



The Early Market Outlook for Real Christmas Trees is Strong

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Real Christmas tree growers want consumers to know that a real Christmas tree is something they can count on this upcoming holiday season.

The real Christmas tree industry doesn't import product from overseas, but it does partner with Canadian producers to help supply retailers throughout the country. As an agricultural commodity under the USMCA, Canadian-produced real Christmas trees are currently exempt from tariffs.

Wholesale growers across the country predict a strong supply of trees available for shoppers from coast-to-coast. Real Christmas trees are grown in every U.S. state, and the widespread geographic footprint allows the industry to remain flexible and resilient. The industry has never run out of trees. In a consumer survey last year, **98% of respondents who purchased a real Christmas tree said they found a tree they loved.**

The price that a consumer will pay for a real Christmas tree varies and is set by retailers. While the Real Christmas Tree Board is unable to provide the average cost of a tree, in a consumer survey last year, **90% of respondents who purchased a real Christmas tree said the price they paid was worth it.**

A full market outlook, including results from the Real Christmas Tree Board's annual wholesale grower survey, will be available later this summer.

1About the 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 celebrate or observe Christmas and/or Noche Buena 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 December 21, 2024 to December 30, 2024. The survey has a margin of error of 3% and higher for subgroups.