



Floral

The floral department's pandemic path was very different from most departments. In March and April, in efforts to keep the shelves stocked, many retailers pulled back on floral orders. Yet, come the third quarter, floral proved it was a pandemic powerhouse in its own right. In fact, floral started outpacing produce growth come summer and has remained highly elevated ever since. In March 2021, dollar sales were 39% over year ago, when few retailers stocked floral. Importantly, floral sales also hold their own against the pre-pandemic 2019 baseline, with an increase of 26.7%.

Dollar sales increase over comparable period in 2019/2020

	2019	Q1 '20	Q2 '20	Q3 '20	Q4 '20	Q1 '21	Mar '21	Mar vs '19	Mar vs '20
Department floral	+3.7%	-0.5%	-3.8%	+15.7%	+14.5%	+22.0%	\$416M	+26.7%	+39.0%

Source: IRI Integrated Fresh, Total U.S., MULO, % change vs. YA, March reflects the four weeks ending 3/21/2021