



Floral

Year-to-date through the week ending October 3, floral grew sales by 24.9% over the same period in 2020. Sales approached \$6 billion. While some of the growth is boosted by inflation, unit sales increased 13.3% over this same period and volume increased 15.8%.

Dollar sales increase over comparable period in 2019/2020

	Q1 '20	Q2 '20	Q3 '20	Q4 '20	Q1 '21	Building YTD	YTD vs 2020	YTD 2021
Department floral	-0.3%	-3.4%	+15.8%	+14.5%	+26.9%	\$5.8B	+24.9%	+25.8%

Source: IRI Integrated Fresh, Total U.S., MULO, % change vs. YA through 9/5/2021