



## 2024 Floral Trends Report

# USA

American Psyche



**The International Fresh Produce Association (IFPA) is the leading global trade association representing companies in the fresh produce and floral supply chains.**



# Research Purposes & Objectives

**The IFPA performs a Global Intelligence Consumer Tracking Study on an annual basis to understand and trend consumer behavior and motivations when purchasing floral products.**

Research is conducted in seven (7) unique geographic areas:

- United States
- Australia
- Brazil
- China
- Germany
- UK
- South Korea

This report summarizes the findings in United States with 754 consumers.

Margin of Error:

Overall, the sample size has a margin of error of +/- 1.4% at a 95% level of confidence; or +/- 3.6% for the USA.



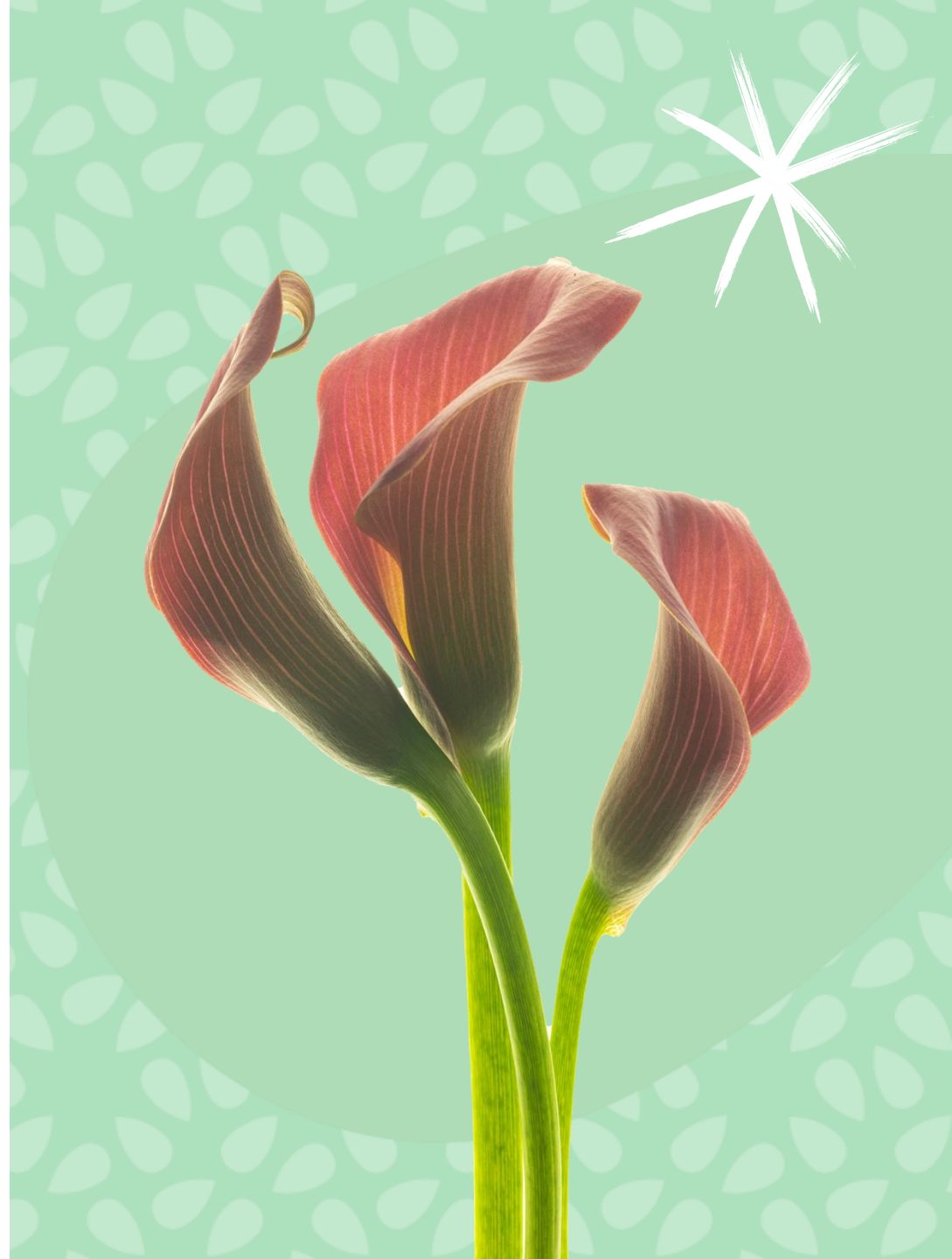
# Methodology and Sample Composition

**The study was conducted using an online survey, with all fieldwork conducted on the Russell Research survey website. A total of 754 U.S. based interviews were conducted for the study from December 3 - 18, 2024. Participants were sourced from leading online research panels.**

To qualify for study inclusion, respondents were screened to meet the following qualifications:

- Age 18-78
- Primary or shared responsibility for purchasing groceries for household
- Purchase groceries once a month or more often
- Reside within the United States
- Does not work in a competitive industry

All research was carried out in compliance with all relevant legal and ethical requirements within the United States and in compliance with ISO 20252:2019.





# American Psyche

INTERNATIONAL  
**FRESH  
PRODUCE**  
ASSOCIATION



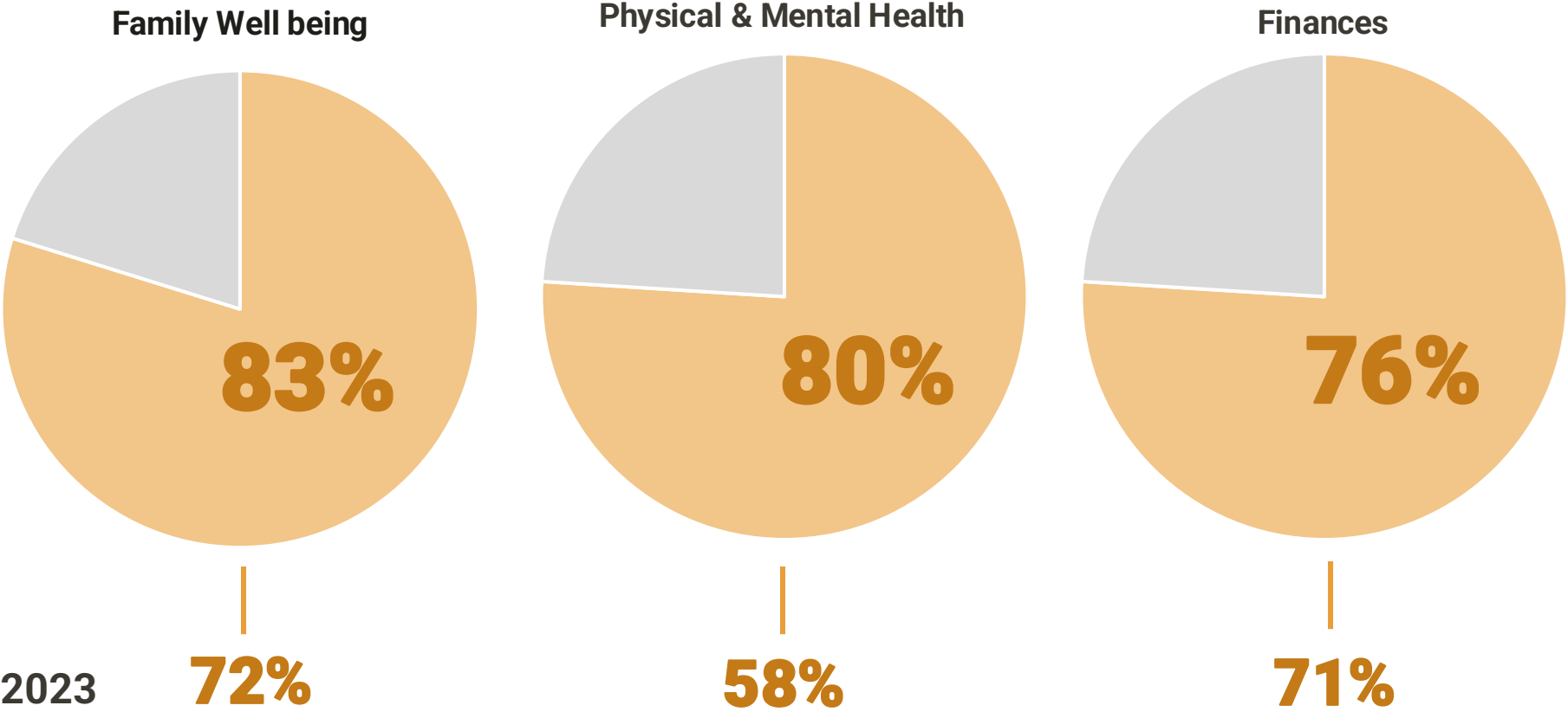
Psyche

**Americans are more concerned in 2024 about their family well being, health and finances than in 2023. The top items and/or activities which saw a reduction in purchasing during the past year were primarily entertainment-based or discretionary purchases. While most of the top-tier mental state descriptors were positive, one in three consumers did mention stressed as well.**



Basic family well being continues to be top of mind for consumers.

2024

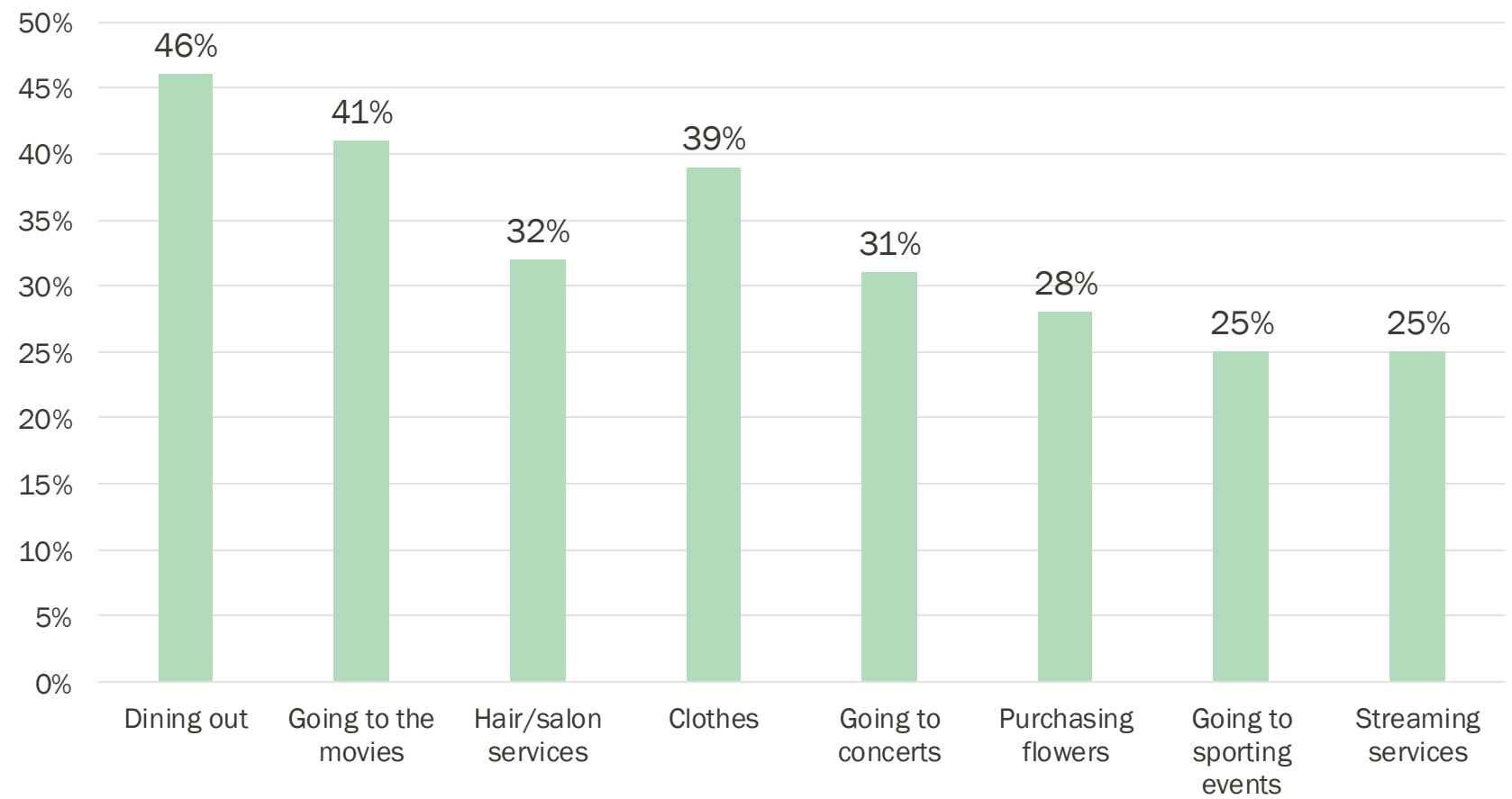


Primary concerns  
for family and health

Psyche

The top items and/or activities which saw a reduction in purchasing during the past year were **primarily entertainment-based or discretionary purchases.**

Items / Activities Reduced Purchasing In Last Year

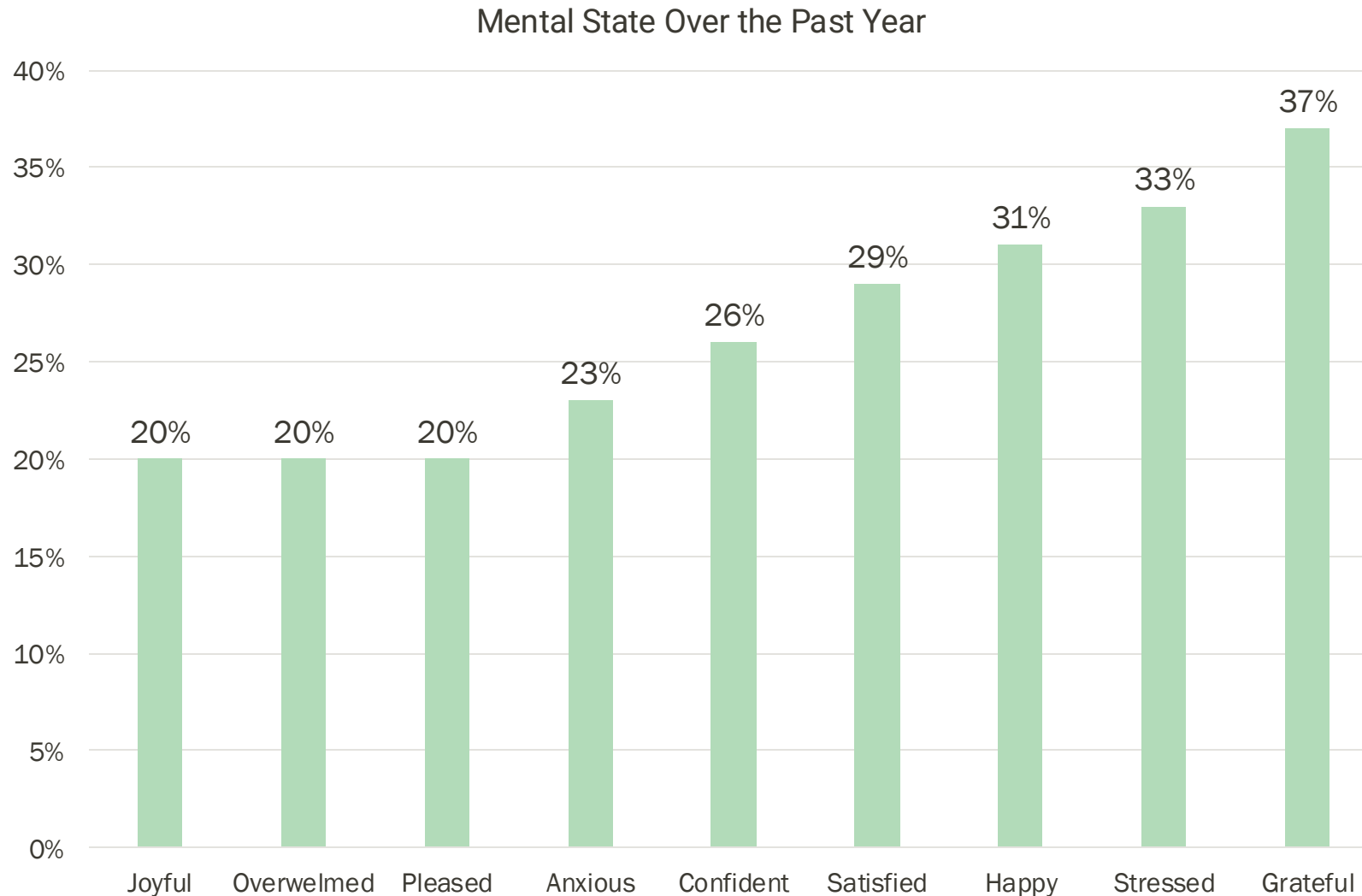


Which items if any did you reduce purchasing in the last year?

Psyche



While most of the top-tier mental state descriptors were positive, **one in three consumers did mention stressed as well.**

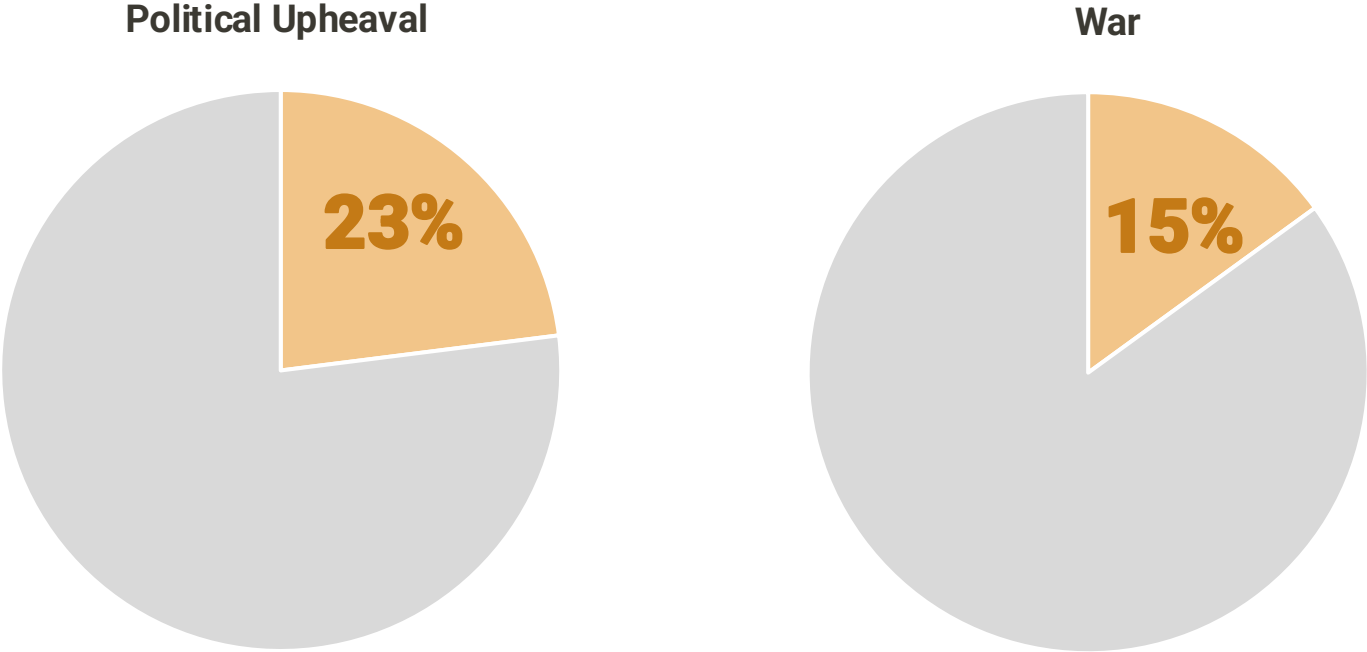


Which three words best describes your mental state this year?

**Psyche**



Less than a quarter of Americans were concerned about **political upheaval in November 2024.**



Just thinking about the current state of things overall, what are your three primary concerns right now for yourself/family?