



Floral

Floral sales have been seeing double-digit gains ever since the third quarter of 2020 and growth is only accelerating. For the building calendar year, the weeks between January and September 9, 2021, floral has generated nearly \$5.4 billion in sales. This reflects an increase of 25.8% versus the same period a year ago.

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%	\$5.4B	+25.8%

Source: IRI Integrated Fresh, Total U.S., MULO, % change vs. YA through 9/5/2021