

Trends in Mass-market Floral

The Produce Marketing Association (PMA) and the Food Marketing Institute (FMI) commissioned Prince & Prince (a floral market research firm in Columbus, Ohio) to conduct research on the mass-market floral industry. The research provides a comprehensive snapshot of the U.S. mass-market floral retail business and outlines a number of growth opportunities.

The survey was conducted in 2015 (the last time similar data was collected was in 2003), and respondents represent nearly 15,000 stores, including chains, independents, clubs and other mass-market retailers, with nearly \$3 billion in floral product sales.

Here is a small sampling of the 2015 data contained in the report, which is available free to PMA members. (See "Full Report Free to PMA Members.")

Service Level

There is a movement toward full-service floral departments in supermarkets.

	2015	2003
Primarily full-service departments	32%	25%
Mixed-mode service departments	58%	56%
Primarily self-service departments	10%	19%

\$11.35

The average hourly wage for a supermarket floral department employee in 2015.

Source: PayScale, Inc.; payscale.com

43,200

The approximate number of retail outlets that sold flowers in 2013.

- Roughly 48 percent (20,700) were supermarket floral departments.
- Approximately 35 percent (15,100) were traditional retail florists.

Source: Euromonitor International, euromonitor.com

\$225,000

Average floral sales per supermarket floral department in 2015. (\$188,000 in 2003)

\$12.56

Average floral transaction in supermarket floral departments in 2015.

579 square feet

Average size of a supermarket floral department in 2015. (565 square feet in 2003)

1.4 percent

Floral sales as a percentage of total store sales in supermarkets in 2015. (2.2 percent in 2003)

44 percent

The average gross margin of supermarket floral sales in 2015. (42 percent in 2003)

18 percent

Average labor costs (as a percentage of floral sales) in supermarket floral departments in 2015. (16 percent in 2003)

11 percent

Average floral shrink (as a percentage of floral sales) in 2015.

Types of floral sales to be emphasized

Survey respondents expressed a need to expand everyday floral sales, but nearly 70 percent indicated that holiday sales would be a priority in the year.

- Holiday 69%
- Impulse 66%
- Wedding 44%
- Occasions 28%
- Sympathy 22%
- Wire order 9%
- B2B 6%

Products to be emphasized

Arrangements were at the top of the list when survey respondents were asked to select product categories they intend to focus on in the year following the survey, which could be indicative of the emphasis on holiday sales and more full-service floral departments.

- Roses 59%
- Arrangements 56%
- Bouquets 56%
- Balloons 44%
- Flowering plants 44%
- Consumer bunches 41%
- Unusual flowers 31%
- Bedding plants 31%
- Hard goods 25%
- Foliage plants 22%
- Dish gardens 22%
- Gift/Food baskets 16%
- Organic flowers 16%
- Plush 16%
- Single stems 6%



Full Report Free to PMA Members

The PMA/FMI "Trends in Mass-market Floral" report is available free to PMA members online at pma.com/topics/floral. If you are not a PMA member and would like to join, visit pma.com/members/membership or call (302) 738-7100. ■