



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 April 2021, dollar sales were +75.5% 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 26.3%.

Dollar sales increase over comparable period in 2019/2020									
	2019	Q1 '20	Q2 '20	Q3 '20	Q4 '20	Q1 '21	Apr '21	Apr '21 vs 2019	Apr '21 vs 2020
Department floral	+3.7%	-0.5%	-3.8%	+15.7%	+14.5%	+35.4%	\$668M	+26.3%	+75.5%

Source: IRI Integrated Fresh, Total U.S., MULO, % change vs. YA, latest four weeks ending 4/18/2021