

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

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Four weeks ending 1/25/2026



Strong Start to the Year for the Floral Department

The first four weeks of 2026 delivered strong dollar gains along with a 0.6% increase in unit sales, reflecting a combination of demand and inflation-driven growth. This renewed demand growth is pulling up unit sales to within one point of year-ago levels.

PERFORMANCE

Retail Floral Sales in the Latest Four and 52 Weeks

The new year started strong, fueled by a combination of inflation and demand-driven growth. In the four weeks ending January 25, dollar sales increased 7.0% while units grew 0.6%. The period included some New Year's holiday gifting, but also several solid everyday weeks.

The recent strength in unit demand helped pull the full-year trend to within one percentage point of year-ago levels. Floral sales now exceed \$10 billion, with annual unit sales rapidly approaching 964 million.

Floral department	Dollar sales	Dollar % change vs. year ago	Unit sales	Unit % change vs. year ago
4 weeks	\$445.6M	+7.0%	40.5M	+0.6%
52 weeks	\$10.3B	+5.9%	963.8M	-1.0%

Source: Circana, Integrated Fresh, MULO, 4 and 52 weeks ending 1/25/2026



"I'm very encouraged by 0.6% year-over-year growth in light of financial pressures and an arctic storm that spanned most of the country during the final week of January."

-Colleen Fagundus, IFPA's Director of Floral

SALES BY TYPE

January started off the year with \$446 million in sales

Roses took the top spot in the four weeks ending January 25, contributing \$106 million in sales. Bouquets ranked second at \$91 million. Both achieved double-digit dollar gains, supported by price increases as well as demand growth. Roses alone grew unit sales by 3.7% in January.

Arrangements and outdoor plants also posted a strong month, whereas bulb sales were off to a slower start this year.

4 weeks	Dollar sales	Dollar % change vs. year ago	Unit sales	Unit % change vs. year ago
Floral department	\$445.6M	+7.0%	40.5M	+0.6%
Roses	\$106.0M	+13.2%	7.7M	+3.7%
Bouquets	\$91.0M	+10.3%	6.8M	+2.4%
Potted plants	\$72.3M	-6.0%	6.3M	-7.3%
Arrangements	\$67.3M	+15.1%	2.3M	+15.3%
Consumer bunch	\$65.8M	+8.0%	10.0M	+5.0%
Outdoor plants	\$4.6M	-3.9%	641K	+14.5%
Bulbs	\$3.1M	-24.7%	524K	-18.6%
Holidays	\$3.0M	+15.1%	391K	+7.2%

PRICING

Inflation Across Floral Segments

The average price per unit in January fell back in line with the annual average, following higher price points in December. At \$11.01, January floral prices were 6.3% higher than a year ago. Only outdoor plant prices experienced substantial deflation.

4 w.e. 12/28/2025	Price per unit	% Change vs. year ago
Floral department	\$11.01	+6.3%
Roses	\$13.80	+9.1%
Bouquets	\$13.32	+7.7%
Potted plants	\$11.57	+1.4%
Arrangements	\$29.36	-0.2%
Consumer bunch	\$6.61	+2.8%
Outdoor plants	\$7.16	-16.0%
Bulbs	\$5.92	-7.6%
Holidays	\$7.56	+7.4%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 1/25/2026

REGIONAL REVIEW



Far-Ranging Performances by Region

The South Central region represented the largest share of dollar sales in January and posted the highest growth, at +13.5%. The Southeast and Mid-South also delivered substantial sales gains. California was the only region to lose ground in January.

For the full year, the West held the highest dollar share, but growth trailed the national average.

Four weeks	Share of floral \$	Floral \$ sales growth vs. year ago
Total US	100.0%	+7.0%
California	15.6%	-3.2%
Great Lakes	9.9%	+4.8%
Mid-South	10.8%	+11.3%
Northeast	11.9%	+7.0%
Plains	5.0%	+8.6%
South Central	15.7%	+13.5%
Southeast	15.7%	+11.6%
West	15.4%	+5.8%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 1/25/2026

52 weeks	Share of floral \$	Floral \$ sales growth vs. year ago
Total US	100.0%	+5.9%
California	13.0%	+3.5%
Great Lakes	12.9%	+4.5%
Mid-South	11.2%	+5.9%
Northeast	13.9%	+6.8%
Plains	6.1%	+6.1%
South Central	14.5%	+9.4%
Southeast	13.2%	+8.1%
West	15.3%	+3.2%

Source: Circana, Integrated Fresh, MULO, 52 weeks ending 1/25/2026