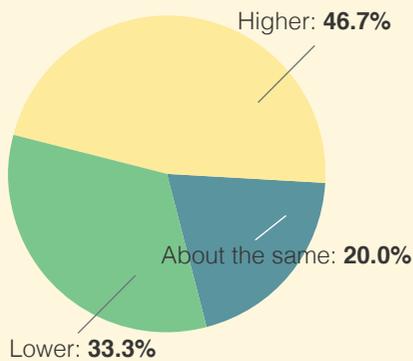


# easter and mother's day sales

Super Floral asked floral departments how they fared in 2016 during these important spring holidays.

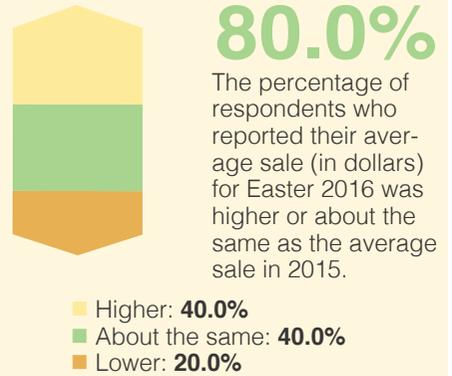
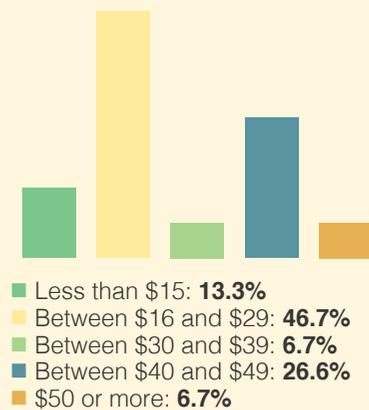
## Easter comparing sales

Although many florists reported Easter 2016 sales (in dollars) were higher or about the same than those in 2015, 33.3% had lower sales.



## on average

We asked florists for the dollar amount of their average sale during Easter 2016.

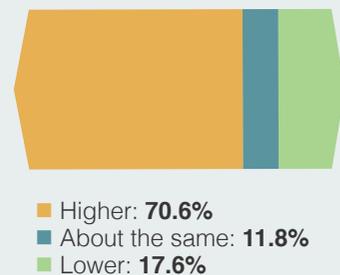


**23.1%**

The percentage of floral departments who reported sales increases (in dollars) between 10 percent and 29 percent.

## Mother's Day comparing sales

Many florists reported 2016 Mother's Day sales (in dollars) were higher than in 2015.



## sales influencers

Floral departments were asked to list factors that influenced Mother's Day sales, either positively or negatively.

### POSITIVE IMPACT:

- Good weather
- Good vendor support,
- Plenty of inventory



### NEGATIVE IMPACT:

- Bad weather that kept people home
- A poor local economy
- Increased competition
- Good weather, which meant customers shopped the garden center rather than the floral department.

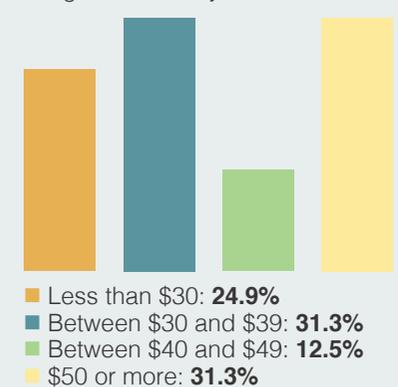


## the big picture

The **National Retail Federation (NRF)** reports that adults planned to spend \$1.2 billion on flowers for Easter in 2016, with the average adult spending \$10.28.

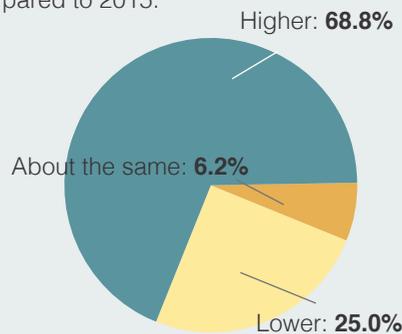
## on average

We asked florists for the dollar amount of their average sale during Mother's Day 2016.



## unit sales

Most floral departments reported increases in the number of items sold on Mother's Day 2016 compared to 2015.



## sunday hours

Most of the floral departments surveyed (68.8 percent) were staffed on Mother's Day 2016, and 46.7 percent offered delivery that day.

**18.3%**

The percentage of floral departments who reported sales increases (in dollars) between 11 percent and 20 percent.

## the big picture

The **National Retail Federation (NRF)** reports that adults planned to spend \$2.4 billion on flowers for Mother's Day in 2016, with the average adult spending \$19.12.