

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

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Four weeks ending 3/22/2026



Floral Gains Continue in March

Roses continued to lead all sales with robust dollar and unit gains, while bouquets had a mixed performance. Both indoor and outdoor plant sales were somewhat sluggish.

PERFORMANCE

Retail Floral Sales in the Latest Four and 52 Weeks

Following the Valentine's Day holiday peak, sales dropped back to average levels for the weeks ending March 22. The four-week period generated \$671 million, up 3.0% year over year. However, gains were driven by inflation, with unit sales down 1.6% compared with the same period last year.

In the full-year view, dollar sales increased 6.2%, and unit growth also remained in the positive. U.S. retailers recorded more than 963 million floral transactions over the past year.

Floral department	Dollar sales	Dollar % change vs. year ago	Unit sales	Unit % change vs. year ago
4 weeks	\$671M	+3.0%	74.2M	-1.6%
52 weeks	\$10.3B	+6.2%	963.3M	+0.6%

Source: Circana, Integrated Fresh, MULO, 4 and 52 weeks ending 3/22/2026



"Potted and outdoor plant sales were somewhat sluggish in the four-week period. Outdoor plant patterns are often highly weather dependent and should begin to pick up in the coming weeks."

-Colleen Fagundus, IFPA's Director of Floral

SALES BY TYPE

Roses Remained on Top, While Potted Plants Fell Short of Year-Ago Levels

While representing only a fraction of the sales generated during the week of Valentine's Day, roses continued to post a strong performance. Roses generated nearly \$121 million in sales during the four-week period, up 12.2% compared with last year, driven by a combination of inflation and unit gains.

Bouquets posted dollar growth but saw unit declines, while potted plants experienced some pressure.

4 weeks	Dollar sales	Dollar % change vs. year ago	Unit sales	Unit % change vs. year ago
Floral department	\$671.1M	+3.0%	74.2M	-1.6%
Roses	\$120.8M	+12.2%	8.6M	+2.3%
Bouquets	\$111.5M	+6.1%	8.1M	-2.0%
Potted plants	\$98.7M	-5.6%	9.4M	-9.9%
Consumer bunches	\$94.2M	+2.1%	13.9M	-1.5%
Arrangements	\$82.0M	+13.3%	2.8M	+13.7%
Outdoor plants	\$63.3M	-0.9%	7.0M	-0.4%
Bulbs	\$33.3M	-6.5%	4.0M	-25.8%
Holidays	\$1.1M	+63.3%	0.2M	55.6%

PRICING

Inflation Across Floral Segments

Following the much higher-than-average prices during the Valentine's Day period, the average price per unit returned to more typical levels. Across all floral types, the average was \$9.05, up 4.6% year over year.

4 weeks	Price per unit	% Change vs. year ago
Floral department	\$9.05	4.6%
Roses	\$14.12	9.6%
Bouquets	\$13.85	8.3%
Potted plants	\$10.55	4.7%
Consumer bunches	\$6.79	3.6%
Arrangements	\$29.45	-0.4%
Outdoor plants	\$9.06	-0.5%
Bulbs	\$8.42	26.1%
Holidays	\$6.60	4.9%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 3/22/2026

REGIONAL REVIEW



Far-Ranging Performances by Region

Performance ranged from a 1.5% dollar decline in the Great Lakes to a 10.3% increase in the South-Central region during the most recent four weeks.

Variation was similarly wide in the 52-week view, with the strongest gains recorded in the Northeast and South-Central regions.

Four weeks	Share of floral \$	Floral \$ sales growth vs. year ago
Total US	100.0%	+3.0%
California	13.4%	+3.2%
Great Lakes	10.7%	-1.5%
Mid-South	11.6%	+0.4%
Northeast	11.7%	-1.3%
Plains	5.3%	+1.9%
South Central	17.1%	+10.3%
Southeast	15.3%	+4.4%
West	15.1%	+3.0%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 3/22/2026

52 weeks	Share of floral \$	Floral \$ sales growth vs. year ago
Total US	100.0%	+6.2%
California	13.0%	+3.5%
Great Lakes	12.8%	+5.0%
Mid-South	11.1%	+5.6%
Northeast	13.9%	+7.0%
Plains	6.1%	+6.8%
South Central	14.6%	+10.0%
Southeast	13.2%	+7.4%
West	15.3%	+4.7%

Source: Circana, Integrated Fresh, MULO, 52 weeks ending 3/22/2026