Editorial: It's time for Christmas tree growers to tell their story

Oct 8, 2020

About 79% of consumers described real trees as an experience rather than a product, while only 49% described artificial trees this way. Real trees were also described as "special" by 73% of survey respondents compared to 41% for artificial trees.

About 76% of consumers described real trees as an experience rather than a product, while only 49% described artificial trees this way. Real trees were also described as "special" by 73% of survey respondents compared to 41% for artificial trees.

The Christmas tree industry is understandably giddy.

"Clearly, the thought process is leaning toward experience, toward making the holiday a bright part of the year," said Marsha Gray, executive director of the American Christmas Tree Association. "It's a good opportunity for growers to reinforce the experience of having a real tree rather than a plastic one.

Fake Christmas trees made mostly in China by workers making pennies an hour continue to flood the market. The American Christmas Tree Association has for years touted the advantages of buying these plastic trees, much of this in the form of misinformation about the environmental advantages of fake trees.

It's a good opportunity for growers to address their celebration, 39% say they're more likely to buy a real Christmas tree, compared to 21% who say they're less likely to do so.

The pandemic will change this year's Christmas celebrations. Social distancing and other restrictions will compel many traditional holiday events and gatherings. But according to a survey commissioned by the Christmas Tree Promotion Board, consumers are now more likely to appreciate "simple pleasures" and focus on creating new traditions.

Among consumers who expect the pandemic to alter their celebrations, 39% say they're more likely to buy a real Christmas tree, compared to 21% who say they're less likely to do so.

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