

2025 Poinsettia Season Recap

With Christmas upon us, the 2025 poinsettia season is officially winding down.

Christmas at Smithers-Oasis headquarters is marked with gifts of stunning poinsettias to celebrate the season and, perhaps, the role these plants have played in the success of Oasis Grower Solutions through the years.

As we wish you a joyous holiday and a prosperous new year, we'd also like to share some observations about the season along with insights we've heard from our customers across the country.

Poinsettia Trends to Watch

This year again proved that non-traditional presentations of this holiday favorite resonate with modern consumers.

Some retailers still offer breathtaking masses of classic red poinsettias. But many independent garden centers and other retailers seek options that differentiate them from their competitors. These ongoing trends stood out again this poinsettia season:

1. Combination containers and planters – Like the beautiful example above from our headquarters, combination planters were among top-selling items for growers and retailers again this season. Popular items include bowls of poinsettias, combined with plants like lemon cypress, long-lasting tropical plants, or colorful succulents.

2. More novelty varieties – As retailers look for new, unique offerings, novelty varieties are one way breeders and growers help achieve that goal. A quick, very unofficial survey of 2025 Poinsettia Trials and Customer Days across the country confirms growing demand for novelty varieties, including season-extending colors such as autumn oranges and brilliant golds.



Learn More About Poinsettias:

- [Poinsettia's Poisonous Reputation Persists, Despite Proof to the Contrary \(The Ohio State University\)](#)
- [CDC: Are Poinsettias Poisonous?](#)
- [Poinsettia Shipping and Cyathia Retention](#)
- [The Poinsettia Propagator's Dream Substrate](#)
- [The Day Ecke Ranch Called](#)
- [Make Your Life Easier with OASIS® Wedge®](#)



In past years, reds consistently filled the list of grower and consumer favorites. Now novelties are more likely to be top picks. Many growers we checked on grew crops dominated by non-red varieties. From mint green and lemon yellow to masterful marbles, unexpected novel colors have sold well.

3. More modern reds – Even with the interest in novelties, red poinsettias are still a breeder focus. Striking new reds, complete with dark foliage, run the gamut from blue-red to orange-red to deep wine-colored bracts. Like other new non-red varieties, these reds lean to early color, late-developing cyathia (both prominent and recessed), upright habits (great for sleeving), and grower-friendly production requirements.

4. Painted poinsettias – For new generations of consumers hungry for unique plants, painted poinsettias still hold appeal. Name a color, and someone offers it. (Often thanks to floral color sprays and dyes from Design Master®, also a division of Smithers-Oasis.) In a creative nod to tradition, red poinsettias enhanced with red floral paint and red glitter have been good sellers for some growers again this year.

Trends in Sales and Consolidation

Two additional statistics bear consideration as the 2025 poinsettia season comes to a close. The most recent data available from the USDA National Agricultural Statistics Service (NASS) Commercial Floriculture Survey reveals that more poinsettia plants are sold every year than any other potted flowering plant. Despite a typical retail selling season of just 6-8 weeks, poinsettias still account for over one-fifth of all U.S. potted flowering plants sold annually.

NASS stats also indicate that fewer growers are growing poinsettias each year. But that doesn't necessarily equate to fewer poinsettias being grown. While some of the decline in grower numbers is due to attrition and shifts to other crops, ongoing consolidation in the greenhouse industry is a driving force behind the change.

As this poinsettia recap goes out to you, horticultural news headlines announced a strategic merger between two growers that, combined, typically produce several million poinsettias each year. As two become one, their 2026 poinsettia production will hit the market as one grower, under one brand.

A Poinsettia Myth Put to Rest

As poinsettias fill businesses and homes at Christmastime, they often spark conversations about long-standing myths surrounding America's favorite holiday plant. (Some of the links on the previous page address these myths.)

So, in support of all the growers and retailers who field related questions every year, we'll set the record straight once and for all: *Poinsettias are not poisonous — to people or pets.* Decades of scientific research support this fact. So, don't let an unfounded myth keep you from enjoying poinsettia plants.

It's true that some people and pets are sensitive to poinsettia sap. Poinsettias belong to the plant genus *Euphorbia*, aka "spurges." Like all spurges, poinsettias emit a milky white sap when a leaf or stem is broken. If you have sensitive skin, avoid the sap — but don't avoid the plant. Enjoy the beauty of poinsettias, and help others do the same!



Interested in Our Poinsettia Research? Find it on OasisGrowerSolutions.com:

- [Poinsettia cuttings enjoy superior hydration in OASIS® Wedge® compared to peat-lite soilless mix.](#)
- [Poinsettia cuttings exhibit significantly improved adventitious root formation and transplant establishment in OASIS® Wedge® compared to peat-lite soilless mix.](#)
- [Poinsettia cuttings rooted in OASIS® Wedge® show no transplant shock or delay, even when transplanted with foam substrate dry and exposed.](#)
- [Poinsettia unrooted cuttings enjoy significantly improved postharvest quality when treated with EthylBloc™ during shipping.](#)

Reach Out and Tell Us About Your Season!

Here at Oasis Grower Solutions, we're passionate about poinsettias, in every shape and form.

As we look around and experience the joy that *beautiful and safe* poinsettias bring to the holiday season, we're grateful to be an integral part of this treasured tradition.

We'd love to hear about your poinsettia season. Reach out to us and let us know your thoughts. If you're new to poinsettias, let us help you discover what the world's leading growers know.

Call your OGS Territory Sales Manager or contact us at info@oasisgrower.com or +1 (855) 585-4769.

We're Oasis Grower Solutions. Thank you for being part of our journey. Here's to another year!