



2024 Floral Trends Report

USA

Americans & Sustainability



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.



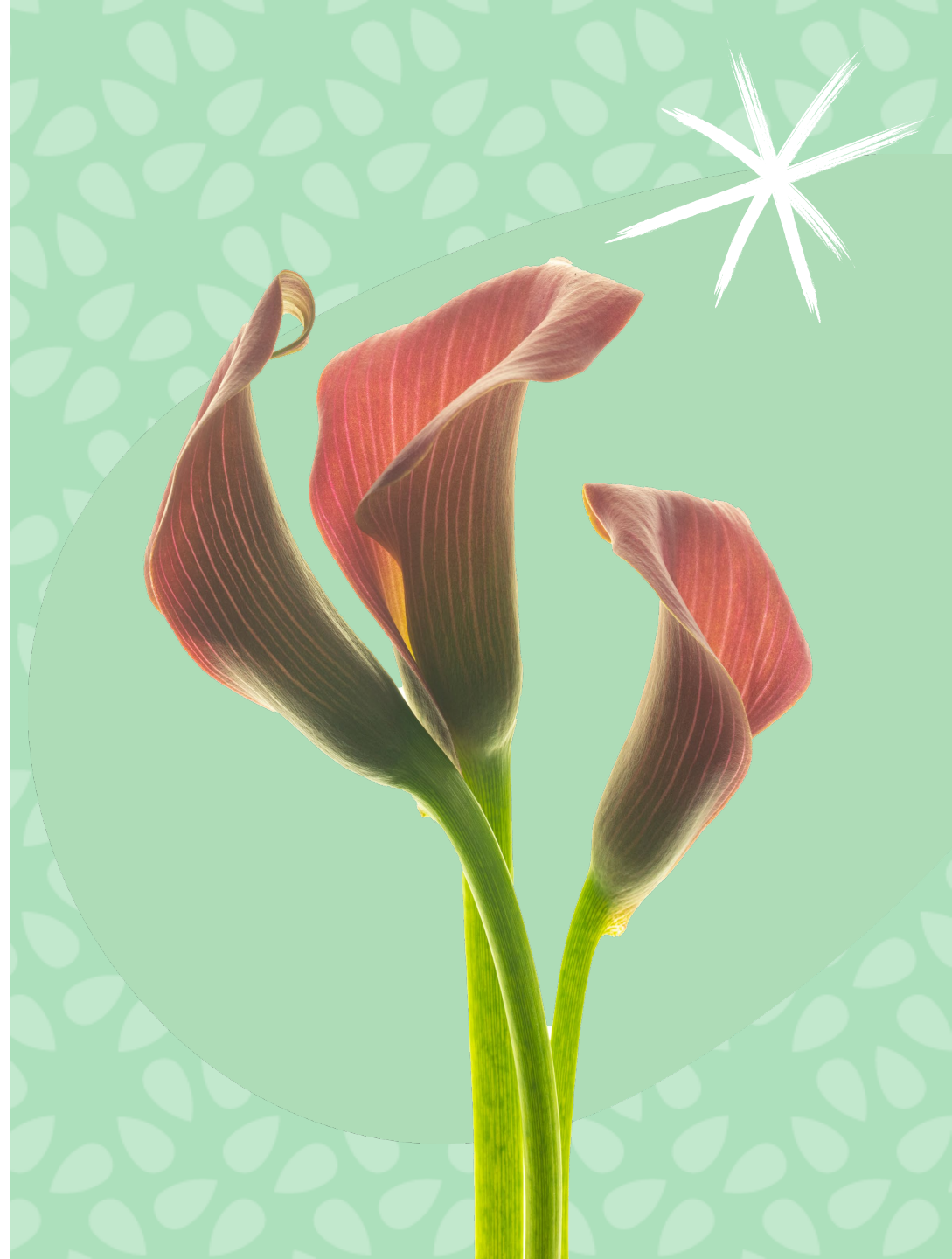
Methodology and Sample Composition

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.



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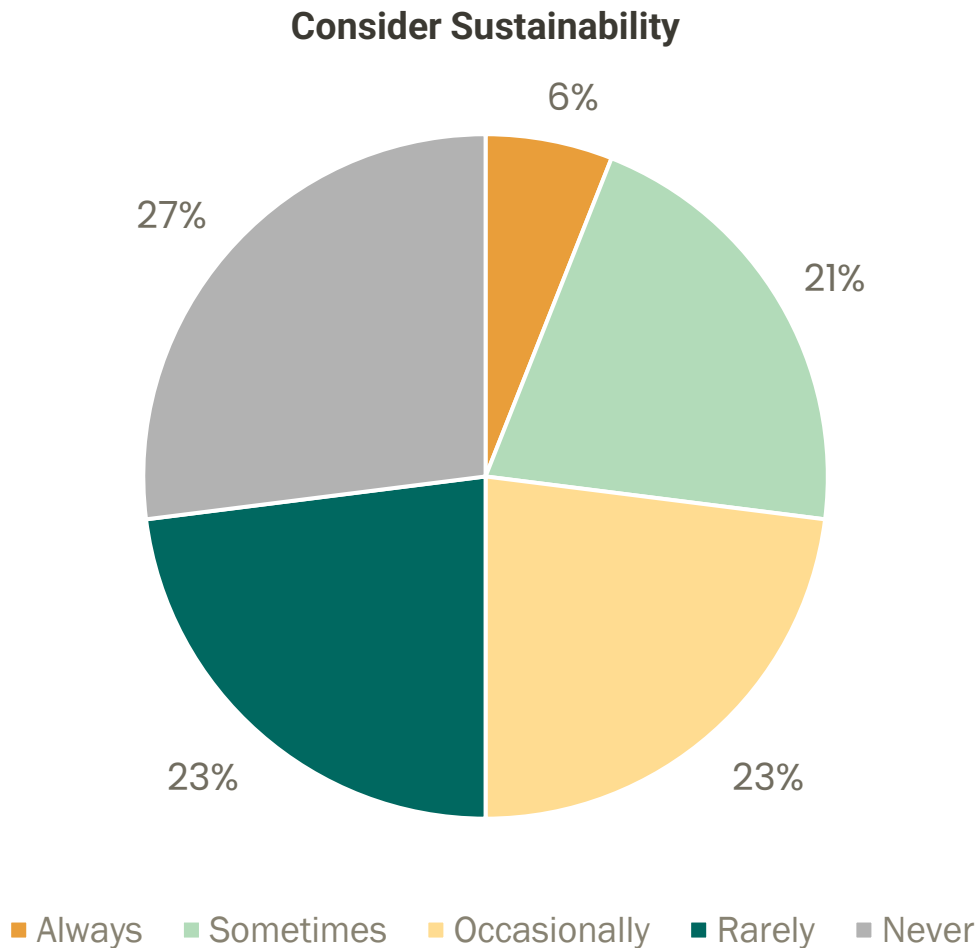
INTERNATIONAL
**FRESH
PRODUCE**
ASSOCIATION

Sustainability

Quarter of Americans consider sustainable attributes when purchasing floral. Pesticides and packaging are the major influencer for the sustainable customer when purchasing floral. Overall, the floral industry is living up to the importance that Americans place on the industry social responsibilities.



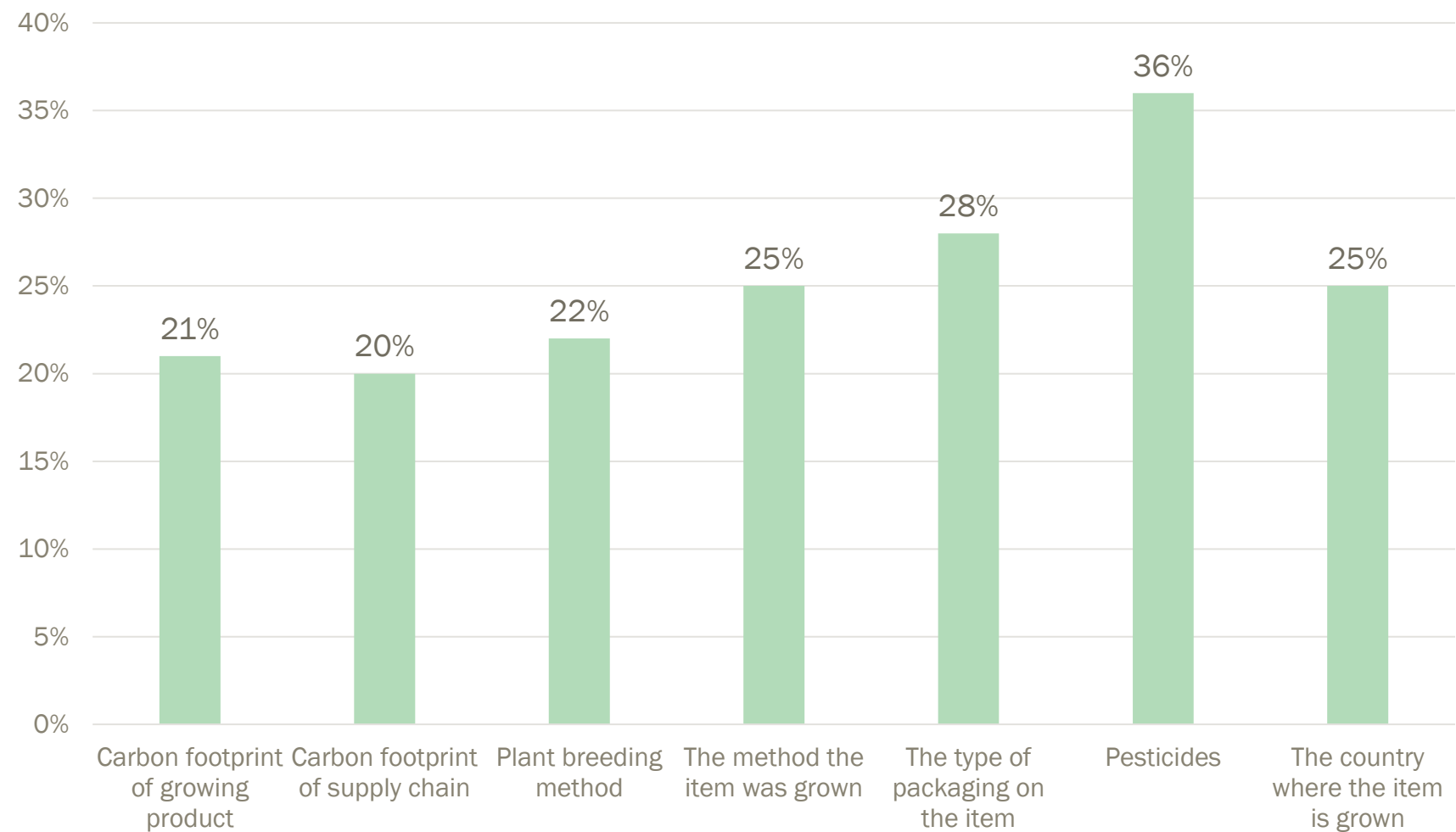
A quarter of Americans consider sustainable attributes when purchasing floral.



How often are you to consider attributes associated with sustainability, such as growing methods and packaging materials when purchasing fresh fruits & vegetables and cut flowers in the supermarket?

Pesticides and country of origin are the major influencers for the sustainable customer when purchasing floral.

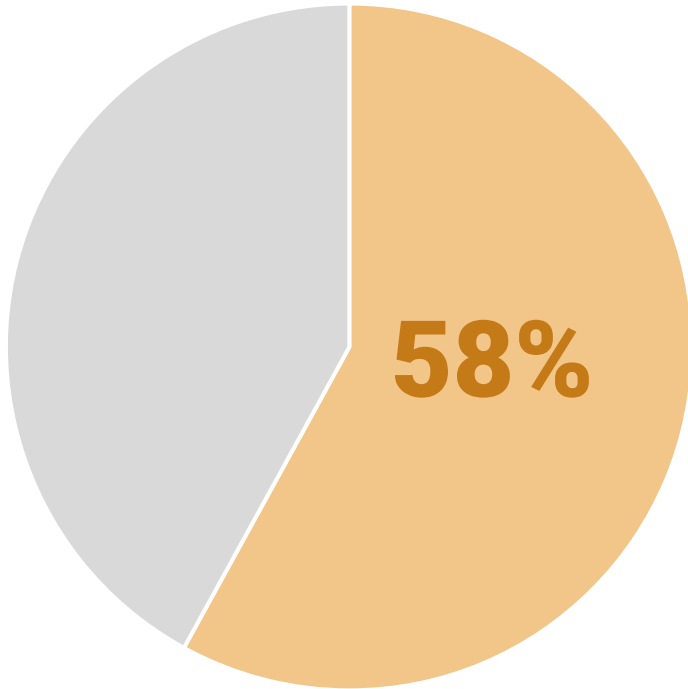
Attributes That Influence Floral Purchase
% Extremely/Very Influenced



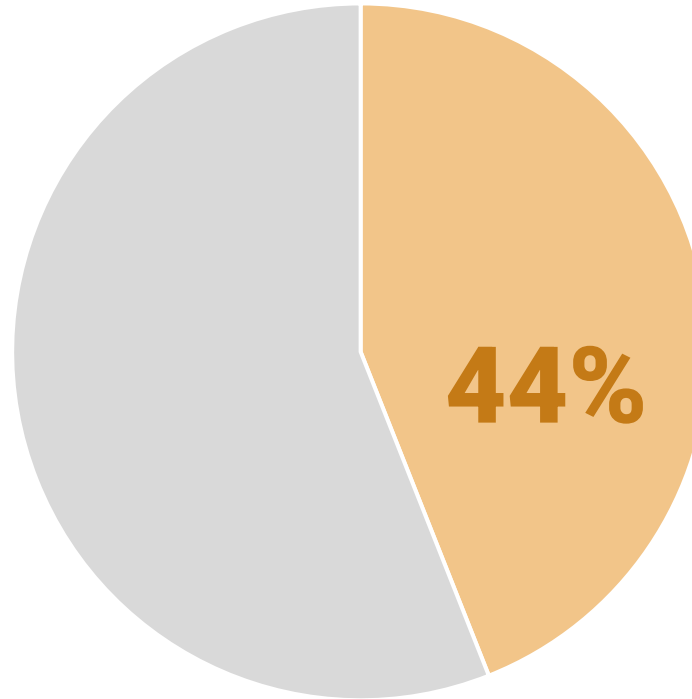
How much do the following attributes influence your purchasing decision for floral?

Americans are **willing to support sustainability**

I am willing to make lifestyle changes
to benefit the environment
(i.e., composting, recycling, reusables)

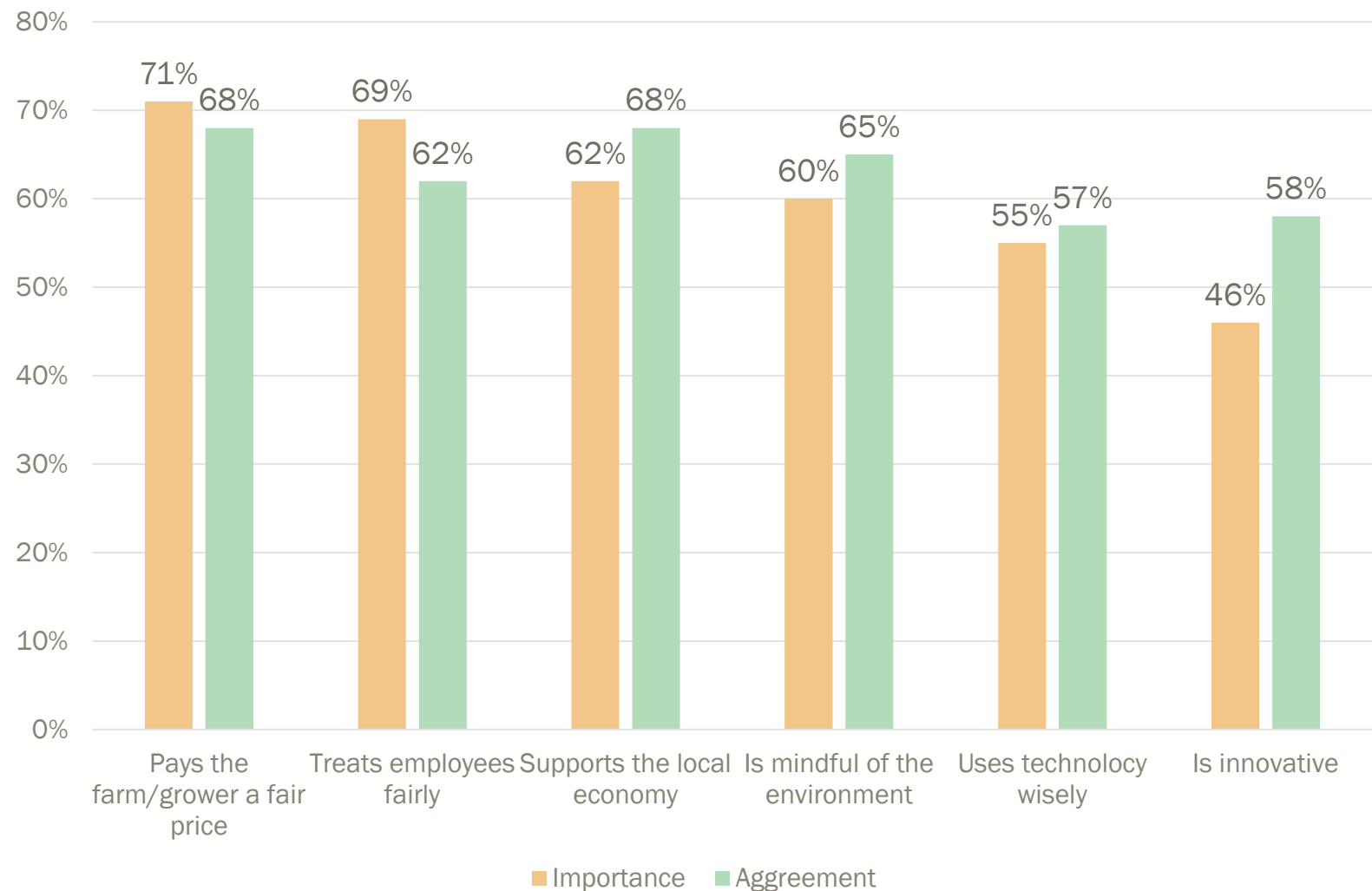


I am willing to pay more for products
that are good for the environment/sustainable



Please indicate how
much you agree or
disagree with each
statement.

The floral industry is living up to the importance that Americans place on the industry social responsibilities



How important is it to you that the floral industry do the following?

When thinking about the floral industry, how much do you agree with the following?