

May 2023 Floral Update Shows Strong Mother's Day Sales

May 2023

"Mother's Day was on May 14th 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

