

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

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Four weeks ending 7/13/2025



Floral Sales Enjoyed Summer Growth, with Strong Gains in the Northeast

Robust growth in bouquets, roses and outdoor plant sales drove a strong sales cycle for the quad-week period ending mid-July. Gains were a mixture of inflation-driven growth and true demand growth.

PERFORMANCE

Retail Floral Sales in the Latest Four and 52 Weeks

Floral enjoyed strong sales gains during the four weeks ending the July 13, 2025. While lower than the prior quad-week period that included Father's Day, sales continued to grow over year-ago levels. Dollar sales increased 8.6% and unit sales advanced 4.9%.

The full-year view also continued to improve. Dollar sales are closing in on the \$10 billion mark, with year-over-year sales gains of 4.7%. The latest 52 weeks generated 933 million in unit sales, up 1.8%. This is a vast improvement from the gains seen earlier in the year, when units were mostly flat and dollar growth was driven by price increases.

Floral department	Dollar sales	Dollar % change vs. year ago	Unit sales	Unit % change vs. year ago
4 weeks	\$564.4M	+8.6%	57.5M	+4.9%
52 weeks	\$9.92B	+4.7%	932.6M	+1.8%

Source: Circana, Integrated Fresh, MULO, 4 and 52 weeks ending 7/13/2025

SALES
BY TYPE

Bouquets and Roses Account for Majority of Summer Sales

"Bouquets enjoyed a big summer boost," said Colleen Fagundus, IFPA's Director of Floral. "Generating \$107 million between mid-June and mid-July, bouquets delivered double-digit gains. Outdoor plants also continued to do well. With more at-home entertaining and grilling occasions in the current marketplace, consumers are brightening their outdoor spaces with plants and flowers."

Roses enjoyed dollar growth, but units fell 1.1% year-over-year. Consumer bunch and arrangements did deliver substantial dollar and unit growth.

4 w.e 7/13/2025	Dollar sales	Dollar % change vs. year ago	Unit sales	Unit % change vs. year ago
Floral department	\$564.4M	+8.6%	57.5M	+4.9%
Bouquets	\$107.4M	+13.6%	8.3M	+11.2%
Roses	\$102.6M	+7.6%	7.4M	-1.1%
Outdoor plants	\$91.6M	+10.2%	13.0M	+4.8%
Consumer bunch	\$79.6M	+8.0%	11.7M	+2.8%
Potted plants	\$76.0M	-1.2%	7.3M	-5.5%
Arrangements	\$67.5M	+8.6%	2.3M	+9.2%
Bulbs	\$950K	-9.5%	396K	-12.8%
Holiday bouquets	\$495K	-2.1%	73K	-6.1%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 7/13/2025

PRICING



Inflation Across Floral Segments

The price per unit during the latest four weeks averaged \$9.18, which is mostly unchanged from May/June. Most subcategories experienced inflation, ranging from 8.8% for roses to a slight decrease in arrangements. This greater-than-average increase in inflation for roses could factor in to the unit declines during the quad week.

4 w.e. 7/13/2025	Price per unit	% Change vs. year ago
Floral department	\$9.81	+3.5%
Bouquets	\$12.93	+2.2%
Roses	\$13.80	+8.8%
Outdoor plants	\$7.04	+5.2%
Consumer bunch	\$6.81	+5.1%
Potted plants	\$10.47	+4.6%
Arrangements	\$29.95	-0.5%
Bulbs	\$2.39	+3.9%
Holiday bouquets	\$6.78	+4.3%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 7/13/2025

REGIONAL REVIEW



4 w.e. 7/13/2025	Share of floral \$	Floral \$ sales growth vs. year ago
Total US	100.0%	+7.7%
California	12.8%	+5.9%
Great Lakes	13.2%	+9.0%
Mid-South	10.5%	+7.7%
Northeast	15.8%	+16.4%
Plains	5.9%	+9.8%
South Central	13.6%	+12.1%
Southeast	12.0%	+6.9%
West	16.1%	+2.1%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 7/13/2025

Far-Ranging Performances by Region

Regionally, performances varied from a gain of 2.1% for the West to 16.4% growth for the Northeast. Other regions with greater-than-average growth include the Great Lakes, the Plains and the South Central.

In the full-year view, the Northeast, Plains and Southeast regions delivered the strongest growth.

52 w.e. 7/13/2025	Share of floral \$	Floral \$ sales growth vs. year ago
Total US	100.0%	+4.7%
California	13.1%	3.0%
Great Lakes	12.8%	4.5%
Mid-South	11.1%	4.5%
Northeast	13.6%	5.3%
Plains	6.0%	5.8%
South Central	14.7%	7.1%
Southeast	13.1%	5.7%
West	15.5%	2.7%

Source: Circana, Integrated Fresh, MULO, 52 weeks ending 7/13/2025