

# Floral Department Overview

52 weeks ending 5-16-21





### Overview of floral point of sale data in US Supermarkets: 52 weeks ending 5-16-21

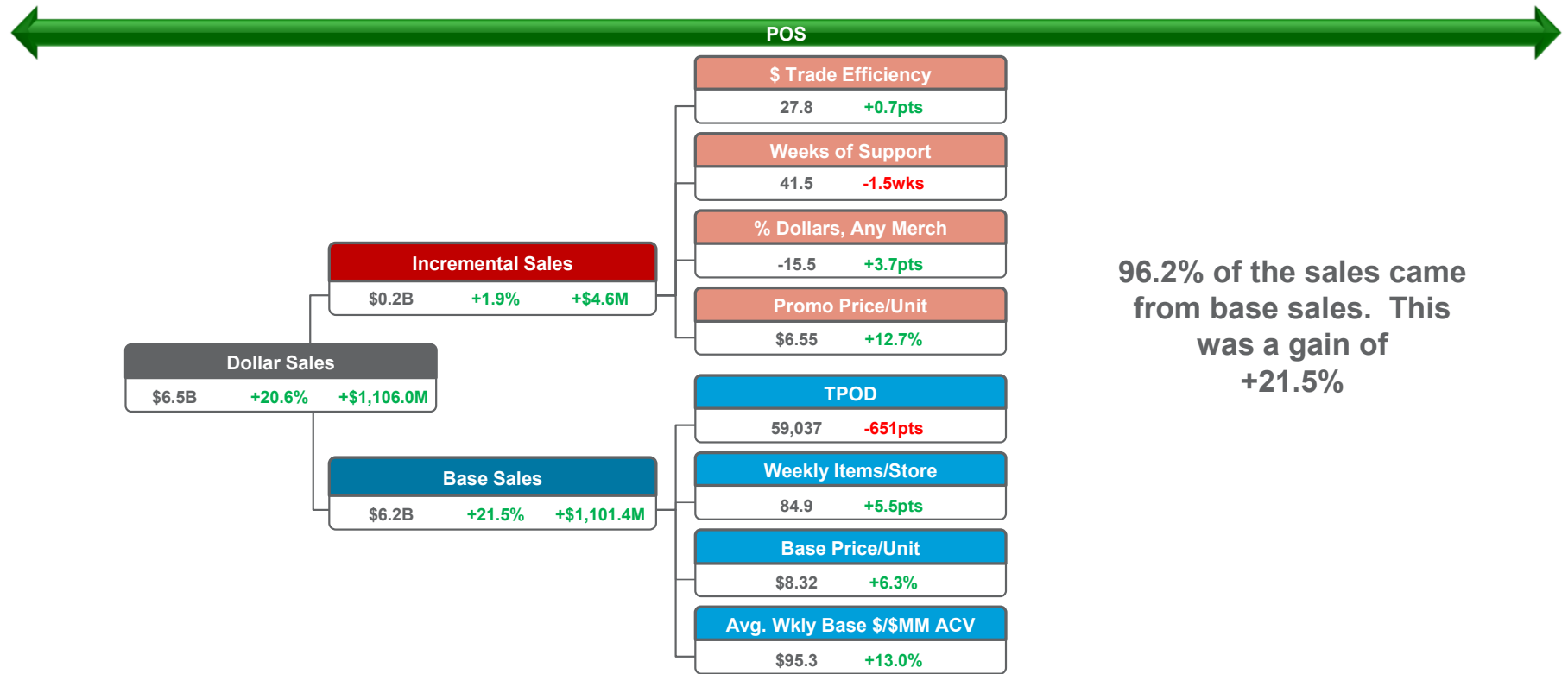
The Floral Department is worth \$6.5Bn in dollar sales which represents an increase of (+\$1,1 billion) in dollars over the prior 52 weeks.

Unite sales were 818.2M representing a (+87.7M) increase over the prior 52 weeks due to increased dollar velocity, shelf space and price increases.

- All the categories, except consumer bunches, experienced increased prices
- All categories except bulb and outdoor plants experienced increased distribution
- Potted Plants contributed the most dollar growth with +\$245M followed by Roses (+\$243.4M) and Bouquets (+\$117.4M).

Floral grew sales in the past 52 weeks from base (everyday) dollars through increased base prices and dollar velocity

Floral Department – POS Key Metrics –(52 weeks ending 05-16-2021)



Source: IRI TSV WB, Total US MULO, 52 Weeks Ending 05-16-21

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All the categories are driving dollar growth for the Floral Department.  
Increased prices was experienced in all categories except Consumer Bunches

**Floral Department – Top Categories Sales Performance - (52 Weeks Ending 05-16-21)**

	Dollar Sales (MM)	% Chg vs YA	Unit Sales (MM)	% Chg vs YA	ACV Wtd Dist	Chg vs YA	Avg. wkly \$MM ACV	Chg vs YA	Price/ Unit	% Chg vs YA	% Dollar, Any Merch	Chg vs YA
Potted Plant	\$1160.6	+26.8%	141.5	+19.1%	94.8	+0.3	\$20.3	+\$3.3	\$8.20	+6.5%	14.1	-2.3
Rose	\$1444.3	+27.0%	102.6	+22.3%	96.8	+0.7	\$21.9	+\$2.5	\$11.16	+3.8%	13.0	-2.9
Bouquet	\$1014.4	+21.2%	89.5	+16.7%	95.8	+0.6	\$19.3	+\$1.3	\$11.33	+3.8%	10.8	-2.2
Outdoor Plants	\$974.7	+12.7%	176.9	+5.8%	83.6	-2.0	\$23.7	-\$2.4	\$5.51	+6.4%	15.4	-6.6
Consumer Bunches	\$798.9	+16.2%	146.9	+16.3%	93.7	+1.3	\$16.7	+\$0.8	\$5.44	-0.1%	11.6	-2.8
Arrangement	\$767.6	+25.0%	31.4	+15.8%	91.1	+0.9	\$17.6	+\$3.0	\$24.46	+7.9%	15.7	-1.5
Seeds	\$165.2	+3.8%	56.9	-9.4%	77.4	+4.0	\$4.3	-\$0.3	\$2.91	+14.6%	9.6	-2.7
Bulb	\$96.0	+20.6%	18.6	+15.9%	77.2	-1.0	\$3.7	+\$0.4	\$5.17	+4.1%	10.8	-4.0



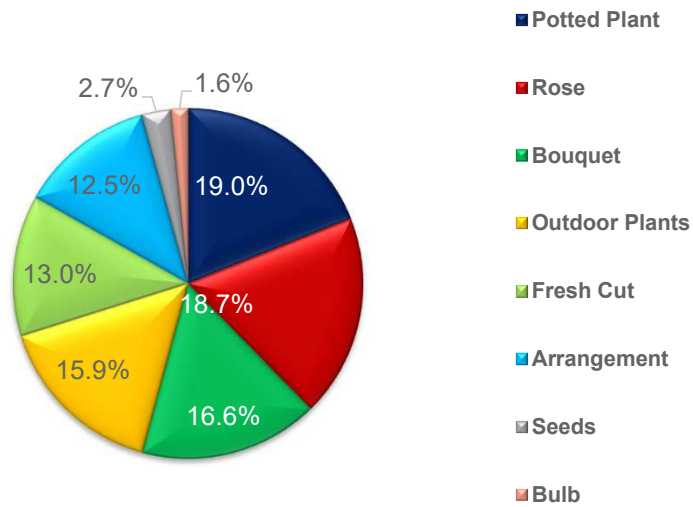
Note: Rose, Bouquet and Arrangement are Custom Aggregates

Source: IRI TSV WB, Total US MULO, 52 Weeks Ending 05-16-21  
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Dollar share of floral categories in the US supermarkets, 52 weeks ending 5-16-21

Floral Department – Top Categories Sales Performance - (52 Weeks Ending 05-16-21)

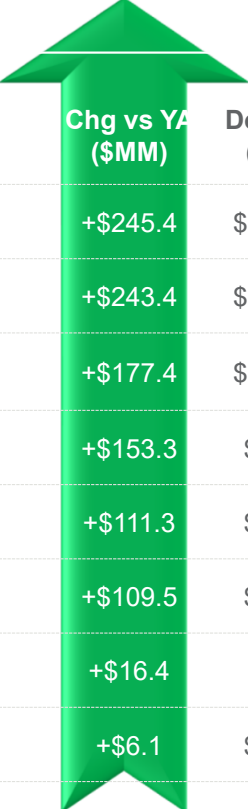
Dollar Sales	\$6.5B	+\$1,106.0M	+20.6%
Unit Sales	818.2M	+87.7M	+12.0%



Dollar Share

Potted Plants contributed the most dollar growth with +\$245.4M followed by Roses (+\$243.4M) and Bouquet (+\$117.4M).

Floral Department – Top Growing & Declining Aisles - (52 Weeks Ending 05-16-21)



	Chg vs YA (\$MM)	Dol Sales (\$MM)	% Chg vs YA	TPOD	Chg vs YA	Wt. Base Price/ Unit	% Chg vs YA	Promo Price	Chg vs YA
Potted Plants	+\$245.4	\$1,160.6	+26.8%	12,209.9	+1,598.6	\$8.64	+4.7%	\$6.80	+0.88
Rose	+\$243.4	\$1,144.3	+27.0%	2,457.9	+618.4	\$11.76	+3.4%	\$8.56	-0.10
Bouquet	+\$177.4	\$1,014.4	+21.2%	4,212.4	+131.4	\$11.72	+3.1%	\$8.60	+0.27
Arrangement	+\$153.3	\$767.6	+25.0%	2,102.9	+460.4	\$25.59	+6.8%	\$22.05	+2.30
Fresh Cut	+\$111.3	\$798.9	+16.2%	3,774.9	+399.0	\$5.68	+0.2%	\$4.41	-0.11
Outdoor Plants	+\$109.5	\$974.7	+12.7%	14,439.3	-1,471.2	\$5.85	+2.1%	\$4.18	+0.29
Bulb	+\$16.4	\$96.0	+20.6%	4,694.3	+112.8	\$5.61	+0.9%	\$3.50	-0.04
Seeds	+\$6.1	\$165.2	+3.8%	14,435.2	-2,449.5	\$3.00	+12.1%	\$4.57	+2.18



Note: Sorted on absolute dollars change  
 Note: Rose, Bouquet and Arrangement are Custom Aggregates

Source: IRI TSV WB, Total US MULO, 52 Weeks Ending 05-16-21  
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