

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

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Four weeks ending 9/7/2025



## Floral Delivers Dollar and Unit Growth Despite Economic Pressure

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*Contrary to the flat-to-down unit sales trends seen in total food and beverages, the floral department continued to deliver growth. Annual sales now exceed \$10 billion, boosted by inflation and demand growth.*

## PERFORMANCE

## Retail Floral Sales in the Latest Four and 52 Weeks

The four weeks ending September 7, 2025 generated nearly \$550 million in floral sales. This reflects robust dollar growth of 5.5%, which was a combination of inflation and demand growth as units increased by 1.2%.

Floral sales now exceed \$10 billion in the 52-week view with a 4.9% increase in dollar sales and 2% growth in unit sales. "With food and beverage unit sales on a flat-to-down unit trajectory, floral's performance truly speaks the importance of emotional wellbeing in today's marketplace," said Colleen Fagundus, IFPA's Director of Floral.

Floral department	Dollar sales	Dollar % change vs. year ago	Unit sales	Unit % change vs. year ago
4 weeks	\$545M	+5.5%	50.8M	+1.2%
52 weeks	\$10.0B	+4.9%	938M	+2.0%

Source: Circana, Integrated Fresh, MULO, 4 and 52 weeks ending 9/7/2025

SALES  
BY TYPE

## Roses Were the Largest Category, But Experienced Unit Decreases

Roses and bouquets were the largest contributors to the total \$545 million in floral sales in the four weeks ending September 9. Both had dollar sales increases of around 9% year-on-year, but whereas bouquets enjoyed unit growth, unit sales for roses were down by about 1%.

Consumer bunch and arrangements were the only other two categories with positive unit growth. Outdoor plant sales had the largest decline in unit sales.

4 w.e 9/7/2025	Dollar sales	Dollar % change vs. year ago	Unit sales	Unit % change vs. year ago
<b>Floral department</b>	<b>\$545M</b>	<b>+5.5%</b>	<b>50.8M</b>	<b>+1.2%</b>
Roses	\$114M	+8.9%	9.0M	-0.8%
Bouquets	\$109M	+9.3%	8.2M	+3.9%
Consumer bunch	\$79M	+6.6%	11.9M	+3.8%
Arrangements	\$76M	+9.0%	2.5M	+8.2%
Potted plants	\$71M	-3.7%	6.5M	-3.1%
Outdoor plants	\$54M	-2.3%	6.4M	-8.3%
Bulbs	\$8M	-0.4%	830K	-3.8%
Holiday bouquets	\$503K	+5.0%	69K	-1.0%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 9/7/2025



## PRICING



## Inflation Across Floral Segments

The price per unit during the latest four weeks averaged \$10.74, which was \$0.50 more than the average price during the last quad week. Most subcategories experienced inflation on a year-over-year basis, ranging from 9.7% for roses to slight deflation for potted plants.

4 w.e. 9/7/2025	Price per unit	% Change vs. year ago
<b>Floral department</b>	\$10.74	+4.3%
Roses	\$12.64	+9.7%
Bouquets	\$13.26	+5.3%
Consumer bunch	\$6.59	+2.7%
Arrangements	\$30.88	+0.8%
Potted plants	\$11.04	-0.6%
Outdoor plants	\$8.53	+6.6%
Bulbs	\$10.11	+3.6%
Holiday bouquets	\$7.26	+6.1%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 9/7/2025

## REGIONAL REVIEW



4 w.e. 9/7/2025	Share of floral \$	Floral \$ sales growth vs. year ago
<b>Total US</b>	<b>100.0%</b>	<b>+5.5%</b>
California	13.9%	+4.2%
Great Lakes	12.9%	+2.6%
Mid-South	10.6%	+6.0%
Northeast	13.5%	+8.3%
Plains	6.1%	+2.8%
South Central	15.0%	+7.2%
Southeast	12.9%	+7.1%
West	15.0%	+4.9%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 9/7/2025

## Far-Ranging Performances by Region

All regions experienced dollar sales growth in the quad week, however growth rates ranged from just 2.6% for the Great Lakes region to 8.3% for the Northeast.

In the 52-week view, the South Central had the highest dollar growth rate, at +7.3%. Others with above-average growth include the Northeast, Plains and the Southeast.

52 w.e. 9/7/2025	Share of floral \$	Floral \$ sales growth vs. year ago
<b>Total US</b>	<b>100.0%</b>	<b>+4.9%</b>
California	13.1%	+3.2%
Great Lakes	12.8%	+4.5%
Mid-South	11.1%	+4.8%
Northeast	13.7%	+5.9%
Plains	6.0%	+5.6%
South Central	14.7%	+7.3%
Southeast	13.1%	+5.8%
West	15.5%	+2.7%

Source: Circana, Integrated Fresh, MULO, 52 weeks ending 9/7/2025