



Spring Floral Powerhouses Come on Strong

Building onto years of performance reporting for fresh floral sales at retail in the United States, IFPA is launching a counterpart for floral sales trends in the U.K.

Sales Performance

The quad-week period ending January 25, 2026 generated \$140 million in sales. While far less than the December holiday month, this reflects a substantial increase from January 2025. The growth rate of 5% is in line with that seen for the latest 52 weeks. This reflected inflationary as well as demand growth. Annually, floral is a \$2.5 billion category in the U.K.

Total floral	Latest 4 weeks		Latest 52 weeks	
	Dollar sales	Dollars vs. year ago	Dollar sales	Dollars vs. year ago
Sales in USD	\$140.0M	+5.2%	\$2.51B	+5.1%
Sales in units	23.5M	+2.3%	377.3M	+2.4%

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending January 25, 2026

Pricing

Across all floral items, including plants and flowers, the price per unit averaged \$5.96 in January, which was well below the December average. The price per unit in the full year view was also about \$1 higher, at \$6.66. Inflation remained between 2% and 3%.

	Latest 4 weeks		Latest 52 weeks	
	Price per unit	Change vs. year ago	Price per unit	Change vs. year ago
Total floral	\$5.96	+2.9%	\$6.66	+2.6%

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending January 25, 2026

Floral Sales by Segment – Latest 4 weeks

Mixed bouquets dominated sales in January, at \$94.4 million. Roses were the second largest seller, coming in at nearly \$28 million. Spring is in the air, with tulips, daffodils and lilies moving higher up the list of the largest sellers. Tulips became the third-largest seller, at \$26 million, up 6.4% in dollar sales and 3.4% in units.

Top 10 sellers	Latest 4 weeks			
	US\$ sales	Dollars vs. year ago	Unit sales	Units vs. year ago
Total floral	\$207.9M	+5.3%	23.4M	+0.4%
Mixed bouquets	\$94.4M	+6.3%	8.1M	+4.5%
Roses	\$27.9M	+6.5%	4.3M	+2.6%
Tulips	\$26.2M	+6.4%	3.4M	+3.4%
Other plants	\$14.0M	+1.7%	2.0M	-3.7%
Daffodils	\$7.9M	+2.9%	0.5M	-3.5%
Lillies	\$6.1M	+15.2%	0.4M	+11.3%
Carnations	\$5.6M	-10.9%	0.5M	-18.1%
Orchid plants	\$4.7M	+11.4%	0.6M	-3.8%
Other cut flowers	\$4.6M	-5.4%	1.0M	-17.3%
Chrysanthemums	\$4.2M	+46.6%	0.3M	+28.3%

Source: NielsenIQ, Global SnapShot, 4 weeks ending January 25, 2026

Floral Sales by Segment — Latest 52 weeks

Flowers and plants generated \$2.5 billion in the latest 52 weeks, reflecting a substantial increase of 5.1%. Dollar gains were a mix of unit growth (+2.0%) and inflation.

Mixed bouquets remained the biggest seller, and roses remained ahead of plants as the number two, at \$399 million. Continuing the renewed momentum seen in the last quad week, roses grew dollars and units in the full-year view.

Tulips and daffodils, the spring powerhouses, are an area of interest. While mid-sized sellers, their strong dollar and unit growth over the full-year view signal an opportunity for 2026.

Top sellers	Latest 52 weeks			
	US\$ sales	Dollars vs. year ago	Unit sales	Units vs. year ago
Total floral	\$2.51B	+5.1%	377.3M	+2.4%
Mixed bouquets	\$949.1M	+7.7%	88.8M	+6.3%
Roses	\$399.3M	+4.6%	62.8M	+0.7%
Plants	\$365.8M	-0.5%	64.9M	-4.1%
Tulips	\$185.6M	+19.9%	31.0M	+7.9%
Lillies	\$71.4M	-8.6%	7.4M	-13.8%
Daffodils	\$71.4M	+32.3%	46.6M	+27.1%
Carnations	\$70.0M	-1.8%	16.9M	-7.2%
Orchids	\$66.7M	+1.7%	4.5M	-2.8%
Other cut flowers	\$63.3M	+29.2%	6.0M	+19.7%
Chrysanthemums	\$60.4M	-9.6%	13.6M	-11.1%

Source: NielsenIQ, Global SnapShot, 52 weeks ending January 25, 2026