RCTB 2026 SEASONAL AND SURVEY KEY MESSAGES

JOY & SCENT

Real Christmas trees bring joy to everyone who sees and smells them.

- 85% of respondents to this year's consumer survey[1] agreed!
- Real Christmas trees smell like Christmas and more than 80% of survey[1] respondents agreed that …
  - ✓ the scent of a real Christmas tree makes a home feel festive (88%).
  - ✓ the scent of a real Christmas tree enhances their holiday experience (85%).

EXPERIENCE

Having a real Christmas tree is a memory-making experience for the whole family …

- …from picking it out, to caring for it at home, to enjoying the scent!
- Of those who had a real Christmas tree last year, a significant majority agree that they[1]…
  - ✓ want their kids to continue to experience the joy of a real tree (96%).
  - ✓ enjoyed having one (96%).
  - ✓ wished they'd started getting real Christmas trees sooner (83%).

ENVIRONMENT

Real Christmas trees are 100% recyclable and biodegradable.

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

MARKET OUTLOOK

As always, there are plenty of real Christmas trees available and they're worth it.

- No surprises in supply.
  - ✓ There's a real Christmas tree for everyone who wants one.
  - ✓ 85% of wholesale growers rated the 2026 supply as strong or very strong.[2]
- No surprises in wholesale prices.
  - ✓ 91% of growers don't anticipate raising wholesale prices, including those who may lower prices.[2]
- Retailers set the prices for shoppers.
  - ✓ 91% of those who got a real Christmas tree last year said the price they paid was worth it.[3]
  - ✓ 56% said they paid less than they expected.[3]

GETTING A TREE

You can easily find the right real Christmas tree and buying experience for you.

- Real Christmas trees can be found in a variety of types and sizes – from tabletop to full size – at choose-and-cut farms, seasonal lots, home improvement stores, garden centers, and other local retailers.
  - ✓ Real Christmas trees are widely available starting the day after Thanksgiving.
- Of those who purchased a real Christmas tree last year[3]…
  - ✓ 95% found a tree they loved.
  - ✓ 91% had no issues locating a place nearby to purchase a tree.
- Getting help is easy!
  - ✓ Visit RealChristmasTrees.com for a retail locator, a guide to different real Christmas tree types, care tips, and more.

[1]**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 buy or display a Christmas tree and decide or influence the decision of what Christmas tree to put up in their home each year. The survey was fielded August 27, 2026, to September 9, 2026. The survey has a margin of error of ±2.5% and higher for subgroups.

[2]**About the Grower Survey:** The Real Christmas Tree Board, in conjunction with FleishmanHillard, fielded a survey of 47 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 2026; last year, the survey was fielded among 43 wholesale growers in August 2025.

[3]**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 Noche Buena or display a Christmas tree. Respondents were required to either decide or influence the decision of what Christmas tree to put up in their home each year. The survey was fielded from December 26, 2025 to January 7, 2026. The survey has a margin of error of ±4.8% for respondents who purchased a real Christmas tree in 2025.