

2023 Produce & Floral marketing benchmarks

International Fresh Produce Association (IFPA) provides marketing benchmarks so marketers can compare their spend with competition to identify opportunities to drive stronger results.

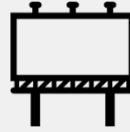
In the produce and floral industries the use of advertising and social media channels is the most prevalent but high dollars are allocated to consumer events and promotions as these are perceived to have a great return.

**LET'S MAKE A
DIFFERENCE TOGETHER!** 

USE OF MARKETING CHANNELS



92% Social media



88% Advertising



56% Consumer events



52% Consumer promotions



40% Influencers

USE OF TRADE SUPPORTS



68% Trade shows



30% Store demos



30% store signage



24% retail media



17% temporary price reductions