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

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Four weeks ending 6/14/2026

INTERNATIONAL FRESH PRODUCE ASSOCIATION

Dollar and Unit Growth for Floral in a Value-Driven Marketplace

While the overall dollar and unit volume was lower than that during Easter and Mother's Day, the four weeks ending June 14 posted solid floral department results, with strength for outdoor plants.

PERFORMANCE

Retail Floral Sales in the Latest Four and 52 Weeks

The four-week period ending June 14 included both everyday sales and purchases related to Father's Day, though the latter is not a major floral holiday. The floral department generated more than $933 million during the four-week period. After several months of negative comparable sales, the department posted a solid 3.4% increase in dollar sales versus the same period last year. The increase reflects a combination of inflation and demand-driven growth, with unit sales rising 2.3% during the four-week period.

Annual floral sales reached $10.5 billion, with both dollar and unit sales continuing to run ahead of year-ago levels.

Floral department	Dollar sales	Dollar % change vs. year ago	Unit sales	Unit % change vs. year ago
4 weeks	$933.1M	+3.4%	101.6M	+2.3%
52 weeks	$10.47B	+4.9%	961.9M	+0.7%

Source: Circana, Integrated Fresh, MULO, 4 and 52 weeks ending 6/14/2026

"Flowers continue to demonstrate their unique ability to bring joy to everyday moments as well as life's celebrations. It's encouraging to see both dollar and unit growth return, reinforcing that consumers continue to prioritize meaningful purchases even in a value-conscious environment."

-Gina Jones | Vice President, Global Intelligence

SALES BY TYPE

Outdoor Plants Took Over Floral Sales at the Start of Summer

At the start of summer, outdoor plants overtook flowers as the top-selling floral segment. Outdoor plants generated nearly $290 million during the four weeks ending June 14, with growth driven by increases in both dollar and unit sales. Bouquets faced a more challenging month; however, roses, consumer bunches and arrangements all posted dollar and unit gains during the period. Bulbs and holiday bouquets experienced the largest declines versus year-ago levels.

4 weeks	Dollar sales	Dollar % change vs. year ago	Unit sales	Unit % change vs. year ago
Floral department	**$933.1M**	**+3.4%**	**101.6M**	**+2.3%**
Outdoor plants	$288.5M	+4.2%	38.3M	+2.4%
Bouquets	$144.4M	+3.0%	10.0M	-3.4%
Roses	$141.6M	+9.4%	9.6M	+4.9%
Consumer bunch	$105.4M	+5.5%	14.7M	+3.1%
Potted plants	$96.6M	-8.3%	9.1M	-10.9%
Arrangements	$89.5M	+11.2%	3.1M	+12.5%
Bulbs	$4.3M	-10.5%	929K	-41.7%
Holiday bouquets	$564K	-6.1%	77K	-12.7%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 6/14/2026

PRICING

Inflation Across Floral Segments

Post the Easter and Mother's Day sales spikes, the average price per unit fell to $9.19, which reflects mild inflation. Bouquets were substantially more, at $14.39 a piece and the highest average unit price was recorded for arrangements, at $29.02.

4 weeks	Price per unit	% Change vs. year ago
Floral department	**$9.19**	**+1.1%**
Outdoor plants	$7.54	+1.8%
Bouquets	$14.39	+6.6%
Roses	$14.81	+4.2%
Consumer bunch	$7.19	+2.3%
Potted plants	$10.66	+2.8%
Arrangements	$29.02	-1.1%
Bulbs	$4.60	+53.5%
Holiday bouquets	$7.31	7.5%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 6/14/2026

REGIONAL REVIEW

Far-Ranging Performances by Region

Sales performance varied widely across Circana's eight regions.

- In the four-week period, sales were down in California and the West.
- The Plains, Great Lakes, Northeast experienced higher-than-average growth.
- In the full-year view, year-over-year growth is highest in the South Central.

Four weeks	Share of floral $	Floral $ sales growth vs. year ago
Total US	**100.0%**	**+3.4%**
California	11.2%	-2.3%
Great Lakes	17.1%	+5.7%
Mid-South	10.0%	+0.7%
Northeast	16.1%	+7.0%
Plains	7.8%	+8.4%
South Central	11.2%	+5.6%
Southeast	10.0%	+4.3%
West	16.6%	-0.7%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 6/14/2026

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%	+2.7%
Mid-South	11.1%	+4.1%
Northeast	14.0%	+6.2%
Plains	6.1%	+5.1%
South Central	14.7%	+8.4%
Southeast	13.3%	+6.6%
West	15.2%	+3.4%

Source: Circana, Integrated Fresh, MULO, 52 weeks ending 6/14/2026