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

By: Anne-Marie Roerink | President, 210 Analytics

Four weeks ending 3/24/2024

INTERNATIONAL FRESH PRODUCE ASSOCIATION

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	$620.6B	+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

INTERNATIONAL FRESH PRODUCE ASSOCIATION

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