

THE 2022 GUIDE TO CHRISTMAS TREES

THE EARLIER THE BETTER

Consumers are encouraged to purchase trees early this season. Some larger retailers are selling their leftover 2021 artificial tree stock at a lower cost than trees ordered this year—this is a sign to consumers to shop early and secure their ideal tree at the right price. A consumer survey from Alix Partners shows that 39% of respondents plan to make at least half of their purchases on sale this year. Keeping affordability top of mind this season.



THIS OR THAT

Although more expensive upfront, there are longer-term cost savings associated with purchasing artificial Christmas trees, which can be reused for an average of 10 years, while some can be used for 20 years or more. With that usage timeframe in mind, artificial Christmas trees are the most cost-effective option – but only when used over multiple years.

ENVIRONMENTAL FACTORS

Weather events such as drought and wildfires are expected to impact live Christmas tree crop yields this season. With growers facing tough challenges related to irrigation, elevated temperatures, and generally dry weather, consumers can expect to find fewer trees on farms or tree lots. Given the fuel cost for irrigation pumps and other inflation issues, some growers say customers could see more expensive trees this season.



DECOR TRENDS

Because the COVID-19 pandemic has impacted the way we gather around the holidays, décor will lean into tradition and nostalgia. Traditional Christmas motifs will evoke feelings of warmth and security, reflective of cherished family traditions. Green, red, and blue, along with silver and gold, will be popular. A big nod to the traditional vintage style. Brown is predicted to be a new addition to the holiday pallet.

“In 2022, we expect to see robust consumer demand for artificial and live Christmas trees,” said Jami Warner, Executive Director of ACTA. **“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.”**