



RCTB 2025 Annual Consumer Survey and General Season Messages

JOY

People buy Real Christmas trees because they bring joy to everyone who sees and smells them.

- That's not just our opinion. 85% of respondents to this year's survey agreed with that exact statement!
- More than 80% of respondents also agreed ...
 - ✓ the scent of a real Christmas tree makes their home feel festive (89%).
 - ✓ the scent of a real Christmas tree relaxes them (84%).
 - ✓ a real Christmas tree enhances their holiday experience (85%).
- 98% of survey respondents say they found a tree they loved last year.¹
- Respondents ranked "making memories with my family" as the second most appealing reason to have a real Christmas tree, right after scent.

SWITCH

The joy is worth the switch.

- Of those who switched to a real Christmas tree last year ...
 - ✓ Nearly 100% said they enjoyed having one.
 - ✓ 88% agree that having a real Christmas tree makes the holiday season more special.
 - ✓ Nearly 9 in 10 wished they'd started getting real Christmas trees sooner.
 - ✓ 90% agree that they want their kids to continue to experience the joy of a real tree.
- Looking ahead, nearly half (46%) of respondents who say they're likely switching to a real tree this year said it's because they like the scent of real Christmas trees.

ENVIRONMENT

The switch is safe for the environment.

- Real Christmas trees are grown to be harvested. There's no harm in taking them home.
- They're just like pumpkins for Halloween or vegetables for dinner.
- They're 100% recyclable and biodegradable.
- For every real Christmas tree farmers harvest, they plant at least one new tree.

OUTLOOK

As always, there's a real Christmas tree for everyone who wants one.

- No surprises in supply.
 - ✓ 91% of survey respondents had no issues locating a place nearby to purchase a tree.¹
 - ✓ 89% of survey respondents say they found the tree they wanted at the first place they went last year.¹
 - ✓ Real Christmas trees can be found at seasonal lots, choose and cut farms, big box stores, and garden centers nationwide.
- No surprises in wholesale prices.
 - ✓ 84% of growers don't anticipate raising wholesale prices, including those who may lower prices.²
- No problem getting help!
 - ✓ Visit RealChristmasTrees.com for a special retail locator, a guide to the different kinds of real Christmas trees, care tips, and more.
 - ✓ Consider trying a unique species, size, or shape unique to your region and retailer.
 - ✓ For the greatest selection and availability, plan ahead and shop early – especially the first two weeks of the season, starting the day after Thanksgiving. As Christmas gets closer, some retailers may close early or have a reduced selection while others may have just what you're looking for.

About the Pre-Season Consumer Survey: TRUE Global Intelligence (TGI), the in-house research practice of FleishmanHillard, fielded a survey of 1,500 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 August 19, 2025, to September 2, 2025. The survey has a margin of error of $\pm 2.5\%$ and higher for subgroups.

About the Post-Season Consumer Survey: TRUE Global Intelligence (TGI), the in-house research practice of FleishmanHillard, fielded a survey of 1,500 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 December 21, 2024 to December 30, 2024. The survey has a margin of error of $\pm 2.5\%$ and higher for subgroups.

About the Grower Survey: The Real Christmas Tree Board, in conjunction with FleishmanHillard, fielded a survey of 43 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 half-to-two-thirds of the country's real Christmas trees. The survey was fielded in August 2025; last year, the survey was fielded among 45 wholesale growers in August 2024.