



Floral

Floral ended calendar year 2020 up 3.9%, but sales have been very strong ever since the third quarter of 2020. The first and second quarter of 2021 have brought gains upwards of 25%, for a year-to-date increase of 26.5%.

Dollar sales increase over comparable period in 2019/2020								
	2019	Q1 '20	Q2 '20	Q3 '20	Q4 '20	Q1 '21	Building YTD	YTD 2021
Department floral	+3.2%	-0.3%	-3.4%	+15.8%	+14.5%	+26.9%	\$4.6B	+26.5%

Source: IRI Integrated Fresh, Total U.S., MULO, % change vs. YA, latest four weeks ending 7/11/2021