Pandemic Has Flower Industry Blooming: Consumers Satisfied with Available Varieties, J.D. Power Finds

Proflowers.com Ranks Highest for Seventh Consecutive Year

TROY, Mich.: 2 March 2021 — Although in-person interaction has been limited for some time, consumers are finding ways to stay in touch with friends and family—and sending flowers remains a staple of continuing relationships. According to the J.D. Power 2021 Online Flower Satisfaction Report, released today, consumers are most satisfied with the variety of merchandise available for purchase.

Overall satisfaction is 828 (on a 1,000-point scale), down from 831 in 2020, decreasing slightly for a second consecutive year. In order to break away from the downward trend of overall satisfaction, online flower retailers must focus on competitive pricing, which is the lowest-scoring factor in this year’s study.

Study Ranking

Proflowers.com ranks highest in customer satisfaction with an overall score of 840. FTD.com (831) ranks second. The industry average is 828.

The 2021 Online Flower Retailer Satisfaction Report is based on responses from 1,044 customers who made an online purchase from an online flower retailer in the past 12 months. The report was fielded in January through February 2021.

See the online press release at https://www.jdpower.com/pr-id/2021018.

J.D. Power is a global leader in consumer insights, advisory services and data and analytics. A pioneer in the use of big data, artificial intelligence (AI) and algorithmic modeling capabilities to understand consumer behavior, J.D. Power has been delivering incisive industry intelligence on customer interactions with brands and products for more than 50 years. The world’s leading businesses across major industries rely on J.D. Power to guide their customer-facing strategies.

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NOTE: One chart follows.
J.D. Power
2021 Online Flower Retailer Satisfaction Report℠

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

<table>
<thead>
<tr>
<th>Retailer</th>
<th>Satisfaction Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>ProFlowers.com</td>
<td>840</td>
</tr>
<tr>
<td>FTD.com</td>
<td>831</td>
</tr>
<tr>
<td>Report Average</td>
<td>828</td>
</tr>
<tr>
<td>FromYouFlowers.com</td>
<td>825</td>
</tr>
<tr>
<td>1-800-Flowers.com</td>
<td>821</td>
</tr>
</tbody>
</table>

Source: J.D. Power 2021 Online Flower Retailer Satisfaction Report℠

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