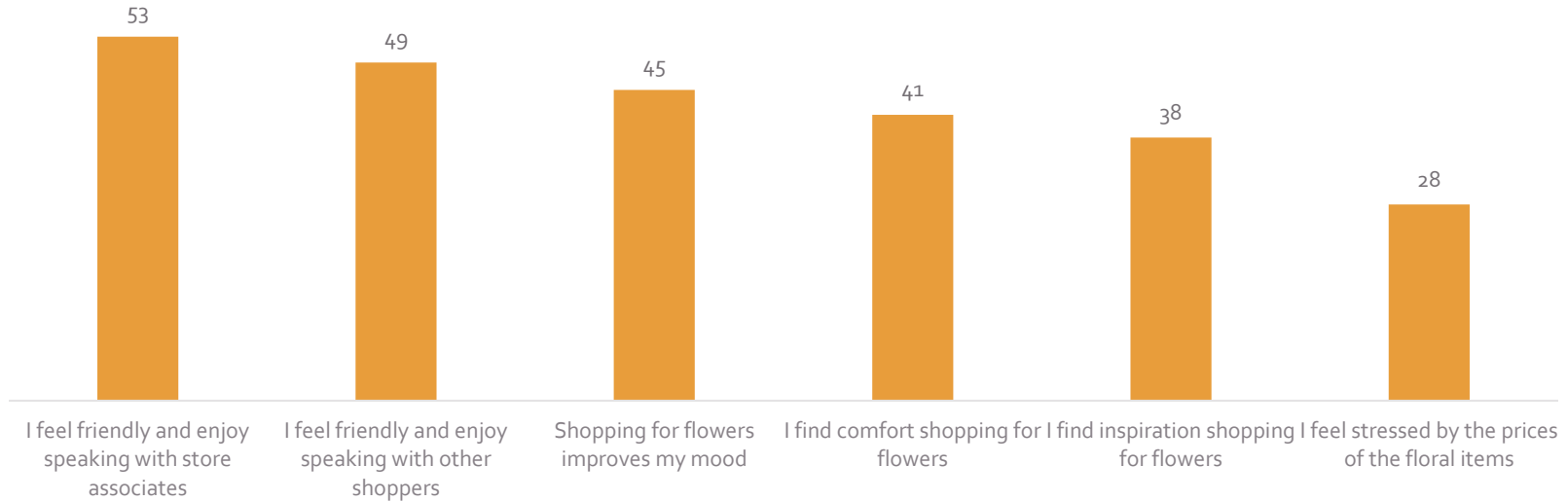
Americans are not planning to spend more of flowers as gifts in 2025



Barriers for purchasing flowers are perishability and awareness



Grocery shopping has a positive impact on emotions for most Americans



Americans & the grocery store

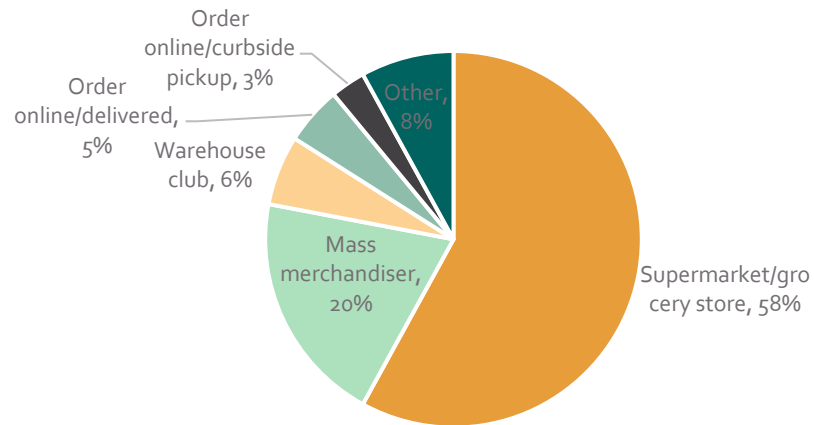


Most Americans prefer to grocery shop in supermarkets. The floral department influences a third of Americans when choosing a grocery store. Value and convenience continue to be front of mind when Americans choose a grocery store. Store displays are the purchase greatest influencer when purchasing flowers



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.



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

Purchase Influencers



Americans & Sustainability

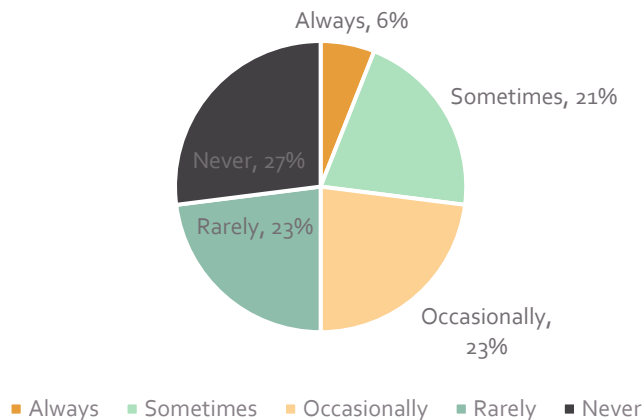


Quarter of Americans consider sustainable attributes when purchasing floral. Pesticides and packaging are the major influencer for the sustainable customer when purchasing floral. Overall, the floral industry is living up to the importance that Americans place on the industry social responsibilities.



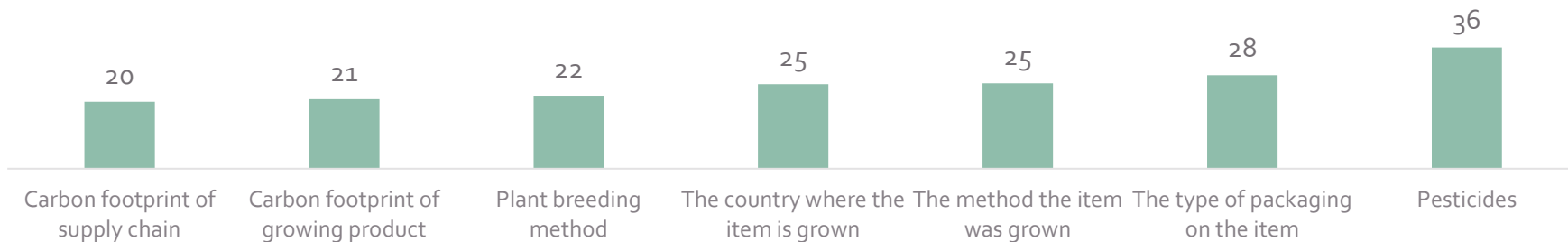
Quarter of Americans consider sustainable attributes when purchasing floral.

Consider sustainable attributes when purchasing floral



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

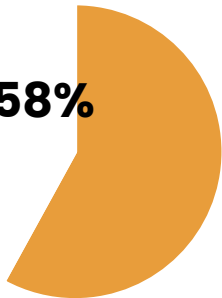
Attributes That Influence Floral Purchase
% Extremely/Very Influenced



Americans are willing to support sustainability

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

58%

A pie chart with an orange-brown color, showing 58% of the circle filled. The percentage '58%' is written in bold black text to the left of the chart.

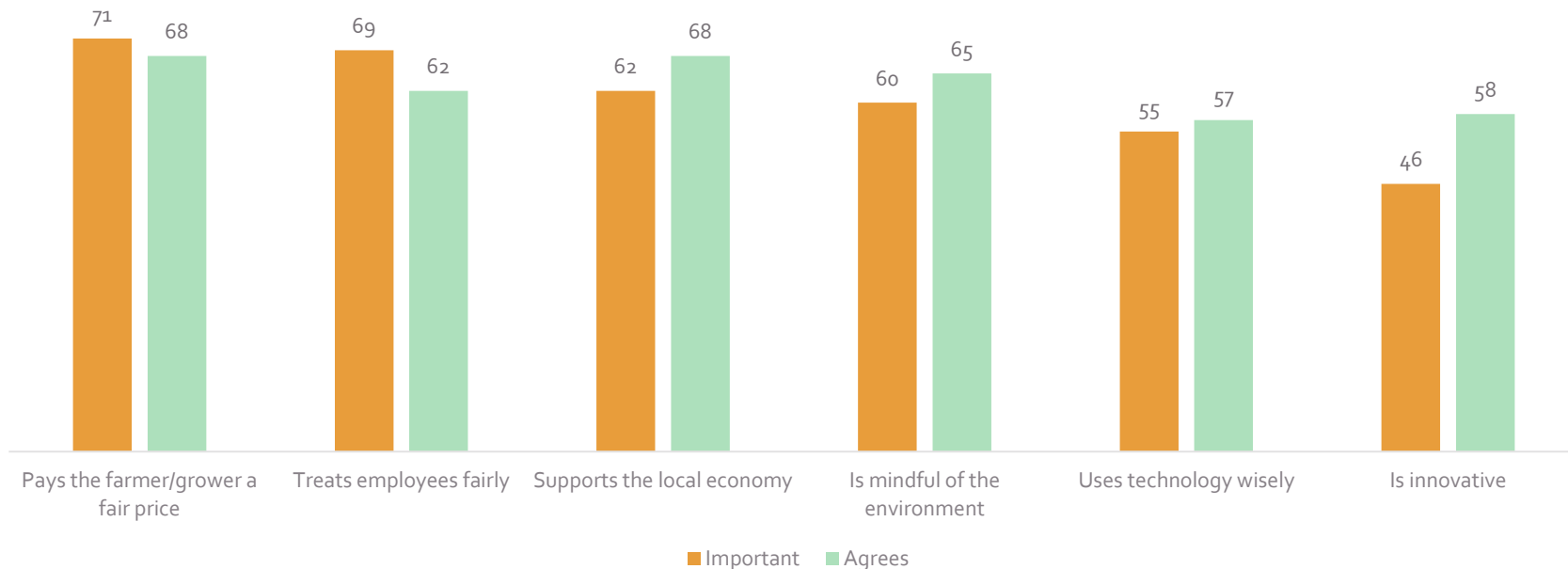
I am willing to pay more for products that are good for the environment/sustainable

44%

A pie chart with an orange-brown color, showing 44% of the circle filled. The percentage '44%' is written in bold black text to the left of the chart.

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



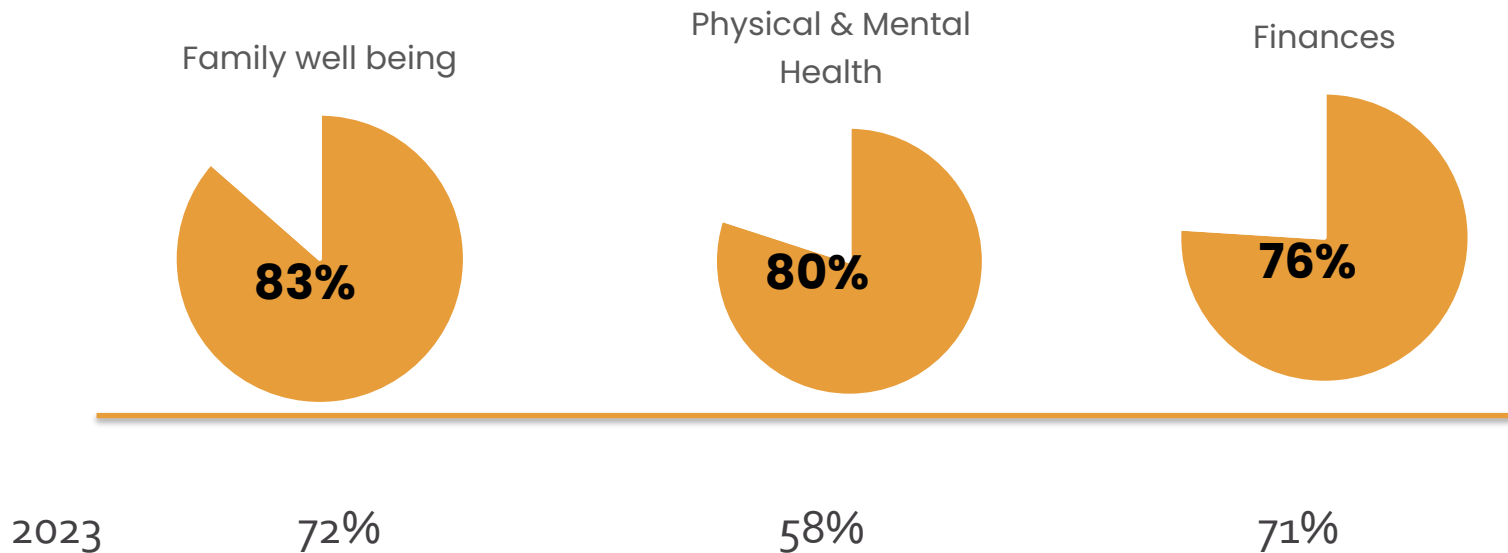
American Psyche



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.

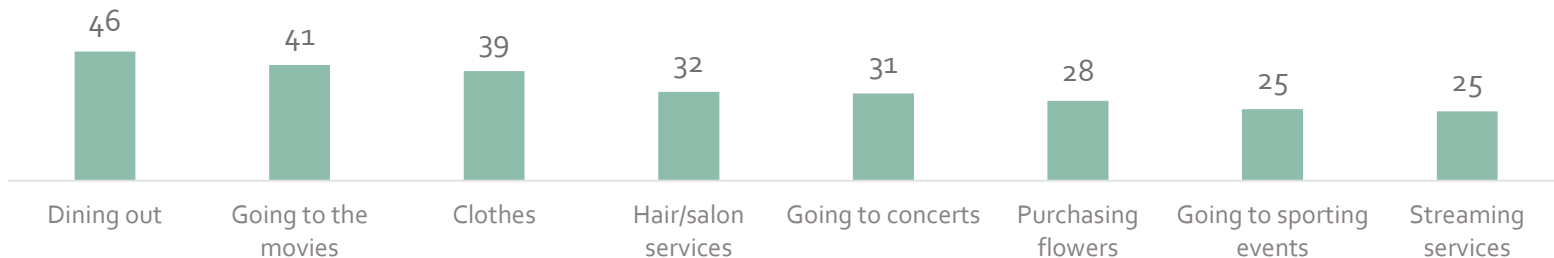


Basic family well being continues to be top of mind for consumers



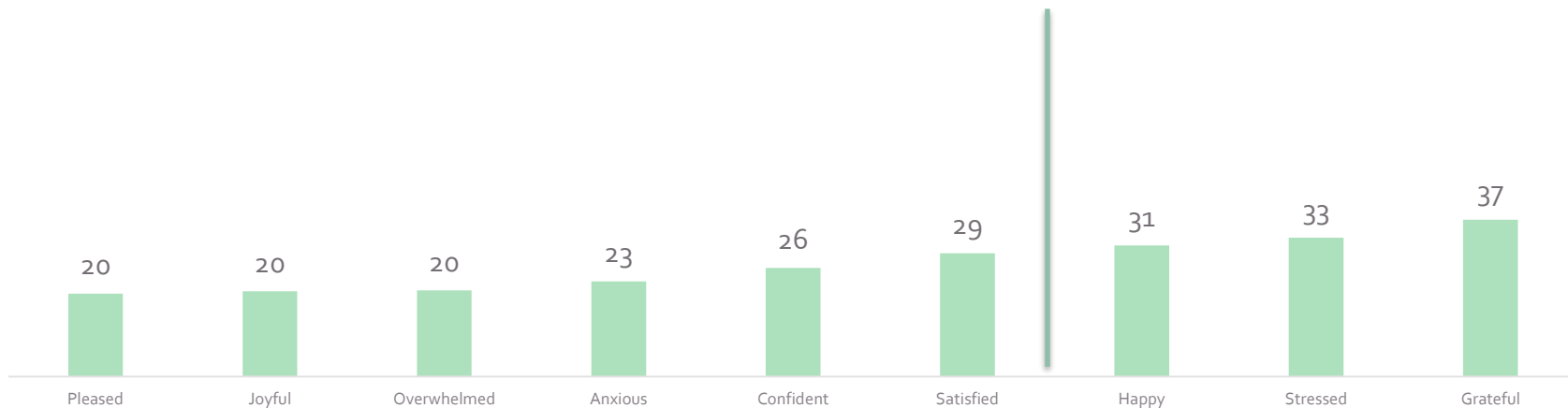
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Items / Activities Reduced Purchasing In Last Year



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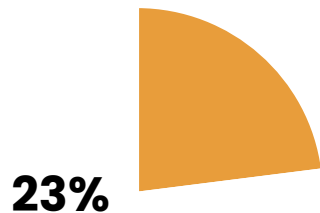
Mental State Over the Past Year



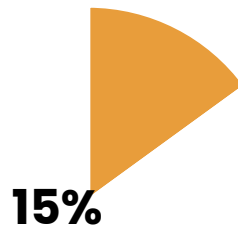
Psyche

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?



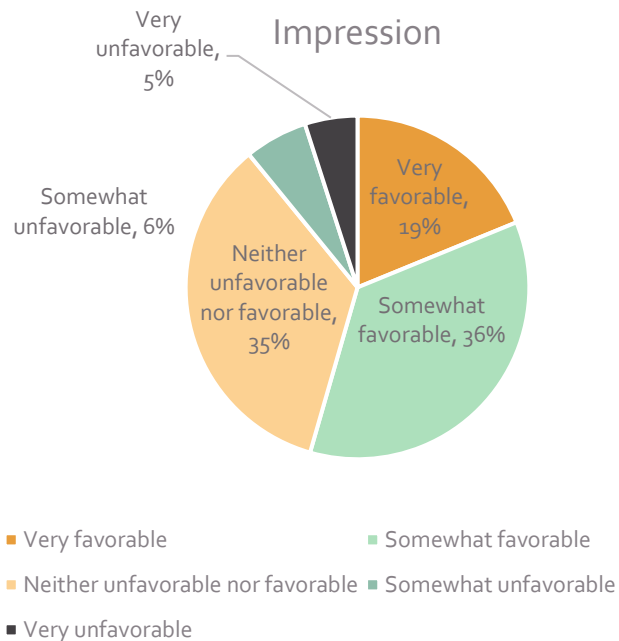
Americans and the floral industry



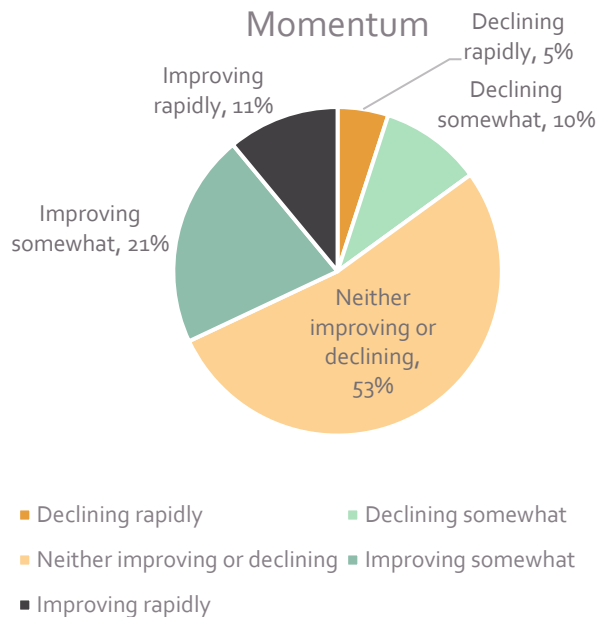
55% Americans have a favorable impression of the floral industry. 32% of Americans feel the floral industry has positive momentum. The floral industry is living up to the importance that Americans place on the industry social responsibilities. The personality of the floral industry in the US remains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



55% Americans have a favorable impression of the floral industry



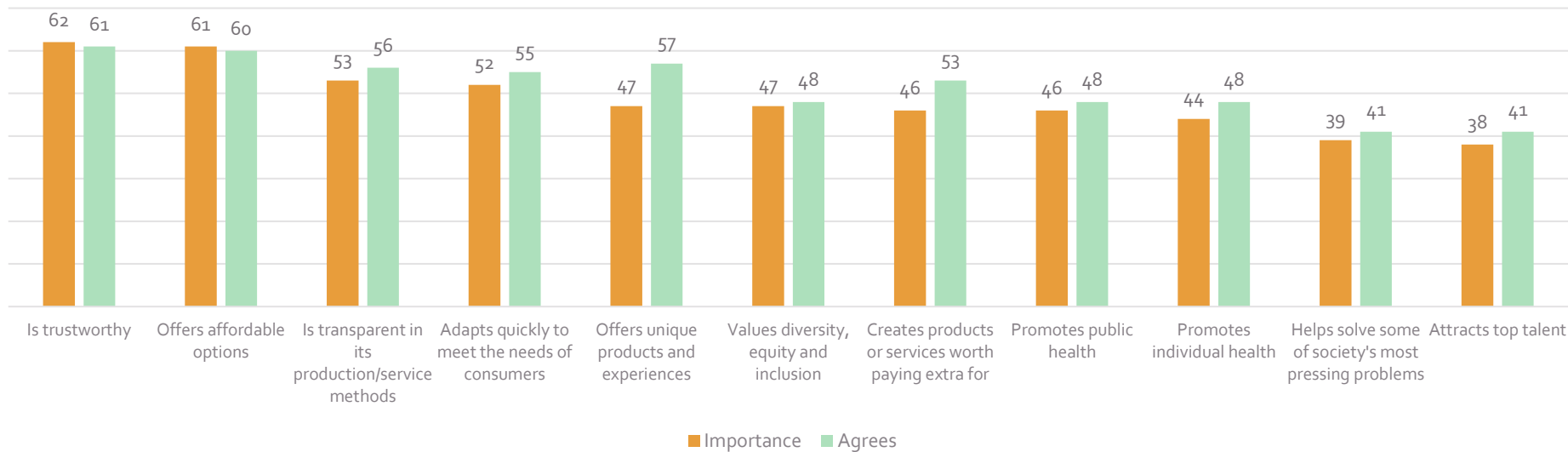
32% of Americans feel the floral industry has positive momentum



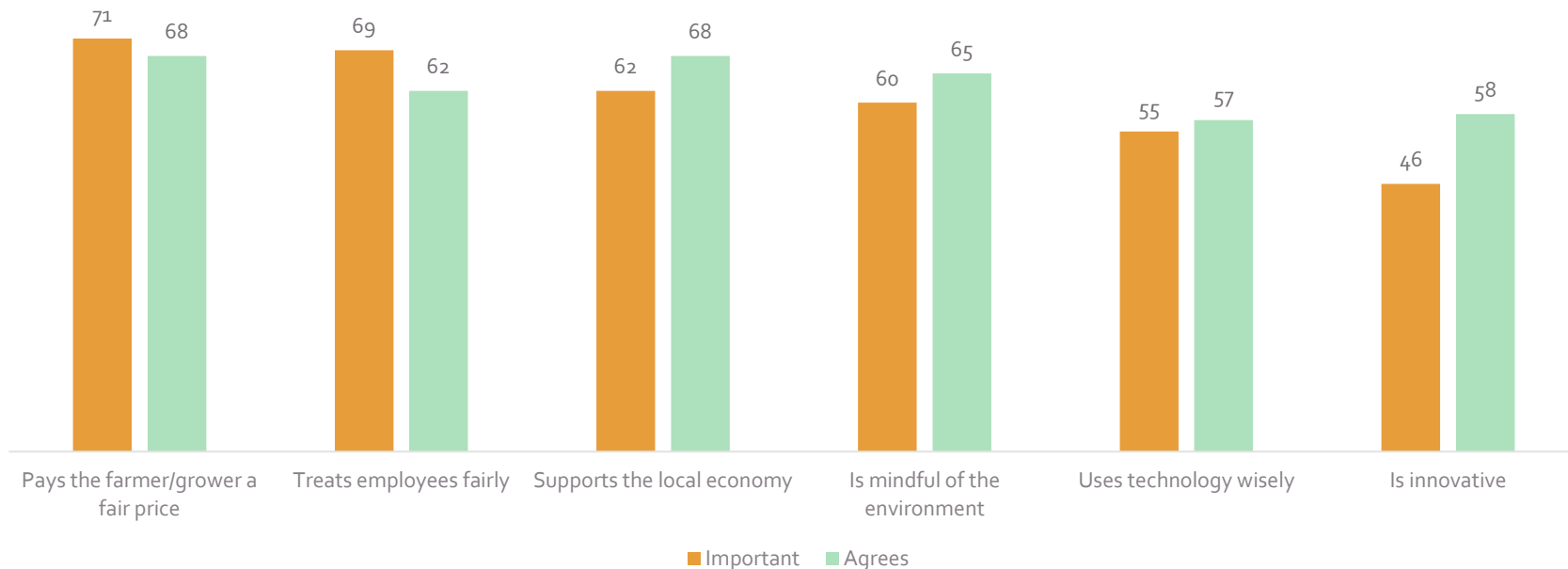
When you think about certain industries, some seem to be on their way up and have a lot going for them, while others don't. Which of these statements best describes how you feel about the produce industry?



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

