Tree Market Trends: A Sense of Déjà Vu?

The 2025 Christmas tree season has come and gone. We gathered feedback from Christmas tree retailers to determine how the 2025 tree sales went and how the market may be changing. Market dynamics may impact grower choices about future tree orders and business planning. The Christmas tree market is notorious for boom-and-bust cycles. During the COVID lockdown era (2020-2021), demand for real Christmas trees was astronomical. Over the last several years sales remained consistent, but not spectacular. Based on a previous survey, the 2024 tree sale season was evenly split between sales being down, up, and the same compared to 2023. Did the 2025 tree sales season continue this trend, did sales come roaring back to COVID-lockdown levels, or did the market bottom out?



Photo credit: Peacock Road Family Farm in Laingsburg, MI

A review of the 2025 sales season and factors impacting sales

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An electronic survey was distributed to Christmas tree growers in January 2026. Growers were asked to compare their sales from 2025 to 2024 in several categories (wholesale, choose and cut, and pre-cut sales) and provide feedback on what factors impacted their sales. Twenty-nine growers responded to the survey, from 13 states and one Canadian province. Results indicate tree sales were evenly distributed either being higher (36%), the same (25%), or lower (38%) when comparing sales in 2025 to 2024. That trend was consistent for wholesale, choose-and-cut, and pre-cut tree sales so the results from each category were combined (Figure 1).

The explanations for these results were widespread. For choose and cut tree sales, decreases in sales were most attributed to poor weather (40%) and a lack of inventory (50%). The increase in sales for choose and cut farms was often attributed to better marketing (50%) and increased inventory (25%). A common thread for increases or decreases in sales was tree inventory. As Christmas tree farmers are aware, increasing tree supply requires long time (6-8 years) intervals to produce. Choose-and-cut farms that oversold during COVID-era sales boom could still be facing lower inventories of harvestable trees now.

Regardless of sales type, many growers attributed their decline in sales to poor weather, especially during peak demand weekends (Photo 1). Many areas experienced widespread snow, ice, and persistent cold weather during the busiest sales days of 2025 (both weekends immediately after Black Friday). Taking western Michigan as an example, the depth of snow cover in Grand Rapids, MI is shown for the past two years (Figure 2). In 2025, snow accumulation started on 11/28 (Black Friday) and reached an impressive 8" depth on 11/30. Consistent cold weather and additional snowstorms kept snow depth elevated during the

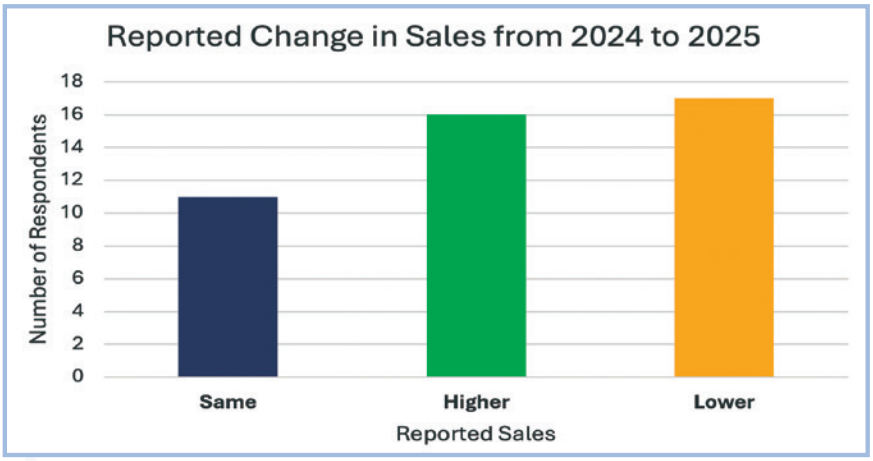


Figure 1 – *Survey responses comparing tree sales from 2025 to 2024.*

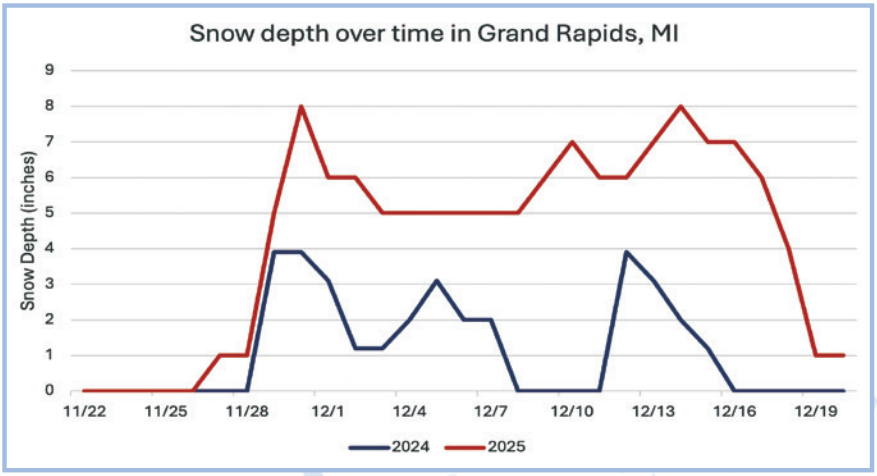


Figure 2 – *Snow depth over time Grand Rapids, MI in 2024 and 2025.*

remainder of the sales season. In contrast, 2024 had less snow depth overall and snowpack melted to near zero repeatedly over the sales season. Not shown in the figure is 2023 snow cover, which was zero over the entire sales season in Grand Rapids, MI.

To expand our survey results, brief phone interviews were conducted with farmers across several Great Lakes states. A summary of those interviews are shared here:

Wisconsin: Josh Koehler is President of Central Wisconsin Evergreens, Inc., which is a wholesale Christmas tree farm (Photo 1, Photo 2). Their 2025 sales were about the same as 2024. The biggest factor impacting other growers in Wisconsin was extreme cold and snowy weather during December. Josh also mentioned changes in the number of requests for wholesale trees: over the last several years he received many requests from new customers to purchase his wholesale trees. This year, the number of those new requests is subsiding.



Photo 1 – *Loaded Christmas tree trailer from Central Wisconsin Evergreens, Inc.*



Photo 2 – *Central Wisconsin Evergreens, Inc. unloading precut trees*

Illinois: Rob Richardson of Richardson Christmas Tree Farm focuses on a choose and cut business. Rob reports that business was down slightly in 2025 and that he believes that the weather played a big role this year. They received 8" of snow on the Saturday after Black Friday. They also received another big snowstorm the following weekend that kept conditions snowy and cold. He also noted some economic uncertainty may have kept some customers from coming. Other growers in Illinois reported mixed reports, with some having lower sales and others have been very consistent from prior years. Rob reported being optimistic about future years as his farm has more choose-and-cut inventory coming mature.

Maryland: Pine Valley Christmas Trees is a choose and cut tree farm owned by Jonice Underwood. Sales in 2025 were about 3% higher than in 2024. They reported more customer demand due to closure of other nearby tree farms. Jonice reported that other farms in area reported strong, consistent sales during 2025.

Ohio: Jeff Greig of Greig Christmas Tree Farm has a retail tree lot where they sell pre-cut trees, wreathes, and additional Christmas items. Their tree lot is in the suburbs northeast of Cleveland, while the farm is about 50 miles further northeast in Ohio. Sales for 2025 in Christmas trees were 5-7% higher than the prior year. He reported selling out of wreathes after 5 days and all additional Christmas tree items all sold much better in 2025. Jeff mentioned it was hard to determine what drove the increase in sales; he had more inventory available and also had more media coverage of his farm as they brought a tree to the residence of Governor Mike DeWine. Other Ohio farmers reported good sales years. In Ohio, the weather was cold with some snow, but it wasn't enough to become a problem.



Photo 3 – *Snowy, cold weather during the choose and cut season*

