

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

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Four weeks ending 5/17/2026



Mother's Day Provides Lift, But Floral Sales Fall Short of 2025 Levels

Holiday sales did gear up for the Mother's Day holiday, one of the five biggest of the year, but both dollar and unit sales fell short of year-ago levels.

PERFORMANCE

Retail Floral Sales in the Latest Four and 52 Weeks

The four-week period ending May 17 included both everyday sales and purchases related to Mother's Day, which fell on May 10 this year. The holiday provided a significant boost to floral sales, with the department generating nearly \$2 billion during the four-week period. Even so, both dollar sales (-1.1%) and unit sales (-6.1%) declined compared to the same four weeks in 2025.

Despite the softer Mother's Day period, strong Easter and winter holiday performances kept year-to-date results positive. Total floral sales reached \$10.4 billion, with both dollar and pound 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	\$1.99B	-1.1%	167.0M	-6.1%
52 weeks	\$10.42B	+5.2%	956.0M	+0.4%

Source: Circana, Integrated Fresh, MULO, 4 and 52 weeks ending 5/17/2026



"Consumers faced significant pressure from higher fuel prices in May, weighing on retail spending. Total food and beverage unit sales declined 0.7% during this four-week period, helping explain the 1.1% drop in floral dollar sales."

-Gina Jones | Vice President, Global Intelligence

SALES BY TYPE

Mother's Day-related sales outperformed outdoor plants in May sales

Following Easter, potted plant sales returned to more typical levels. Outdoor plants remained the top-selling segment, generating \$448 million during the four-week period. However, dollar sales declined 9.3% compared to the same period last year. Several other floral categories posted stronger performance, including bouquets, roses, and arrangements. Holiday bouquets, while a relatively small segment, also delivered gains in both dollar and unit sales.

4 weeks	Dollar sales	Dollar % change vs. year ago	Unit sales	Unit % change vs. year ago
Floral department	\$1.99B	-1.1%	167.0M	-6.1%
Outdoor plants	\$448.3M	-9.3%	47.5M	-13.9%
Bouquets	\$367.4M	+7.8%	21.9M	+1.2%
Roses	\$359.4M	+0.9%	22.5M	-3.8%
Arrangements	\$282.9M	+5.8%	8.4M	+1.6%
Potted plants	\$234.4M	-8.9%	17.2M	-16.2%
Consumer bunch	\$176.2M	+3.5%	22.5M	-0.6%
Bulb	\$16.3M	-13.4%	2.5M	-32.4%
Holiday bouquets	\$0.6M	+14.3%	73K	+3.5%

PRICING

Inflation Across Floral Segments

Including Mother's Day, the four-week average price per unit reached nearly \$12. Average prices increased 5.3% year over year, with the strongest inflation in potted plants and bulbs.

4 weeks	Price per unit	% Change vs. year ago
Floral department	\$11.91	+5.3%
Outdoor plants	\$9.43	+5.3%
Bouquets	\$16.81	+6.5%
Roses	\$16.00	+4.8%
Arrangements	\$33.71	+4.1%
Potted plants	\$13.63	+8.7%
Consumer bunch	\$7.83	+4.1%
Bulb	\$6.48	+28.0%
Holiday bouquets	\$7.80	+10.5%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 5/17/2026

REGIONAL REVIEW



Far-Ranging Performances by Region

Sales performance varied widely across Circana's eight regions.

- South Central posted the strongest growth on 13.7% share of total sales.
- Great Lakes experienced the steepest declines on 14.8% of the business.
- Notably, all three top-selling regions recorded year-over-year sales declines.

Four weeks	Share of floral \$	Floral \$ sales growth vs. year ago
Total US	100.0%	-1.1%
California	10.8%	-0.1%
Great Lakes	14.8%	-6.1%
Mid-South	11.1%	-1.4%
Northeast	14.4%	-3.4%
Plains	7.3%	-1.4%
South Central	13.7%	+3.7%
Southeast	12.0%	+1.9%
West	15.8%	-0.7%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 5/17/2026

52 weeks	Share of floral \$	Floral \$ sales growth vs. year ago
Total US	100.0%	+5.2%
California	12.9%	+3.1%
Great Lakes	12.7%	+3.3%
Mid-South	11.2%	+4.9%
Northeast	13.9%	+5.9%
Plains	6.1%	+4.9%
South Central	14.7%	+8.6%
Southeast	13.3%	+6.9%
West	15.3%	+3.6%

Source: Circana, Integrated Fresh, MULO, 52 weeks ending 5/17/2026