



American Christmas Tree Association Predicts Strong Consumer Demand, Steady Supply, but Fewer Choices for Christmas Trees This Season

“ **In 2022, we expect to see robust consumer demand for artificial and live Christmas trees. While there may be enough trees for everyone who wants one, the options may be more limited. Our 2022 recommendation to consumers is straightforward: if you want a specific type, style, or size of tree, artificial or live, find it early.** ”

Jami Warner, Executive Director of ACTA

2022 Christmas Tree Supply and Tree Choices

This year, to pre-empt the supply chain disruption that impacted the availability of trees at retailers across the country in 2021, Christmas tree retailers are bringing in product earlier than in previous years, and will likely set up their stores for Christmas earlier than ever before.

“ **Luckily for some larger retailers, their orders of holiday goods from the 2021 season that found themselves stuck in shipping ports have since reached their stores, and artificial Christmas trees and décor are ready to hit the shelves as soon as possible.** ”

Jami Warner, ACTA

At the same time, reports show that approximately half of small retailers are cutting back on orders for the 2022 holiday quarter. Small business owners call out, among other factors, inflation, supply chain disruptions, fears of recession and losses left over from previous pandemic-hit years as reasons behind their reduced ordering. While there will be availability of supply across retailers, this could result in shoppers having fewer options when shopping for their artificial trees and holiday goods this year.

2022 Christmas Season Challenges

With a 2022 transportation law in California coming into effect for truckers right as retailers are stocking up on in-demand holiday goods, there is concern that artificial Christmas trees and décor may be caught in the middle of a transportation snarl this season. The California Trucking Association estimates that AB 5 may keep thousands of truckers off the road while they work to comply with the new 2022 regulations, potentially impacting the ports of Los Angeles, Long Beach and Oakland.

Additionally, weather events and drought will have an impact on live Christmas tree crop yields this season. Christmas tree shoppers may find fewer trees on farms or tree lots due to drought and wildfires from previous years, combined with the drought conditions this year. Given the cost of fuel for irrigation pumps and other inflation issues, some growers say customers could see more expensive trees this season.

Did you know?

Drought is a main driver of the loss of young live Christmas trees on farms in regions throughout the U.S., with growers facing tough challenges with irrigation, elevated temperatures, and generally dry weather.

2022 Consumer Demand Predictions



Despite the challenges posed by unprecedented weather events, COVID-19 and resulting supply chain congestion, Christmas tree purchasing data from 2021 indicates strong consumer demand for all types of trees in the 2022 season.

“ **The good news is, anyone who wants a Christmas tree this year will be able to find one. But if you have a specific tree in mind that will make your holiday shine the brightest, we recommend shopping early to secure your ideal tree at the right price for your family.** ”

Jami Warner, ACTA

