Market Watch

Floral Dollars Continue to Trend Ahead of Year-Ago Levels

July 2023

According to the latest Circana (formerly IRI) results, the floral department continued to be an above-average performer in the four and 52 weeks ending mid-July in comparison to the same set of weeks last year. The four weeks ending July 16th showed a 3.7% improvement in dollar sales over year-ago levels. While unit sales could not keep pace, they declined 3.0% in the four-week period, which was an improvement over the 52-week view. This underscores the gradual improvement seen all year.

Floral department	Dollar sales	Dollar % change vs. YA	Unit sales	Unit % change vs. YA
4 weeks ending 7/16/2023	$446.6M	+3.7%	50.0M	-3.0%
52 weeks ending 7/16/2023	$7.8B	+2.5%	817.8M	-3.7%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 7/16/2023

Sales during the 52 weeks ending 7/16/2023 were up 2.5% in dollars, though down 3.7% in units. The very different unit and dollar growth performance shows the impact inflation has had on floral department sales.

Sales by Type

At the category level, performances were mixed with strong growth for bouquets and roses in both dollars and units, whereas outdoor plants continued to struggle. Potted plants and consumer/custom bunches experienced mild dollar declines as inflation was unable to offset the pullback in units.

4 w.e 7/16/2023	Dollar sales	Dollar % change vs. YA	Unit sales	Unit % change vs. YA
Floral department	**$446.6M**	**+3.7%**	**50.0M**	**-3.0%**
Bouquets	$80.9M	+12.4%	6.8M	+12.2%
Outdoor plants	$79.4M	-7.1%	12.1M	-13.8%
Roses	$78.0M	+13.4%	6.2M	+9.0%
Potted plants	$65.7M	-1.3%	7.0M	-3.2%
Consumer bunch	$63.9M	-1.9%	10.2M	-5.3%
Arrangements	$50.4M	+13.5%	1.7M	+4.4%
Bulbs	$1.0M	-13.1%	0.5M	-4.3%
Holiday	$0.4M	-2.3%	0.05M	-5.5%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 7/16/2023

Regional Performance

The West, Northeast and Great Lake regions had the highest share of sales, but the South Central, Southeast and Midsouth all performed substantially better-than-average in terms of their year-on-year growth performance. All regions, with the exception of California, showed dollar growth in the four-week period.

4 w.e. 7/16/2023	Share of floral $	Floral $ sales growth vs. year ago
Total US	**100.0%**	**+3.7%**
West	16.8%	-2.0%
Northeast	15.3%	+1.1%
Great Lakes	14.0%	+4.1%
California	12.6%	-0.1%
South Central	12.6%	+14.5%
Southeast	12.0%	+9.4%
Mid-South	10.8%	+5.1%
Plains	5.8%	+1.4%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 7/16/2023

Pricing

During the four weeks ending July 16th compared to the same time period last year, the average price per unit for floral increased by 6.9%. This is far less than the increases seen year to date. The average price per unit stood at $8.94, with above average costs for bouquets, roses and arrangements. Only one area came down in price compared to the same four weeks in 2022, being bulbs — a small seller.

4 w.e. 7/16/2023	ACV weighted distribution	Change vs. YA (points)
Floral department	**$8.94**	**+6.9%**
Bouquets	$11.94	+0.2%
Outdoor plants	$6.56	+7.8%
Roses	$12.51	+4.0%
Potted plants	$9.33	+1.9%
Consumer bunch	$6.25	+3.5%
Arrangements	$29.96	+8.8%
Bulbs	$2.13	-9.2%
Holiday	$7.18	+3.4%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 7/16/2023