



---

## **A Prince & Prince Market Report**

# **Prince & Prince Forecast 59 Million U.S. Households to Purchase Floral Products for Mother's Day 2023**

***Insight from the Prince & Prince  
U.S. Consumer Floral Tracking Survey***

---

Thomas L. Prince, Ph.D.

Prince & Prince, Inc.

Columbus, OH USA

**[FloralMarketResearch.com](http://FloralMarketResearch.com)**

Release Date: May 9<sup>th</sup>, 2023

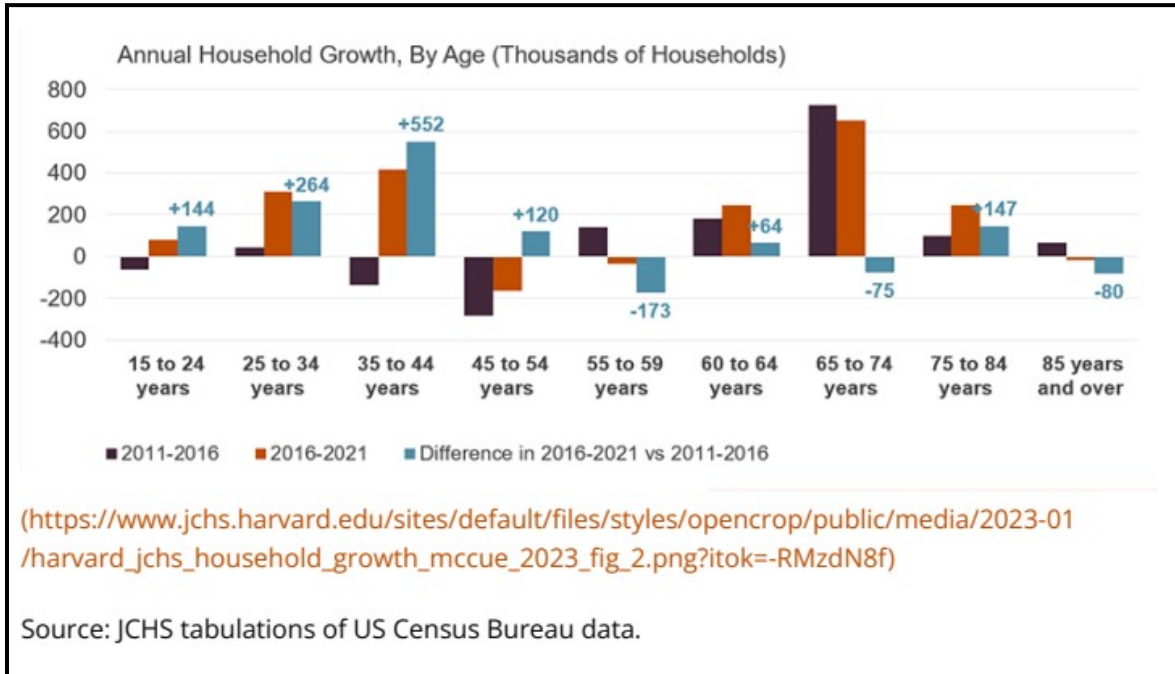
## Prince & Prince Forecast 59 Million U.S. Households to Purchase Floral Products for Mother's Day 2023

***Special Note:** This Prince & Prince (P&P) floral market report utilizes the latest U.S. household projections from the Joint Center for Housing Studies (JCHS) at Harvard University. JCHS utilizes Census data and makes periodic adjustments for factors that affect household formation (McCue, 2023).*

On Sunday, May 14<sup>th</sup>, 2023, America celebrates Mother's Day. And flowers are often seen as the perfect gift to express honor, gratitude, and love for mom on this special day. Prince & Prince, Inc. (P&P), a leader in market research focused on the floral and green plant industries, has released a projection for the total number of U.S. households that will celebrate "Mom", and make floral purchases for this Mother's Day 2023. P&P projects 59 million U.S. households (58.99 million) will make one or more fresh floral purchases to celebrate Mother's Day 2023, with a total retail value of household floral spending of \$5.2 billion dollars. This floral value includes all consumer fresh floral product purchases including fresh cut flowers, fresh floral arrangements, bouquets, cut flower bunches, single stems, and corsages, and also indoor fresh potted flowering and foliage plants & planters, and any associated delivery/ service fees.

This projected market value for Mother's Day 2023 is just slightly higher than last year's projection of \$5.1 billion, largely due to recently revised U.S. household estimates by the Joint Center for Housing Studies (JCHS) at Harvard University (McCue, 2023). Over the past few years, there has been a surge in the growth of households in the U.S. driven by a sharp turnaround in growth among younger households (Figure 1). Prior JCHS projections (2011 to 2016) had household growth pegged at around 1.2 million additional households annually. Now, the latest updates (2016 to 2021) peg that annual growth rate at around 2.2 million households, an additional annual growth of 1 million

**Figure 1.**  
**The Recent Surge in Household Growth Has Been Driven By A Sharp Turnaround in Growth By Younger Households**



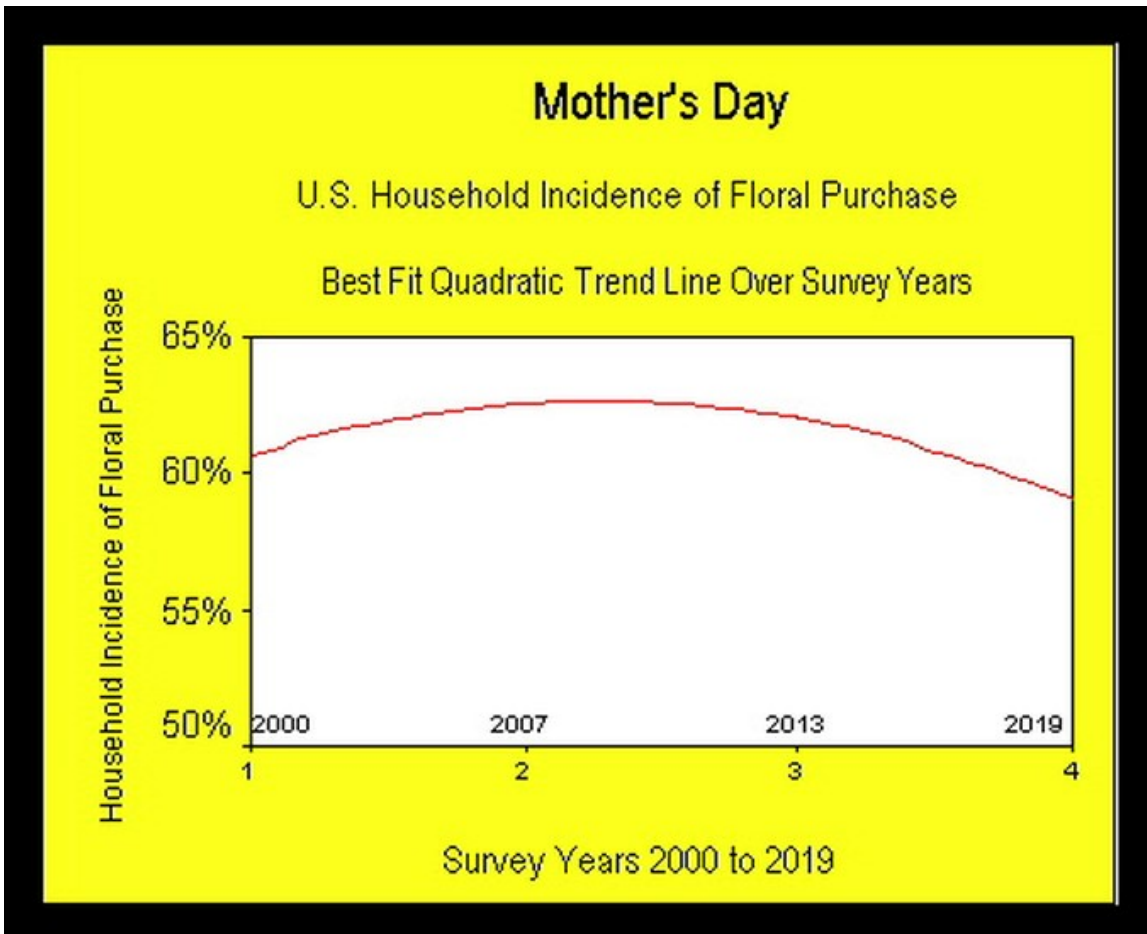
households, largely among those under the age of 45. And since floral-buying households under the age of 45 have a slightly higher “Incidence of Floral Purchase” for Mother’s Day compared to older-aged households (64% vs. 58%; Prince & Prince, 2020), the floral market value projection for Mother’s Day expands somewhat. The growth effect is synergistic, as the consumer segment that is expanding in numbers also has a slightly higher predilection to purchase floral products for Mother’s Day.

Mother’s Day is the largest “floral holiday” for the U.S. floral industry, in terms of the total consumer dollars spent on floral products, when compared to other holidays, events, and occasions throughout the year. P&P project that each floral-purchasing household that buys floral for Mother’s Day will spend about \$88, on average, on floral

products on this day, including all household members that make a floral purchase, with associated delivery/ service fees included.

Although the P&P floral market dollar projection for Mother’s Day 2023 is higher than any previous P&P Mother’s Day projection, the “Incidence of Household Floral Purchase” for Mother’s Day 2023 (the projected percentage of floral-buying households that make a floral purchase for Mother’s Day) is actually slightly lower than in 2022. Figure 2 shows the long-term projected trend in “Incidence of Household Floral Purchase” for Mother’s Day (best-fit quadratic function) across the purchasing data of four P&P national tracking surveys from year 2000 to 2019 (over 4,000 data points).

**Figure 2.**



The P&P survey trend line in Figure 2 indicates that the U.S. household incidence of floral purchase for Mother's Day peaked around 2007 at about 63% of floral-buying households, and has been on a slight annual decline since that time period. However, this small decline in the annual household floral-purchase incidence for Mother's Day is offset by the seemingly ever-increasing number of households in the U.S., which positively impacts the overall expansion of the U.S. floral market over the past decade (the total number of households that make at least one floral purchase annually). Looking forward to the next decade, however, the U.S. floral industry likely needs to confront the overall declining trend in household floral-purchase incidence for Mother's Day. The proposed 2023 P&P survey update will identify if the past declining trend in household incidence of floral purchasing for Mother's Day continues into the future, or if the past declining trend is abated. The proposed floral survey update also will assist P&P in making more reliable floral-market predictions for the entire floral industry.

### **About the P&P U.S. Consumer Floral Tracking Survey**

The P&P consumer floral survey identifies the types of consumers who buy fresh floral products, what they buy, where they buy, when they buy, why they buy, & how much they spend on fresh cut flowers & indoor potted flowering/ foliage plants. The 1,000+ survey respondents also provides a comprehensive evaluation of the many businesses (and web sites) that market floral products through a 30-attribute customer service rating of floral businesses. P&P has been tracking U.S. consumer floral purchasing behavior for Mother's Day, and floral purchasing for more than 20 holidays, events, and occasions over the past three decades with their periodic surveys of floral-buying households nationwide (Prince & Prince, 2020). The survey employs both a random-selection of U.S. households via a mail-based survey with monetary incentives,

and a random selection of U.S. households through an Internet-based survey panel. This “mixed-mode” survey methodology has been shown to greatly improve the quality and representation of survey results (Dillman et al., 2014).

P&P plans to commence a 2023 tracking survey of consumer floral-buying households later this Summer. Please contact P&P if your company has interest in becoming a P&P Research Sponsor. Research Sponsors receive the complete floral tracking survey results (current and historical trends) thru a one-day, on-site seminar with Q&A, and the complete 800+ slide presentation on a flash drive. Sponsors also receive exclusivity of the floral market information for a one-year period following the completion of the consumer research. Interested parties should contact P&P for research sponsorship opportunities: 614-264-0939, or email Tom at

[2640939@gmail.com](mailto:2640939@gmail.com)

### **Literature Cited**

Dillman, D.A., Smyth, J.D. and Christian, L.M. (2014). *Internet, Phone, Mail, and Mixed-Mode Surveys (Fourth Edition)*. Hoboken, NJ: John Wiley & Sons, Inc.

McCue, D. (2023). *The Surge in Household Growth and What It Suggests About the Future of Housing Demand*. Joint Center for Housing Studies, Harvard University.

Prince, T.L. and Prince, T.A. (2022). *Historical Consumer Floral Purchasing Trends for Mother’s Day: An Age Group Perspective*. (P&P Market Report). Columbus, OH: Prince & Prince, Inc.

Prince, T.L. and Prince, T.A. (2020). *The 2019 Prince & Prince U.S. Consumer Floral Tracking Survey (On-Site Seminar with Q&A)*. Columbus, OH: Prince & Prince, Inc.

### **About the Authors**

Drs. Tom and Tim Prince, formerly of The Ohio State University, are brothers and co-founders of Prince & Prince, Inc. (P&P), a leading marketing research specialist in the floral and green plant industry. P&P has completed more than 75 major marketing research projects and countless reports for the floral industry in the U.S., and has also

conducted floral market projects in Canada, and in Europe. P&P has research experience in both experimental research design & analysis and in survey research design & analysis, and often combine both research domains in the conduct of P&P research for their clients. P&P conceptualize, design, and implement market research projects and product value analyses for floral companies and floral associations up and down the entire floral distribution channel. For more information, visit the web site at [www.FloralMarketResearch.com](http://www.FloralMarketResearch.com), or e-mail Tom at [2640939@gmail.com](mailto:2640939@gmail.com)