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

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Four weeks ending 6/16/2024

INTERNATIONAL FRESH PRODUCE ASSOCIATION

Everyday Floral Sales Fell Short of Last Year's Strong Results

Following the slightly down unit results during the Mother's Day holiday weeks, the four weeks ending mid-June also struggled to maintain unit sales. However, floral's strong start of the year means continued sales success in the year-to-date view.

UNIT PRESSURE

The Results for the Weeks Ending June 16th 2024.

Sales for the weeks ending mid-June fell back in line with the typical non-holiday quad-week period. The four weeks generated $785 million, which was down about 2% from the same four weeks last year.

Unit sales experienced greater pressure. At just under 90 million units, sales dropped 6.2% from the same four weeks in 2023.

Annually, floral generated more than $9 billion in sales, which is up 5.0% in dollars with continued year-over-year gains for units as well. The year was off to a very strong start, which is keeping units in the plus despite some declines in recent months.

Floral department	Dollar sales	Dollar % change vs. year ago	Unit sales	Unit % change vs. year ago
4 weeks	$784.5M	-2.1%	88.7M	-6.2%
52 weeks	$9.3B	+5.0%	889.8M	+1.0%

Source: Circana, Integrated Fresh, MULO, 4 and 52 weeks ending 6/16/2024

SALES BY TYPE

Bouquets and Roses Have the Strongest Year-on-Year Performance.

Following the Mother's Day boost, this quad-week sales reflect the more typical patterns with strength for outdoor plants, bouquets and roses.

The year-on-year sales growth results, however, varied widely. The biggest seller, outdoor plants, experienced double-digit sales declines in both dollars and units. Bouquets and roses, on the other hand, had sales growth.

4 w.e 6/16/2024	Dollar sales	Dollar % change vs. year ago	Unit sales	Unit % change vs. year ago
Floral department	**$785B**	**-2.1%**	**88.7M**	**-6.2%**
Outdoor plant	$222M	-17.5%	31.5M	-16.9%
Bouquets	$122M	+8.2%	9.4M	+1.7%
Roses	$116M	+7.1%	8.7M	+4.0%
Potted plants	$96M	-3.0%	10.0M	-5.8%
Consumer bunch	$92M	+6.5%	13.6M	+4.3%
Arrangement	$77M	+13.7%	2.6M	+11.8%
Bulb	$5M	-1.2%	1.3M	+3.2%
Holiday	$0.6M	+19.1%	91K	+26.6%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 6/16/2024

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PRICING

Inflation Across Floral Segments.

Floral prices had leveled off at the beginning of the year, but increased in the quad-week period. The average price per unit was $8.85, which was up 4.3% versus year ago. Only outdoor plants experienced slight deflation, whereas prices for bouquets increased by 6.4% in the quad-week period.

4 w.e. 6/16/2024	Price per unit	% Change vs. year ago
Floral department	$8.85	+4.3%
Outdoor plant	$7.05	-0.7%
Bouquets	$13.03	+6.4%
Roses	$13.35	+3.1%
Potted plants	$9.66	+3.0%
Consumer bunch	$6.74	+2.2%
Arrangement	$29.55	+1.7%
Bulb	$3.59	-4.3%
Holiday	$6.78	-5.9%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 6/16/2024

REGIONAL REVIEW

Far-Ranging Performances by Region

The quad-week performance by region varied from 4.4% dollar sales growth for the West to a decline of 11.4% for the Great Lakes region of the U.S.

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

4 w.e. 6/16/2024	Share of floral $	Floral $ sales growth vs. year ago
Total US	100.0%	-2.1%
California	12.6%	+4.1%
Great Lakes	15.0%	-11.4%
Mid-South	10.1%	-3.5%
Northeast	15.1%	-7.6%
Plains	6.9%	-5.8%
South Central	11.0%	+2.7%
Southeast	9.9%	+2.4%
West	19.3%	+4.4%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 6/16/2024

52 w.e. 6/16/2024	Share of floral $	Floral $ sales growth vs. year ago
Total US	100.0%	+5.0%
California	13.4%	+3.2%
Great Lakes	12.7%	+2.7%
Mid-South	11.1%	+4.5%
Northeast	13.4%	+1.7%
Plains	6.0%	+3.0%
South Central	14.4%	+11.9%
Southeast	13.0%	+7.3%
West	15.9%	+4.9%

Source: Circana, Integrated Fresh, MULO, 52 weeks ending 6/16/2024

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