



2024 Floral Trends Report USA

American Floral Industry



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 the 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.



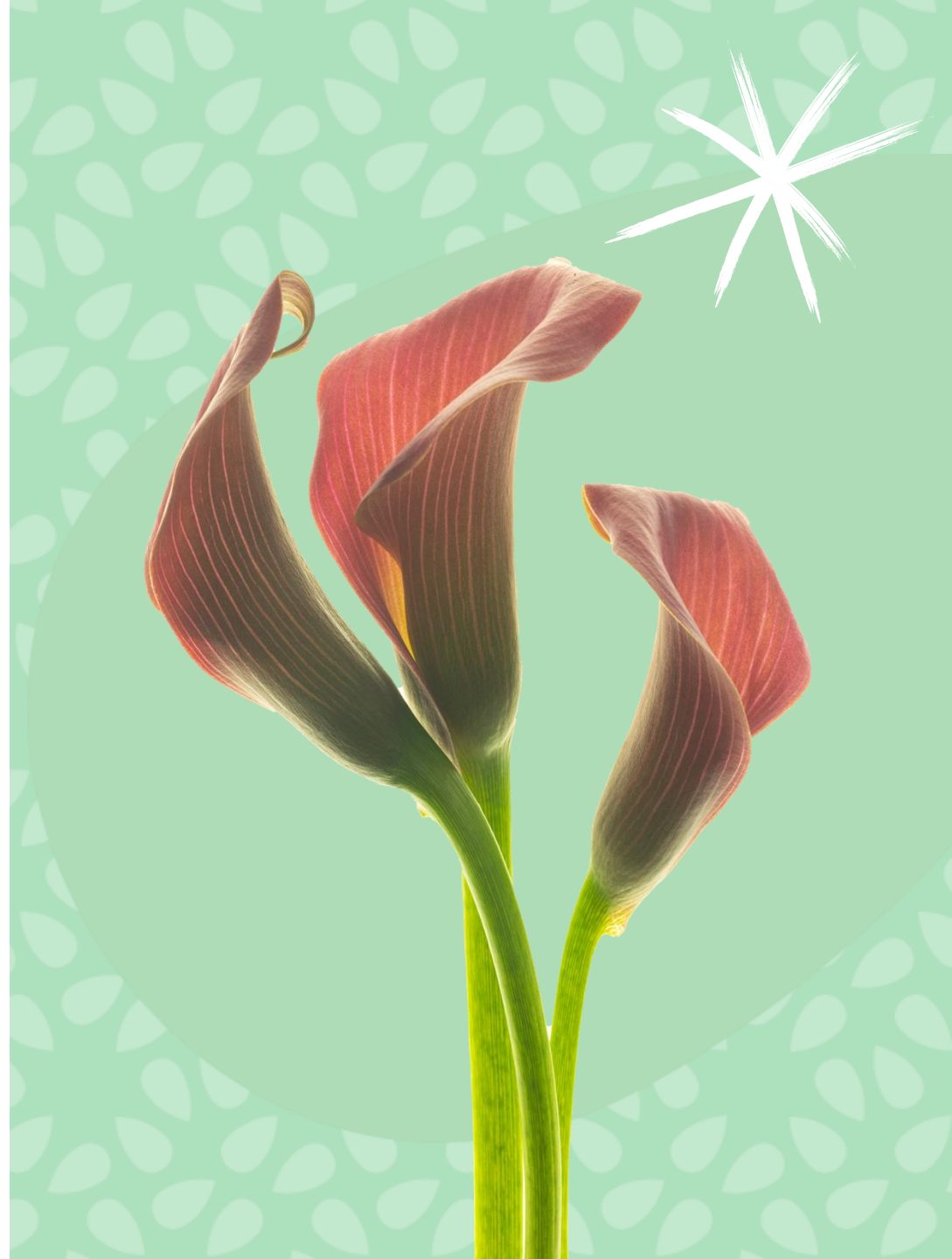
Methodology and Sample Composition

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.



Americans and the Floral Industry

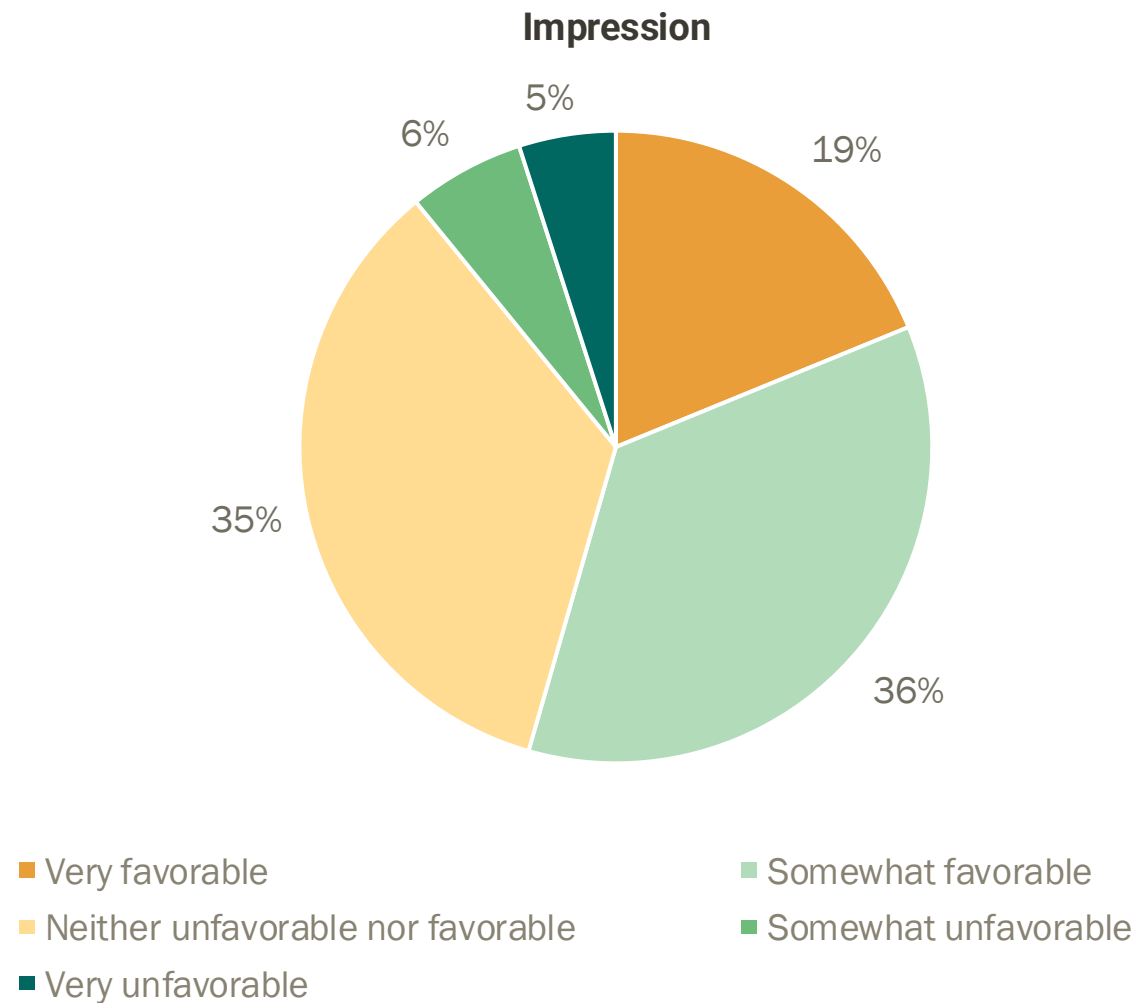
INTERNATIONAL
**FRESH
PRODUCE**
ASSOCIATION

Floral Industry

55% Americans have a favorable impression of the floral industry. 32% of Americans feel the floral industry has positive momentum. The floral industry is living up to the importance that Americans place on the industry social responsibilities. The personality of the floral industry in the US remains friendly, fun, and classic.

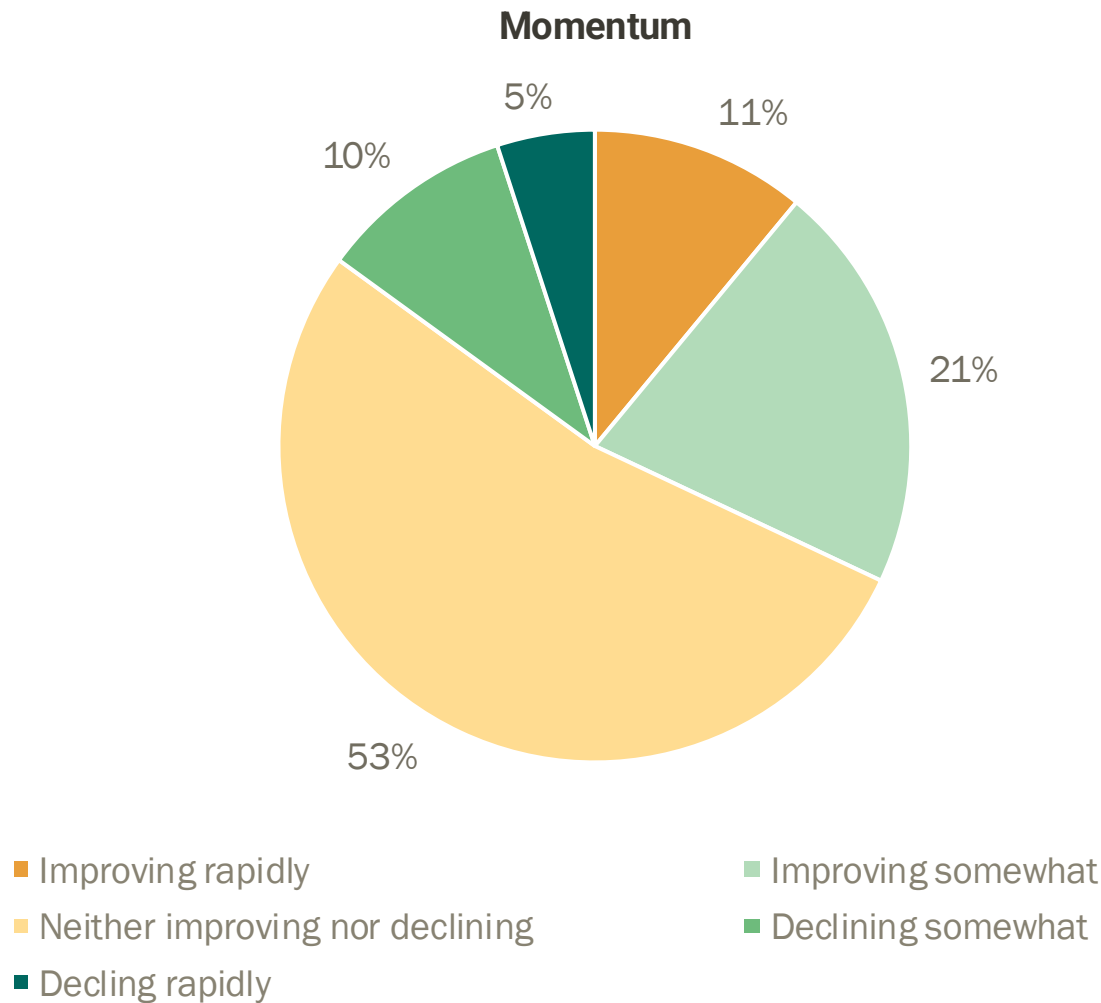


55% of Americans have a **favorable impression of the floral industry.**



What is your overall impression of the produce industry and the floral industry?

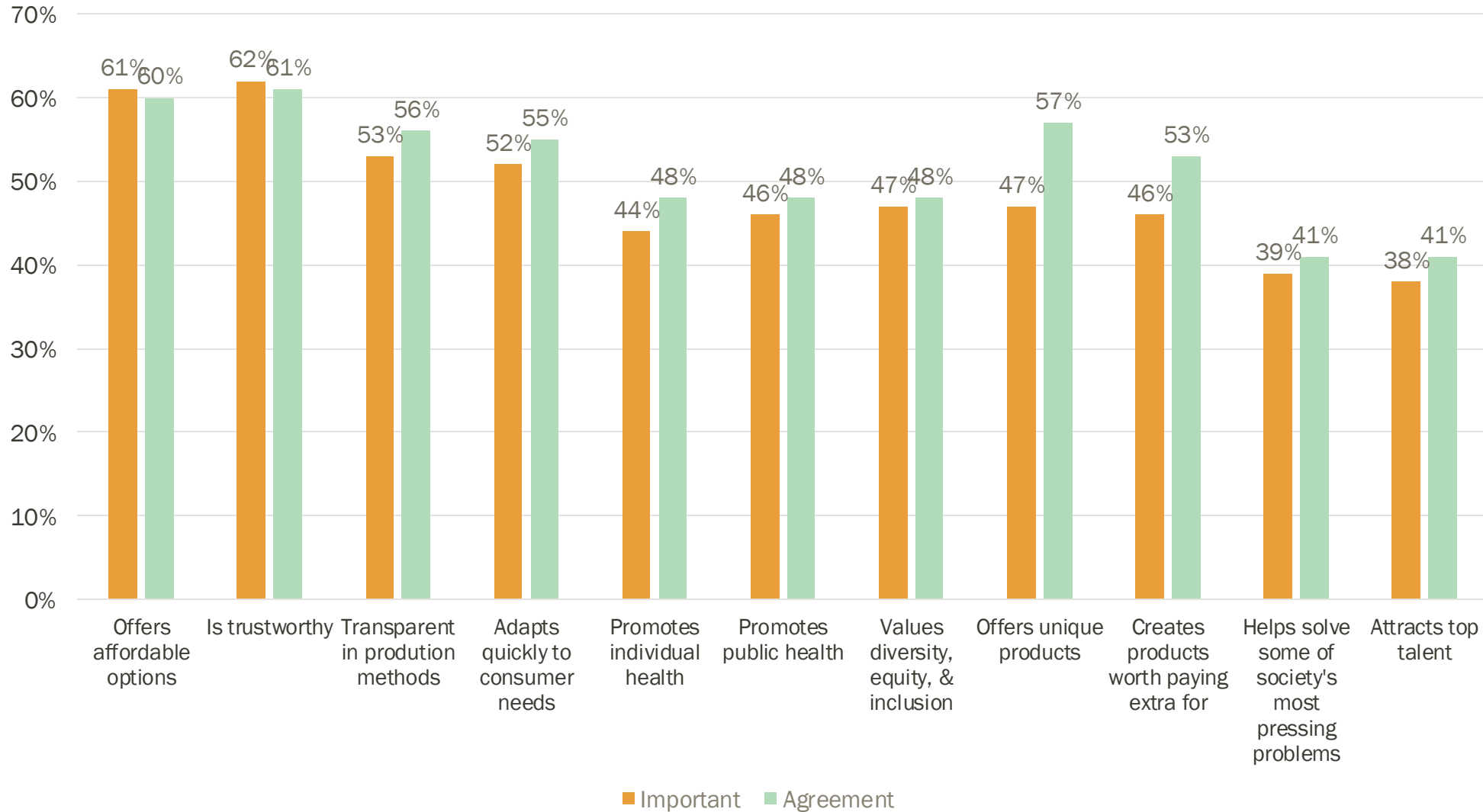
32% of Americans feel the **floral industry has positive momentum.**



When you think about certain industries, some seem to be on their way up and have a lot going for them, while others don't.

Which of these statements best describes how you feel about the produce industry?

The US floral industry is satisfying **what is important to Americans.**

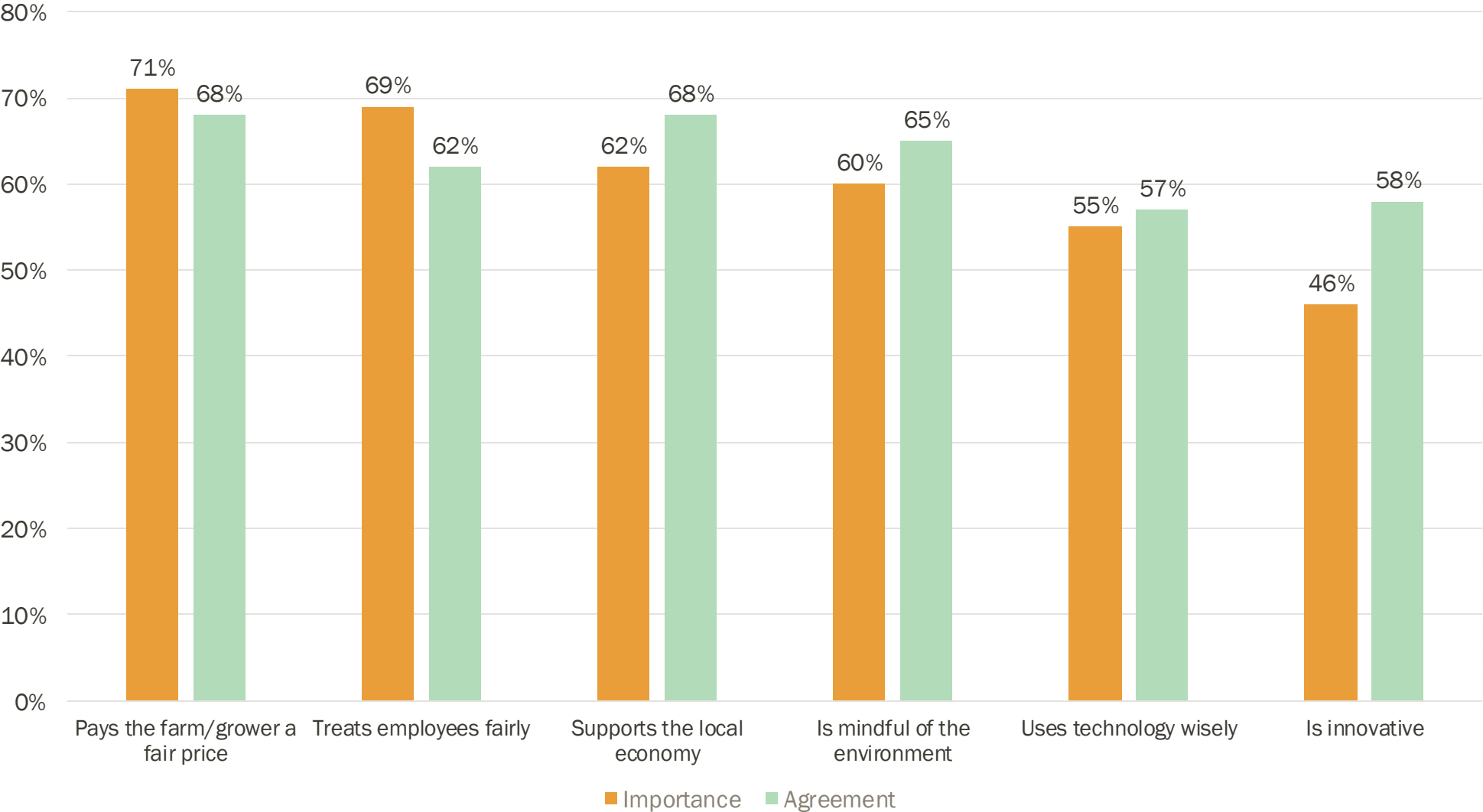


How important is it to you that the produce industry do the following?

Floral Industry



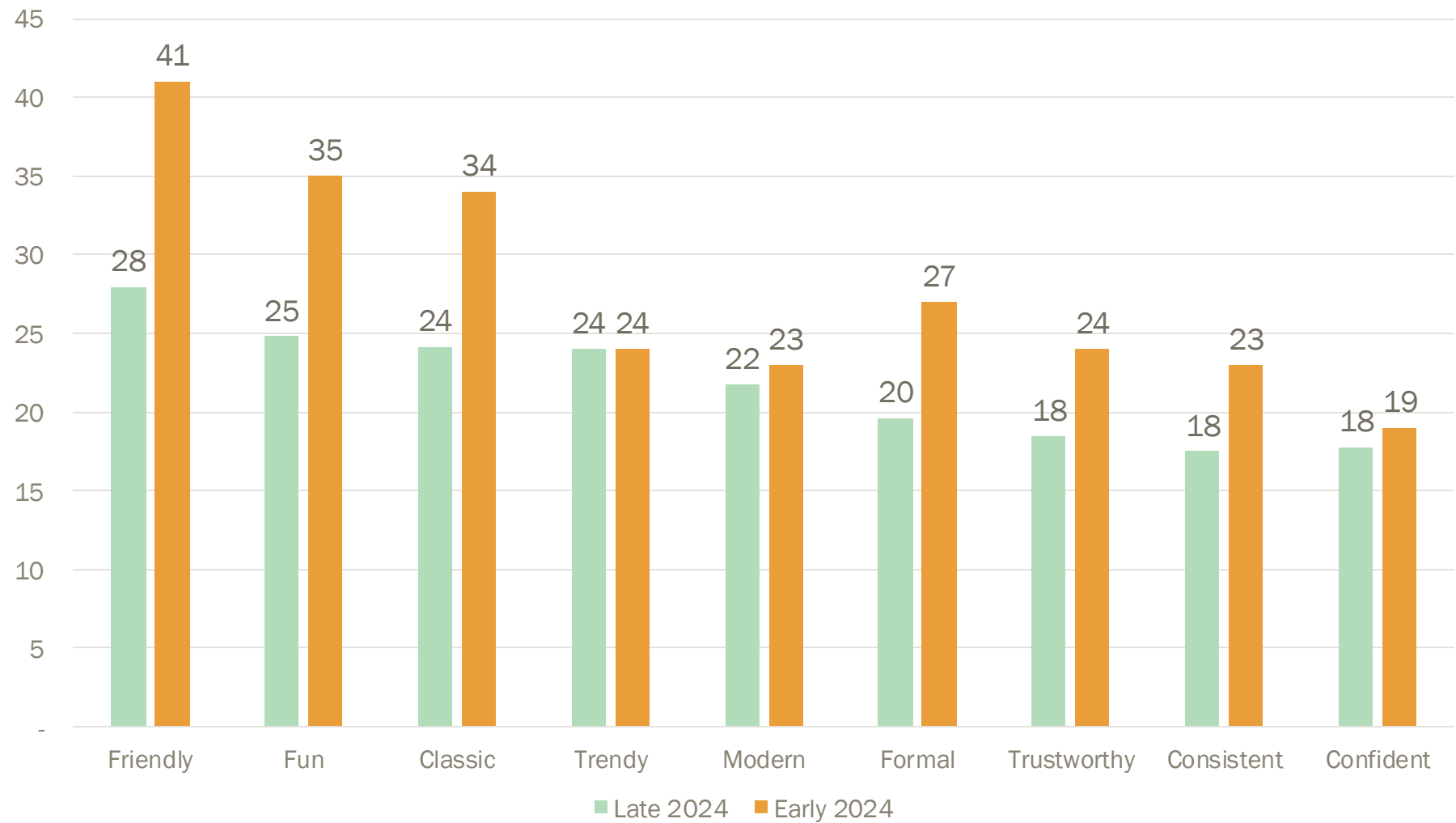
The floral industry is living up to the importance that Americans place on the industry social responsibilities.



When thinking about the produce industry, how much do you agree with the following?



The personality of the floral industry in the US remains **friendly, fun, and classic.**



Which of the following describes the floral industry?