



Floral

Floral dollar sales grew by 24.7% over the first 10 months of 2021 compared with the same period in 2020. Sales now exceed \$6.2 billion for the year but gains did start to slow down a little, though still in the high teens. Whereas growth was upwards of +25% in the first and second quarters of the year, sales advanced a lower +18.8% in the third quarter.

Dollar sales increase over comparable period in 2019/2020									
	Q1 '20	Q2 '20	Q3 '20	Q4 '20	Q1 '21	Q2 '21	Q3 '21	Building YTD	YTD vs 2020
Floral	-0.3%	-3.4%	+15.8%	+14.5%	+26.9%	+27.8%	+18.8%	\$6.2B	+24.7%

Source: IRI Integrated Fresh, Total U.S., MULO, % change vs. YA through 10/31/2021