

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

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Four weeks ending 4/19/2026



Easter Boosts Floral Sales Performance

Rising temperatures drove strong outdoor plant sales, and Easter provided an additional lift for bouquets and roses, resulting in solid gains across the floral department.

PERFORMANCE

Retail Floral Sales in the Latest Four and 52 Weeks

The four-week period ending April 19 included all sales related to the 2026 Easter holiday (April 5, 2026) and most sales associated with the 2025 holiday, which fell on April 20, 2025. The holiday drove elevated dollar and unit sales, while overall sales also improved versus year-ago levels. Floral dollar sales increased 7.2%, with unit sales advancing 3.7% compared with the same four-week period in 2025.

Looking at the full year, dollar sales increased 6.8%, and unit growth accelerated to 1.9% above year-ago levels.

Floral department	Dollar sales	Dollar % change vs. year ago	Unit sales	Unit % change vs. year ago
4 weeks	\$997.3M	+7.2%	110.2M	+3.7%
52 weeks	\$10.4B	+6.8%	968.0M	+1.9%

Source: Circana, Integrated Fresh, MULO, 4 and 52 weeks ending 4/19/2026



"The combination of favorable weather and strong consumer demand for plants and flowers fueled an excellent month. Outdoor plants reached \$228 million in sales, with gains in both dollars and units, while flower purchases helped drive overall floral unit growth of 3.7%."

—Colleen Fagundus, IFPA's Director of Floral

SALES BY TYPE

Outdoor and Potted Plants Took Over Flower Sales in the Four-Week Period

Plants, the combination of potted and outdoor plants, represented 41% of dollar sales in the quad-week period. Outdoor plants grew dollar and unit sales. Potted plant sales were a bit more sluggish, flat in dollars and down 5.6% in units.

Flowers had a strong performance, especially bouquets and roses. Arrangements also displayed strong growth but on a smaller base.

4 weeks	Dollar sales	Dollar % change vs. year ago	Unit sales	Unit % change vs. year ago
Floral department	\$997.3M	+7.2%	110.2M	+3.7%
Outdoor plants	\$228.3M	+6.3%	25.2M	+3.0%
Potted plants	\$176.1M	-0.1%	16.5M	-5.6%
Bouquets	\$140.0M	+14.6%	10.0M	+8.5%
Roses	\$125.4M	+15.9%	8.8M	+6.9%
Consumer bunch	\$117.2M	+4.3%	16.4M	+0.0%
Arrangements	\$94.5M	+10.4%	3.3M	+10.4%
Bulbs	\$31.6M	+2.4%	4.2M	-19.7%
Holiday bouquets	\$0.6M	+6.6%	82K	-0.5%

PRICING

Inflation Across Floral Segments

Despite the Easter holiday and outdoor plant impact, the average price per unit was relatively unchanged from the prior period. Year-over-year, prices increased 3.3%, with the highest increases for consumer bunches and bulbs.

4 weeks	Price per unit	% Change vs. year ago
Floral department	\$9.05	+3.3%
Outdoor plants	\$9.07	+3.2%
Potted plants	\$10.66	+5.8%
Bouquets	\$13.99	+5.6%
Roses	\$14.26	+8.4%
Consumer bunch	\$7.14	+4.3%
Arrangements	\$28.42	+0.1%
Bulbs	\$7.50	+27.6%
Holiday bouquets	\$7.09	+7.2%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 4/19/2026

REGIONAL REVIEW



Far-Ranging Performances by Region

Four-week performance was solid across all regions, with the lowest dollar gains in California and the West and the strongest growth in the Northeast.

All regions also posted dollar sales increases over the latest 52 weeks, with the most robust gains recorded in the South Central and Northeast regions.

Four weeks	Share of floral \$	Floral \$ sales growth vs. year ago
Total US	100.0%	+7.2%
California	10.1%	+1.4%
Great Lakes	12.1%	+9.0%
Mid-South	13.0%	+9.7%
Northeast	14.7%	+15.6%
Plains	6.0%	+4.4%
South Central	14.9%	+4.9%
Southeast	14.3%	+9.8%
West	14.9%	+1.7%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 4/19/2026

52 weeks	Share of floral \$	Floral \$ sales growth vs. year ago
Total US	100.0%	+6.8%
California	12.9%	+3.3%
Great Lakes	12.9%	+6.3%
Mid-South	11.2%	+6.6%
Northeast	14.0%	+8.9%
Plains	6.1%	+6.9%
South Central	14.6%	+9.9%
Southeast	13.2%	+8.0%
West	15.3%	+4.8%

Source: Circana, Integrated Fresh, MULO, 52 weeks ending 4/19/2026