

The Real Christmas Tree 2023 Fact Sheet



Comprehensive real Christmas tree data,
straight from the industry authority

As part of its annual efforts, the Real Christmas Tree Board (RCTB) has yet again released its take on the holiday season ahead. From market outlook data from a survey of real growers in the industry, to consumer insights on who is switching to real and why, RCTB - the ultimate authority on all things real Christmas trees – is here to help.

GENERAL

Real Christmas trees are available, responsible, and worth it.

- Supply remains steady. There's a real Christmas tree for everyone who wants one.
 - 85% of survey respondents say they found the tree they wanted at the first place they went last year¹
 - The top three places people bought their real trees last year were Christmas tree farms (33%), seasonal Christmas tree lots (23%), and Big Box stores (14%).²
- Real Christmas trees are grown to be harvested, just like pumpkins for Halloween or vegetables for dinner. There's no harm in taking them home.
 - They are biodegradable, so they can be recycled or reused for mulch.
 - For every real Christmas tree farmers harvest, they plant at least one new tree.
- For the second year in a row, more than 80% of real tree purchasers surveyed agreed with the statement, "The price of a real Christmas tree is worth it."^{2,3}
 - Most survey respondents expect the prices of real trees to be the same (39%) or higher (57%) this year.²
 - But only 5% of those who plan on buying a real tree this year expect to spend less on a real tree compared to last year¹, contradicting media predictions of a consumer pull-back on holiday spending.

20% of those surveyed are planning to buy a real Christmas tree for the first time this year.

- Consumers can visit RealChristmasTreeBoard.com for a special retail locator, a guide to the different kinds of real Christmas trees, care tips, and more.
- For the greatest selection and availability, plan ahead and shop early – especially the first two weeks of the season, starting the day after Thanksgiving.

PRICE

Wholesale growers of real Christmas trees predict fewer wholesale price increases than last year.

- Last year, the majority of growers (71%) cited a likely wholesale price increase of 5% to 15%. This year, only 25% reported the same thing.
- Just under half (48%) expect to take a wholesale price increase of less than 5% this year.
- More than a quarter (27%) don't expect to increase their prices at all.¹

Input costs and wholesale price increases have moderated year-over-year.

- Even though input costs (fertilizer, labor, etc.) have gone up year-over-year for nearly all wholesale growers, for many the costs have gone up less than they did last year:
 - This year, 69%, say their input costs have increased up to 10% year-over-year.
 - Last year, 64%, said their input costs had gone up 11% to 20% year-over-year.

The consumer sentiment on price is "worth it."

- Only 5% of people who put up a real tree last year and plan to again this year say they expect to spend less on their Christmas tree than last year.
- 57% said they expect to spend about the same as they did last year, and 38% said more.²
- 83% of those who typically buy a real Christmas tree said they agree with that exact phrase to describe their thoughts on the price of real Christmas trees.²

SUPPLY AND DEMAND

The market trend is supply meeting demand – again.

- This year, two-thirds of the wholesale growers (67%) surveyed told us they expect to sell all the trees they plan to harvest. And that's how RCTB, retailers, and consumers like it.

Wholesale demand isn't a concern, but media headlines about the economy are.

- The survey shows 90% of growers are concerned about recurring media predictions of reduced consumer spending at retail.

SCENT

People switch to real Christmas trees because they are a joy to see and smell.

- The percentage of people who say they wish they'd switched to real trees sooner is up 8% (to 84% in 2023 from 78% in 2022) ^{2,3}
- 68% of those who switched from artificial last year plan to continue putting up real trees.¹
- 27% of those who say they are switching this year say it's because they feel a real tree will add more joy to the holiday season.²
- 91% of those who switched last year say they want their children to continue to experience the joy of having a real tree.²
- 95% of those who plan on getting a real tree this year say that they believe the scent of a real Christmas tree brings joy to others.²
- 40% who say they are switching this year say it's because of the scent. ¹
 - 52% of those who had a real tree last year say they plan to stick with it because of the scent.¹
 - 77% of ALL respondents say nothing can replicate the smell of a real Christmas tree in their home. ¹

¹ABOUT THE GROWER SURVEY

The Real Christmas Tree Board, in conjunction with FleishmanHillard, fielded a survey of 49 wholesale growers of real Christmas trees across the U.S. Each of the responding growers conducts business in one or more of the following regions: Northwest, West, Southwest, Mid-West, Northeast, Mid-Atlantic, and Southeast. Combined, the respondents supply more than two-thirds of the country's real Christmas trees market. The survey was fielded in August 2023; last year, the survey was fielded among 55 wholesale growers in August 2022.

²ABOUT THE 2023 SURVEY

TRUE Global Intelligence (TGI), the in-house research practice of FleishmanHillard, fielded a survey of 1,499 Americans adults ages 21 to 54 years. All survey respondents either celebrate/observe Christmas or display a Christmas tree. Respondents were required to either decide or share in the decision of whether and what kind of Christmas tree to put up in their home each year or influence their home's decisionmaker. The survey was fielded from August 21 to September 6, 2023. The survey has a margin of error of $\pm 2.5\%$ and higher for subgroups.

²ABOUT THE 2022 SURVEY

TRUE Global Intelligence (TGI), the in-house research practice of FleishmanHillard, fielded a survey of 1,500 Americans adults ages 21 to 49 years. All survey respondents celebrate or observe Christmas and either decide or share in the decision of whether and what kind of Christmas tree to put up in their home each year or influence their home's decisionmaker. The survey was fielded from May 26 to June 13, 2022. The survey has a margin of error of $\pm 2.5\%$ and higher for subgroups.