

# USHBC Blueberry and Berry Category Monthly Retail Sales Report

February, 2021

Sales through Nielsen Week Ending 2.27.2021



# February 2021

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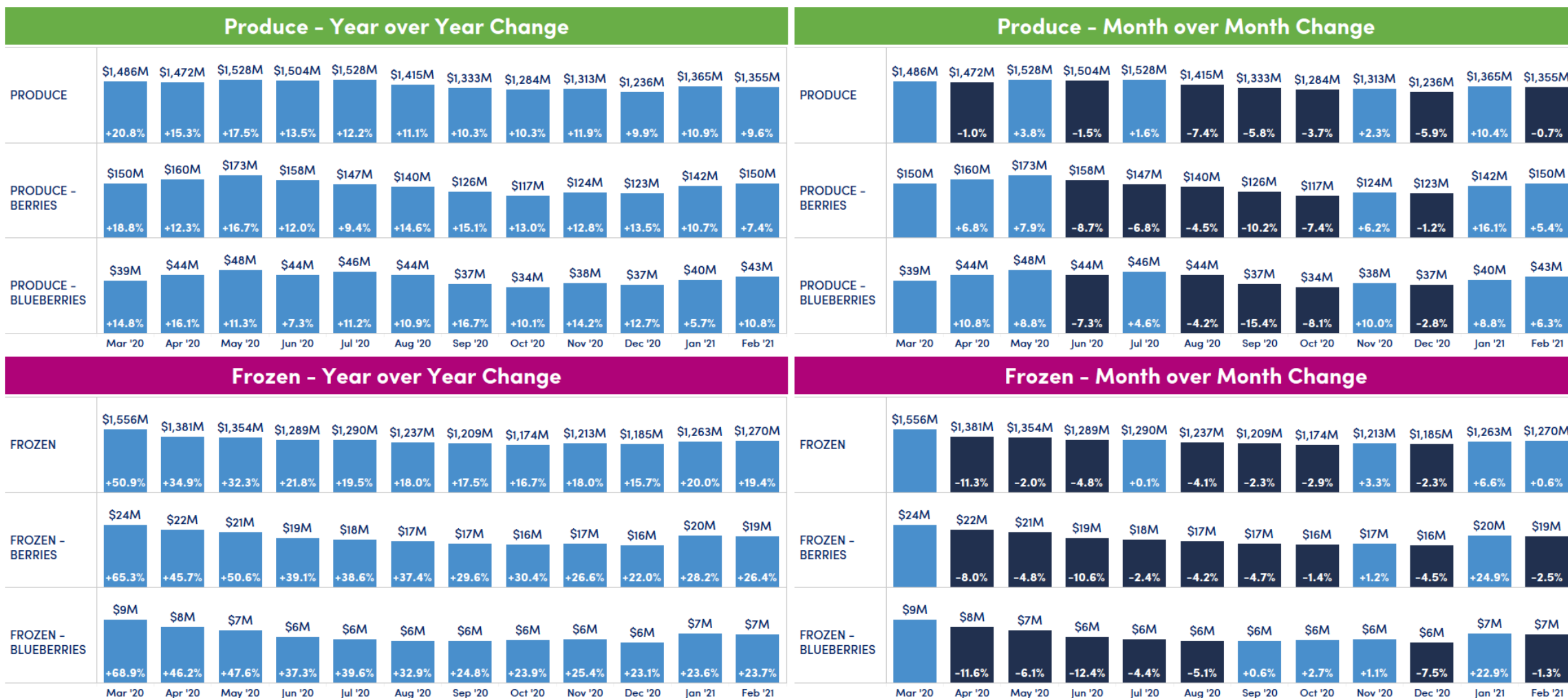
## Fresh blueberries (Produce department)

- Dollars sales increased **+10.8%** year over year compared to an increase for all fresh berries of **+7.4%**
- 11oz decreased **-2.8%** while 18oz increased **+23.0%** in dollar sales
- Fresh blueberries posted positive dollar gains in all 9 regions of the country
- Conventional fresh blueberries grew at a faster rate than their organic counterpart

## Frozen blueberries (Frozen department)

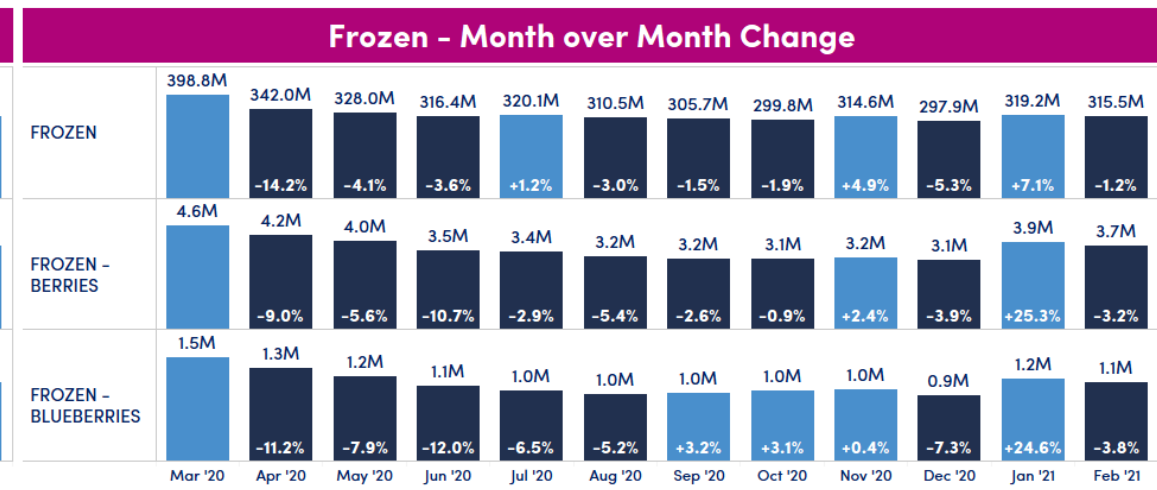
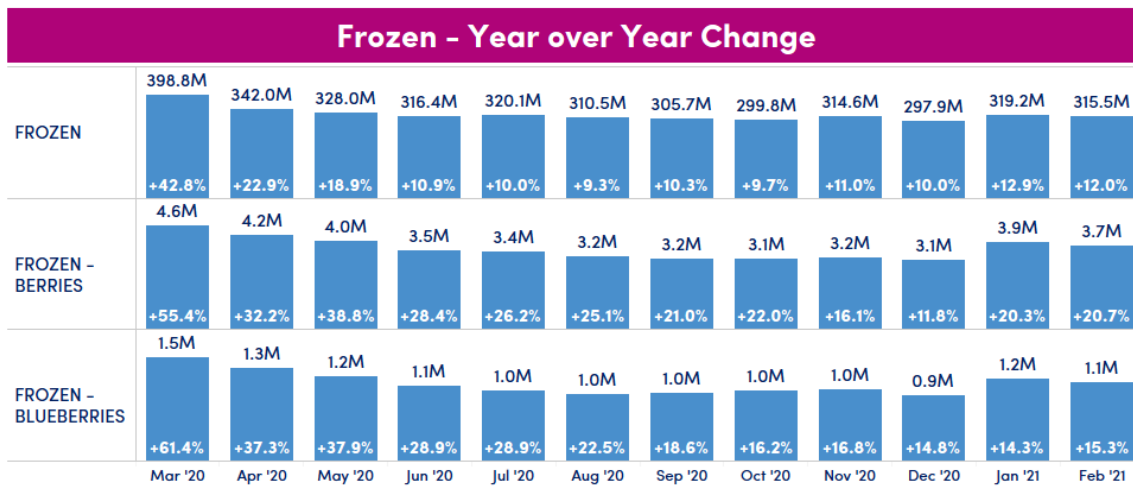
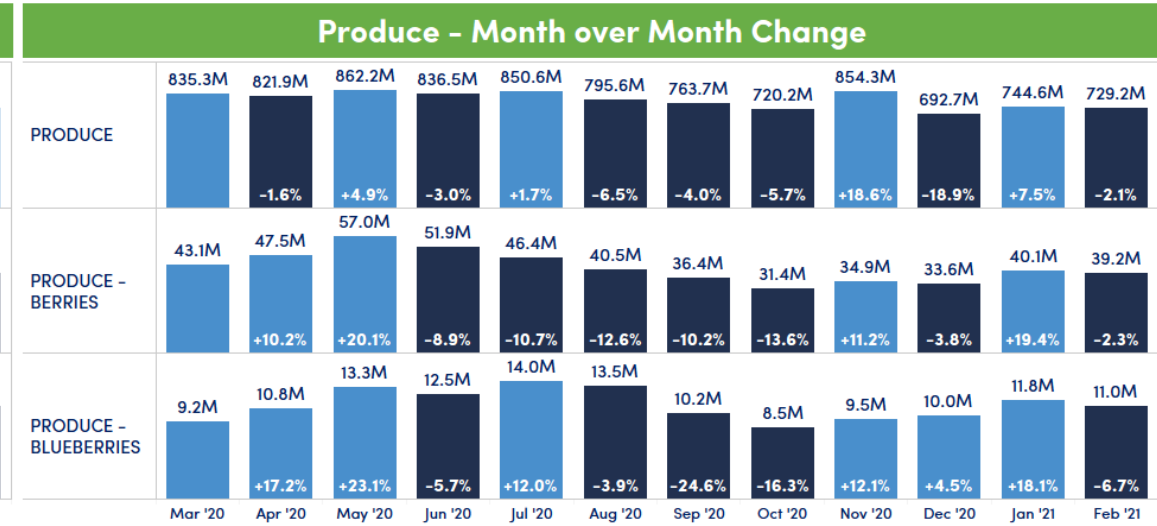
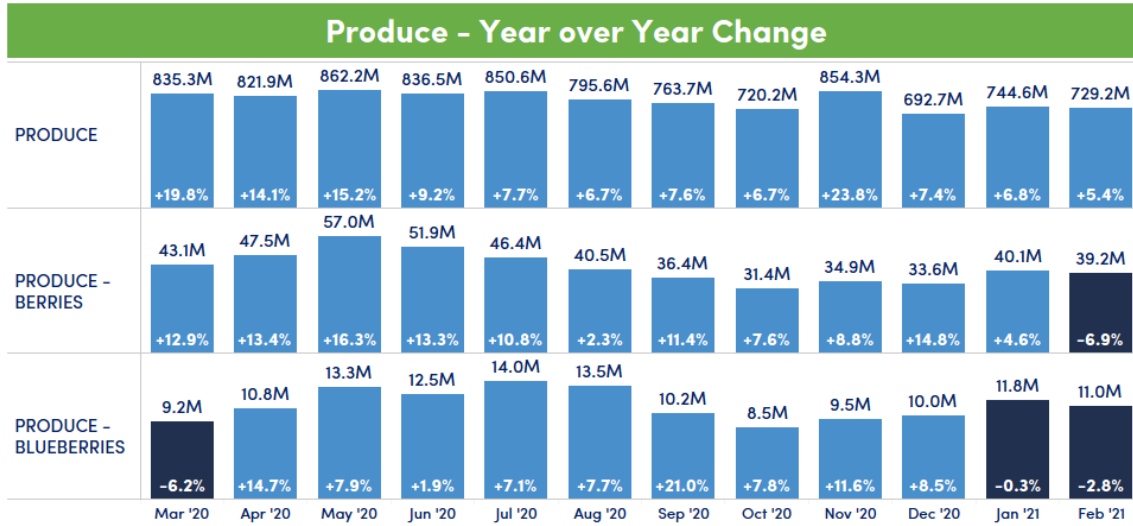
- Dollars sales increased **+23.7%** year over year compared to an increase for all frozen berries of **+26.4%**
- 48oz is the dominant pack size and posted positive dollar gains of **+31.4%**
- All 9 regions increased in frozen blueberry dollar sales
- Organic frozen blueberries grew at a faster rate than conventional frozen blueberries.

# Monthly Detail – Dollars/Week



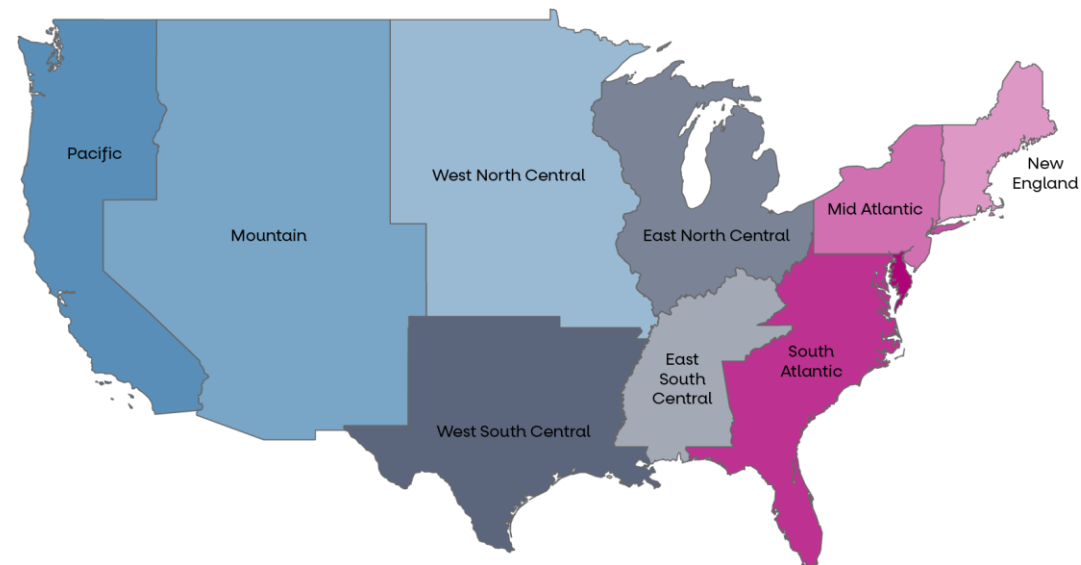
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 3/1/2020 to 2/27/2021

# Monthly Detail – Units/Week



Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 3/1/2020 to 2/27/2021

# Nielsen Divisions



Pacific		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+10.6%	+7.4%
PRODUCE - BERRIES	+10.0%	-1.3%
PRODUCE - BLUEBERRIES	+4.5%	-5.9%
FROZEN	+18.6%	+12.4%
FROZEN - BERRIES	+32.8%	+28.3%
FROZEN - BLUEBERRIES	+34.6%	+28.6%

Mountain		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+9.6%	+6.1%
PRODUCE - BERRIES	+7.3%	-5.2%
PRODUCE - BLUEBERRIES	+6.4%	-5.9%
FROZEN	+16.1%	+9.8%
FROZEN - BERRIES	+26.2%	+18.7%
FROZEN - BLUEBERRIES	+24.0%	+15.8%

West North Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+8.3%	+3.9%
PRODUCE - BERRIES	+2.9%	-13.5%
PRODUCE - BLUEBERRIES	+14.2%	-2.4%
FROZEN	+17.9%	+11.1%
FROZEN - BERRIES	+23.5%	+18.6%
FROZEN - BLUEBERRIES	+22.2%	+14.6%

West South Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+8.0%	+6.9%
PRODUCE - BERRIES	+8.2%	-1.0%
PRODUCE - BLUEBERRIES	+14.4%	-1.8%
FROZEN	+23.9%	+16.9%
FROZEN - BERRIES	+20.8%	+18.0%
FROZEN - BLUEBERRIES	+14.1%	+8.3%

East North Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+9.5%	+2.9%
PRODUCE - BERRIES	+0.5%	-25.6%
PRODUCE - BLUEBERRIES	+13.2%	-12.6%
FROZEN	+19.9%	+11.2%
FROZEN - BERRIES	+30.1%	+25.3%
FROZEN - BLUEBERRIES	+25.4%	+17.7%

East South Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+11.0%	+5.1%
PRODUCE - BERRIES	+10.2%	-6.2%
PRODUCE - BLUEBERRIES	+17.6%	-1.5%
FROZEN	+21.9%	+14.2%
FROZEN - BERRIES	+21.8%	+18.4%
FROZEN - BLUEBERRIES	+16.9%	+9.7%

South Atlantic		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+8.6%	+3.1%
PRODUCE - BERRIES	+8.4%	-2.4%
PRODUCE - BLUEBERRIES	+9.7%	-1.3%
FROZEN	+16.7%	+9.5%
FROZEN - BERRIES	+19.9%	+13.4%
FROZEN - BLUEBERRIES	+19.9%	+10.6%

Middle Atlantic		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+10.3%	+6.2%
PRODUCE - BERRIES	+9.6%	+0.6%
PRODUCE - BLUEBERRIES	+10.2%	+5.1%
FROZEN	+20.7%	+12.3%
FROZEN - BERRIES	+32.0%	+25.5%
FROZEN - BLUEBERRIES	+24.9%	+14.6%

New England		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+11.8%	+8.3%
PRODUCE - BERRIES	+8.6%	-3.1%
PRODUCE - BLUEBERRIES	+18.4%	+5.8%
FROZEN	+21.7%	+13.4%
FROZEN - BERRIES	+29.8%	+21.2%
FROZEN - BLUEBERRIES	+25.3%	+14.0%

Total US		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+9.6%	+5.4%
PRODUCE - BERRIES	+7.4%	-6.9%
PRODUCE - BLUEBERRIES	+10.8%	-2.8%
FROZEN	+19.4%	+12.0%
FROZEN - BERRIES	+26.4%	+20.7%
FROZEN - BLUEBERRIES	+23.7%	+15.3%

Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 1/31/2021 to 2/27/2021

# Blueberries - Dollars

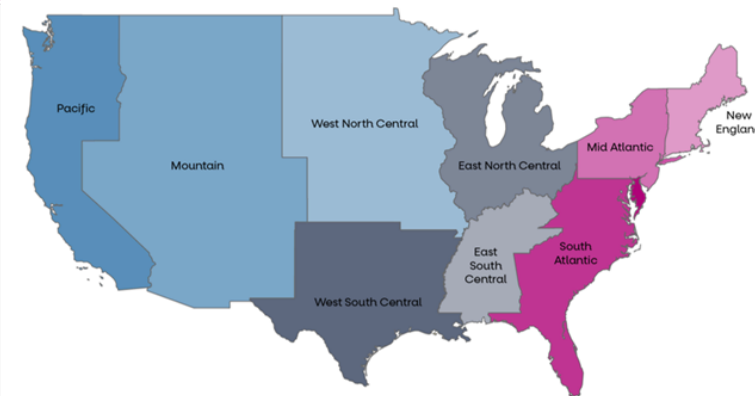
**TOTAL BLUEBERRIES**  
**\$196,795,528 | ▲ +12.4% YoY**

## FRESH BLUEBERRIES

South Atlantic	\$37,559,733   ▲+9.7%   22% of total
Pacific	\$25,726,185   ▲+4.5%   15% of total
Middle Atlantic	\$25,706,209   ▲+10.2%   15% of total
East North Central	\$22,665,171   ▲+13.2%   13% of total
New England	\$15,811,022   ▲+18.4%   9% of total
Mountain	\$13,021,175   ▲+6.4%   8% of total
West South Central	\$11,805,231   ▲+14.4%   7% of total
West North Central	\$10,633,130   ▲+14.2%   6% of total
East South Central	\$7,017,861   ▲+17.6%   4% of total

## FROZEN BLUEBERRIES

South Atlantic	\$5,572,549   ▲+19.9%   21% of total
Pacific	\$4,166,324   ▲+34.6%   16% of total
Middle Atlantic	\$3,577,898   ▲+24.9%   13% of total
East North Central	\$3,282,028   ▲+25.4%   12% of total
Mountain	\$2,533,869   ▲+24.0%   9% of total
New England	\$2,445,132   ▲+25.3%   9% of total
West South Central	\$2,117,868   ▲+14.1%   8% of total
West North Central	\$1,870,037   ▲+22.2%   7% of total
East South Central	\$1,116,907   ▲+16.9%   4% of total



## FRESH BLUEBERRIES

**\$170,096,553 | ▲+10.8%**

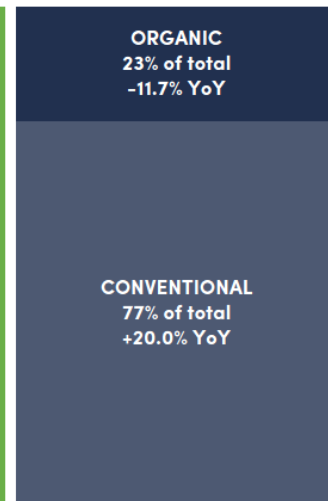
6 OUNCE	\$26,556,950   ▲+5.8%   16% of total \$8.89 Price / Lb   \$0.96 Price Chg
18 OUNCE	\$48,806,522   ▲+12.8%   29% of total \$4.32 Price / Lb   \$0.44 Price Chg
12 OUNCE	\$54,923,080   ▲+23.0%   32% of total \$4.68 Price / Lb   \$0.57 Price Chg
11 OUNCE	\$21,442,138   ▼-2.8%   13% of total \$5.39 Price / Lb   \$0.66 Price Chg
ALL OTHER	\$18,367,864   ▲+0.1%   11% of total \$4.15 Price / Lb   \$1.37 Price Chg

## FROZEN BLUEBERRIES

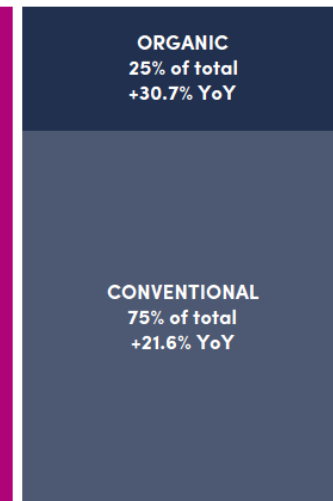
**\$26,698,975 | ▲+23.7%**

48 OUNCE	\$11,101,939   ▲+31.4%   42% of total \$3.11 Price / Lb   \$0.11 Price Chg
32 OUNCE	\$3,979,810   ▲+28.5%   15% of total \$4.11 Price / Lb   (\$0.05) Price Chg
16 OUNCE	\$2,510,870   ▼-1.9%   9% of total \$2.92 Price / Lb   \$0.15 Price Chg
12 OUNCE	\$2,269,140   ▲+24.9%   8% of total \$4.31 Price / Lb   \$0.06 Price Chg
ALL OTHER	\$6,837,216   ▲+20.9%   26% of total \$3.32 Price / Lb   \$0.23 Price Chg

FRESH BLUEBERRIES



FROZEN BLUEBERRIES

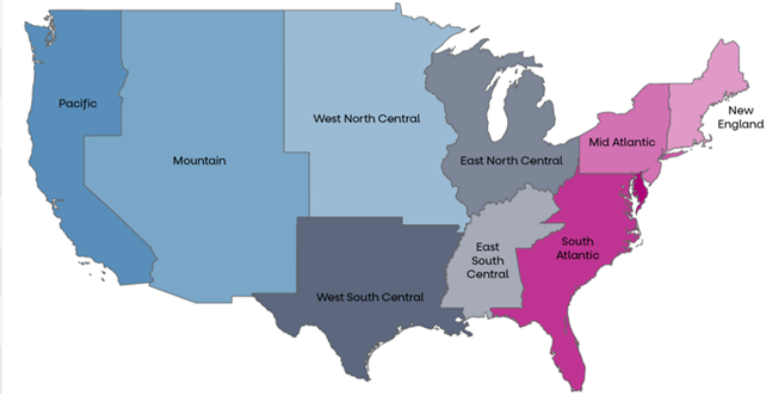


# Blueberries - Pounds

**TOTAL BLUEBERRIES**  
 42,418,859 Lbs | ▼ -1.8% YoY

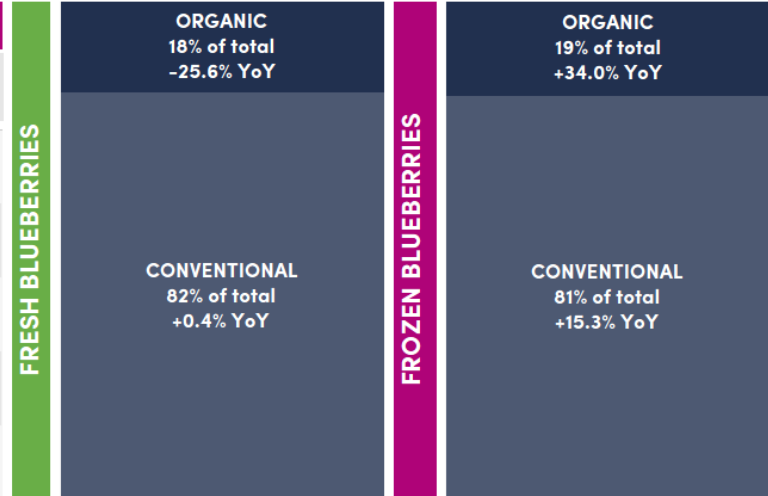
FRESH BLUEBERRIES	
South Atlantic	7,753,820 Lbs   ▼ -2.5%   23% of total
Pacific	4,313,996 Lbs   ▼ -8.8%   13% of total
Middle Atlantic	5,708,156 Lbs   ▲ +0.8%   17% of total
East North Central	5,003,388 Lbs   ▼ -17.8%   15% of total
New England	3,134,488 Lbs   ▲ +2.0%   9% of total
Mountain	2,453,711 Lbs   ▼ -11.7%   7% of total
West South Central	2,511,861 Lbs   ▲ +1.8%   7% of total
West North Central	2,053,405 Lbs   ▼ -3.5%   6% of total
East South Central	1,494,827 Lbs   ▼ -5.1%   4% of total

FROZEN BLUEBERRIES	
South Atlantic	1,704,073 Lbs   ▲ +15.3%   21% of total
Pacific	1,105,206 Lbs   ▲ +33.5%   14% of total
Middle Atlantic	990,791 Lbs   ▲ +19.4%   12% of total
East North Central	1,022,626 Lbs   ▲ +22.6%   13% of total
Mountain	802,054 Lbs   ▲ +19.4%   10% of total
New England	680,600 Lbs   ▲ +16.6%   9% of total
West South Central	704,790 Lbs   ▲ +6.1%   9% of total
West North Central	594,955 Lbs   ▲ +14.6%   7% of total
East South Central	374,900 Lbs   ▲ +13.3%   5% of total



FRESH BLUEBERRIES	
<b>34,436,145 Lbs   ▼ -5.6%</b>	
6 OUNCE	2,987,374 Lbs   ▼ -5.7%   9% of total \$8.89 Price / Lb   \$0.96 Price Chg
18 OUNCE	11,308,215 Lbs   ▲ +1.3%   33% of total \$4.32 Price / Lb   \$0.44 Price Chg
12 OUNCE	11,735,163 Lbs   ▲ +8.0%   34% of total \$4.68 Price / Lb   \$0.57 Price Chg
11 OUNCE	3,975,301 Lbs   ▼ -14.7%   12% of total \$5.39 Price / Lb   \$0.66 Price Chg
ALL OTHER	4,430,092 Lbs   ▼ -33.0%   13% of total \$4.15 Price / Lb   \$1.37 Price Chg

FROZEN BLUEBERRIES	
<b>7,982,713 Lbs   ▲ +18.4%</b>	
48 OUNCE	3,569,174 Lbs   ▲ +26.8%   45% of total \$3.11 Price / Lb   \$0.11 Price Chg
32 OUNCE	969,117 Lbs   ▲ +30.2%   12% of total \$4.11 Price / Lb   (\$0.05) Price Chg
16 OUNCE	860,014 Lbs   ▼ -7.0%   11% of total \$2.92 Price / Lb   \$0.15 Price Chg
12 OUNCE	526,525 Lbs   ▲ +23.1%   7% of total \$4.31 Price / Lb   \$0.06 Price Chg
ALL OTHER	2,057,884 Lbs   ▲ +12.5%   26% of total \$3.32 Price / Lb   \$0.23 Price Chg



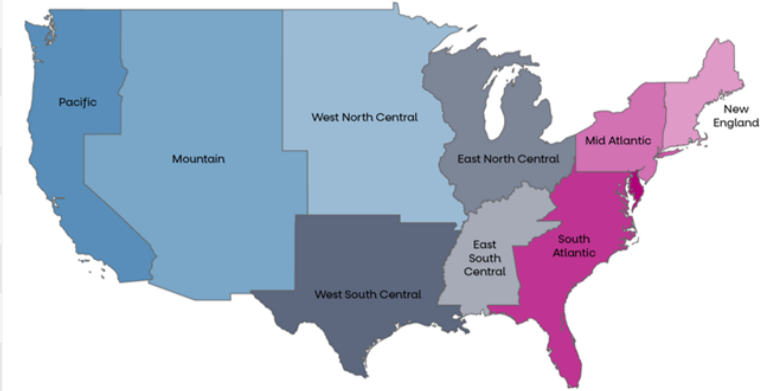
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 1/31/2021 to 2/27/2021

# Blueberries - Units

**TOTAL BLUEBERRIES**  
**48,477,289 Units | ▼ -1.4% YoY**

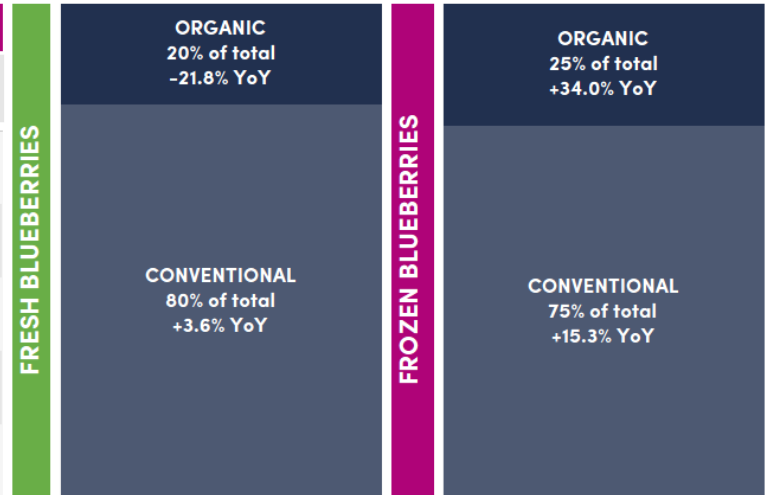
FRESH BLUEBERRIES	
South Atlantic	9,936,780 Units   ▼-1.3%   23% of total
Pacific	6,086,645 Units   ▼-5.9%   14% of total
Middle Atlantic	6,558,761 Units   ▲+5.1%   15% of total
East North Central	6,342,886 Units   ▼-12.6%   14% of total
New England	3,692,789 Units   ▲+5.8%   8% of total
Mountain	3,668,173 Units   ▼-5.9%   8% of total
West South Central	3,128,147 Units   ▼-1.8%   7% of total
West North Central	2,668,435 Units   ▼-2.4%   6% of total
East South Central	1,871,870 Units   ▼-1.5%   4% of total

FROZEN BLUEBERRIES	
South Atlantic	901,422 Units   ▲+10.6%   20% of total
Pacific	653,632 Units   ▲+28.6%   14% of total
Middle Atlantic	581,004 Units   ▲+14.6%   13% of total
East North Central	593,748 Units   ▲+17.7%   13% of total
Mountain	419,990 Units   ▲+15.8%   9% of total
New England	406,788 Units   ▲+14.0%   9% of total
West South Central	406,893 Units   ▲+8.3%   9% of total
West North Central	335,529 Units   ▲+14.6%   7% of total
East South Central	208,901 Units   ▲+9.7%   5% of total



FRESH BLUEBERRIES	
<b>43,966,056 Units   ▼ -2.8%</b>	
6 OUNCE	7,966,331 Units   ▼-5.7%   18% of total \$3.33 Price / Unit   \$0.36 Price Chg
18 OUNCE	10,051,747 Units   ▲+1.3%   23% of total \$4.86 Price / Unit   \$0.49 Price Chg
12 OUNCE	15,646,884 Units   ▲+8.0%   36% of total \$3.51 Price / Unit   \$0.43 Price Chg
11 OUNCE	5,782,256 Units   ▼-14.7%   13% of total \$3.71 Price / Unit   \$0.45 Price Chg
ALL OTHER	4,518,838 Units   ▼-33.0%   10% of total \$4.06 Price / Unit   \$0.79 Price Chg

FROZEN BLUEBERRIES	
<b>4,511,232 Units   ▲ +15.3%</b>	
48 OUNCE	1,189,725 Units   ▲+26.8%   26% of total \$9.33 Price / Unit   \$0.33 Price Chg
32 OUNCE	484,558 Units   ▲+30.2%   11% of total \$8.21 Price / Unit   (\$0.11) Price Chg
16 OUNCE	849,908 Units   ▼-7.0%   19% of total \$2.95 Price / Unit   \$0.15 Price Chg
12 OUNCE	702,034 Units   ▲+23.1%   16% of total \$3.23 Price / Unit   \$0.05 Price Chg
ALL OTHER	1,285,008 Units   ▲+14.9%   28% of total \$5.32 Price / Unit   \$0.27 Price Chg



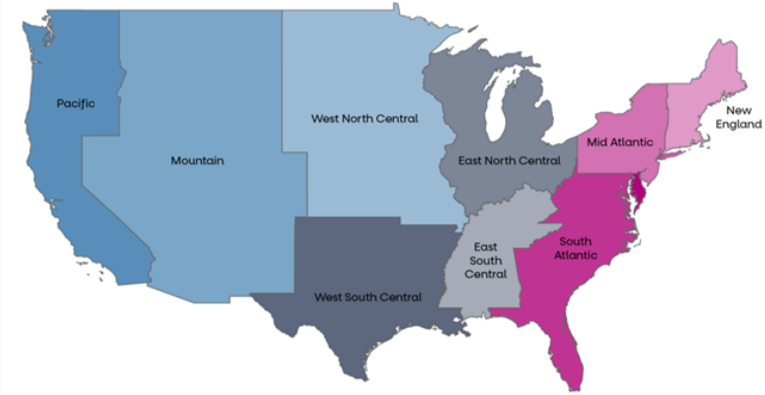


# Blueberries - Dollars

**TOTAL BLUEBERRIES**  
**\$2,474,617,690 | ▲ +14.3% YoY**

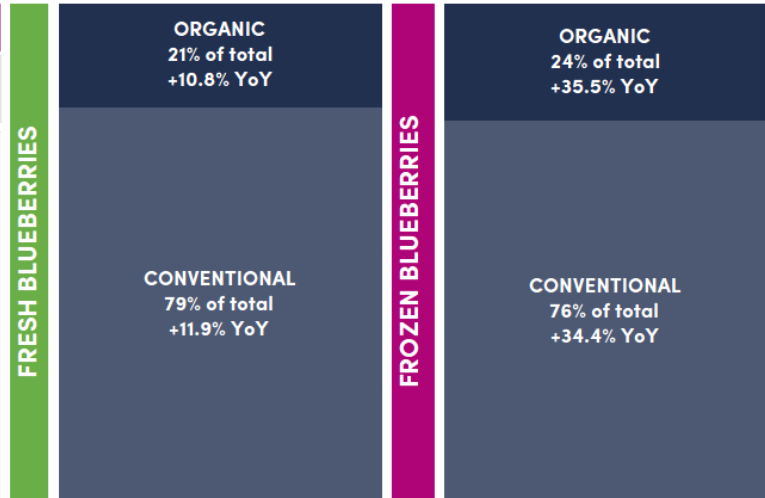
FRESH BLUEBERRIES	
South Atlantic	\$447,165,943   ▲+11.4%   21% of total
Pacific	\$337,065,495   ▲+13.9%   16% of total
Middle Atlantic	\$336,909,855   ▲+8.3%   16% of total
East North Central	\$290,504,955   ▲+9.2%   14% of total
New England	\$199,408,001   ▲+12.5%   9% of total
Mountain	\$166,652,858   ▲+15.0%   8% of total
West South Central	\$143,666,148   ▲+17.8%   7% of total
West North Central	\$132,776,857   ▲+8.5%   6% of total
East South Central	\$83,062,322   ▲+12.9%   4% of total

FROZEN BLUEBERRIES	
South Atlantic	\$69,511,156   ▲+30.7%   21% of total
Pacific	\$52,269,006   ▲+46.6%   16% of total
Middle Atlantic	\$43,881,777   ▲+35.6%   13% of total
East North Central	\$41,160,998   ▲+33.9%   12% of total
Mountain	\$31,470,674   ▲+36.1%   9% of total
New England	\$31,232,535   ▲+38.2%   9% of total
West South Central	\$28,376,241   ▲+28.6%   8% of total
West North Central	\$23,368,500   ▲+28.4%   7% of total
East South Central	\$14,130,929   ▲+26.0%   4% of total



FRESH BLUEBERRIES	
<b>\$2,138,925,335   ▲+11.7%</b>	
6 OUNCE	\$412,746,013   ▼-10.1%   19% of total \$8.95 Price / Lb   \$0.57 Price Chg
18 OUNCE	\$539,024,866   ▲+29.3%   25% of total \$4.26 Price / Lb   \$0.00 Price Chg
12 OUNCE	\$596,685,677   ▲+7.0%   28% of total \$4.23 Price / Lb   \$0.14 Price Chg
11 OUNCE	\$274,221,351   ▲+25.2%   13% of total \$4.78 Price / Lb   \$0.17 Price Chg
ALL OTHER	\$316,247,428   ▲+20.4%   15% of total \$3.76 Price / Lb   \$0.17 Price Chg

FROZEN BLUEBERRIES	
<b>\$335,692,355   ▲+34.7%</b>	
48 OUNCE	\$137,025,020   ▲+43.7%   41% of total \$3.06 Price / Lb   \$0.09 Price Chg
32 OUNCE	\$49,462,319   ▲+39.3%   15% of total \$4.21 Price / Lb   \$0.09 Price Chg
16 OUNCE	\$34,219,674   ▲+16.7%   10% of total \$2.90 Price / Lb   \$0.11 Price Chg
12 OUNCE	\$28,434,568   ▲+28.6%   8% of total \$4.41 Price / Lb   \$0.24 Price Chg
ALL OTHER	\$86,550,774   ▲+29.1%   26% of total \$3.30 Price / Lb   \$0.13 Price Chg



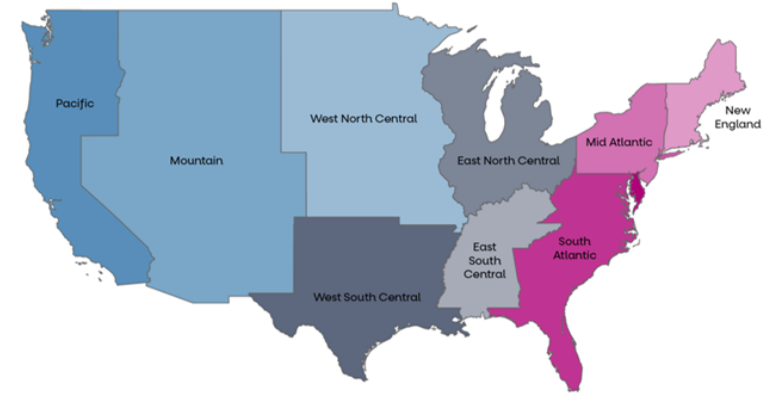
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 3/1/2020 to 2/27/2021

# Blueberries - Pounds

**TOTAL BLUEBERRIES**  
 556,063,367 Lbs | ▲ +14.1% YoY

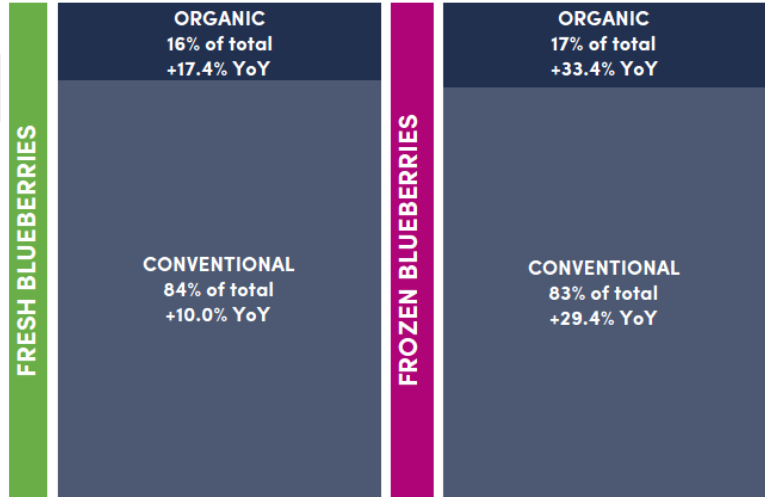
FRESH BLUEBERRIES	
South Atlantic	94,836,872 Lbs   ▲+12.3%   21% of total
Pacific	59,773,031 Lbs   ▲+13.2%   13% of total
Middle Atlantic	74,912,179 Lbs   ▲+12.9%   16% of total
East North Central	71,962,274 Lbs   ▲+5.3%   16% of total
New England	41,549,467 Lbs   ▲+12.0%   9% of total
Mountain	33,770,728 Lbs   ▲+12.1%   7% of total
West South Central	31,724,604 Lbs   ▲+16.7%   7% of total
West North Central	27,502,220 Lbs   ▲+5.8%   6% of total
East South Central	18,844,665 Lbs   ▲+10.6%   4% of total

FROZEN BLUEBERRIES	
South Atlantic	21,456,127 Lbs   ▲+26.0%   21% of total
Pacific	13,768,922 Lbs   ▲+44.5%   14% of total
Middle Atlantic	12,147,613 Lbs   ▲+30.1%   12% of total
East North Central	12,773,754 Lbs   ▲+31.1%   13% of total
Mountain	9,976,315 Lbs   ▲+31.1%   10% of total
New England	8,950,370 Lbs   ▲+32.0%   9% of total
West South Central	9,679,176 Lbs   ▲+25.6%   10% of total
West North Central	7,485,720 Lbs   ▲+23.3%   7% of total
East South Central	4,729,069 Lbs   ▲+22.8%   5% of total



FRESH BLUEBERRIES	
<b>455,045,854 Lbs   ▲ +11.1%</b>	
6 OUNCE	46,124,177 Lbs   ▼ -15.8%   10% of total \$8.95 Price / Lb   \$0.57 Price Chg
18 OUNCE	126,436,717 Lbs   ▲+29.4%   28% of total \$4.26 Price / Lb   \$0.00 Price Chg
12 OUNCE	141,099,620 Lbs   ▲+3.4%   31% of total \$4.23 Price / Lb   \$0.14 Price Chg
11 OUNCE	57,347,249 Lbs   ▲+20.8%   13% of total \$4.78 Price / Lb   \$0.17 Price Chg
ALL OTHER	84,038,090 Lbs   ▲+15.1%   18% of total \$3.76 Price / Lb   \$0.17 Price Chg

FROZEN BLUEBERRIES	
<b>101,017,513 Lbs   ▲ +30.0%</b>	
48 OUNCE	44,779,729 Lbs   ▲+39.5%   44% of total \$3.06 Price / Lb   \$0.09 Price Chg
32 OUNCE	11,757,025 Lbs   ▲+36.3%   12% of total \$4.21 Price / Lb   \$0.09 Price Chg
16 OUNCE	11,819,813 Lbs   ▲+12.4%   12% of total \$2.90 Price / Lb   \$0.11 Price Chg
12 OUNCE	6,451,806 Lbs   ▲+21.6%   6% of total \$4.41 Price / Lb   \$0.24 Price Chg
ALL OTHER	26,209,141 Lbs   ▲+24.0%   26% of total \$3.30 Price / Lb   \$0.13 Price Chg



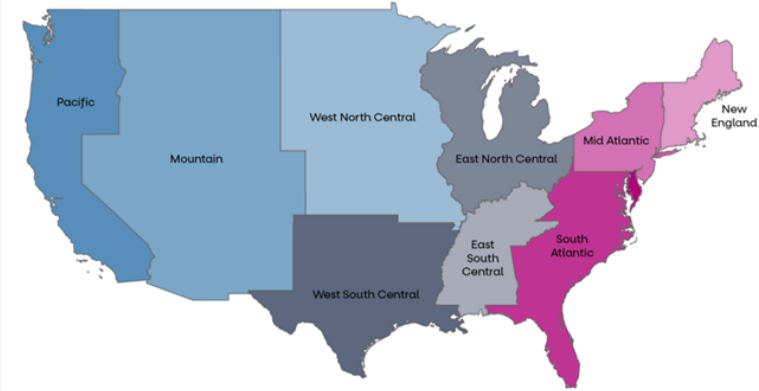
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 3/1/2020 to 2/27/2021

# Blueberries - Units

**TOTAL BLUEBERRIES**  
 639,614,930 Units | ▲ +7.7% YoY

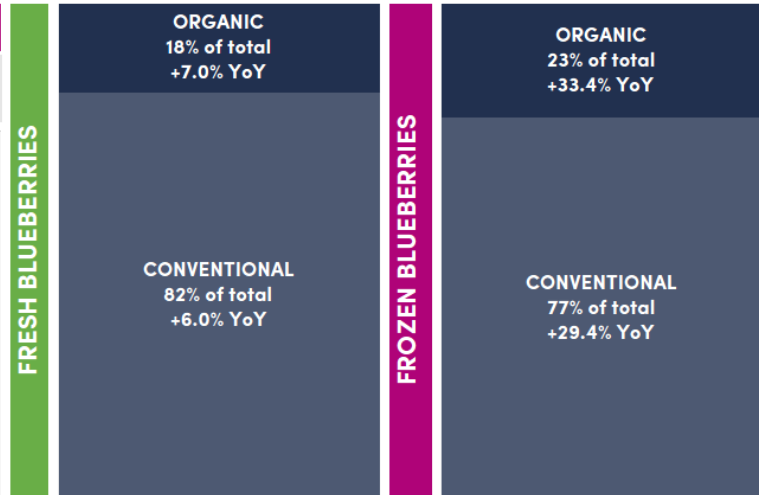
FRESH BLUEBERRIES	
South Atlantic	123,446,739 Units   ▲+8.7%   21% of total
Pacific	82,548,482 Units   ▲+8.4%   14% of total
Middle Atlantic	88,167,407 Units   ▲+6.9%   15% of total
East North Central	88,942,908 Units   ▲+2.5%   15% of total
New England	51,173,786 Units   ▲+4.8%   9% of total
Mountain	48,515,759 Units   ▲+4.0%   8% of total
West South Central	39,615,021 Units   ▲+8.7%   7% of total
West North Central	36,250,426 Units   ▲+1.7%   6% of total
East South Central	23,392,360 Units   ▲+8.4%   4% of total

FROZEN BLUEBERRIES	
South Atlantic	11,398,044 Units   ▲+20.0%   20% of total
Pacific	8,280,627 Units   ▲+38.4%   14% of total
Middle Atlantic	7,201,117 Units   ▲+25.7%   13% of total
East North Central	7,457,888 Units   ▲+27.7%   13% of total
Mountain	5,234,849 Units   ▲+26.5%   9% of total
New England	5,280,008 Units   ▲+26.8%   9% of total
West South Central	5,546,452 Units   ▲+25.5%   10% of total
West North Central	4,286,652 Units   ▲+21.5%   7% of total
East South Central	2,627,299 Units   ▲+18.7%   5% of total



FRESH BLUEBERRIES	
<b>582,273,377 Units   ▲+6.2%</b>	
6 OUNCE	122,997,805 Units   ▼-15.8%   21% of total \$3.36 Price / Unit   \$0.21 Price Chg
18 OUNCE	112,388,193 Units   ▲+29.4%   19% of total \$4.80 Price / Unit   \$0.00 Price Chg
12 OUNCE	188,132,827 Units   ▲+3.4%   32% of total \$3.17 Price / Unit   \$0.11 Price Chg
11 OUNCE	83,414,180 Units   ▲+20.8%   14% of total \$3.29 Price / Unit   \$0.11 Price Chg
ALL OTHER	75,340,372 Units   ▲+15.1%   13% of total \$4.20 Price / Unit   \$0.11 Price Chg

FROZEN BLUEBERRIES	
<b>57,341,553 Units   ▲+25.9%</b>	
48 OUNCE	14,926,576 Units   ▲+39.2%   26% of total \$9.18 Price / Unit   \$0.29 Price Chg
32 OUNCE	5,878,513 Units   ▲+36.3%   10% of total \$8.41 Price / Unit   \$0.18 Price Chg
16 OUNCE	11,680,247 Units   ▲+12.8%   20% of total \$2.93 Price / Unit   \$0.10 Price Chg
12 OUNCE	8,602,408 Units   ▲+21.6%   15% of total \$3.31 Price / Unit   \$0.18 Price Chg
ALL OTHER	16,253,809 Units   ▲+24.4%   28% of total \$5.32 Price / Unit   \$0.20 Price Chg



Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 3/1/2020 to 2/27/2021