*Four and 52 weeks ending June 13, 2026*

INTERNATIONAL FRESH PRODUCE ASSOCIATION

# May/June Floral Sales Continued to Struggle

*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

Financial pressure is likely linked to softness in floral sales. The four weeks ending June 13 generated just under $200 million in floral sales in the UK, which reflects a decrease of 2.1% year over year. Unit sales experienced greater pressure and were down 8.0% versus last year. This pulls the 52-week view down to nearly 2% below year-ago levels.

| Total floral | Latest 4 weeks | | Latest 52 weeks | |
|---|---|---|---|---|
| | Dollar sales | Dollars vs. year ago | Dollar sales | Dollars vs. year ago |
| Sales in USD | $195.1M | -2.1% | $2.5B | +3.5% |
| Sales in units | $28.6M | -8.0% | $362.6M | -1.9% |

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending June 13, 2026

## Pricing

Across all floral items, including plants and flowers, the price per unit averaged $6.82 in the four-week period, which was very similar the annual average. However, prices increased by 6.4% year-over year, which could be behind the substantial drop in unit sales.

| | Latest 4 weeks | | Latest 52 weeks | |
|---|---|---|---|---|
| | Price per unit | Change vs. year ago | Price per unit | Change vs. year ago |
| Total floral | $6.82 | 6.4% | $6.90 | 5.5 |

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending June 13, 2026

## Floral Sales by Segment — Latest 4 weeks

Mixed bouquets remained the largest seller in the four weeks ending mid-June, due to inflation and demand-driven growth. Plants came in second, but faced another month of sales declines. The same was true for roses, though rose plants did very well in May/June.

| Top 10 sellers | Latest 4 weeks | | | |
|---|---|---|---|---|
| | US$ sales | Dollars vs. year ago | Unit sales | Units vs. year ago |
| **Total floral** | **$195.1M** | **-2.1%** | **28.6M** | **-8.0%** |
| Mixed bouquets | $62.7M | +3.4% | 6.5M | +1.1% |
| Plants | $43.7M | -2.6% | 8.6M | -7.3% |
| Roses | $27.8M | -3.4% | 4.5M | -5.7% |
| Tulips | $10.9M | +9.1% | 1.7M | -3.6% |
| Carnations | $5.5M | -13.8% | 1.3M | -17.4% |
| Orchids | $4.9M | +5.2% | 492K | -4.1% |
| Daffodils | $4.6M | -12.8% | 428K | -30.9% |
| Lillies | $4.1M | -8.3% | 268K | -12.5% |
| Chrysanthemums | $3.6M | -18.6% | 842K | -19.2% |
| Rose plants | $2.9M | +19.8% | 390M | +5.4% |

Source: NielsenIQ, Global SnapShot, 4 weeks ending June 13, 2026

### Floral Sales by Segment — Latest 52 weeks

In the full-year view, floral dollar sales stayed ahead of year-ago levels, but this was driven by inflation. Unit sales during the latest 52 weeks were down by nearly 2%, despite strong mixed bouquet sales. The unit sales decline was driven by weak sales in roses, plants, daffodils and carnations. Chrysanthemum sales also were down by double digits.

| Top sellers | Latest 52 weeks | | | |
|---|---|---|---|---|
| | US$ sales | Dollars vs. year ago | Unit sales | Units vs. year ago |
| **Total floral** | **$2.5B** | **+3.5%** | **362.6M** | **-1.9%** |
| Mixed bouquets | $955.3M | +8.1% | 88.9M | +6.5% |
| Roses | $414.6M | +2.1% | 64.5M | -2.2% |
| Plants | $353.6M | -1.1% | 61.9M | -5.6% |
| Tulips | $173.2M | +7.9% | 28.0M | -0.2% |
| Daffodils | $68.8M | -8.2% | 6.7M | -19.9% |
| Lillies | $68.6M | +5.1% | 4.5M | -1.3% |
| Carnations | $66.7M | -8.8% | 15.9M | -15.0% |
| Orchid plants | $60,.3M | +12.0% | 5.4M | +1.5% |
| Cut other | $59.2M | +7.1% | 38.3M | +3.9% |
| Chrysanthemums | $55.6M | -12.8% | 12.6M | -15.3% |

Source: NielsenIQ, Global SnapShot, 52 weeks ending June 13, 2026