

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

By: Anne-Marie Roerink | President, 210 Analytics

Four weeks ending 7/12/2026



Summer Delivers Growth for Indoor and Outdoor Floral Sales

Floral leaned into the many reasons to celebrate in summer 2026 and posted robust dollar and unit sales in a month when the rest of the store struggled to maintain prior-year sales levels.

PERFORMANCE

Retail Floral Sales in the Latest Four and 52 Weeks

In the absence of any major floral holidays, sales during the four weeks ending July 12 were lower than those in the two prior periods that included Easter, Mother's Day and Father's Day. However, sales remained strong, reaching \$618 million during the four-week period, an increase of 8.4% year over year. Importantly, this includes unit growth of 6.6% and only a small inflationary boost.

Another strong month takes annual sales to \$10.5 billion, an increase of nearly 5%. Unit sales also remained ahead of last year's levels, up nearly 1%.

Floral department	Dollar sales	Dollar % change vs. year ago	Unit sales	Unit % change vs. year ago
4 weeks	\$618.1M	+8.4%	62.4M	+6.6%
52 weeks	\$10.52B	+4.9%	966.1M	+0.9%

Source: Circana, Integrated Fresh, MULO, 4 and 52 weeks ending 7/12/2026



"Floral found plenty of reasons to celebrate this summer, with FIFA watch parties, the nation's 250th anniversary and summer entertaining creating occasions for flowers and plants. Roses in particular stood out, while bouquets and outdoor plants also had a strong June/July."

—Gina Jones | Vice President, Global Intelligence

SALES BY TYPE

Outdoor Plant Sales Dropped to Third Place

Roses and bouquets moved ahead of outdoor plant sales during the four weeks ending mid-July. Roses had a very strong performance, reaching \$117 million in sales, a double-digit increase of 13.6% in dollars and 7.4% in units. Bouquets posted dollar growth, but units lagged year-ago levels. While dropping to third place, outdoor plant sales remained strong, reaching more than \$100 million with 7% growth in both dollars and units year over year.

4 weeks	Dollar sales	Dollar % change vs. year ago	Unit sales	Unit % change vs. year ago
Floral department	\$618.1M	+8.4%	62.4M	+6.6%
Roses	\$117.3M	+13.6%	8.0M	+7.4%
Bouquets	\$114.6M	+6.4%	8.2M	-2.0%
Outdoor plants	\$101.3M	+7.5%	14.3M	+7.2%
Consumer bunch	\$88.6M	+9.4%	12.7M	+6.7%
Potted plants	\$78.8M	+1.2%	7.1M	-4.3%
Arrangements	\$73.9M	+12.4%	2.5M	+13.8%
Bulbs	\$1.2M	+5.7%	411K	-23.8%
Holiday bouquets	\$484K	-3.4%	65K	-12.7%

PRICING

Mild Inflation Across Floral Segments

The average price per unit was right around \$10, a 1.7% increase from the same four weeks last year. Roses and bouquets were substantially more, while outdoor plants averaged \$7 per unit and stable year-over-year prices.

4 weeks	Price per unit	% Change vs. year ago
Floral department	\$9.90	+1.7%
Roses	\$14.59	+5.8%
Bouquets	\$14.02	+8.6%
Outdoor plants	\$7.08	+0.3%
Consumer bunch	\$6.98	+2.5%
Potted plants	\$11.09	+5.8%
Arrangements	\$29.54	-1.2%
Bulbs	\$2.94	+38.6%
Holiday bouquets	\$7.43	+10.7%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 7/12/2026

REGIONAL REVIEW



Far-Ranging Performances by Region

All regions enjoyed dollar growth in both the four- and 52- week time periods. In the most recent four weeks, gains were highest in the Southeast, South Central and the Plains.

In the past year, the South Central had the highest gains of all regions, followed by the South Central region.

Four weeks	Share of floral \$	Floral \$ sales growth vs. year ago
Total US	100.0%	+8.4%
California	12.5%	+4.9%
Great Lakes	13.4%	+7.6%
Mid-South	10.6%	+8.7%
Northeast	16.0%	+8.5%
Plains	6.1%	+10.0%
South Central	13.4%	+9.9%
Southeast	12.2%	+10.9%
West	15.8%	+7.9%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 7/12/2026

52 weeks	Share of floral \$	Floral \$ sales growth vs. year ago
Total US	100.0%	+4.9%
California	12.8%	+2.5%
Great Lakes	12.8%	+2.6%
Mid-South	11.1%	+4.2%
Northeast	14.0%	+5.9%
Plains	6.1%	+5.2%
South Central	14.7%	+8.3%
Southeast	13.3%	+6.9%
West	15.2%	+3.8%

Source: Circana, Integrated Fresh, MULO, 52 weeks ending 7/12/2026