

# Easter Delivered Steady Year-Over-Year Floral Department Sales

April 2023

“Easter delivered the typical boost to floral department sales. However, while sales were elevated from a non-holiday month, units could not keep pace with the 2022 levels, at -2.9%.”

– Debbie Zoellick, Director of Floral, IFPA



Floral department dollar sales during the four weeks ending April 23, 2023, experienced a 0.4% increase over the same 4-week period in 2022. Both years included the Easter holiday sales.

Floral department	Dollar sales	Dollar % change vs. YA	Unit sales	Unit % change vs. YA
4 weeks ending 4/23/2023	\$730.7M	+0.4%	91.3M	-2.9%
52 weeks ending 4/23/2023	\$7.7B	+2.7%	814.8M	-5.3%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 4/23/2023

Sales during the 52 weeks ending 4/23/2023 were up 2.7% in dollars, but down 5.3% in units. The very different unit and dollar growth performance shows the impact inflation has had on floral department sales.



## 2023 Sales by Type

“Easter prompted strong sales growth for bouquets and roses, but other areas such as potted and outdoor plants did not perform as well,” said Zoellick. “Inflationary and other economic pressure has resulted in sustained unit and volume pressure for categories around the store, including floral, but holidays and special celebrations continue to be a reason for consumers to splurge a little.”

4 w.e 4/23/2023	Dollar sales	Dollar % change vs. YA	Unit sales	Unit % change vs. YA
<b>Floral department</b>	<b>\$730.7M</b>	<b>+0.4%</b>	<b>91.3M</b>	<b>-2.9%</b>
Potted plant	\$175.4M	-2.7%	18.9M	-5.5%
Outdoor plant	\$133.0M	-0.6%	19.6M	-7.2%
Bouquet	\$103.1M	+4.5%	8.6M	+5.4%
Consumer bunch	\$90.3M	+0.6%	14.1M	-4.5%
Rose	\$85.9M	+8.0%	6.9M	+6.2%
Arrangement	\$68.3M	+3.5%	2.5M	-4.5%
Bulb	\$19.6M	-9.4%	3.3M	-1.6%
Holiday	\$0.5M	-0.4%	66K	-8.7%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 4/23/2023

## Regional Performance

“Two regions, being the West and California, pulled down the average for the entire country,” said Zoellick. The Midsouth and Great Lakes’ regions had the strongest dollar growth performance.



4 w.e. 4/23/2023	Share of floral \$	Floral \$ sales growth vs. year ago
<b>Total US</b>	<b>100.0%</b>	<b>+0.4%</b>
California	10.3%	-4.7%
Great Lakes	12.6%	+3.3%
Mid-South	13.2%	+4.2%
Northeast	14.8%	+2.9%
Plains	6.1%	+2.9%
South Central	15.6%	+2.7%
Southeast	14.3%	+2.8%
West	13.2%	-9.5%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 4/23/2023



### Pricing

The average price for floral on a per unit basis in April 2023 compared to April 2022 increased by 3.5%. The average price per unit reached \$8.00.

4 w.e. 4/23/2023	ACV weighted distribution	Change vs. YA (points)
<b>Floral department</b>	<b>\$8.00</b>	<b>+3.5%</b>
Potted plant	\$9.27	+2.9%
Outdoor plant	\$6.79	+7.2%
Bouquet	\$12.01	-0.9%
Consumer bunch	\$6.38	+5.4%
Rose	\$12.47	+1.7%
Arrangement	\$27.02	+8.3%
Bulb	\$5.91	-8.0%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 4/23/2023

