



Mixed Bouquets Drive Sales and Growth in Late Summer

Building onto years of performance reporting for fresh floral sales at retail in the United States, IFPA is launching a counterpart for floral sales trends in the U.K.

Sales Performance

The four weeks ending early August did not include any major holidays and generated \$172 million. This was up 3.0% in dollars and 1.5% in units — reflecting a combination of inflation and demand growth. The rate of growth was below that seen in the full year for both dollars and units.

Total floral	Latest 4 weeks		Latest 52 weeks	
	Dollar sales	Dollars vs. year ago	Dollar sales	Dollars vs. year ago
Sales in USD	\$171.5M	+3.0%	\$2.4B	+5.7%
Sales in units	25.3M	+1.5%	375.9M	+2.7%

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending August 9, 2025

Pricing

Across all floral items, including plants and flowers, the price per unit averaged \$6.52 for the full year. The four-week price average was slightly higher, at \$6.79. Both time periods experienced mild inflation.

	Latest 4 weeks		Latest 52 weeks	
	Price per unit	Change vs. year ago	Price per unit	Change vs. year ago
Total floral	\$6.79	+1.5%	\$6.52	+2.9%

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending August 9, 2025

Floral Sales by Segment — Latest 4 weeks

Mixed bouquets were both the biggest floral category and the biggest contributor to sales growth in the most recent four weeks. Mixed bouquets also had a strong unit performance. Roses experienced a small decline, whereas plants and sunflowers were down by double digits.

Top 10 sellers	Latest 4 weeks			
	US\$ sales	Dollars vs. year ago	Unit sales	Units vs. year ago
Total floral	\$171.5M	+3.0%	25.3M	+1.5%
Mixed bouquets	\$69.0M	+7.2%	7.1M	+7.2%
Roses	\$28.8M	-1.7%	4.8M	-5.7%
Plants	\$22.7M	-11.3%	3.7M	-21.5%
Sunflowers	\$5.8M	-10.8%	1.0M	-13.3%
Carnations	\$5.6M	-1.8%	1.0M	-9.2%
Lillies	\$5.4M	-15.5%	553K	-24.2%
Chrysanthemums	\$5.0M	-9.5%	1.1M	-14.3%
Orchid plants	\$4.9M	-4.9%	358K	-8.0%
Other cut flowers	\$4.4M	+29.5%	486K	+25.4%

Source: NielsenIQ, Global SnapShot, 4 weeks ending August 9, 2025

Floral Sales by Segment — Latest 52 weeks

Flowers and plants generated \$2.5 billion in the latest 52 weeks, reflecting a substantial increase of 5.7%. Dollar gains were a mix of unit growth (+3.1%) and inflation.

Mixed bouquets remained the biggest seller, but roses overtook plants as the number two, at nearly \$400 million. Both mixed bouquets and roses have experienced strong gains all year, whereas plant sales have been more mixed. Chrysanthemums, carnations and other floral are other areas of growth in the 52-week view.

Top sellers	Latest 52 weeks			
	US\$ sales	Dollars vs. year ago	Unit sales	Units vs. year ago
Total floral	\$2.5B	+5.7%	375.4M	+3.1%
Mixed bouquets	\$909M	+7.1%	85.8M	+5.0%
Roses	\$399M	+10.1%	64.7M	+6.9%
Plants	\$362M	-0.7%	66.0M	-0.9%
Tulips	\$172M	+12.0%	29.0M	-0.2%
Lillies	\$74M	-5.1%	8.3M	-7.6%
Carnations	\$73M	+9.3%	18.5M	+6.2%
Daffodils	\$65M	+19.4%	4.5M	-4.7%
Orchid plants	\$64M	-1.6%	14.8M	-5.9%
Chrysanthemums	\$63M	-5.2%	41.2M	+10.9%
Other floral	\$58M	+36.8%	5.7M	+18.9%

Source: NielsenIQ, Global SnapShot, 52 weeks ending August 9, 2025