



## Floral

Floral sales saw a dip early in the pandemic as retailers focused on keeping food and beverages in stock. But very soon after, floral started outpacing produce growth and floral sales have remained highly elevated ever since. In May 2021, dollar sales were +9.8% over the prior year. Importantly, floral sales also hold their own against the pre-pandemic 2019 baseline, with an increase of 12.7%.

Dollar sales increase over comparable period in 2019/2020

	2019	Q1 '20	Q2 '20	Q3 '20	Q4 '20	Q1 '21	Apr '21	May '21	May % vs '19	May % vs '20
<b>Department floral</b>	+3.7%	-0.5%	-3.8%	+15.7%	+14.5%	+35.4%	+75.5%	\$1.4B	+12.7%	+9.8%

Source: IRI Integrated Fresh, Total U.S., MULO, % change vs. YA, latest four weeks ending 5/30/2021