

U.S. Floral Gifting Market - Industry Outlook & Forecast 2025-2030

Market Report | 2025-02-25 | 256 pages | Arizton Advisory & Intelligence

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Report description:

The U.S. floral gifting market is expected to grow at a CAGR of 5.52% from 2024 to 2030.

MARKET TRENDS & OPPORTUNITIES

Shifting Preference of Consumers Towards Personalized Gifting

Personalization has become a key growth driver in the floral gifting market, as consumers increasingly seek unique and customized offerings tailored to specific occasions. Companies are addressing this demand by providing personalized options, such as custom arrangements, tailored messages, and specialized packaging. For example, a 2024 article highlights that nearly half of Gen Z and millennial consumers are more inclined to purchase or give personalized gifts compared to the previous holiday season, whereas fewer than a quarter of baby boomers share the same preference. Furthermore, advancements in e-commerce platforms have made customization easier and more accessible, streamlining the process and enabling direct delivery.

Streamlined Distribution and Delivery

With the increase in online floral sites, logistics and delivery systems have become essential to ensure customer satisfaction. The demand for last-minute gifts, especially during key holidays like Valentine's Day and Mother's Day, is being met by same-day and next-day delivery services. For instance, companies such as Mayfield Florist, and FTD are providing same-day flower delivery. Companies are also investing in improved inventory management and distribution networks to ensure fresh flowers reach consumers without delay.

INDUSTRY RESTRAINTS

Competition from Non-Floral Gifts

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While flowers are still a favorite gift, competition from non-floral gifts such as chocolates, personalized items, and tech gadgets is increasing. For instance, nearly 20% of companies now spend over USD 1,000 on client gifts during the holidays, choosing personalized products & experiences as gifts. For example, companies like Amazon and Apple have seen increased demand for custom-branded smart devices and premium gift boxes, offering lasting value and functionality that challenge the appeal of traditional floral gifts. These alternatives are becoming more appealing due to their practicality and longer-lasting nature, which may reduce the appeal of flowers in the gifting market.

SEGMENTATION INSIGHTS

INSIGHTS BY OCCASION

The U.S. floral gifting market by occasion is segmented into personal & self-gifting, wedding, corporate, and sympathy. In 2024, personal & self-gifting accounted for the largest market share of over 58%. Personal & self-gifting has emerged as a significant trend in alignment with broader post-pandemic wellness and self-care practices. This trend is most prevalent among adults aged 25-34, followed by Gen Z adults, while less than 10% of individuals aged 55 or older report intentions to buy themselves a gift. Women are notably more inclined than men to engage in self-gifting. Within the U.S. floral gifting market, these dynamics could indicate opportunities for marketing flowers as a form of personal indulgence, particularly targeting younger adults and female consumers who are more likely to participate in self-gifting. Since flowers are subconsciously associated with decreasing anxiety, reducing sadness, and sparking happiness, they are considered gifts. From simply being a feel-good factor to being used as a decoration for both the home and the office, floral gifts serve a good purpose.

Segmentation by Occasion

- Personal & self-gifting,
- Wedding
- Corporate
- Sympathy

INSIGHTS BY PLATFORM

The U.S. floral gifting market by platform is categorized into offline and online. The offline segment held the largest market share in 2024. The market has largely been driven by purchases that are almost right before the occurrence of a specific occasion, with consumers dropping in and out to purchase flowers swiftly. Buying flowers in-store is a characteristic of the baby boomer generation that has been purchasing flowers way back, and this is barely expected to change. The opportunities for florists are ripe, with consumers willing to spend more on products that are prepped and delivered by florists as they are equated to quality. Some of them, such as Studio Choo Florists, are particularly popular with the millennials due to the way they are structured, their sustainability, and their almost instant same-day deliveries. Yet others are looking for new avenues of growth, thereby cultivating relationships with event planners to draw a constant, pre-determined sale. In parts of some cities, such as Manhattan, retail florists are shifting from catering to mass market demands in segments such as funerals and get-well to high-class consumers and corporates as the profitability is much higher.

Mass-market retailers and supermarkets are finding their way into the floral market and are progressing slowly. There is a trend toward full-service operations being observed among chain and independent supermarkets and grocery/service wholesalers. Supermarket chains are re-evaluating the system and contemplating starting their operations for growing flowers.

Segmentation by Platform

- Offline
- Online

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INSIGHTS BY PRODUCT

Based on the product, Bouquets & Arrangements account for the largest share of revenue earned by this segment in the U.S. floral gifting market. Bouquets are popular flowers to be gifted, as they come in a variety of forms from the simplest single flower arrangement to complicated designs for high-profile events. Market growth also reflects in stems, especially in markets with consumers who are keen to self-arrange or purchase fresh flowers for individual events. Over the past couple of years, bouquet displays and floral arrangements have begun to resemble art installations across events and in retail. This has caught the attention of the experience-oriented young generation, and the influence has spilled over into the gifting space. Millennials are more likely to buy flowers to make a good impression on guests, and as a result, bouquets and arrangements have found a fancy among this segment of the population. For baby boomers, the likelihood of purchasing flowers is lower, especially for occasions like Valentine's Day and Mother's Day, where roses are their preferred choice if they decide to buy. Despite this, all generations consistently favor floral shops over other retailers for their flower purchases. This preference underscores the importance of maintaining a robust in-store experience and offering a wide range of bouquet options that appeal to diverse customer needs.

Segmentation by Product

- Bouquets & Arrangements
- Stems

INSIGHTS BY PURCHASE OPTION

The U.S. floral gifting market by purchase option is segmented into one-time purchases and subscriptions. The one-time purchase segment dominates and holds the largest market share. This involves one-time special occasions, where the individual arranges flowers or gifts, sends them immediately, and uses them on a one-time basis to say happy birthday or happy holiday among others. More significant generic gifting is one of the primary spurs to these single purchases because it usually is spur-of-the-moment and occasion-related. The mobile medium has greatly influenced this, with consumers ordering flowers on the go for whatever occasion-be it a birthday, anniversary, or otherwise. One notable opportunity in the market is the alignment with social causes. Millennials, who have a huge motivation towards creating a social difference, are behind this trend of endorsing brands that carry out social initiatives. For example, floral business houses could focus on the potential by getting involved with customers' activities, distributing flowers in the hospitals, or earning a portion of the sale and donating it to charity. All these will raise brand loyalty while making a brand stand out amidst competition. A personalized retail experience is becoming increasingly important for customer building and loyalty. Offering unique shopping experiences, such as incorporating florals into the texture and scent of a store or tailoring flower arrangements based on customer preferences, can greatly drive revenues.

The subscription economy has witnessed significant growth, with the flower subscription segment gaining momentum as consumers increasingly seek convenience and personalized experiences. This shift is largely fueled by advancements in technology, aggressive marketing strategies, and the growing appeal of surprise and novelty in consumer gifts. Subscription services have made gifting or self-indulgence so much easier. They allow the customer to pick the flower type they prefer and the frequency at which they will be delivered. This eliminates repeated visits to stores. Flowers are no longer single-gift things but are gradually becoming a perpetual symbol of care and joy delivered regularly.

Segmentation by Purchase Option

- One-time purchase
- Subscription

REGIONAL ANALYSIS

The U.S. floral gifting market shows regional variations in demand. Major contributors to the market are states like California, New York, and Florida, particularly during peak gifting seasons such as Valentine's Day and Mother's Day. The Midwest and South are

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also growing markets for floral gifting, with increasing interest from suburban and rural areas where florals are commonly used for home decor and local celebrations. California is known for its plant trials and top-quality bulb flowers such as lilies, tulips, iris, ranunculus, etc., line flowers are grown outdoors or in hoop houses such as snapdragons, larkspur, Matthiola, gladiolus, and Australian/South African native cut flowers, California accounted for 60% of cut flower sales in the U.S. Washington has grown and adapted into a notable cut-flower farmer, from its internationally recognized tulip and daffodil farms to its myriad of expert cut-flower growers who deliver fresh, local, fragrant blossoms of the highest quality and longest longevity. Washington's many flower farmers have a sophisticated understanding of their numerous competitive advantages in the floral marketplace relative to imported flowers.

COMPETITIVE LANDSCAPE

The U.S. floral gifting market remains highly competitive, with major players such as 1-800-Flowers.com, Teleflora, FTD, and From You Flowers dominating both online and offline channels. The competition is highly intense with the companies constantly coming up with innovative measures to better the customer experience by diversifying their product lines, as well as delivery services, to remain competitive. The trend of personalization, sustainability, and subscription-based services is changing competitive strategies for market leaders as they need to face evolving consumer demands.

MERGERS AND ACQUISITIONS

- 1-800-Flowers.com acquired Things Remembered in January 2023, a retailer selling engraved gifts. The company is further enriching its portfolio with customization capabilities via customizable gifting options that complement its floral gift options.
- In February 2023, In February 2023, Lovingly, a leading e-commerce solutions provider for retail florists, acquired Flowers of Charlotte and its wholesale operation, Charlotte Flower Market. This strategic acquisition strengthened Lovingly's online gifting technology and services, enhancing the support offered to its florist partners.
- In May 2023, 1-800-FLOWERS.COM acquired SmartGift, Inc. - the gifting platform. The acquisition will add a new capability in corporate gifting and engagement, allowing consumers and businesses alike to enjoy seamless, personalized digital gifting experiences.
- In May 2023, From You, Flowers, and FTD merged to form a new global floral and gifting platform. This merger aims to consolidate their positions in the floral industry, with From You Flowers' founder, Michael Chapin, becoming CEO of the combined companies. This merger brings together two significant players in the floral gifting space, creating a more robust platform for both e-commerce and in-store sales.

Key Company Profiles

- FTD, LLC
- 1-800-FLOWERS.COM, INC.
- Teleflora
- From You Flowers, LLC

Other Prominent Vendors

- Avas Flowers
- Benchmark Bouquets
- BloomNation, Inc.
- BloomsyBox
- Blooms Today
- Farmgirl Flowers, INC

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- []Floom LTD.
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- []FloraQueen
- []Flowerpetal.com
- []JUST FLOWERS DOT COM
- []The Flower Shop
- []The Bouqs Company
- []UrbanStems
- []Gotham Florist
- []H.Bloom
- []Venus et Fleur
- []Florists.com, LLC
- []1st in Flowers!, LLC
- []Kremp Florist & Flower Delivery
- []Send Flowers
- []Global Rose
- []Winston Flowers
- []The Sill, INC.
- []Farm Fresh Flowers
- []Enjoy Flowers
- []Freytag's Florist
- []McShan Florist
- []Phoenix Flower Shops
- []U.S. Retail Flowers Inc.
- []Fifth Ave Floral Co.
- []The Flower Shop Atlanta
- []Phillip's Flowers & Gifts
- []InBloom Flowers
- []Albuquerque Florist
- []Bokay Florist
- []Flowers4Dreams LLC
- []Flowers of the Field
- []Alyeska Farms
- []Wood's Flowers and Gifts
- []Azelly Flowers
- []Rainbow Florist & Delectables
- []Roberts Floral & Gifts
- []Petal+Eon
- []Miami Flowers Design
- []Peachtree Petals
- []Crowley House Flower Farm

KEY QUESTIONS ANSWERED:

- 1.[]How big is the U.S. floral gifting market?
- 2.[]What is the growth rate of the U.S. floral gifting market?
- 3.[]What are the significant trends in the U.S. floral gifting market?

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