



Industry Market Report Series

[424930.01] Artificial Plants And Flowers Wholesale

ALL US

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Industry Market Area Operations

	2014	2015	2016	Oct-2017
Industry Sites	69	67	75	86
Firms	69	67	75	85
Small Business	62	61	69	79
Startups	7	3	8	8
Branches	0	0	0	1

Notes

How many industry competitors are in this market? This section analyzes the industry population in your market area for the last three calendar years. Total industry sites are the sum of firms plus branches. Small businesses are single firms within 25 employees or less. Startups have been in operation for less than two years.

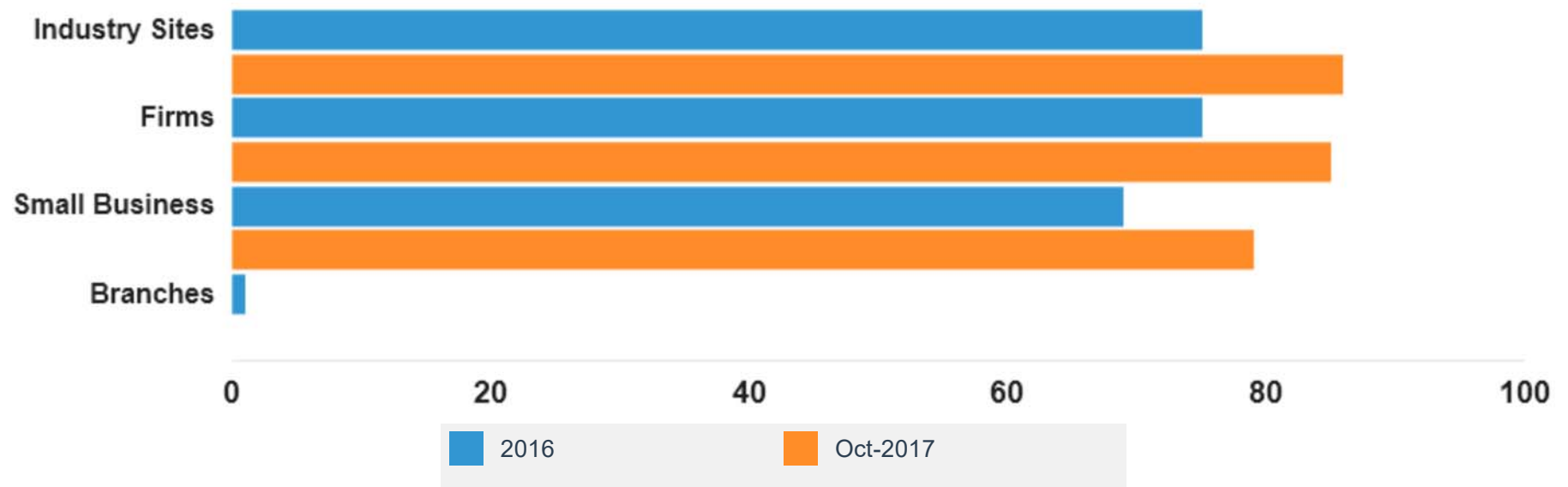
See the latest calendar year Chart option to graphically review industry population totals for the most recent calendar year. See the map to display the industry players closest to the market center-point with up to 250 operation-specific drop pins and data extracts.

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2016 & Oct-2017 Industry Market Area Operations



Notes

This most recent update month chart displays industry competitors are in this market during the latest update month, usually about three months after real time. Total industry sites are the sum of firms plus branches. Small businesses are single firms within 25 employees or less. Startups have been in operation for less than two years.



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Industry Market Volume (\$)

	2014	2015	2016	Oct-2017
Industry	196,826,640	200,009,520	203,891,498	239,140,902
Small Business	92,422,944	104,890,050	113,424,895	145,212,599
Startup	22,820,480	4,023,180	15,305,528	14,214,669

Notes

This table displays the total size of the industry market for the 12 months ending in the latest update month. Market volumes captured by small businesses and startups during the same period are also displayed.

Industry Market Volume represents sales of all industry operations in the area. Small Business Market Volume represents only those firms with fewer than 25 employees. Startup volume is calculated for firms in operation for less than two years. See the Share page to review the percentage share of total Industry Market Volume for small business and startup segments.

See the update month chart for a graphic representation of market shares.



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Industry Market Share (%)

	2014	2015	2016	Oct-2017
Industry	100.00	100.00	100.00	100.00
Small Business	46.96	52.44	55.63	60.72
Startup	11.59	2.01	7.51	5.94

Notes

What is the small business share of total industry market in the most recent update month? What portion is held by startups? And (if you made the necessary input) by the benchmark firm? Shares are expressed as a percent of the total.

The small business market share represents only those firms fewer than 25 employees. Startup market share is calculated for firms which have been in operation for less than two years.

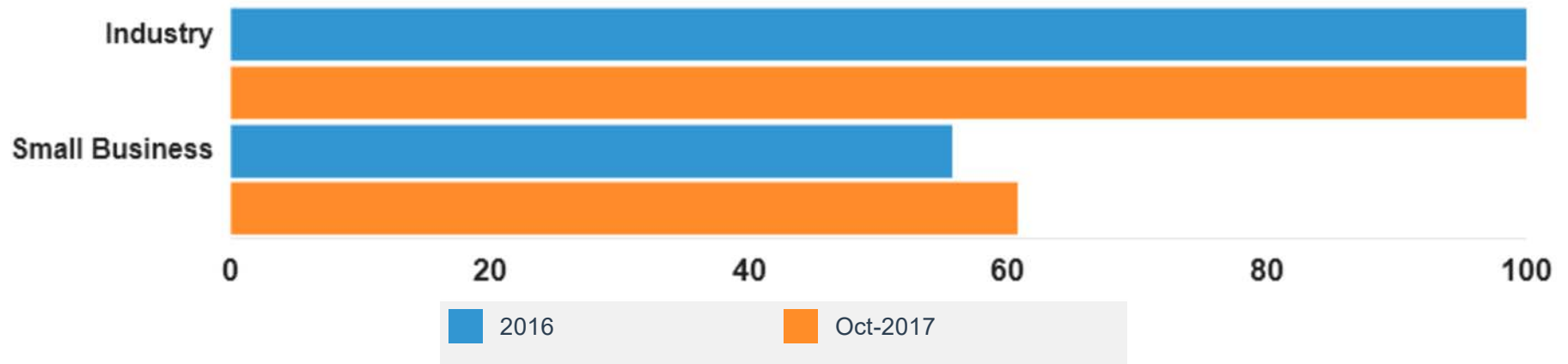
Market volume and average firm sales calculations are developed with firm-level data which is integrated with BizMiner's internally generated Sales per Employee projections. SPE data is both industry and location-specific, and is updated monthly by the application of US Census data and five industry and consumer price and productivity indices from the Bureau of Labor Statistics and other federal agencies.

See the Market Volume tables to review the annual dollar sales of these segments. See the update month chart for a graphic representation of market shares.

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2016 & Oct-2017 Industry Market Share (%)**Notes**

The chart displays the small business share of total industry market in the most recent update month, as well as the portion is held by startups. If you made the necessary input by the benchmark firm, its share is also expressed as a percent of the total.

The small business market share represents only those firms fewer than 25 employees. Startup market share is calculated for firms which have been in operation for less than two years.

Market volume and average firm sales calculations are developed with firm-level data which is integrated with BizMiner's internally generated Sales per Employee projections. SPE data is both industry and location-specific, and is updated monthly by the application of US Census data and five industry and consumer price and productivity indices from the Bureau of Labor Statistics and other federal agencies.

See the Market Volume tables to review the annual dollar sales of these segments. See the update month year Share table for detailed market share values.



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Average Annual Sales (\$)

	2014	2015	2016	Change (%)	Oct-2017
Average Site	2,852,560	2,985,217	2,718,553	-4.70	2,780,708
Median Site	1,426,280	1,436,850	1,093,252	-23.35	1,393,595
Firms	2,852,560	2,985,217	2,718,553	-4.70	2,813,422
Small Business	1,490,693	1,719,509	1,643,839	10.27	1,838,134
Startups	3,260,069	1,341,060	1,913,191	-41.31	1,776,834

Notes

What are the average annual sales of all industry sites, small businesses and startups in this market for the year ending in the most recent update month? Median sales are also displayed to avoid distortion of averages by unusually large or small firms. If you made the necessary inputs, your firm sales are also benchmarked.

Small business sales represent firms with <25 employees. Startup sales are calculated for firms in operation for less than two years.

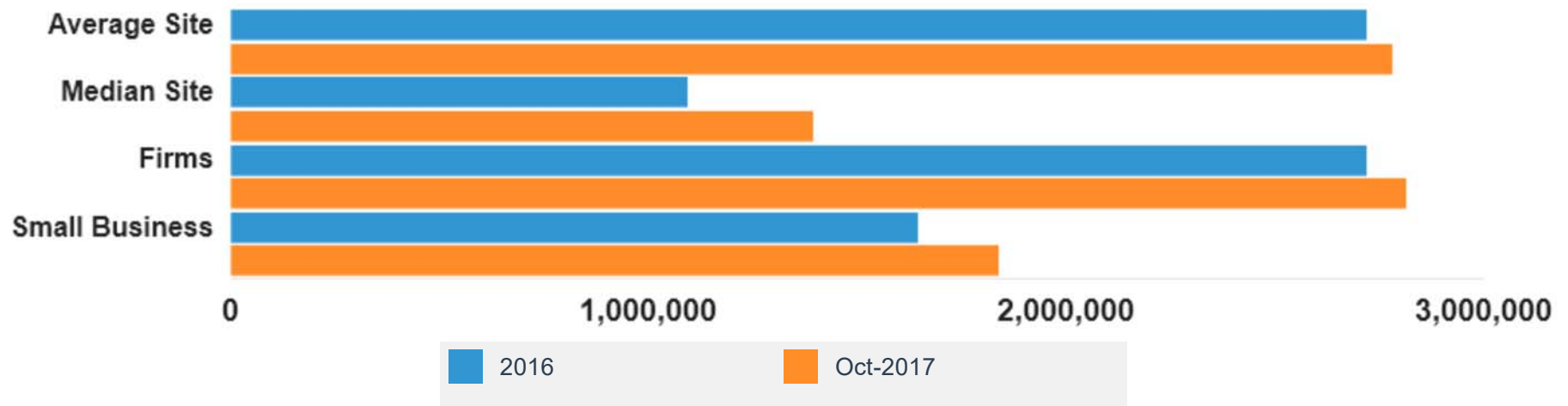
Market volume and average firm sales calculations are developed with firm-level data which is integrated with BizMiner's internally generated Sales per Employee projections. SPE data is both industry and location-specific, and is updated monthly by the application of US Census data and five industry and consumer price and productivity indices from the Bureau of Labor Statistics and other federal agencies.

If you input your firm sales, see the calendar year Rank table to review your sales rank and percentile among market area industry operations. See the update month chart for a graphic representation of market sales.

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2016 & Oct-2017 Average Annual Sales (\$)**Notes**

This chart of the year ending in the current update month displays the average annual sales of all industry sites, small businesses and startups in this market. Median sales are displayed to avoid distortion of averages by unusually large or small firms. If you made the necessary inputs, your firm sales are also benchmarked.

Small business sales represent firms with <25 employees. Startup sales are calculated for firms in operation for less than two years.

Market volume and average firm sales calculations are developed with firm-level data which is integrated with BizMiner's internally generated Sales per Employee projections. SPE data is both industry and location-specific, and is updated monthly by the application of US Census data and five industry and consumer price and productivity indices from the Bureau of Labor Statistics and other federal agencies.



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Market Penetration (\$)

	2014	2015	2016	Oct-2017
US Sales/ Person	1	1	1	1
US Sales/ Household	1	2	2	2

Notes

Is your industry market saturated or under-served? These most recent update month "Sales Per" metrics offer insight into whether your market area penetration is outperforming or underperforming national levels. Sales per person, per household or per area business operation metrics are presented. Although all three metrics are present, only one or two may be relevant to your industry. For example, retail sales will find local-national Sales per Person and Sales per Household comparisons useful, while wholesalers may rely more on Business Site metrics. Note: Sales per Business Site values are not displayed in radius market area reports due to unavoidably long load times.

See the update month chart for a graphic representation of Sales Per Person and Sales per Household results.

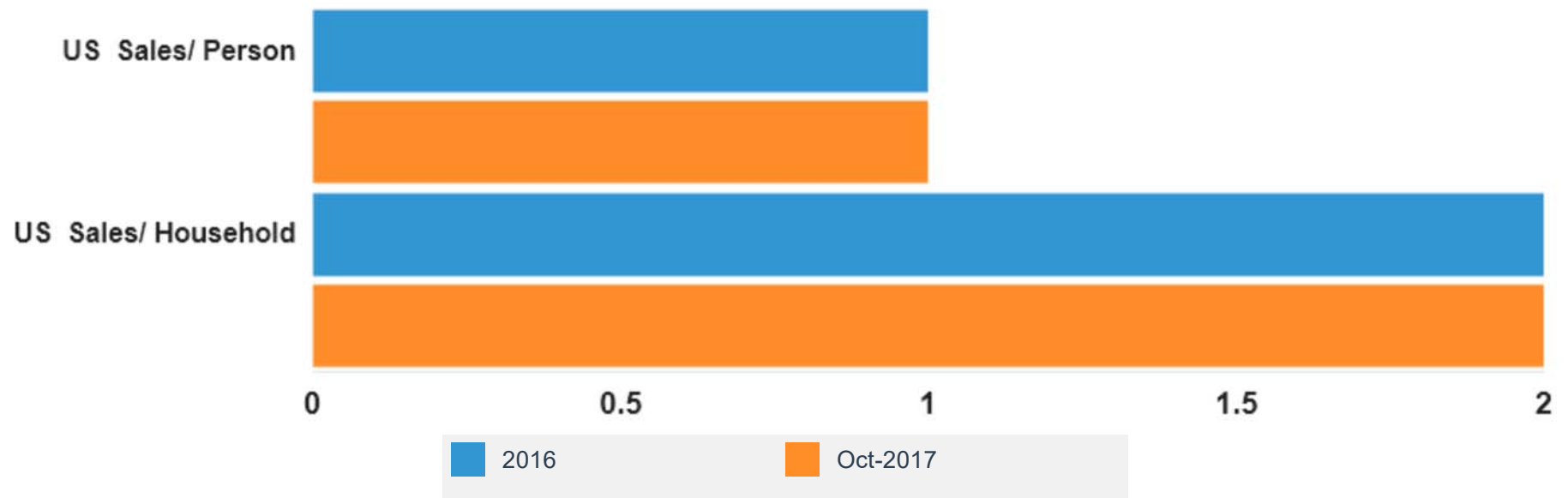


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2016 & Oct-2017 Market Penetration (\$)

**Notes**

Is your industry market saturated or under-served? Whether sales per person, per household or per area business operation metrics are most appropriate to your industry, "Sales Per" metrics offer insight into whether your market area is outperforming or underperforming national levels. Although three metrics are presented on the update month Penetration table, the Sales per business Site measure is not charted here—but may be more relevant for specific types of (especially B2B) businesses.



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Average Industry Employment

	2014	2015	2016	Oct-2017
Industry Total	690	696	746	858
Average Operation	10	10	10	10
Average Small Business	5	6	6	7
Average Startups	11	5	7	6

Notes

How stable is industry employment? Does your client firm have more or fewer employees than the average in this industry market? This update month table reports on industry, small business and startup average employment in addition to industry totals. If you input employment history for a client firm, it is benchmarked against the averages.

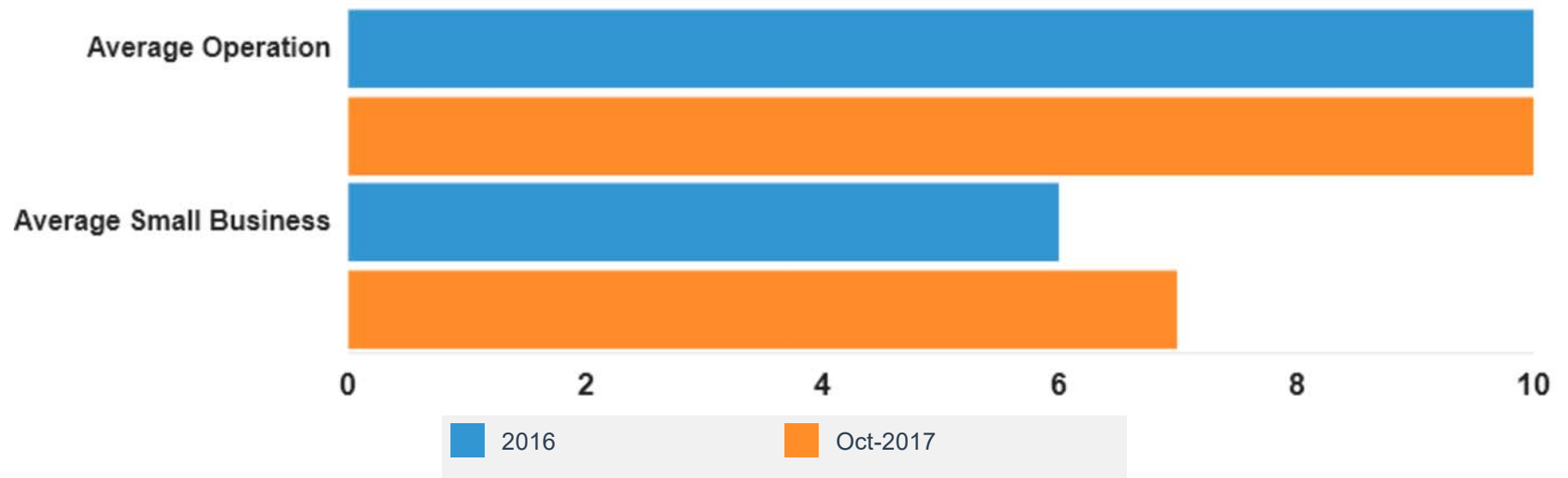
See the update month chart for a graphic representation of average employment of the same segments.

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2016 & Oct-2017 Average Industry Employment



Notes

This chart displays industry, small business and startup average employment at the end of the most recent update month. If you input employment history for your firm, it is benchmarked against the averages.



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Sales Trends by Employment Class

Market Volume by Class (\$million)

	Small 1-24	Medium 25-99	Large 100+	Unknown	Total
2014	146.9	50.4	41.8	0.0	239.1
2015	104.9	52.0	43.1	0.0	200.0
2016	113.4	49.5	41.0	0.0	203.9

Notes

What is the employment structure in your industry market?

The Market Volume by Employment Class table displays the total market sales of industry sites in each bracket for three years. Percentage share for each bracket is displayed in the Percent Market Volume table; the average sales for each bracket follow. The companion Employment by Class tables follow.

Percent Market Volume by Class

	Small 1-24	Medium 25-99	Large 100+	Unknown	Total
2014	61.44	21.08	17.48	0.00	100.00
2015	52.45	26.00	21.55	0.00	100.00
2016	55.62	24.28	20.11	0.00	100.00

Average Sales by Class (000)

	Small 1-24	Medium 25-99	Large 100+	Unknown	Total
2014	1,836	10,080	41,800	0	2,781
2015	1,720	10,400	43,100	0	2,985
2016	1,643	9,900	41,000	0	2,719



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Employment Trends by Employment Class

Establishments

	Small 1-24	Medium 25-99	Large 100+	Unknown	Total
2014	80	5	1	0	86
2015	61	5	1	0	67
2016	69	5	1	0	75

Notes

What is the employment bracket structure in your industry market?

The Establishments by Employment Class table displays the all market area industry operations, followed by bracket totals in the Total Employment table and average establishment employment in the Average Employment table.

Total Employment

	Small 1-24	Medium 25-99	Large 100+	Unknown	Total
2014	527	181	150	0	858
2015	365	181	150	0	696
2016	415	181	150	0	746

Average Employment

	Small 1-24	Medium 25-99	Large 100+	Unknown	Total
2014	7	36	150	0	10
2015	6	36	150	0	10
2016	6	36	150	0	10



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Productivity

Sales Per Employee (\$)

	2014	2015	2016	Oct-2017
US	285,256	287,370	273,313	278,719

Average Annual Wage (\$)

	2014	2015	2016	Oct-2017
US				34,235

Rent Per Employee (\$)

	2014	2015	2016	Oct-2017
US	2,937	3,994	3,799	2,870

Notes

Is your sales per employee efficiency measure above or below the US industry and market average? Sales per Employee levels for three calendar years are compared to your client firm levels if you input both sales and employment for those years.

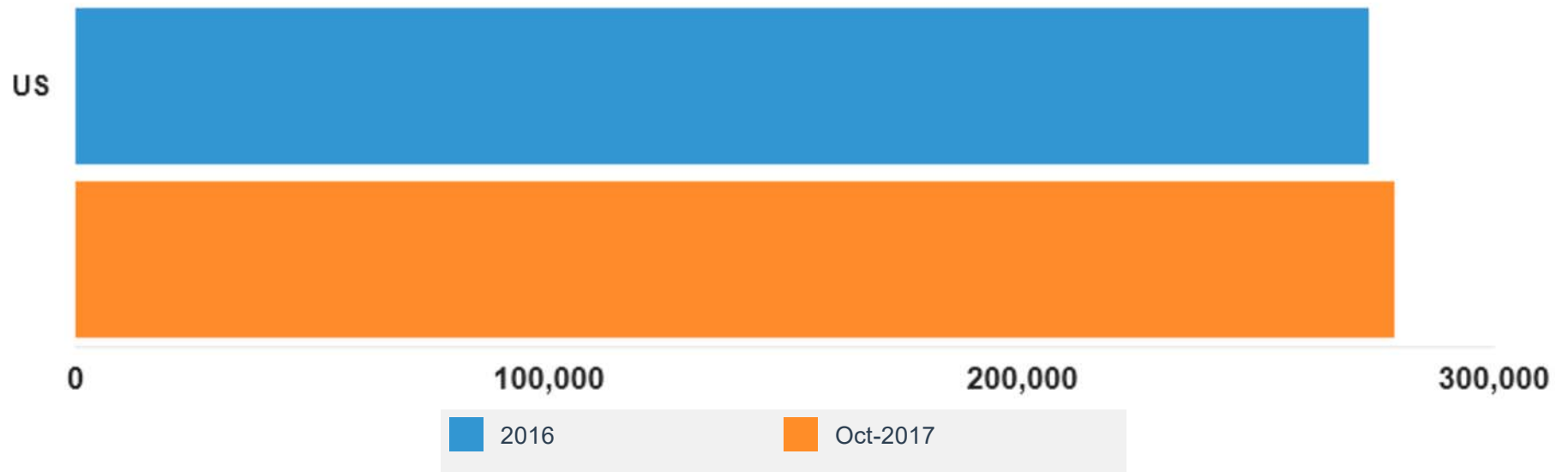
Average annual industry wages and rent per employee are displayed and benchmarked against your client firm wage levels if they were input.

See the Index option to review sales per employee and efficiency indices for your client firm. See the calendar year chart for a graphic representation of sales per employee metrics.

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2016 & Oct-2017 Sales per Employee (\$)**Notes**

How much more or less efficient is your operation relative to the competition? The update month Sales per Employee chart provides part of the answer by expressing US and local industry levels, benchmarking your client firm if inputs have been made.



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Startup Performance (Firms)

	2014	2015	2016	Oct-2017
Population	7	3	8	8
Average Sales (\$)	3,260,069	1,341,060	1,913,191	1,776,834
Market Volume (\$)	22,820,480	4,023,180	15,305,528	14,214,669
Market Share (%)	11.59	2.01	7.51	5.94

Notes

How vigorous is entrepreneurship in your market area? In addition to displaying the market area startup population for three calendar years, the table calculates average startup sales, which frequently diverge from the industry and small business average. Industry startup market share is also displayed. Startups are defined as firms in operations for two years or less

See the Startup Activity table for US and local industry startup activity rates for the last three calendar years. See the startup chart for a graphic representation of startups by year.



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Startup Activity Rates (Firms and Branches)

	2014	2015	2016	Oct-2017
US Industry Startup Rate (%)	10.14	4.48	10.67	9.30
US Industry Startup Index	1.40	0.45	1.07	0.94

Notes

How does startup activity in this industry market compare to the US industry benchmark? Startup rates for the last three calendar years are calculated by dividing the number of industry market startups by the total number of operations for which an age is known. The Local startup index compares market area and national start rates, presenting them as a two-decimal index where identical rates would be 1.00.

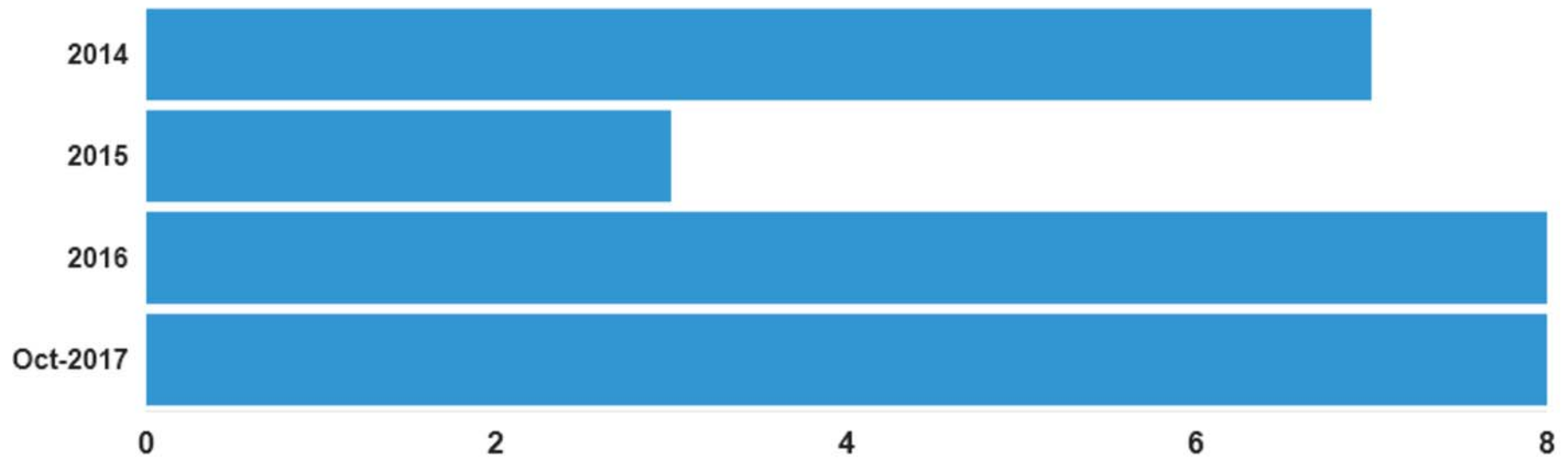
See the three-year startup performance table for US and local industry startup population and sales. See the startup chart for a graphic representation startups by year.

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Industry Startups (<2 Years)

**Notes**

How vigorous is entrepreneurship in your market area? The chart displays the industry market area startup population for three calendar years plus the update month.



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Industry Concentrations (% of Area Economy)

	2014	2015	2016
Establishments	0.0004	0.0004	0.0005
Employment	0.0004	0.0004	0.0005
Sales	0.0005	0.0005	0.0005

Notes

Is this industry becoming more or less important to the market area? To find out, this section measures the percentages of total industry sales, employment and operations population relative to the entire market area economy over a three-year period. For this set of metrics only, radius reports apply data from zip codes which are co-joined to the selected market radius. Zip code, county, metro, state and national reports apply market-specific data only.

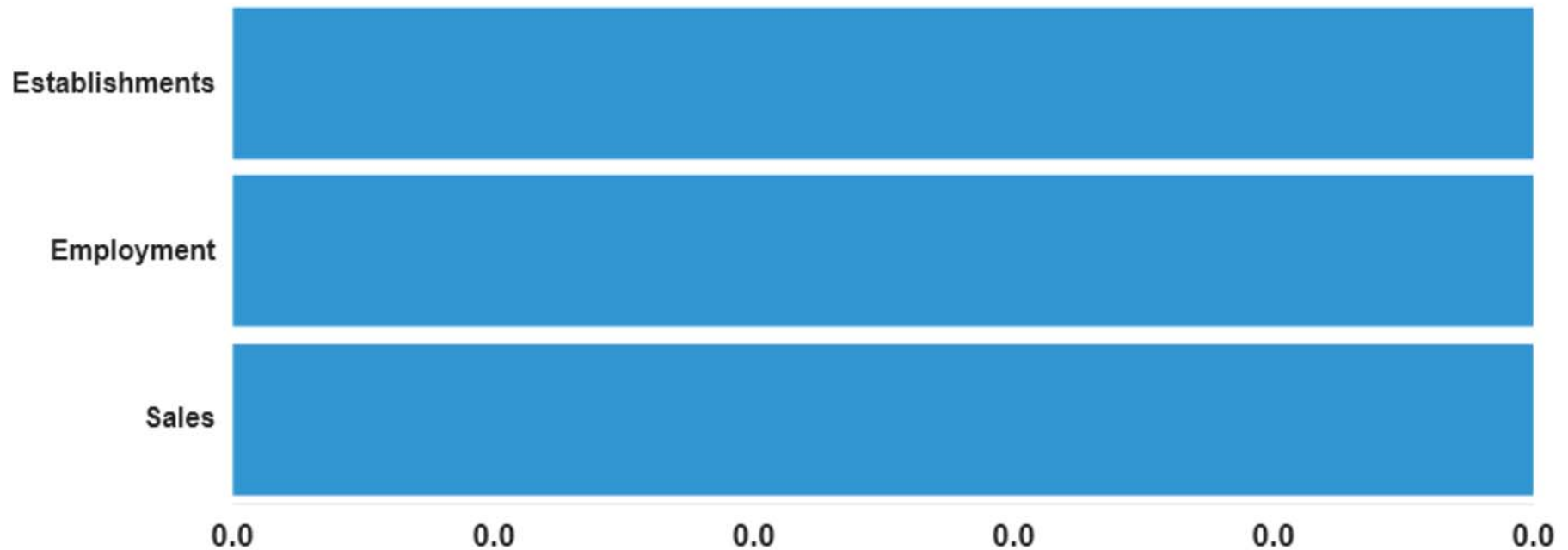
See the Concentration chart to compare industry population, sales and employment growth trends in the selected market area in the latest calendar year.

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2016 Industry Concentrations (% of Area Economy)



Notes

How is this market faring relative to national trends? This chart displays industry site, sales and employment trends as a percentage of the total market area economy in the last three calendar years. For this set of metrics only, radius reports apply data from zip codes which are co-joined to the selected market radius. Zip code, county, metro, state and national reports apply market-specific data only.

See the Concentration table to evaluate whether this industry is becoming more or less important in your market area, as indicated by the detailed percentages of total industry sales, employment and operations population relative to the entire market area economy over a three-year period.

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2015-2016 Cessation Rates

Establishments (%)	10.26
Firms (%)	10.26
Small Businesses (%)	11.11
Startups (%)	33.33
Branches (%)	0

Notes

Cessation rates track the experience of business establishments, firms, small businesses, branches and startups doing business at the start of the time series, and still in operation today.

Firms which relocate but maintain independent operations are considered survivors if they do not move out of the jurisdiction being analyzed. Firms which become subsidiary locations, or whose location is terminated, are grouped with others which ceased operation. Any business entity which does not evidence ongoing operations (for example, by registering with government agencies, credit reporting services or business directories) is considered to have ceased viable operations and is classified in the "ceased operation" category.

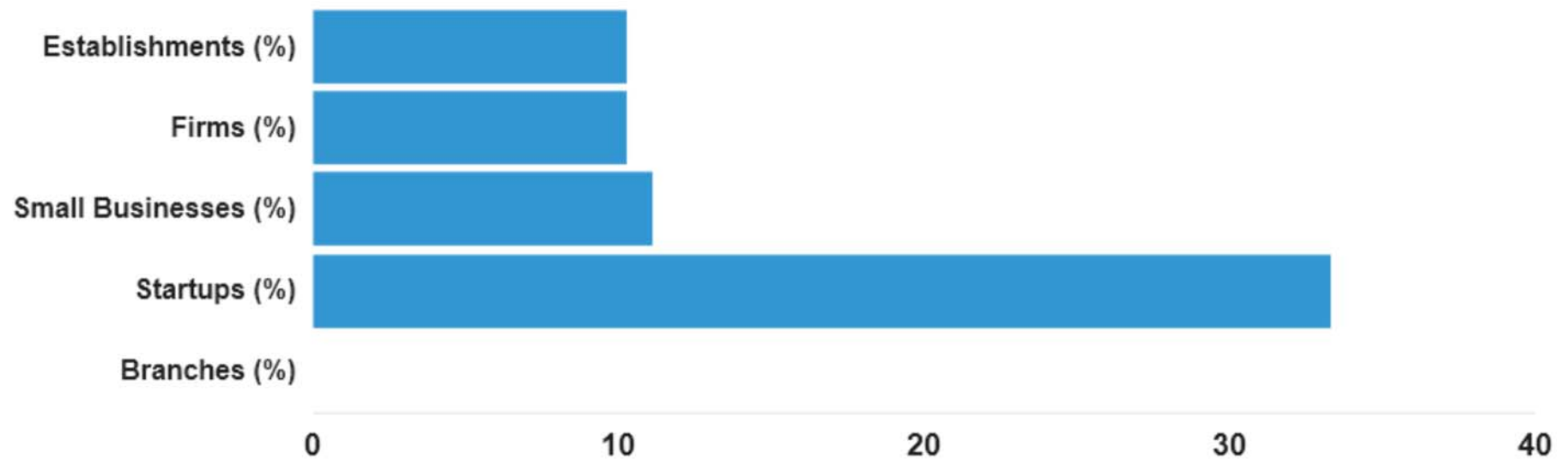
Cessation rates occasionally reflect performance above 100% or below 0% due to business migration among industries (changes in primary business line) or (in the case of location-specific cessation rates) to business relocations. Migrants within a NAICS-2 industry sector are considered as survivors in the in-migrant classification.

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2015-2016 Cessation Rates



Notes

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Ownership/Consolidation Trends

Industry Branch Concentration (%)

	2014	2015	2016
US Industry	0.00	0.00	0.00

Notes

Is this industry becoming more subject to outside ownership decisions in your area? Are local entrepreneurs being squeezed out by franchises or branch operations?

This table shows the percentage of industry branch operations in the US and your market area as a barometer of relative consolidation trends. Increasing branch level may indicate pressure on area entrepreneurship.



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Demographics

Total Population		
Total population	316,515,021	100%
Male	155,734,280	49.20%
Female	160,780,741	50.80%

Age		
5-9 Years	20,501,982	6.48%
10-14 Years	20,679,786	6.53%
15-19 Years	21,354,481	6.75%
20-24 Years	22,604,232	7.14%
25-34 Years	42,881,649	13.55%
35-44 Years	40,651,910	12.84%
45-54 Years	43,895,858	13.87%
55-59 Years	21,001,947	6.64%
60-64 Years	18,415,681	5.82%
65-74 Years	25,135,167	7.94%
75-84 Years	13,541,558	4.28%
85-plus Years	5,938,752	1.88%
Median Age	38	

Race / Ethnicity	
White	232,943,055
Hispanic (all races)	54,232,205
African American	39,908,095
Native American	2,569,170
Asian	16,235,305
Asian Indian	3,303,512
2-plus Races	9,447,883

Employment		
Population: 16-plus Years	251,221,309	100%
Labor force	159,913,288	63.65%
Mean Commute (minutes)	44.6	
Civilian Labor Force	158,897,824	63.25%
Civilian employment	145,747,779	58.02%
Unemployed	13,150,045	5.23%
Work at Home	6,352,737	2.53%

Income		
Total households	133,351,840	100%
Below \$10k Income	9,601,332	7.20%
\$10k-14.9k Income	7,027,642	5.27%
\$15k-24.9k Income	14,108,625	10.58%
\$25k-34.9k Income	13,468,536	10.10%
\$35k-49.9k Income	17,869,147	13.40%
\$50k-74.9k Income	23,749,963	17.81%
\$75k-99.9k Income	16,162,243	12.12%
\$100k-149.9k Income	17,509,097	13.13%
\$150k-199.9k Income	6,854,285	5.14%
>\$200k Income	7,000,972	5.25%
Median HH Income (\$)	47,251	
Mean HH Income (\$)	66,251	
Per Capita Income (\$)	28,930	

Education		
Population 25+ Years	211,462,522	100%
High School Graduate	58,722,528	27.8%
Some College (no degree)	44,529,161	21.1%
Associate's Degree	17,029,467	8.1%
Bachelor's degree	39,166,047	18.5%
Graduate/Professional degree	23,786,225	11.2%
% High School Graduate or Higher (total)	183,338,007	86.7%
% Bachelor's Degree or Higher (total)	63,015,832	29.8%

Housing		
Total Housing Units	133,351,840	100%
Occupied Housing Units	116,926,305	87.68%
Type of Housing		
1 Unit Detached Housing Structures	82,191,994	61.64%
1 Unit Attached Housing Structures	7,759,217	5.82%
2 Unit Housing Structures	4,971,562	3.73%
3-4 Unit Housing Structures	5,912,247	4.43%
5-9 Unit Housing Structures	6,376,769	4.78%
10-19 Unit Housing Structures	6,001,085	4.50%
20-plus Unit Housing Structures	11,549,570	8.66%
Mobile Home Housing Units	8,478,334	6.36%
Boat-RV-Van Housing Units	111,062	0.08%
Age of Housing		
Housing Built 2010 or Later	2,088,507	1.57%
Housing Built 2000-2009	19,861,107	14.89%
Housing Built 1990-1999	18,636,635	13.98%
Housing Built 1980-1989	18,331,828	13.75%
Housing Built 1970-1979	20,932,720	15.70%
Housing Built 1960-1969	14,589,774	10.94%
Housing Built 1950-1959	14,315,811	10.74%
Housing Built 1940-1949	7,034,375	5.28%
Housing Built 1939 or Before	17,561,083	13.17%
Occupants per Unit	133,351,840	133,351,840
Units with less than 1 Occupant Per Room	113,036,454	96.67%
Units with 1.1-1.5 Occupants Per Room	2,714,269	2.32%

Units with 1.51-plus Occupants Per Room	1,175,582	1.01%
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Median Value of Owner Occupied Units (\$)	178,600	
Owner Occupied Units: Value < \$50k	6,768,763	9.06%
Owner Occupied Units: Value \$50k-\$99.9k	11,461,502	15.34%
Owner Occupied Units: Value \$100k-\$149.9k	11,804,066	15.80%
Owner Occupied Units: Value \$150k-\$199.9k	11,244,363	15.05%
Owner Occupied Units: Value \$200k-\$299.9k	13,637,664	18.25%
Owner Occupied Units: Value \$300k-\$499.9k	11,822,996	15.82%
Owner Occupied Units: Value \$500k-\$999.9k	6,302,238	8.44%
Owner Occupied Units: Value >\$1 Million	1,670,499	2.24%
Owner-Occupied Units with Mortgage	48,414,291	41.41%
Owner-Occupied Units without Mortgage	26,297,800	22.49%
Occupied Units Paying Rent	39,969,262	100%
Median Rent Paid	928	
Occupied Units Paying <\$500 Rent	4,722,407	11.82%
Occupied Units Paying \$500-\$999 Rent	17,866,504	44.70%
Occupied Units Paying \$1000-\$1499 Rent	10,819,445	27.07%
Occupied Units Paying \$1500-\$1999 Rent	4,016,398	10.05%
Occupied Units Paying \$2000-\$2499 Rent	1,474,640	3.69%
Occupied Units Paying \$2500-\$3000 Rent	560,051	1.40%
Occupied Units Paying \$3000 or More Rent	509,817	1.28%
Rent Paid < 15% of Income (Households)	4,667,482	11.68%
Rent Paid 15%-19.9% of Income (Households)	4,764,132	11.92%
Rent Paid 20%-24.9% of Income (Households)	4,893,326	12.24%
Rent Paid 25%-29.9% of Income (Households)	4,480,154	11.21%
Rent Paid 30%-34.9% of Income (Households)	3,549,855	8.88%
Rent Paid 35%-plus of Income (Households)	16,660,987	41.68%



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Demographics

Notes

Population demographics are applied from the Census Bureau's American Community Survey. Data for zip-county-metro-state and US markets are applied directly. Demographic totals for radius-based markets are applied at the level of aggregated zip codes which are co-joined to the selected market radius. Elements of this data are also integrated into our Sales per Person and Sales per Household calculations displayed on the Penetration table.



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ALL US

About The Data

BizMiner content is accepted in US Tax Court (Bauer vs. IRS: T.C. Memo. 2012-156) and is utilized by state, provincial and national taxing agencies in the US and Canada. Raw data is sourced from an array of the nation's government and private statistical sources. None of these raw data sources creates the final measures reflected in BizMiner content. In total, BizMiner accesses over a billion sourced data points from thirteen million business operations. Historical data and BizMiner algorithms are used to inform and test projections for non-reporting firms. Sources include:

- IRS SOI Corporation Tax Book
- IRS Statistics of Income
- US Economic Census
- US Census Quarterly Financial Reports
- US Census County Business Patterns
- BLS Monthly Employment Reports
- BLS Monthly Unemployment Reports
- BLS Annual Wage Survey
- BLS Industry Productivity Reports
- BLS Price Indices
- National Agricultural Statistical Service
- US Census Quarterly Financial Reports
- US Census Retail Trade Report
- InfoGroup, Inc.
- Credit Reporting Agencies
- Business Directories
- American Community Survey