



2024 Floral Trends Report USA

Americans & the Grocery Store



The International Fresh Produce Association (IFPA) is the leading global trade association representing companies in the fresh produce and floral supply chains.



Research Purposes & Objectives

The IFPA performs a Global Intelligence Consumer Tracking Study on an annual basis to understand and trend consumer behavior and motivations when purchasing floral products.

Research is conducted in seven (7) unique geographic areas:

- United States
- Australia
- Brazil
- China
- Germany
- UK
- South Korea

This report summarizes the findings in the United States with 754 consumers.

Margin of Error:

Overall, the sample size has a margin of error of +/- 1.4% at a 95% level of confidence; or +/- 3.6% for the USA.



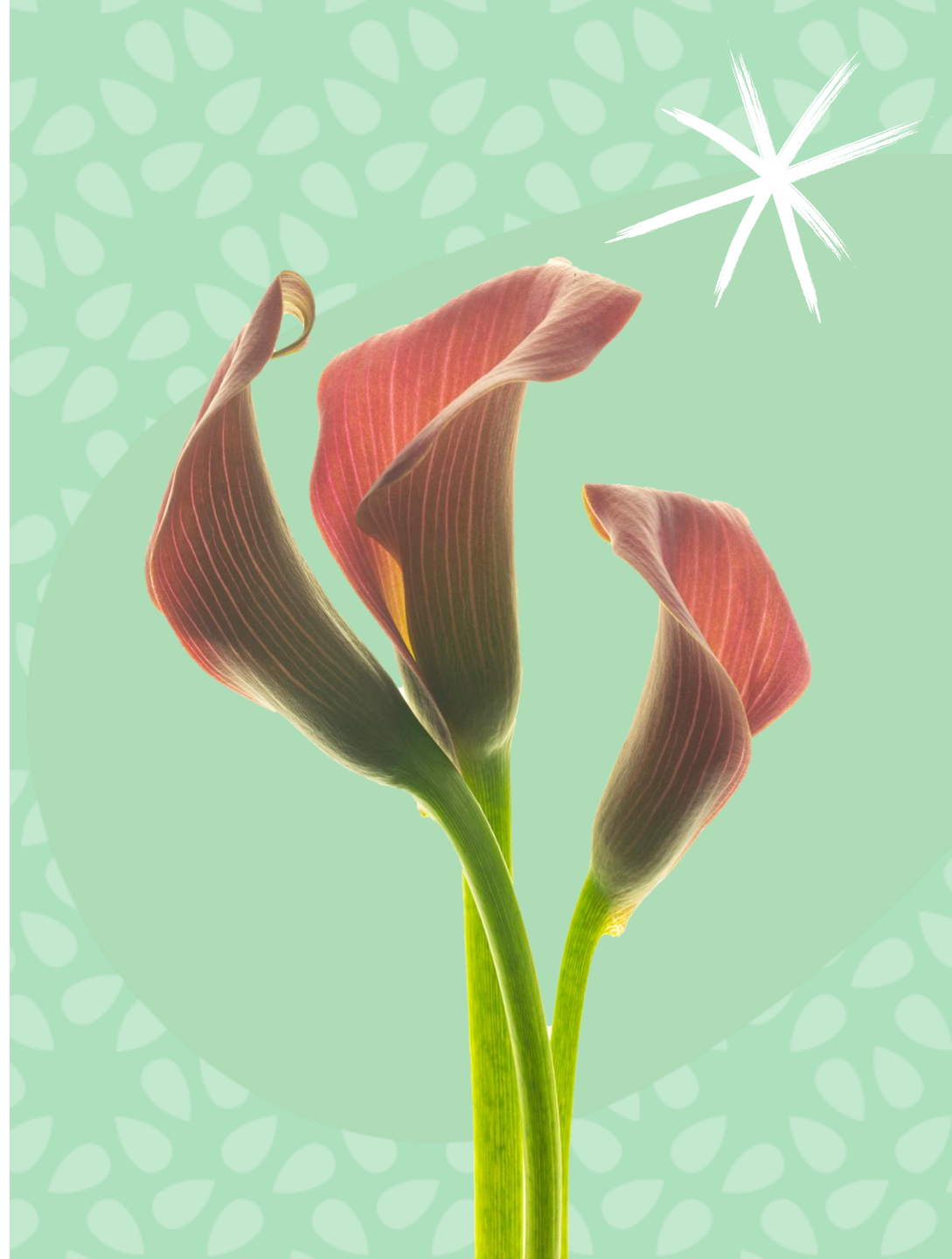
Methodology and Sample Composition

The study was conducted using an online survey, with all fieldwork conducted on the Russell Research survey website. A total of 754 U.S. based interviews were conducted for the study from December 3 - 18, 2024. Participants were sourced from leading online research panels.

To qualify for study inclusion, respondents were screened to meet the following qualifications:

- Age 18-78
- Primary or shared responsibility for purchasing groceries for household
- Purchase groceries once a month or more often
- Reside within the United States
- Does not work in a competitive industry

All research was carried out in compliance with all relevant legal and ethical requirements within the United States and in compliance with ISO 20252:2019.





Americans & the Grocery Store

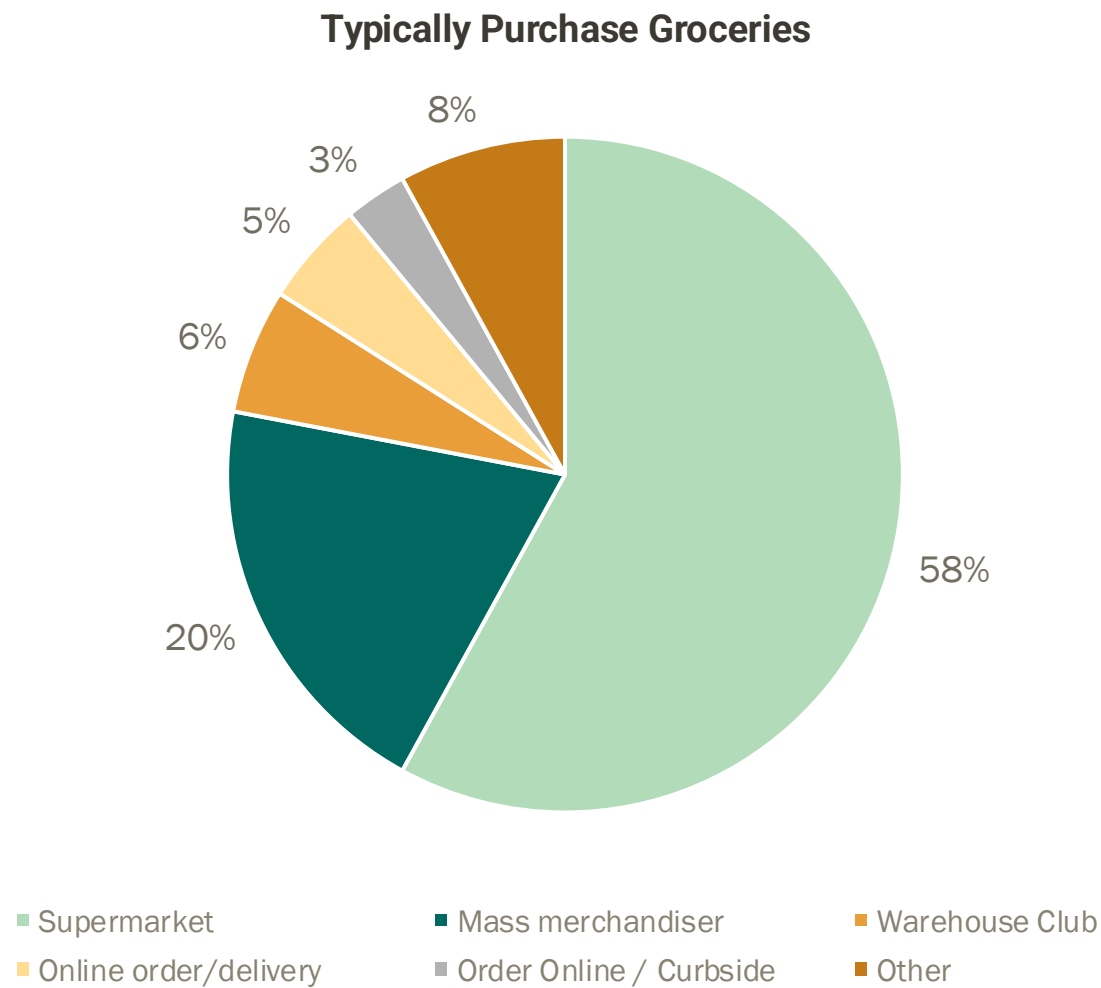
INTERNATIONAL
**FRESH
PRODUCE**
ASSOCIATION

The Grocery Store

Most Americans prefer to grocery shop in supermarkets. The floral department influences a third of Americans when choosing a grocery store. Value and convenience continue to be front of mind when Americans choose a grocery store. Store displays are the purchase greatest influencer when purchasing flowers.



Americans go to **Supermarkets.**



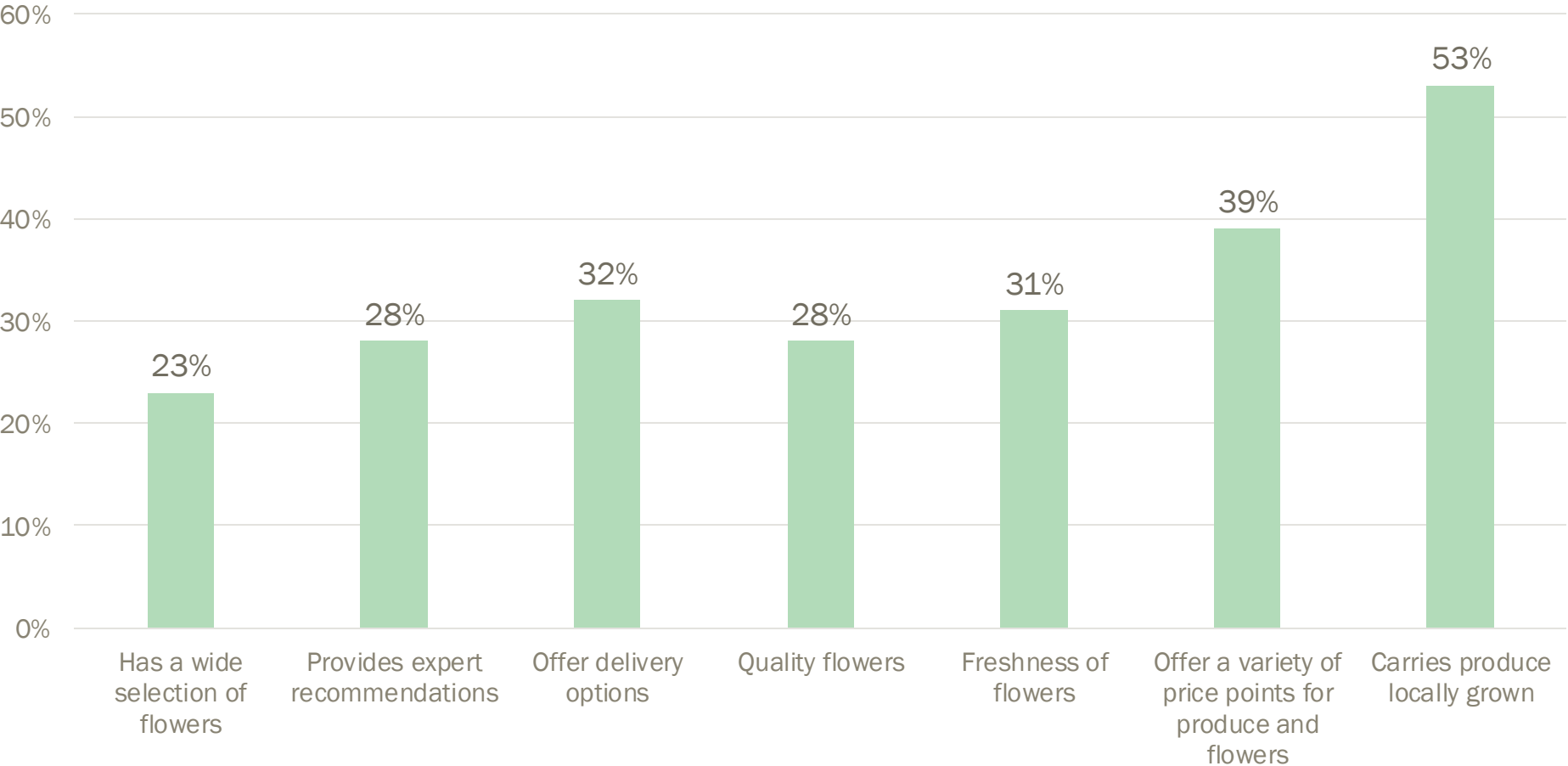
Where do you typically purchase groceries?

The Grocery Store



The floral department influences a third of Americans when choosing a grocery store.

Influence choosing a Grocery Store
% Extremely / Very Influenced



How much does the following influence your choice in a grocery store?



Value and convenience continue to be front of mind when Americans choose a grocery store.

Influence choosing a grocery store
% Extremely / Very Influenced



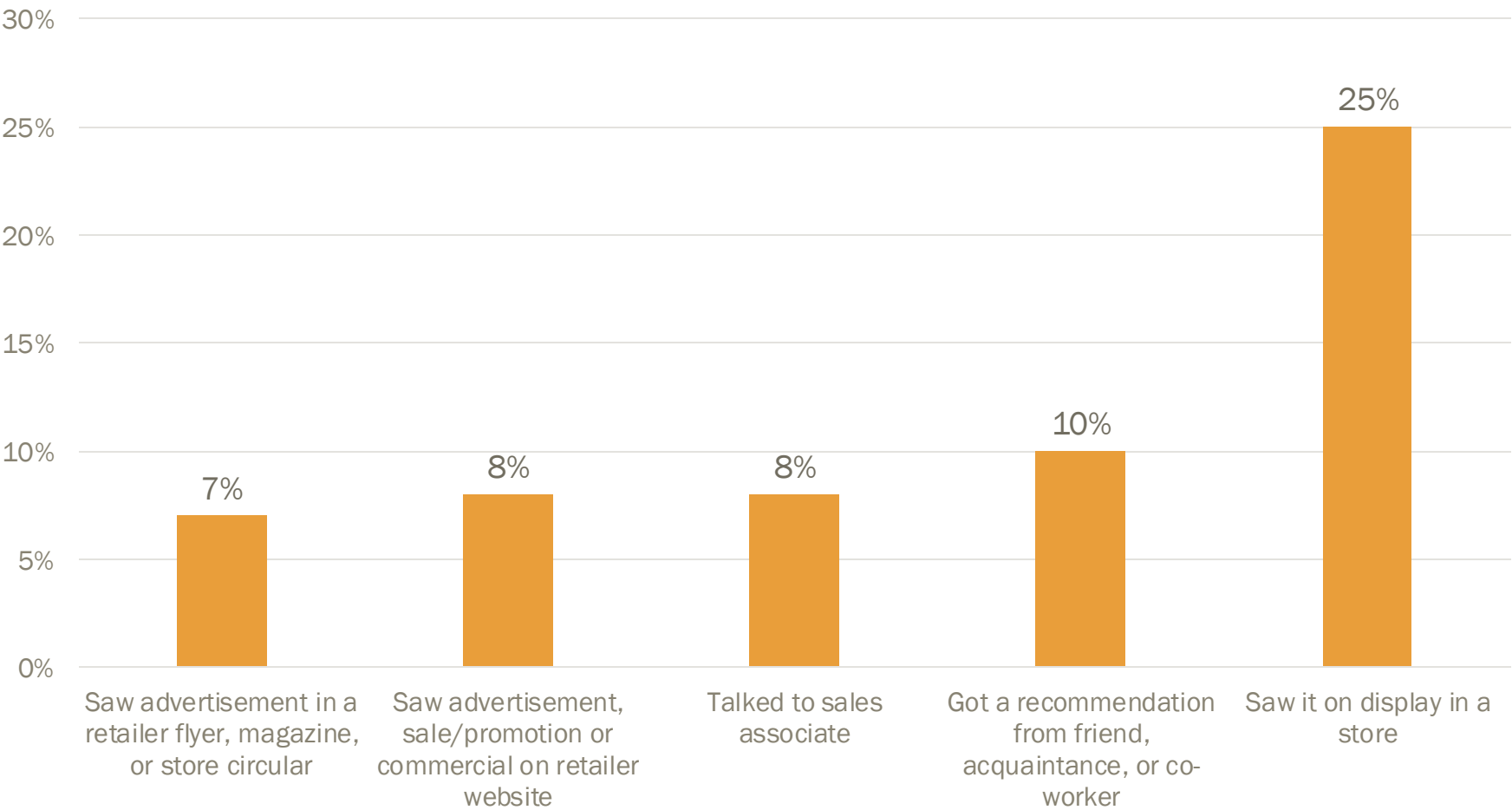
**How much does the
following influence your
choice in a grocery store?**

The Grocery Store



Store displays are the purchase greatest influencer when purchasing flowers.

Purchase Influencers



Which of the following has influenced your purchase of fruit, vegetables and/or flowers in the last year?

