

# May 2023 Floral Update Shows Strong Mother's Day Sales

May 2023

"Mother's Day was on May 14<sup>th</sup> this year and while units fell a little short of year-ago levels, mild inflation pushed dollars up by 3.5%. This shows that holidays continue to drive shoppers to the floral department to celebrate an occasion or a loved one." – Debbie Zoellick, Director of Floral, IFPA

The dollar performance during the four weeks ending May 21, 2023 experienced a 3.5% increase over the same 4-week period in 2022.

Floral department	Dollar sales	Dollar % change vs. YA	Unit sales	Unit % change vs. YA
4 weeks ending 5/21/2023	\$1.5M	+3.5%	148M	-2.0%
52 weeks ending 5/21/2023	\$7.7B	+2.2%	817M	-4.5%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 5/21/2023

Sales during the 52 weeks ending 5/21/2023 were up 2.2% in dollars, but down 4.5% in units. The very different unit and dollar growth performance shows the impact inflation has had on floral department sales.



#### May 2023 Sales by Type

4 w.e 5/21/2023	Dollar sales	Dollar % change vs. YA	Unit sales	Unit % change vs. YA
Floral department	\$1.5M	+3.5%	148.0M	-2.0%
Outdoor plants	\$343M	+0.3%	46.9M	-6.5%
Roses	\$274M	+6.1%	19.9M	+4.1%
Bouquets	\$251M	+11.6%	17.1M	+10.2%
Potted plants	\$231M	-3.1%	18.6M	-6.3%
Arrangements	\$208M	+9.9%	6.8M	+7.4%
Consumer bunch	\$125M	+1.0%	18.2M	-5.1%
Bulbs	\$16M	-8.7%	2.6M	+1.0%
Holiday	\$0.4M	-30.4%	0.6M	-14.2%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 5/21/2023

#### **Regional Performance**

"The West and Great Lake regions had the highest share of sales, but it was the South Central that showed the highest year-on-year growth performance," said Zoellick. Virtually all regions showed dollar growth, with the one exception of the Great Lakes where a 6.0% decline in units was no longer offset by the price increases.



4 w.e. 5/21/2023	Share of floral \$	Floral \$ sales growth vs. year ago
Total US	100.0%	+3.5%
California	11.1%	+0.6%
Great Lakes	15.1%	-0.4%
Mid-South	11.7%	+4.2%
Northeast	13.7%	+4.0%
Plains	7.1%	+0.6%
South Central	13.0%	+6.6%
Southeast	12.3%	+5.7%
West	16.0%	+6.1%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 5/21/2023



## Floral Market Watch \_

### Pricing

During the four weeks ending May 21st 2023 compared to the same time period last year, the average price per unit for floral increased by 5.7%, reaching \$10.28. Much like seen in the rest of the store, the rate of inflation continues to moderate.

4 w.e. 5/21/2023	ACV weighted distribution	Change vs. YA (points)
Floral department	\$10.28	+5.7%
Outdoor plants	\$7.33	+7.2%
Roses	\$13.73	+1.9%
Bouquets	\$14.67	+1.2%
Potted plants	\$12.39	+3.5%
Arrangements	\$30.53	+2.4%
Consumer bunch	\$6.84	+6.4%
Bulbs	\$5.88	-9.6%
Holiday	\$7.39	-18.9%

Source: Circana, Integrated Fresh, MULO, 4 weeks ending 5/21/2023

