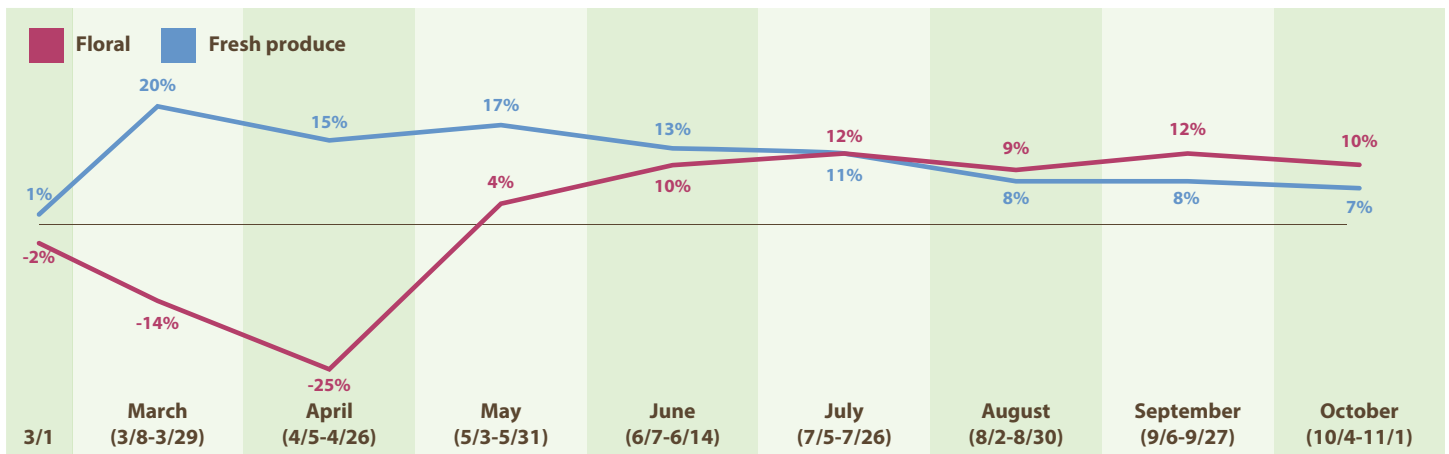




Floral

Floral struggled early on in the pandemic as retailers focused on keeping the produce department stocked, but has been trending well above year ago levels ever since May. After two months of near identical gains, floral sales gains actually exceeded fresh produce growth by about four percentage points in September and three points in October.

Dollar growth fresh produce and floral versus the comparable period in 2019



Source: IRI, Total U.S., MULO, 1 period % change vs. YA