



CHRISTMAS TREE SUPPLY

BOTTOM LINE

2022 will look a lot like 2021: Demand is strong.

There will be enough supply and sales should be steady.

The Facts:

- While the number, variety, and size of real Christmas trees may vary retailer by retailer in any given season, supply is expected to be steady across the country for 2022.
- According to multiple growers in major production regions of the country wholesale producers expect supply to mirror 2021. And, that's good news for shoppers. A national consumer survey showed that in 2021, 87% of those surveyed said they found the tree they wanted at the first place they went to.¹
- Media warnings of shortages have proven unwarranted year after year. The industry did not run out of trees last year, or any of the years before that, and it doesn't expect to this year.

Real Christmas Tree Shopping Tips:

- For the greatest selection and availability, shoppers are encouraged to find their tree in the first two weeks of the Christmas tree shopping season, which traditionally starts the day after Thanksgiving.
- If shoppers are flexible, they can expect to go home with a real Christmas tree. Some consumers may not find the exact tree that they're looking for in the exact place they look for it, but there will be trees available within shopping distance.
- If a particular location doesn't have the type of tree you're looking for, visit RealChristmasTreeBoard.com and use our interactive Retail Locator to find a real Christmas tree buying option near you.

How You Can Help:

- The best way to ensure a healthy supply of real Christmas trees is to support tree farmers every year.
- With an average growing time of seven years for a typical Christmas tree, farmers need to plan their crop years in advance. By purchasing a real Christmas tree each year, you will help drive demand that ensures there will be a healthy supply of real Christmas trees in the years to come.
- Plus, 100 percent of real Christmas trees sold in the U.S. are farmer planted and hand-harvested right here in North America.

¹ TRUE Global Intelligence (TGI), the in-house research practice of FleishmanHillard, fielded a survey of n=1,500 American 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 ±2.5% and higher for subgroups.