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

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Four weeks ending 2/25/2024

Floral Sales Continue to Accelerate at the Start of 2024

Strong Valentine's Day results helps boost floral unit sales to a 6.8% gain over year ago levels in the past year, with gains for all areas ranging from arrangements and bouquets to roes and custom bunch.

UPGRADED MARKET COVERAGE

Circana Market Expansion to MULO+

Until the December 2023, this report series reflected the Multi-Outlet (MULO) marketplace, which comprised of mass/supercenters, grocery stores, military and more.

This month, the report reflects an expanded market view, called MULO+. This universe includes additional retailers that previously did not share data nor were projected in the data.

This new geography will be used going forward for the monthly updates. The additional retailers represent e-Commerce, grocery, club, DTC delivery and other channels, fueling an average expansion of 15% across total CPG. All time period history and geographies have been updated to MULO+.

IMPRESSIVE GROWTH

The Results for the Weeks ending February 25th 2024

According to the latest Circana results, the floral department continued to be an above-average performer in the four and 52 weeks through late February in comparison to the same set of weeks last year.

The four weeks showed a 9.8% increase in dollar sales over year-ago levels. Unit sales were up 6.8% — an astounding performance that sits far ahead of any other department across the store.

The stellar performance of the past few months have pulled the 52-week view into the plus, with units up 0.6%.

Floral department	Dollar sales	Dollar % change vs. year ago	Unit sales	Unit % change vs. year ago
4 weeks ending 2/25/24	$1.2B	+9.8%	93M	+6.8%
52 weeks ending 2/25/24	$9.1B	+5.7%	895M	+0.6%

Source: Circana, Integrated Fresh, MULO, 4 and 52 weeks ending 2/25/2024

Annual floral department sales in Circana's multi-outlet channels totaled $9.1 billion. These outlets sold 895 million units in the past year.

SALES BY TYPE

All Plusses on the Board for Floral Categories

The February floral performance was strong across the board. Whereas the past few months reflected spotty performances, sales increased by a minimum of 5.5% for holiday bouquets all the way to +16.7% for bouquets. Roses were the biggest seller, at $391 million.

The same universal strength is seen in unit sales, with a minimum year-over-year growth of 5.1% for potted plants through +12.6% for bouquets, that reached 14.5 million units.

4 w.e 2/25/2024	Dollar sales	Dollar % change vs. year ago	Unit sales	Unit % change vs. year ago
Floral department	**$1.2B**	**+9.8%**	**92.7M**	**+6.8%**
Rose	$391M	+10.1%	23.9M	+8.5%
Arrangement	$249M	+6.8%	7.0M	+7.0%
Bouquet	$220M	+16.7%	14.5M	+12.6%
Potted plant	$147M	+7.9%	13.0M	+5.1%
Consumer bunch	$112M	+9.2%	16.3M	+9.1%
Bulb	$23M	+13.1%	2.6M	+9.6%
Outdoor plant	$18M	+9.5%	2.2M	+7.2%
Holiday	$951K	+5.5%	130K	+6.3%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 2/25/2024

PRICING

Mild Inflation for Floral

After a few months of prices being unchanged versus their year-ago levels, February did see some mild inflation. The average price per unit was $13.24 during the four February weeks, which was up 2.8% versus year ago. This was driven by bouquets and potted plants.

4 w.e. 2/25/2024	Price per unit	% Change vs. year ago
Floral department	$13.24	+2.8%
Rose	$16.34	+1.4%
Arrangement	$35.42	-0.2%
Bouquet	$15.17	+3.6%
Potted plant	$11.36	+2.7%
Consumer bunch	$6.87	0.0%
Bulb	$8.90	+3.2%
Outdoor plant	$8.23	+2.1%
Holiday	$7.30	-0.8%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 2/25/2024

REGIONAL REVIEW

South Central had a very strong month

All regions contributed to the dollar sales growth in February, but the South Central region had, by far, the strongest growth.

The same was true for the full year ending February 25th. The South Central region was the second-largest selling area and had double-digit growth.

4 w.e. 2/25/2024	Share of floral $	Floral $ sales growth vs. year ago
Total US	**100.0%**	**+7.9%**
California	14.0%	+7.6%
Great Lakes	11.2%	+10.1%
Mid-South	11.7%	+9.2%
Northeast	12.0%	+7.1%
Plains	5.3%	+6.5%
South Central	16.5%	+15.7%
Southeast	14.4%	+7.6%
West	15.0%	+11.2%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 2/25/2024

52 w.e. 2/25/2024	Share of floral $	Floral $ sales growth vs. year ago
Total US	**100.0%**	**+5.0%**
California	13.4%	+2.3%
Great Lakes	12.8%	+4.3%
Mid-South	11.2%	+5.7%
Northeast	13.7%	+4.0%
Plains	5.9%	+2.5%
South Central	14.4%	+13.9%
Southeast	12.9%	+7.5%
West	15.7%	+4.0%

Source: Circana, Integrated Fresh, MULO, 52 weeks ending 2/25/2024