

2025 Floriculture Crops

About the Survey

The Floriculture Program of USDA's National Agricultural Statistics Service (NASS) is the federal government's official source of statistics about Floriculture crops.

NASS conducted the survey among operations that annually produce and sell at least \$10,000 of fresh cut flowers, potted flowering plants, foliage plants, annual bedding and garden plants, potted herbaceous perennials, cut cultivated florist greens, and propagative (unfinished) floriculture material. Annual sales include retail and wholesale sales of items surveyed.

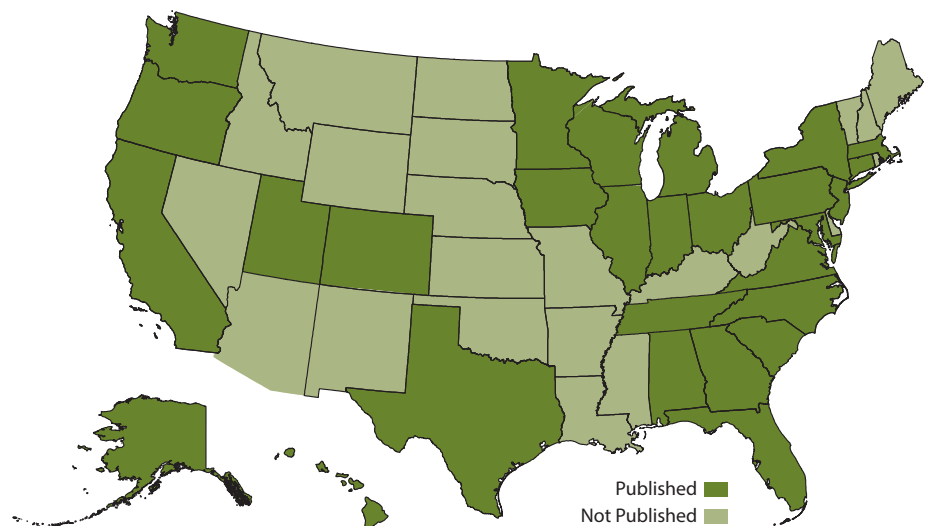
Access the Data

Access 2025 and earlier floriculture data through the Quick Stats database (<http://quickstats.nass.usda.gov>).

- In Program, select "Survey"
- In Sector, select "Crops"
- In Group, select "Horticulture"
- In Commodity, select the crop(s) for which you want data
- Select your category, data item, geographic level, and year

Since 2021, the Floriculture survey and estimating program includes all 50 states. The top 28 states are published individually with the remaining states combined into the "other states" total. (Fig.1)

Fig. 1. States in the 2025 Floriculture Survey



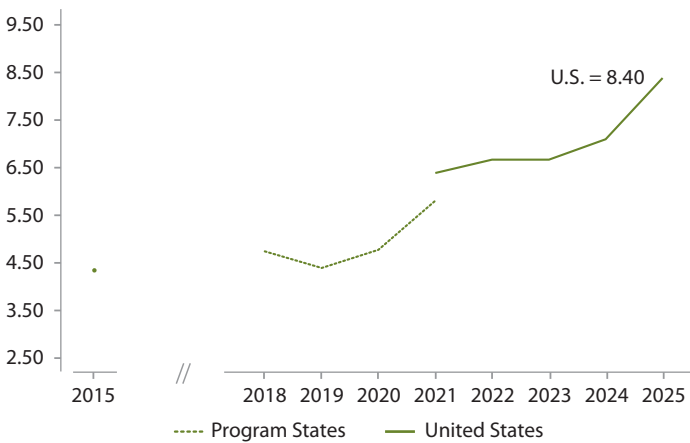
Floriculture in 2025

The **number of floriculture producers** totaled 11,728, compared to 11,262 in 2024. For the 28 published states, the number of producers decreased slightly from 9,456 in 2024 to 9,418 in 2025.

The **total value of sales** across all floriculture crops totaled \$8.40 billion, an increase of 18% from 2024. For the 28 published states, the total value was \$7.83 billion, an increase of 17% from 2024.

Covered area used for production was 1.04 billion square feet compared to 969 million square feet in 2024.

Fig. 2 Value of Floriculture Sales, 2015-2025 (\$ billion)

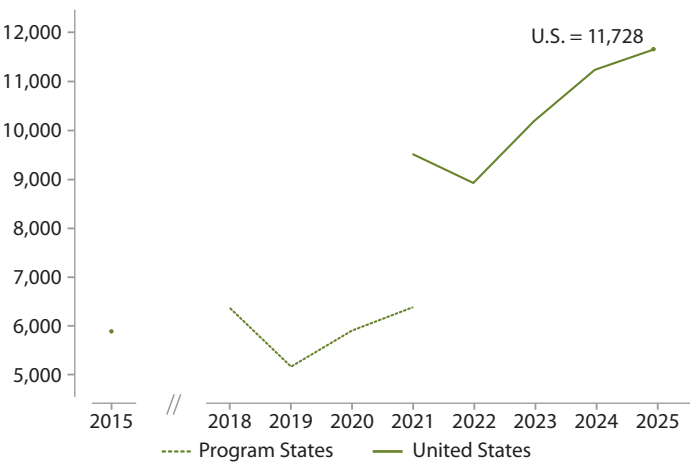


Estimates suspended in 2016 and 2017.

Of the 10 largest states, Florida had the highest sales, followed by California. Combined, Florida and California accounted for 30% of all sales in the United States.

Top States Floriculture Sales, 2025 (\$ million)	
Florida	1,408
California	1,110
Michigan	818
Texas	429
North Carolina	380
Ohio	365
New Jersey	360
Virginia	261
New York	251
Pennsylvania	213

Fig. 3 Number of Floriculture Operations, 2015-2025



Estimates suspended in 2016 and 2017.

The top six states each had more than 600 floriculture operations in 2025. Over one-third of all operations were in these states.

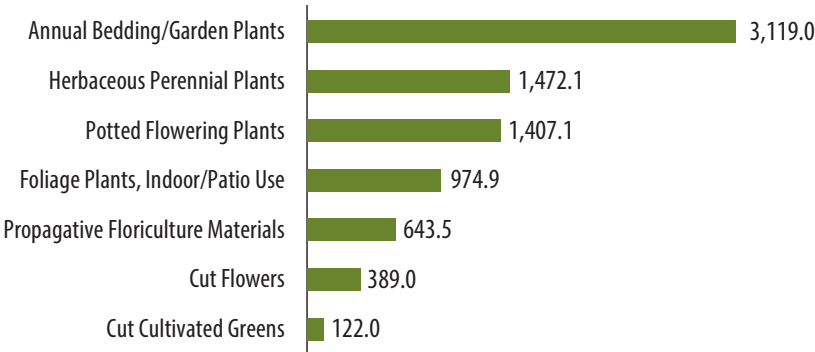
Top States Floriculture Operations, 2025	
Michigan	917
Florida	791
California	712
Pennsylvania	681
Ohio	634
New York	605
Wisconsin	579
Indiana	373
Minnesota	355
North Carolina	325

Operations with Hired Workers in 2025

The number of operations with hired workers totaled 8,478 in 2025. The U.S total increased 13% from 2024.

The average peak number of workers per operation was 15.3 nationally in 2025. The U.S. average number increased from 15.2 to 15.3.

Fig. 4 Value of Sales by Plant Category, Operations with \$100,000+ in Sales, 2025 (\$ million)



Sales of Annual Bedding/Garden Plants represented the largest total among all plant categories in 2025.