

THE 2021 GUIDE TO CHRISTMAS TREES

When to Buy, What to Choose, and More Helpful Tips



SHOP EARLY THIS YEAR

With extreme weather in the Pacific Northwest and supply chain issues in the U.S., this is not the year to buy a tree last-minute. Merry shoppers will deck the halls for Halloween, Thanksgiving, and every day in between this season, so head to a favorite tree retailer or shop online today.

CHECK ON YOUR TREE



For consumers who already own a tree, now is the time to pull the tree out of the garage or storage and make sure it's good to go for the holiday. Even if they're not ready to set it up yet, they'll want to check the lights, branches, and base to make sure it's all set for the season.

SMART ON SPENDING, BIG ON CHEER



On average, live trees cost less than an artificial tree, averaging \$104 for an artificial tree and \$78 for a live tree.

There are, however, longer-term cost savings associated with purchasing artificial Christmas trees, with trees lasting an average of 10 years and up to 20 years for high-quality artificial trees.

THIS OR THAT?

When it comes to live or artificial, there's no such thing as a bad Christmas tree! Consumers should choose whatever type of tree best fits their needs, preferences, and traditions.



For more information on Christmas tree types and purchasing data, visit: www.christmastreeassociation.org

FIND THE BEST TREE FOR YOUR FAMILY

PREPARING FOR A NEW TREE

Before purchasing a tree, measure the dimensions of the space where the tree is going to be located: the height, width, and depth. Before heading out, write down all of this information, and take it—as well as a tape measurer—when it's time to go tree shopping.

BUYING A LIVE TREE

There are a few ways for consumers to make sure they find a high-quality live Christmas tree:

1. Check for freshness by making sure the tree still has that sappy, earthy smell.
2. Check the tree for the presence of pests that can trigger allergic reactions in some when brought into the home.
3. Be sure to have a saw at home to cut an additional ½ to 1 inch of wood off the base of the tree trunk to help the tree last through the holidays.

BUYING AN ARTIFICIAL TREE

Consumers will be using this tree for a long time. Unlike live trees, artificial Christmas trees are an investment for years to come. When purchasing, consider online reviews, appearance of the trees, and accommodating storage space in the home once it's time to put the tree away. Above all – consumers should choose what works best for them, whether it be a specific tree type or pre-decorated adornments.