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

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Four weeks ending 9/8/2024

International Fresh Produce Association

Continued Growth in Floral Sales through Late Summer

August into the first week of September delivered more unit growth for the produce department. While a home-centric world reflects a non-stop budget balancing act, consumers continue to prioritize flowers.

PERFORMANCE

The Results for the Weeks Ending September 8th 2024.

Sales for the four weeks ending the second week of September came in just over $500 million. This was up 5.0% over the same four weeks in 2023, continuing the year-over-year increase seen in the last quad-week report..

Importantly, where unit sales continued the comeback seen in the last quad-week report. While not aggressive growth, units gained 0.3% in the four-week period and 1.6% over the full year.

Annually, floral generated nearly $9.5 billion in sales, which is up 5.1% in dollars with continued year-over-year gains for units as well. The unit gains seen in floral are similar to that on the food and beverage side, showing consumers prioritize floral despite pressure on income.

Floral department	Dollar sales	Dollar % change vs. year ago	Unit sales	Unit % change vs. year ago
4 weeks	$503.4M	+5.0%	48.5M	+0.3%
52 weeks	$9.4B	+5.1%	906.0M	+1.6%

Source: Circana, Integrated Fresh, MULO, 4 and 52 weeks ending 9/8/2024

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 10.1% in dollars and 9.4% in units. Roses have had a strong showing all summer.

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

4 w.e 9/8/2024	Dollar sales	Dollar % change vs. year ago	Unit sales	Unit % change vs. year ago
Floral department	**$503.4M**	**+5.0%**	**48.5M**	**+0.3%**
Roses	$104.7M	+10.1%	9.1M	+9.4%
Bouquets	$95.3M	+5.3%	7.5M	+1.5%
Consumer bunch	$76.6M	+6.4%	11.5M	+6.2%
Potted plants	$70.1M	+6.3%	6.4M	-4.7%
Arrangements	$69.1M	+0.8%	2.2M	+5.9%
Outdoor plants	$51.4M	-1.7%	6.1M	-14.7%
Bulbs	$8.3M	+15.0%	0.8M	-5.5%
Holiday bouquets	$0.5M	+31.1%	0.07M	+36.7%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 9/8/2024

PRICING

Inflation Across Floral Segments.

The price per unit in the four weeks ending early-September to the same time period last year increased 4.8% across floral offerings. Potted and outdoor plants and bulbs had above-average inflation, whereas the average price for bouquets and consumer bunch rose more moderately.

4 w.e. 9/8/2024	Price per unit	% Change vs. year ago
Floral department	**$10.37**	**+4.8%**
Roses	$11.50	+0.7%
Bouquets	$12.78	+3.8%
Consumer bunch	$6.43	+0.2%
Potted plants	$10.90	+11.6%
Arrangements	$30.75	-4.7%
Outdoor plants	$8.44	+15.3%
Bulbs	$9.83	+21.7%
Holiday bouquets	$6.85	-4.1%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 9/8/2024

REGIONAL REVIEW

Far-Ranging Performances by Region

The quad-week performance by region varied from 3.3% dollar sales growth for the Great lakes region to 8.4% growth for the Southeast.

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

4 w.e. 9/8/2024	Share of floral $	Floral $ sales growth vs. year ago
Total US	100.0%	+5.0%
California	14.2%	+5.5%
Great Lakes	13.1%	+3.3%
Mid-South	10.6%	+5.3%
Northeast	13.1%	+4.6%
Plains	6.3%	+6.8%
South Central	14.9%	+4.0%
Southeast	12.8%	+8.4%
West	15.1%	+4.1%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 9/8/2024

52 w.e. 9/8/2024	Share of floral $	Floral $ sales growth vs. year ago
Total US	**100.0%**	**+5.0%**
California	13.4%	+3.3%
Great Lakes	12.7%	+2.9%
Mid-South	11.1%	+4.6%
Northeast	13.4%	+2.0%
Plains	6.0%	+4.1%
South Central	14.5%	+10.0%
Southeast	13.0%	+7.5%
West	15.9%	+5.5%

Source: Circana, Integrated Fresh, MULO, 52 weeks ending 9/8/2024

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