

# North America Floral Gifting Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

The North America floral gifting market size reached US\$ 14.1 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 20.2 Billion by 2028, exhibiting a growth rate (CAGR) of 6.2% during 2022-2028.

Floral gifting refers to the act of presenting flowers as gifts on several occasions, such as birthdays, Valentine's Day, Mother's Day, Christmas, etc. It generally includes single flower, mono-bunches, mixed bouquets, customized flower arrangements, etc. Floral gifting is considered to be an effective way of portraying and communicating various emotions related to affection, appreciation, sympathy, or apologies. In North America, the growth of the floral gifting market can be primarily attributed to the rising consumer inclination towards customized gifting options based on a particular occasion.

The increasing penetration of e-commerce platforms, along with the growing number of software-based mobile applications for floral gifting, is augmenting the market growth in the region. Several traditional floral vendors in North America are shifting their business operations from conventional brick-and-mortar stores over to online platforms for targeting a larger consumer base. In line with this, the rising prominence of online floral gifting services based on convenient check-outs, eccentric preview of flower arrangements using virtual reality or 3D, customized designs, free gift cards, mobile coupons, subscriptions, etc., is also driving the market. Additionally, the floral gifting vendors in the region are increasingly adopting on-demand floral production methods for reducing the losses related to stock wastage and fluctuating customer demand.

Furthermore, the growing emphasis on increasing profitability via vertical farming of flowers in confined spaces is also driving the market growth in North America. Apart from this, the emerging trend of farm-to-table, that involves direct sourcing of locally grown flowers for gifting purposes, has gained immense popularity in comparison to the extravagant and intricate bouquet flowers. In the coming years, the growing adoption of

infused-water capsules in floral bouquets for longer freshness and shelf life will also drive the growth of the North America floral gifting market.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the North America floral gifting market report, along with forecasts at the regional and country levels from 2023-2028. Our report has categorized the market based on product type, gifting type, occasion and distribution channel.

Breakup by Product Type:

Single Flowers

Bouquets

Mono Flower Bouquets

Mixed Flower Bouquets

Breakup by Gifting Type:

Personal

Corporate

Breakup by Occasion:

Birthday

Anniversary

Festive

Sympathy

Others

Breakup by Distribution Channel:

Supermarkets and Hypermarkets

Independent Retailers

Departmental Stores

Online Channels

Others

Breakup by Country:

United States

Canada

Competitive Landscape:

The competitive landscape of the industry has also been examined with some of the key players being 1-800-Flowers.com, Inc., Avas Flowers, Bloomex, BloomNation, Inc., Blooms Today (Flowers Today, Inc.), Farmgirl Flowers, Inc., FloraQueen Flowering the World S.L., Flowerbud.com (Stargazer Barn), From You Flowers, LLC, Florists' Transworld Delivery (FTD), LLC, Gotham Florist, H.Bloom, Just Flowers, Inc., KaBloom.com, Ltd., Teleflora (The Wonderful Company), The Bouqs Company, UrbanStems, Inc., and Venus ET Fleur.

Key Questions Answered in This Report:

How has the North America floral gifting market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the North America floral gifting market?

What is the breakup of the market based on the product type?

What is the breakup of the market based on the gifting type?

What is the breakup of the market based on the occasion?

What is the breakup of the market based on the distribution channel?

What is the breakup of the market based on the country?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the North America floral gifting market and who are the key players?

What is the degree of competition in the industry?

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