



Floral Sales Faced Tough Comparisons Against Easter 2025

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 April 18, 2026 generated \$222 million in sales. This reflects a substantial (-38%) decrease over year-ago levels, but it is important to keep in mind that Easter shifted two weeks forward from April 20 in 2025 to April 5 in 2026. This means that this quad-week compares everyday sales to Easter-related flower and plant sales in 2025.

Total floral	Latest 4 weeks		Latest 52 weeks	
	Dollar sales	Dollars vs. year ago	Dollar sales	Dollars vs. year ago
Sales in USD	\$221.6M	-38.3%	\$2.5B	+4.2%
Sales in units	\$38.1M	-28.3%	\$375.7M	+1.5%

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending April 18, 2026

Pricing

Across all floral items, including plants and flowers, the price per unit averaged \$5.82 in April, which was a little lower than the annual average, which was \$6.72. Monthly inflation is also impacted by the Easter holiday shift.

	Latest 4 weeks		Latest 52 weeks	
	Price per unit	Change vs. year ago	Price per unit	Change vs. year ago
Total floral	\$5.82	-14.0%	\$6.72	+2.7%

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending April 18, 2026

Floral Sales by Segment – Latest 4 weeks

The Easter timing mismatch affected many floral categories, with strong declines across the board. Orchids were the least affected of all categories, whereas dollar sales for mixed bouquets were down more than 5% as four everyday weeks went up against Easter 2025 sales.

Top 10 sellers	Latest 4 weeks			
	US\$ sales	Dollars vs. year ago	Unit sales	Units vs. year ago
Total floral	\$221.6M	-38.3%	38.1M	-28.3%
Mixed bouquets	\$64.6M	-53.0%	6.2M	-45.6%
Plants	\$41.6M	-27.7%	7.5M	-21.3%
Tulips	\$38.2M	-22.3%	6.0M	-25.5%
Roses	\$29.0M	-25.2%	4.7M	-22.8%
Daffodils	\$13.9M	-14.6%	8.6M	-13.8%
Orchid plants	\$6.1M	-12.6%	1.4M	-18.0%
Lillies	\$4.8M	-57.2%	320.9K	-56.6%
Other cut flowers	\$4.8M	-34.7%	450.4K	-44.9%
Chrysanthemums	\$4.8M	-60.9%	442.6K	-54.2%
Alstromeria	\$4.2M	-47.1%	917.5K	-42.9%

Source: NielsenIQ, Global SnapShot, 4 weeks ending April 18, 2026

Floral Sales by Segment — Latest 52 weeks

In the full-year view, the Easter impact was evened out. Total floral sales increased by 4.2% in dollars and 1.5% in units, suggesting that dollar gains were a combination of demand and inflation-driven growth.

Mixed bouquets generated nearly \$1 billion in sales, which is more than one third of the total floral sales. Dollars increased 7.2%, with robust unit gains of 5.6%.

Not all types fared equally well. Plant sales have been flat, whereas lilies, carnations and chrysanthemums lost ground in the past year.

Top sellers	Latest 52 weeks			
	US\$ sales	Dollars vs. year ago	Unit sales	Units vs. year ago
Total floral	\$2.5B	+4.2%	375.7M	+1.5%
Mixed bouquets	\$950.6M	+7.2%	88.0M	+5.6%
Roses	\$411.0M	+1.8%	64.0M	-1.7%
Plants	\$361.6M	+0.2%	64.0M	-3.6%
Tulips	\$190.1M	+17.9%	30.7M	+6.4%
Daffodils	\$74.6M	+36.6%	47.6M	+31.2%
Lillies	\$69.5M	-9.8%	7.0M	-17.8%
Carnations	\$69.2M	-4.4%	16.5M	-10.7%
Orchid plants	\$67.5M	+1.5%	4.5M	-4.0%
Cut other	\$62.0M	+18.3%	5.7M	+9.8%
Chrysanthemums	\$57.6M	-12.3%	13.0M	-14.9%

Source: NielsenIQ, Global SnapShot, 52 weeks ending April 18, 2026