



2024 Floral Trends Report USA

Americans & Purchasing Behavior



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..



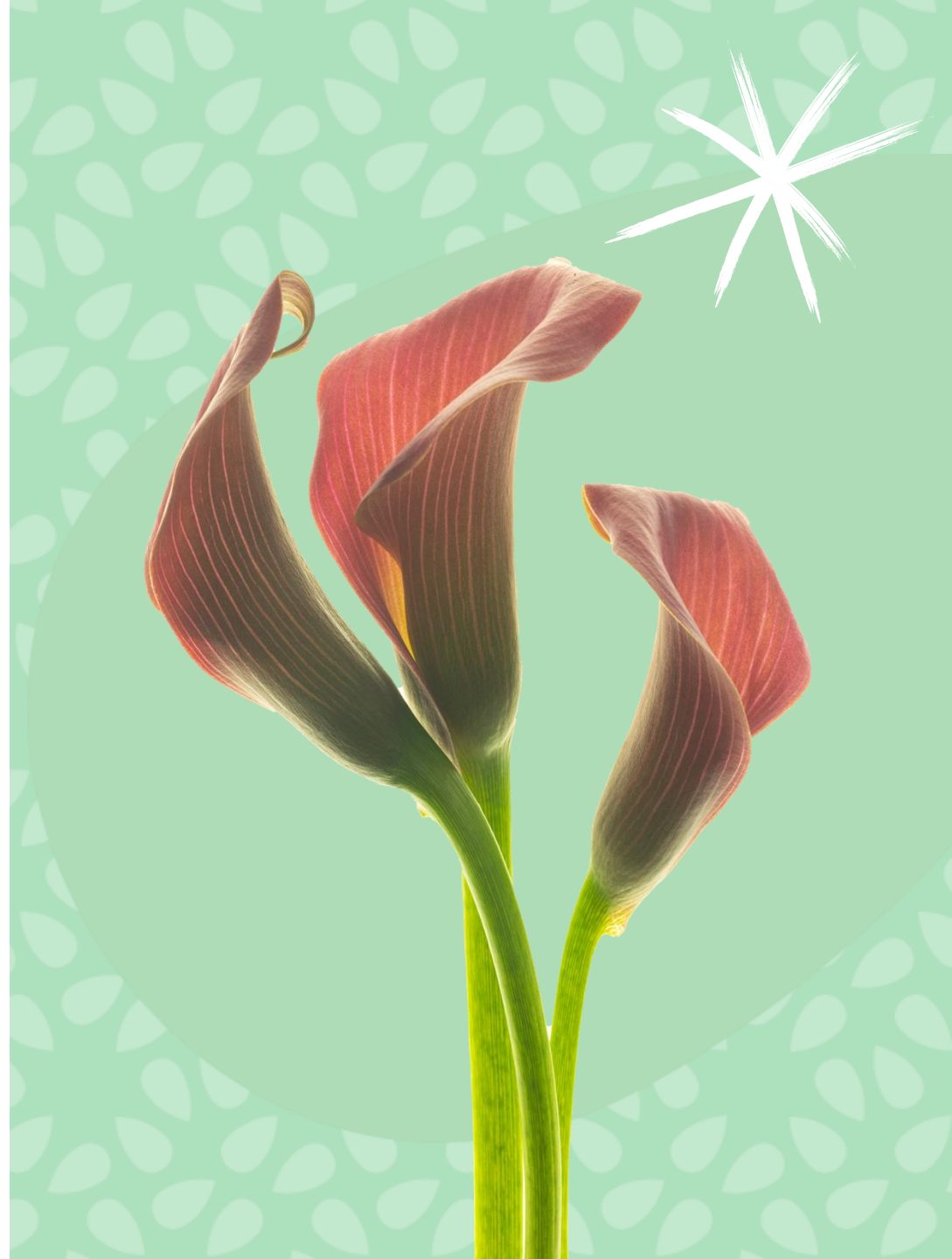
Methodology and Sample Composition

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.



Americans & Purchasing Behavior

INTERNATIONAL
**FRESH
PRODUCE**
ASSOCIATION

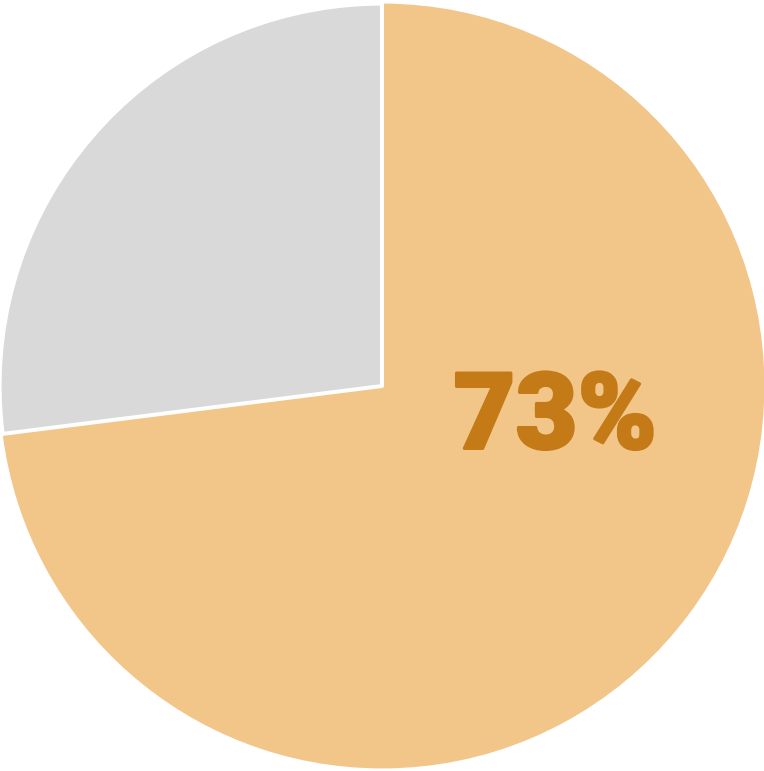


Purchasing Behavior

Most American purchase floral products to lift spirits of others, brighten up their spaces and make themselves feel better, but cut flowers are not on their shopping lists. In fact, as prices rise, flowers are one of the first items to be cut. And, in 2025 most Americans are not planning to purchase more flowers with perishability being a major barrier.



Most American's **purchase flowers.**

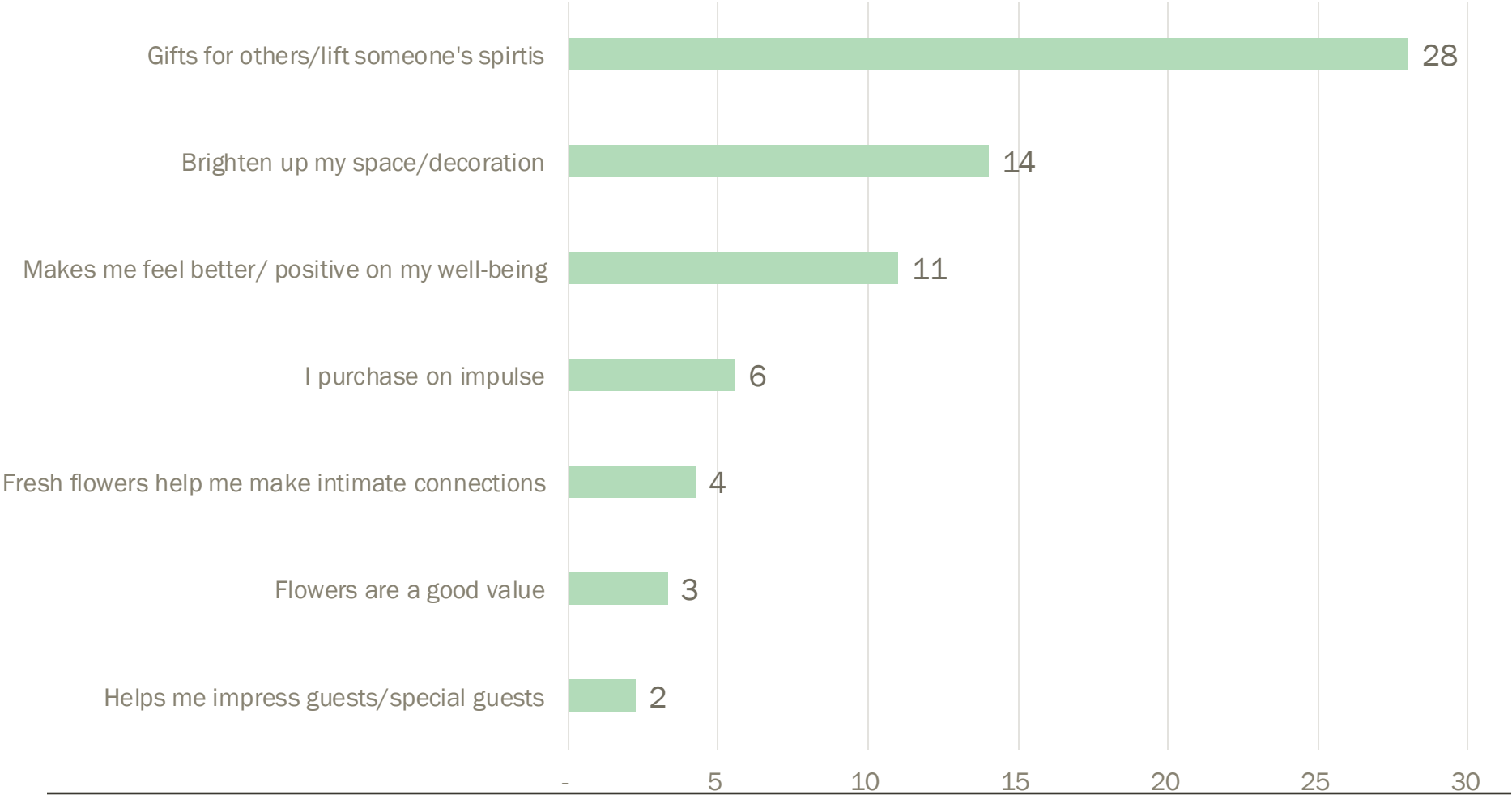


What is the primary
reason you purchase
cut flowers?



Flowers are a way **Americans lift spirits of others, brighten up their spaces and make themselves feel better**

Primary Reason Purchase Cut Flowers



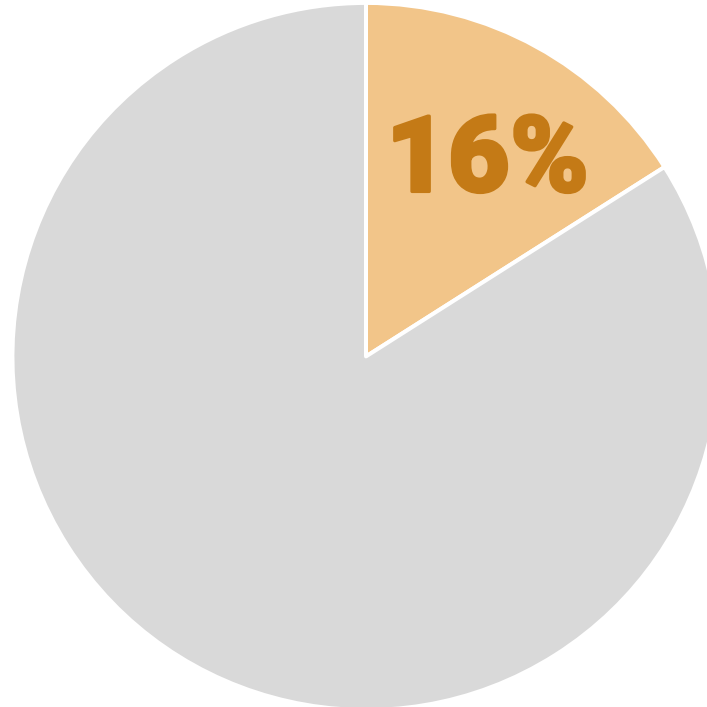
What is the primary reason you purchase cut flowers?

Purchasing Behavior



Few Americans **have cut flowers on their shopping list.**

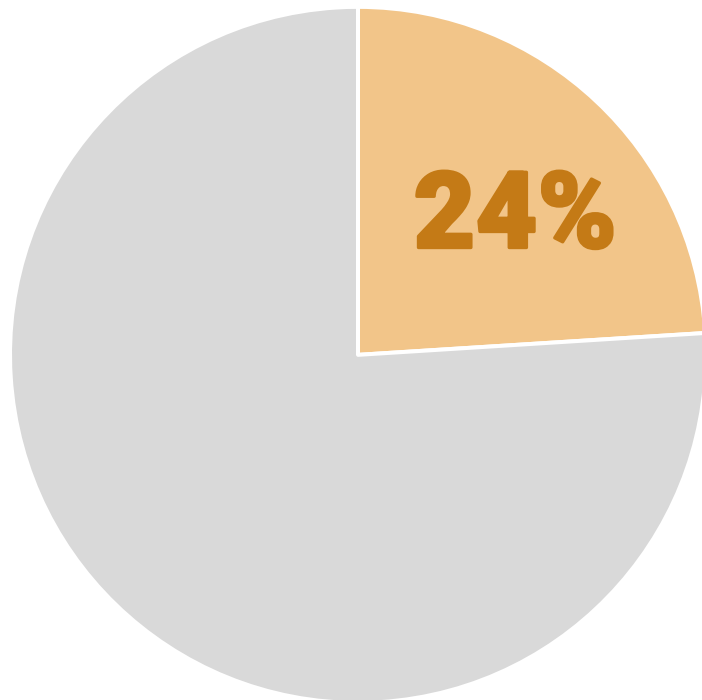
Cut flowers are always on my shopping list



Please indicate how much you agree or disagree with each statement.

Americans are **brand agnostic with floral.**

The brand influences my purchase in floral



How much do the following attributes influence your purchasing decision for floral?

Americans are most likely to **give up fresh flowers, bakery items and seafood when prices increase.**

Fresh Flowers

40%



Bakery Items

37%



Seafood

31%

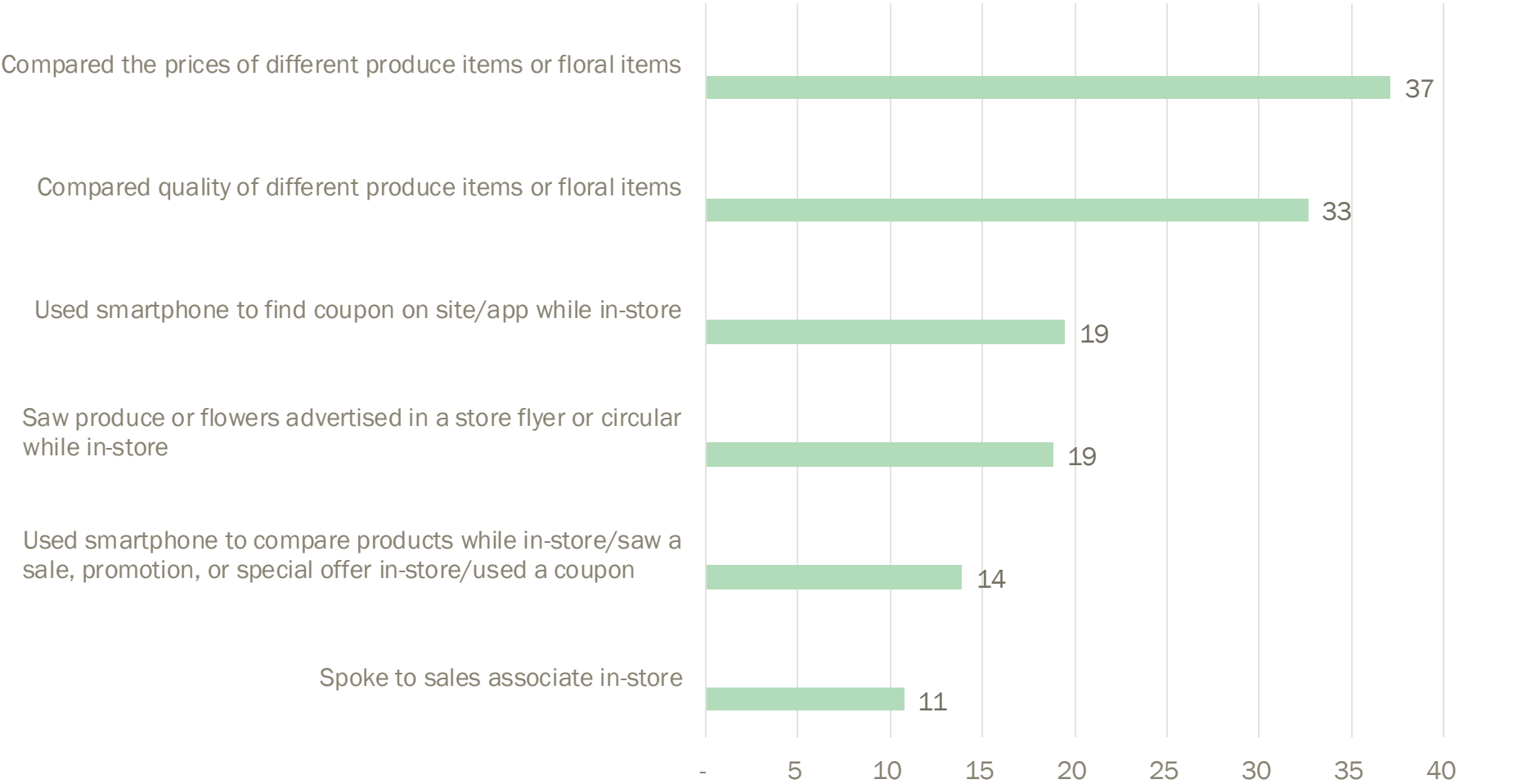


Top Items Least Willing
to Give Up If Prices
Increase

Purchasing Behavior

While shopping a third of Americans **compare price and quality of floral items.**

See/Do in Store Related to Purchasing Fruit, Vegetables, or Flowers

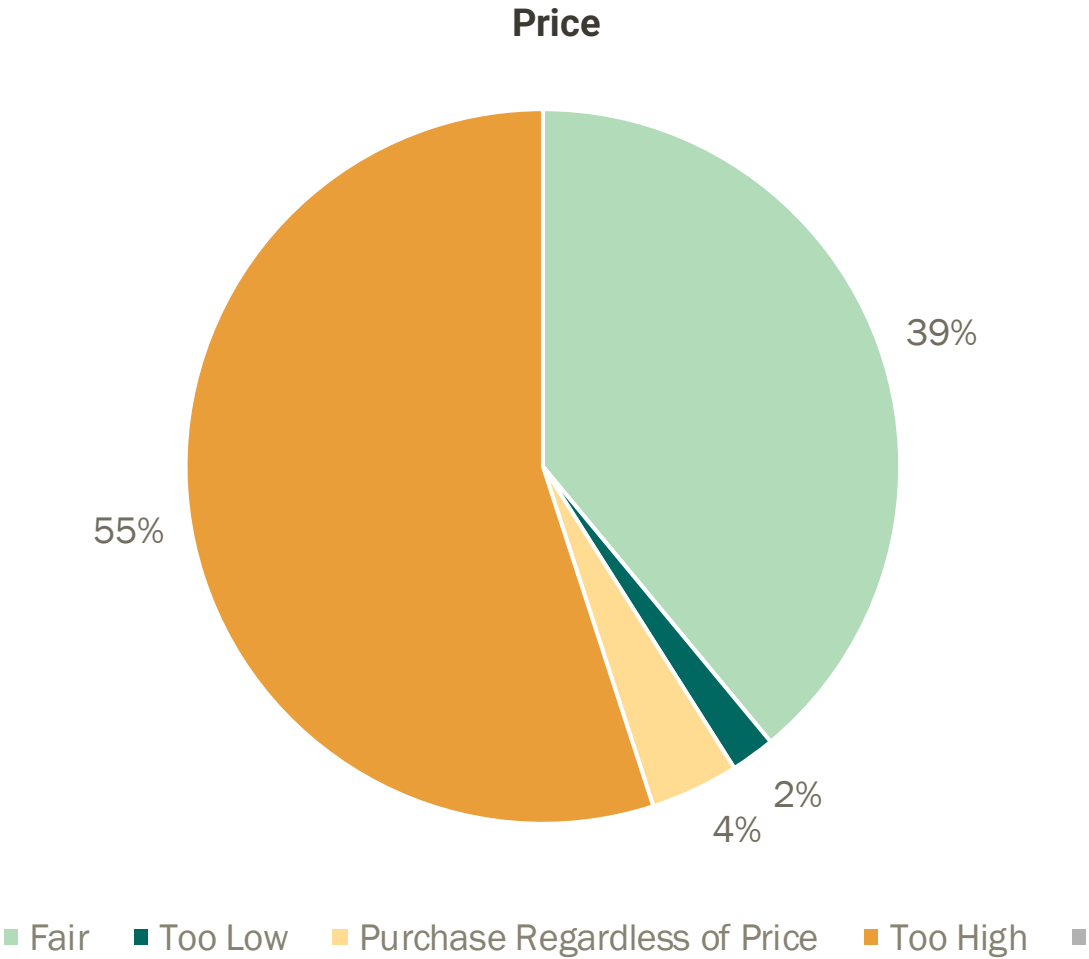


While you grocery shop, what did you see or do in the store related to purchasing fruit, vegetables or flowers?

Purchasing Behavior



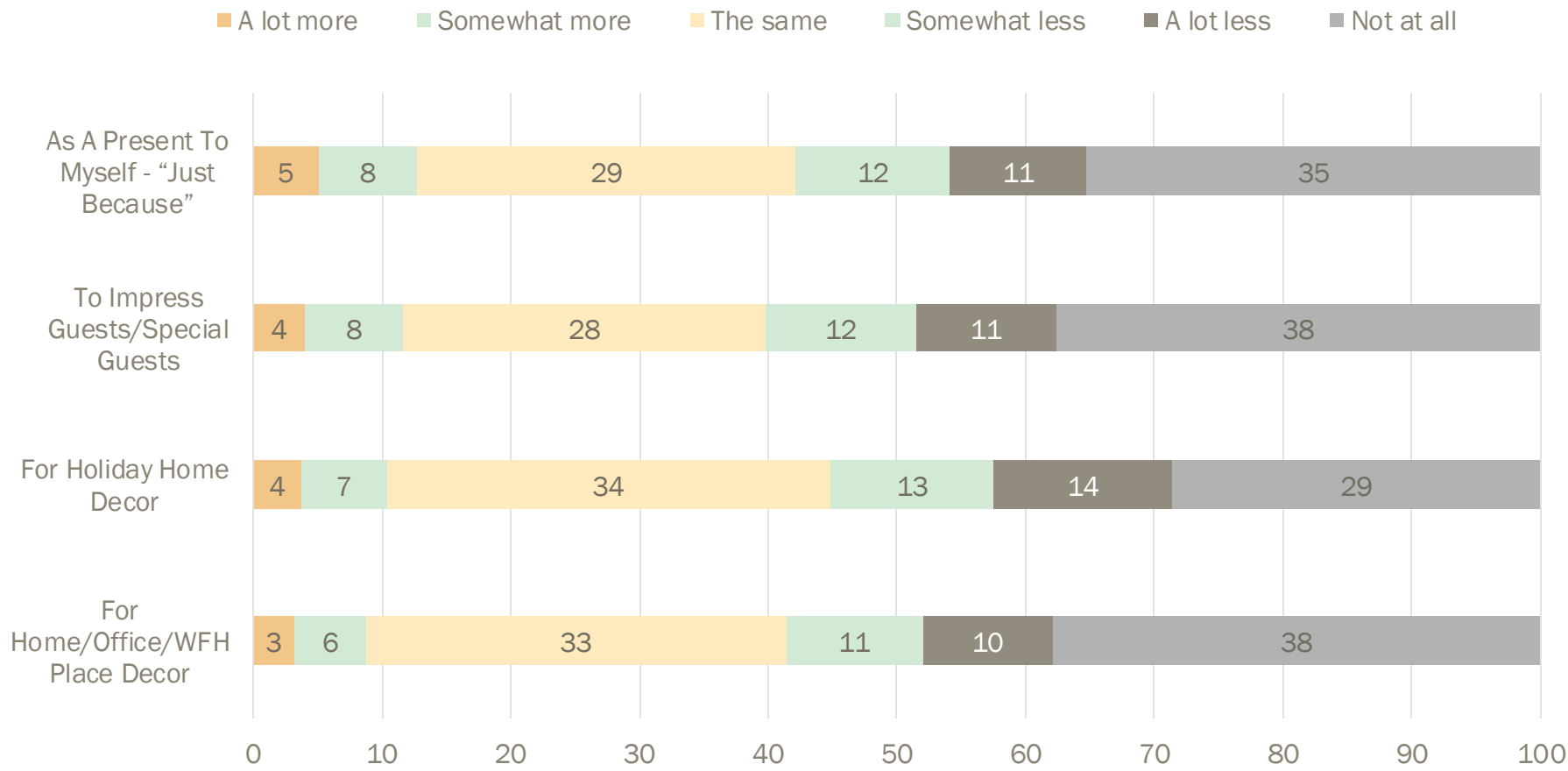
55% of Americans believe the **price of flowers is too high.**



Which of the following statements best reflects your feelings about the price of the fresh fruits & vegetables and cut flowers you purchase in supermarket?

Americans are not planning **to spend more on flowers for themselves in 2025.**

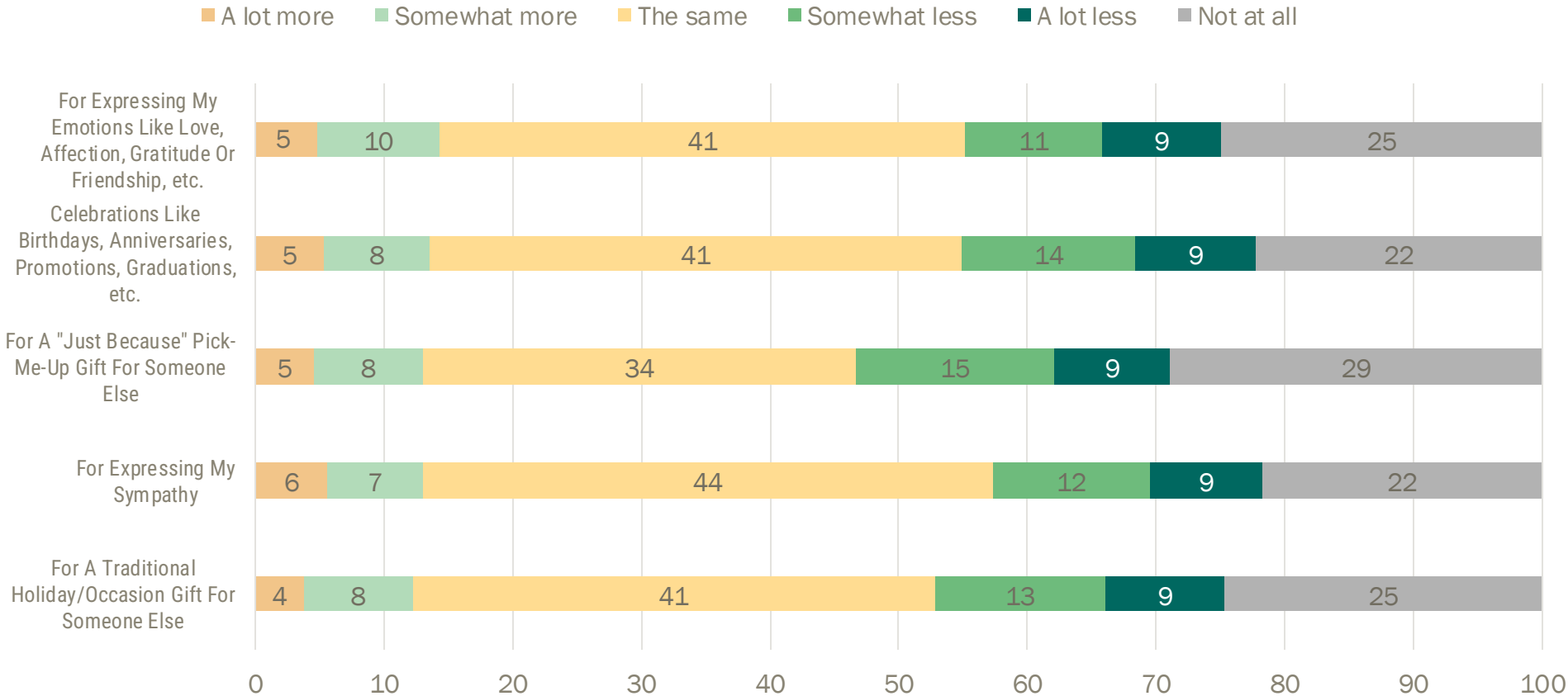
Planning to Spend on Flowers in Next Year



How much are you planning to spend on flowers in the next year versus last year for each of the reasons?

Americans are not planning **to spend more on flowers as gifts in 2025.**

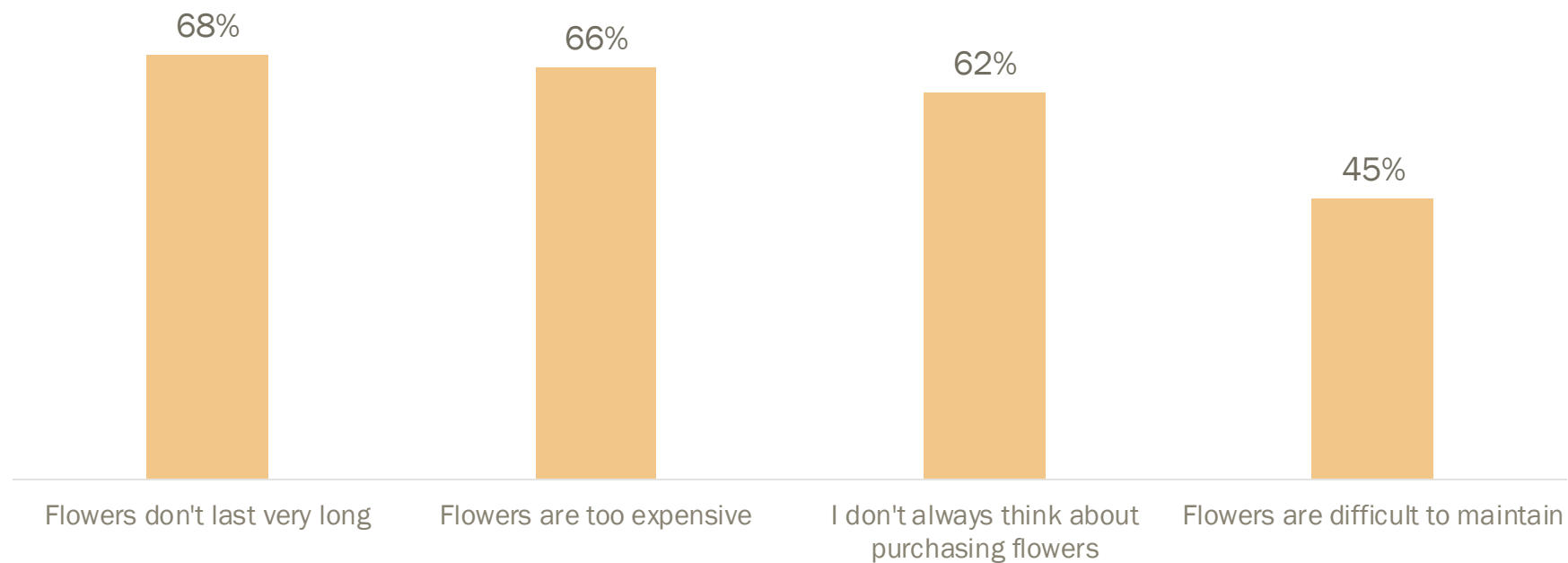
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How much are you planning to spend on flowers in the next year versus last year for each of the reasons?

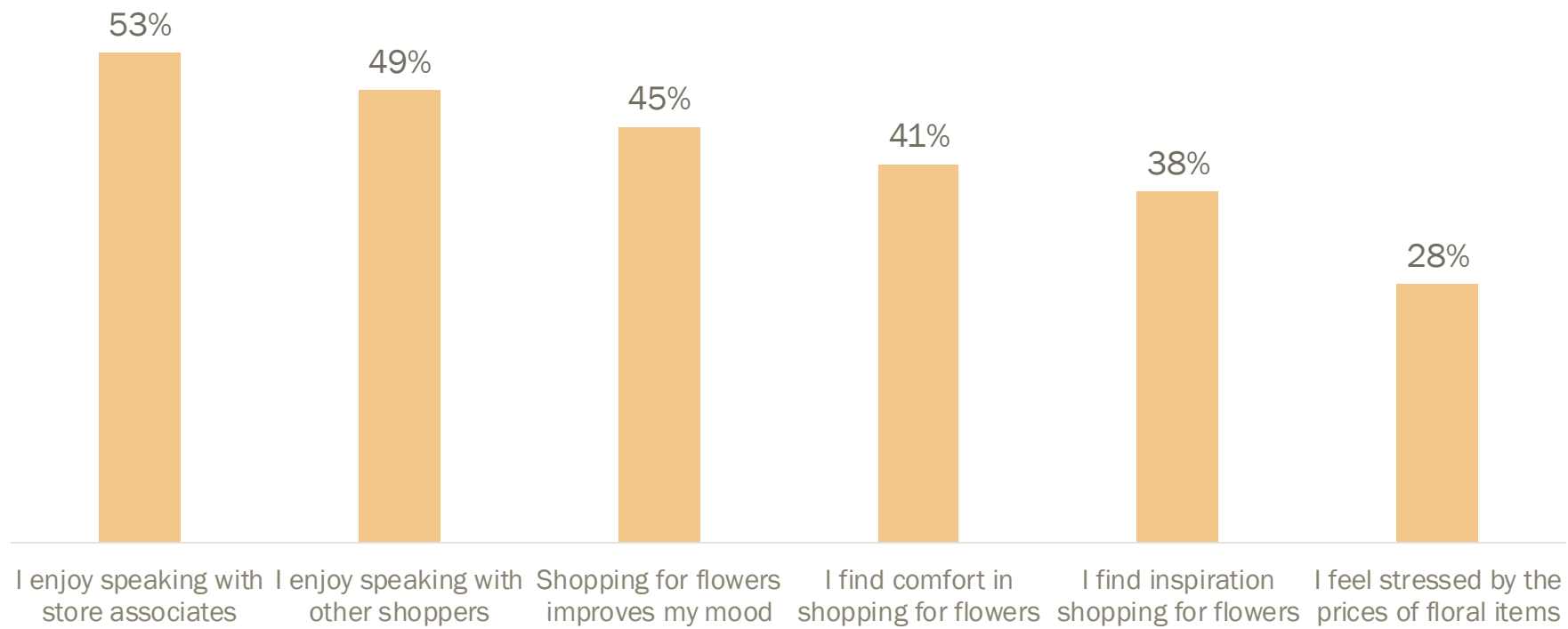


Barriers for purchasing flowers **are perishability and awareness.**



How much does the following keep you from purchasing fresh fruit, vegetables, and/or flowers?

Grocery shopping has a **a positive impact on emotions for most Americans.**



How much do you agree with the following statements?