

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

By: Anne-Marie Roerink | President, 210 Analytics

Four weeks ending 3/24/2024



52-Week Floral Department Unit Sales Up Nearly 2% YOY

The combination of solid everyday sales augmented with strong New Year's and Valentine's Day results has boosted floral dollar and unit sales into the plus.

**MARKET
COVERAGE
REMINDER****Circana MULO+ Universe**

The monthly floral report reflects MULO+ — an expanded market view that includes mass/supercenters, grocery stores, military, club, direct-to-consumer delivery companies as well as several e-commerce players. This universe includes additional retailers that previously did not share data nor were projected in the data. It delivers 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 March 24th 2024**

While sales during the four weeks ending March 24th 2024 were much lower than those that include a major floral holiday, the sales patterns are the same.

With \$621 million in quad-week sales, the floral department continued to be an above-average performer, Floral delivered both dollar and unit gains when compared to year-ago levels in a marketplace where most departments are flat at best.

The four weeks showed an 11.2% increase in dollar sales over year-ago levels. Unit sales were up 7.6% — an astounding performance that exceeds all other departments across the store.

Floral department	Dollar sales	Dollar % change vs. year ago	Unit sales	Unit % change vs. year ago
4 weeks	\$620.6M	+11.2%	70.8M	+7.6%
52 weeks	\$9.145B	+6.5%	901M	+1.8%

Source: Circana, Integrated Fresh, MULO, 4 and 52 weeks ending 3/24/2024

Annual floral department sales in Circana's multi-outlet channels totaled \$9.1 billion. These outlets sold 895 million units in the past year. The stellar performance of the past few months have pulled the 52-week view into the plus, with units up 1.8%.



SALES BY TYPE

Potted Plants Overtake Flowers as the Number One Seller

The four-week floral performance was strong across the board. Gearing up for an early Easter on March 31st, 2024, potted plant sales jumped ahead of bouquets and roses. Quad-week sales totaled \$114 million, up 17.7% over year-ago levels. However, the earlier timing of Easter means more of the sales would have been pushed earlier into the year, especially potted plants.

Outdoor plants and bulbs, also had a strong quad-week performance in dollars and units.



4 w.e 3/24/2024	Dollar sales	Dollar % change vs. year ago	Unit sales	Unit % change vs. year ago
Floral department	\$621M	+11.2%	70.8M	+7.6%
Potted plant	\$114M	+17.7%	11.6M	+11.4%
Bouquet	\$99M	+9.8%	8.1M	+6.0%
Rose	\$97M	+6.8%	7.5M	+5.5%
Consumer bunch	\$85M	+6.1%	13.4M	+5.1%
Arrangement	\$70M	+9.7%	2.4M	+10.0%
Outdoor plant	\$61M	+17.7%	7.3M	+14.7%
Bulb	\$36M	+22.6%	4.7M	+20.2%
Holiday	\$651K	-4.5%	95K	-4.6%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 3/24/2024

PRICING

Mild Inflation for Floral

The quad week experienced mild inflation. The average price per unit was \$8.76, which was up 3.4% versus year ago. This was predominantly driven by bouquets and potted plants.



4 w.e. 3/24/2024	Price per unit	% Change vs. year ago
Floral department	\$8.76	+3.4%
Potted plant	\$9.77	+5.6%
Bouquet	\$12.32	+3.6%
Rose	\$12.84	+1.3%
Consumer bunch	\$6.39	+1.0%
Arrangement	\$29.34	-0.3%
Outdoor plant	\$8.42	+2.6%
Bulb	\$7.65	+2.1%
Holiday	\$6.86	+0.1%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 3/24/2024

REGIONAL REVIEW



South Central had a very strong month

All regions contributed to the dollar sales growth in the quad-week period, but the entire Eastern seaboard had above-average growth, led by the Northeast.

The same was true for the full year ending March 24th. The South Central region was the second-largest selling area and had double-digit growth of 13.7%.

4 w.e. 3/24/2024	Share of floral \$	Floral \$ sales growth vs. year ago
Total US	100.0%	+11.2%
California	13.2%	+8.2%
Great Lakes	11.3%	+13.5%
Mid-South	11.9%	+13.0%
Northeast	12.0%	+14.0%
Plains	5.4%	+17.3%
South Central	16.1%	+8.7%
Southeast	14.8%	+9.8%
West	15.3%	+10.8%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 3/24/2024

52 w.e. 3/24/2024	Share of floral \$	Floral \$ sales growth vs. year ago
Total US	100.0%	+6.5%
California	13.4%	+3.3%
Great Lakes	12.8%	+5.3%
Mid-South	11.2%	+7.0%
Northeast	13.7%	+5.0%
Plains	5.9%	+4.0%
South Central	14.4%	+13.7%
Southeast	12.9%	+7.9%
West	15.7%	+5.2%

Source: Circana, Integrated Fresh, MULO, 52 weeks ending 3/24/2024

