

2.8.2021

USHBC Blueberry and Berry Category Monthly Retail Sales Report

January, 2021

Sales through Nielsen Week Ending 1.30.2021

January 2021

Fresh blueberries (Produce department)

- Dollars sales increased **+5.7%** year over year compared to an increase for all fresh berries of **+10.7%**
- 6oz decreased **-15.3%** while 18oz increased **+9.5%** in dollar sales
- Fresh blueberries posted positive dollar gains in all 9 regions of the country
- Organic fresh blueberries grew at a faster rate than their conventional counterpart

Frozen blueberries (Frozen department)

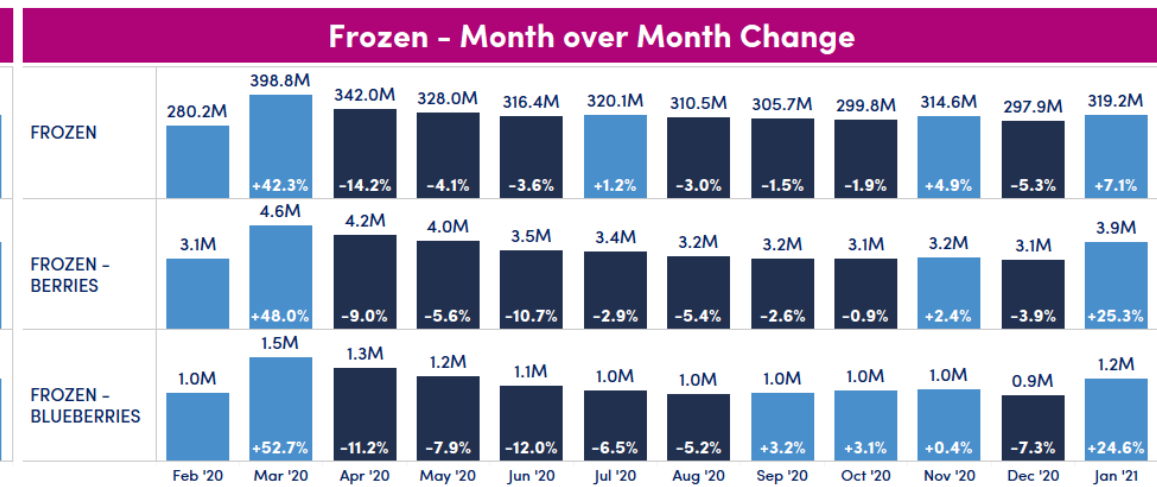
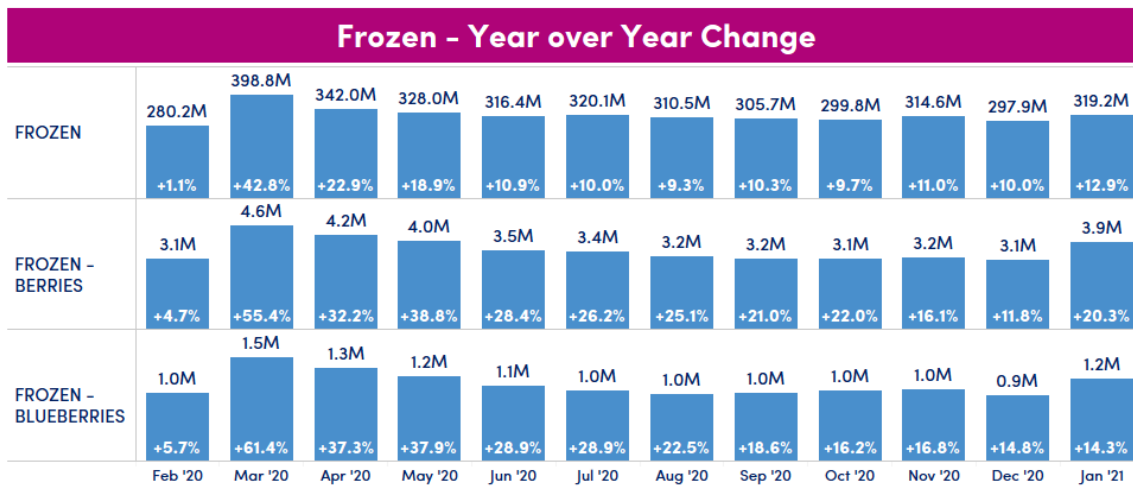
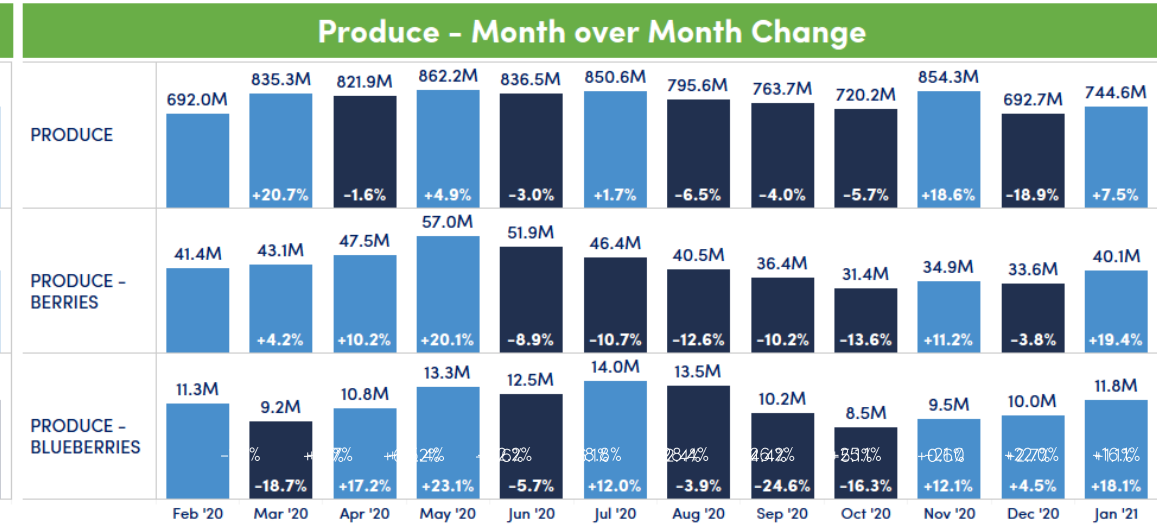
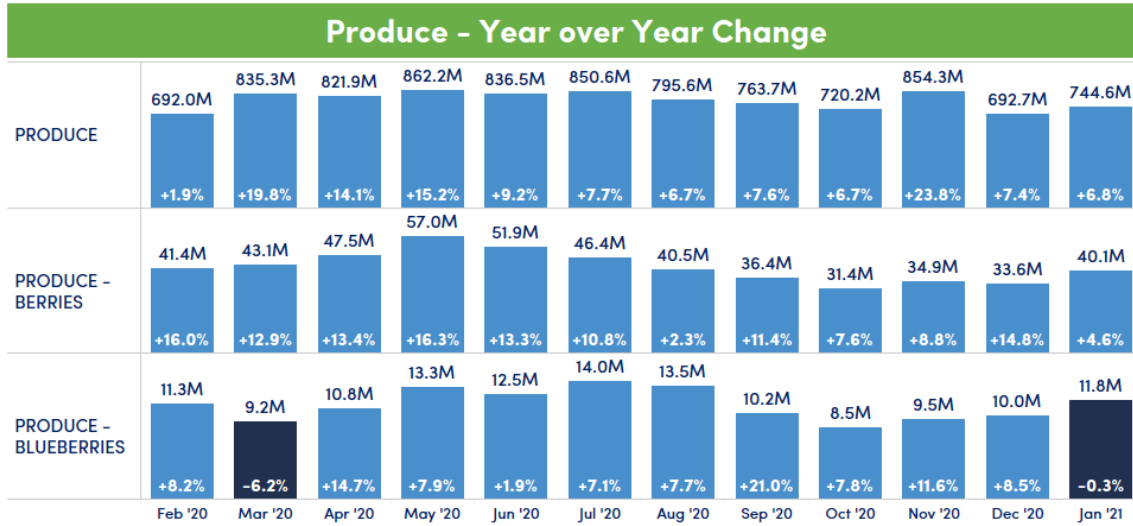
- Dollars sales increased **+23.6%** year over year compared to an increase for all frozen berries of **+28.2%**
- 48oz is the dominant pack size and posted positive dollar gains of **+32.5%**
- All 9 regions increased in frozen blueberry dollar sales
- Organic frozen blueberries grew at a faster rate than conventional frozen blueberries.

Monthly Detail – Dollars/Week



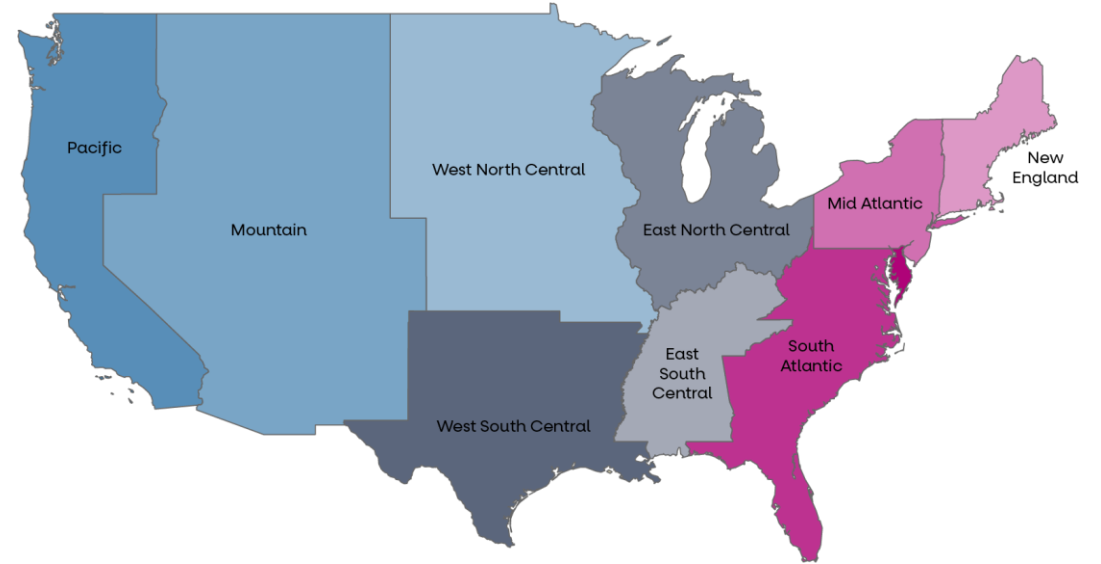
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 1/26/2020 to 1/30/2021

Monthly Detail – Units/Week



Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 1/26/2020 to 1/30/2021

Nielsen Divisions



Pacific		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+14.9%	+9.1%
PRODUCE - BERRIES	+18.8%	+14.9%
PRODUCE - BLUEBERRIES	+8.1%	-3.4%
FROZEN	+23.8%	+17.0%
FROZEN - BERRIES	+37.8%	+30.4%
FROZEN - BLUEBERRIES	+39.8%	+31.3%

Mountain		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+10.8%	+6.8%
PRODUCE - BERRIES	+13.4%	+5.2%
PRODUCE - BLUEBERRIES	+3.8%	-9.0%
FROZEN	+19.0%	+12.7%
FROZEN - BERRIES	+26.6%	+16.4%
FROZEN - BLUEBERRIES	+26.3%	+15.2%

West North Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+8.3%	+4.5%
PRODUCE - BERRIES	+5.6%	-5.2%
PRODUCE - BLUEBERRIES	+6.5%	-5.8%
FROZEN	+15.2%	+9.4%
FROZEN - BERRIES	+29.0%	+20.5%
FROZEN - BLUEBERRIES	+23.3%	+13.3%

West South Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+8.8%	+8.0%
PRODUCE - BERRIES	+14.4%	+11.2%
PRODUCE - BLUEBERRIES	+14.0%	+6.6%
FROZEN	+18.7%	+12.5%
FROZEN - BERRIES	+16.1%	+7.2%
FROZEN - BLUEBERRIES	+8.2%	+3.8%

East North Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+11.1%	+5.7%
PRODUCE - BERRIES	+5.5%	-5.7%
PRODUCE - BLUEBERRIES	+3.8%	-9.3%
FROZEN	+20.7%	+13.8%
FROZEN - BERRIES	+32.8%	+26.3%
FROZEN - BLUEBERRIES	+26.0%	+20.2%

East South Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+11.7%	+6.0%
PRODUCE - BERRIES	+15.1%	+6.2%
PRODUCE - BLUEBERRIES	+7.2%	+1.1%
FROZEN	+20.5%	+13.8%
FROZEN - BERRIES	+23.2%	+16.5%
FROZEN - BLUEBERRIES	+17.3%	+10.7%

South Atlantic		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+10.2%	+5.0%
PRODUCE - BERRIES	+8.4%	+2.1%
PRODUCE - BLUEBERRIES	+0.2%	-3.8%
FROZEN	+20.5%	+12.7%
FROZEN - BERRIES	+21.7%	+15.2%
FROZEN - BLUEBERRIES	+18.3%	+8.2%

Middle Atlantic		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+9.5%	+6.9%
PRODUCE - BERRIES	+9.9%	+11.8%
PRODUCE - BLUEBERRIES	+7.6%	+18.8%
FROZEN	+19.0%	+10.6%
FROZEN - BERRIES	+33.4%	+26.4%
FROZEN - BLUEBERRIES	+22.2%	+10.1%

New England		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+11.1%	+8.4%
PRODUCE - BERRIES	+9.3%	+6.7%
PRODUCE - BLUEBERRIES	+8.7%	+10.2%
FROZEN	+20.8%	+13.6%
FROZEN - BERRIES	+31.5%	+23.4%
FROZEN - BLUEBERRIES	+25.7%	+14.5%

Total US		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+10.9%	+6.8%
PRODUCE - BERRIES	+10.7%	+4.6%
PRODUCE - BLUEBERRIES	+5.7%	-0.3%
FROZEN	+20.0%	+12.9%
FROZEN - BERRIES	+28.2%	+20.3%
FROZEN - BLUEBERRIES	+23.6%	+14.3%

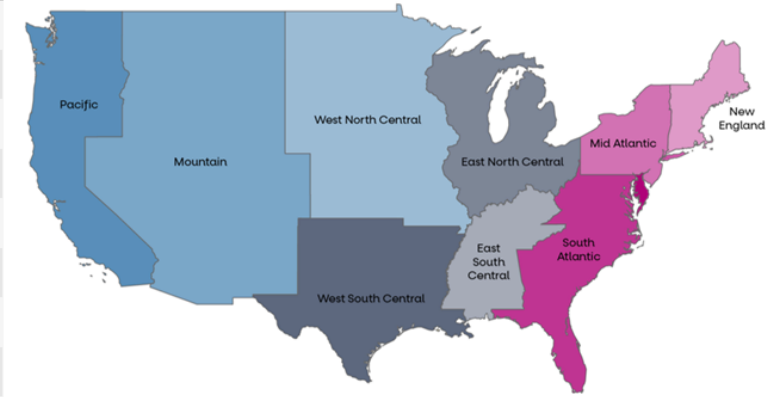
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 1/3/2021 to 1/30/2021

Blueberries - Dollars

TOTAL BLUEBERRIES
\$187,010,526 | ▲ +8.0% YoY

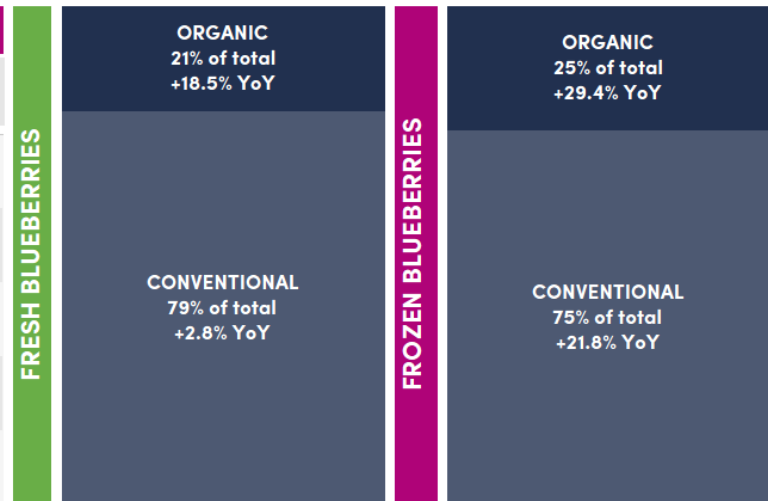
FRESH BLUEBERRIES		
South Atlantic	\$32,944,391	▲+0.2% 21% of total
Middle Atlantic	\$25,240,233	▲+7.6% 16% of total
Pacific	\$25,093,227	▲+8.1% 16% of total
East North Central	\$21,822,274	▲+3.8% 14% of total
New England	\$14,406,432	▲+8.7% 9% of total
Mountain	\$11,913,455	▲+3.8% 7% of total
West South Central	\$11,458,594	▲+14.0% 7% of total
West North Central	\$10,406,270	▲+6.5% 7% of total
East South Central	\$6,531,818	▲+7.2% 4% of total

FROZEN BLUEBERRIES		
South Atlantic	\$5,651,591	▲+18.3% 21% of total
Pacific	\$4,230,415	▲+39.8% 16% of total
Middle Atlantic	\$3,495,040	▲+22.2% 13% of total
East North Central	\$3,396,971	▲+26.0% 13% of total
Mountain	\$2,557,419	▲+26.3% 9% of total
New England	\$2,453,373	▲+25.7% 9% of total
West South Central	\$2,088,645	▲+8.2% 8% of total
West North Central	\$1,981,230	▲+23.3% 7% of total
East South Central	\$1,167,620	▲+17.3% 4% of total



FRESH BLUEBERRIES		
\$159,970,086 ▲+5.7%		
6 OUNCE	\$25,952,411 ▼-15.3% 16% of total \$8.19 Price / Lb \$0.55 Price Chg	
18 OUNCE	\$44,650,337 ▲+9.5% 28% of total \$3.80 Price / Lb (\$0.07) Price Chg	
12 OUNCE	\$46,721,298 ▲+13.6% 29% of total \$3.99 Price / Lb \$0.27 Price Chg	
11 OUNCE	\$24,196,222 ▲+8.5% 15% of total \$4.97 Price / Lb \$0.59 Price Chg	
ALL OTHER	\$18,449,818 ▲+12.2% 12% of total \$3.15 Price / Lb \$0.09 Price Chg	

FROZEN BLUEBERRIES		
\$27,040,440 ▲+23.6%		
48 OUNCE	\$10,977,122 ▲+32.5% 41% of total \$3.08 Price / Lb \$0.16 Price Chg	
32 OUNCE	\$4,083,049 ▲+30.3% 15% of total \$4.08 Price / Lb \$0.07 Price Chg	
16 OUNCE	\$2,684,128 ▲+5.0% 10% of total \$2.88 Price / Lb \$0.11 Price Chg	
12 OUNCE	\$2,247,116 ▲+10.5% 8% of total \$4.32 Price / Lb \$0.25 Price Chg	
ALL OTHER	\$7,049,025 ▲+20.1% 26% of total \$3.26 Price / Lb \$0.15 Price Chg	

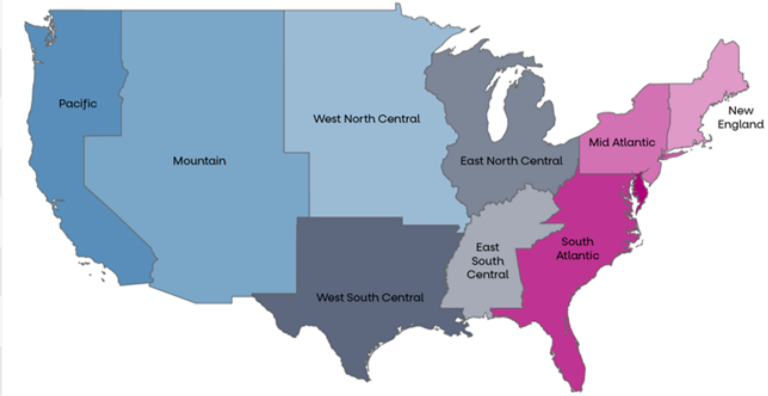


Blueberries - Pounds

TOTAL BLUEBERRIES
 45,524,992 Lbs | ▲ +5.9% YoY

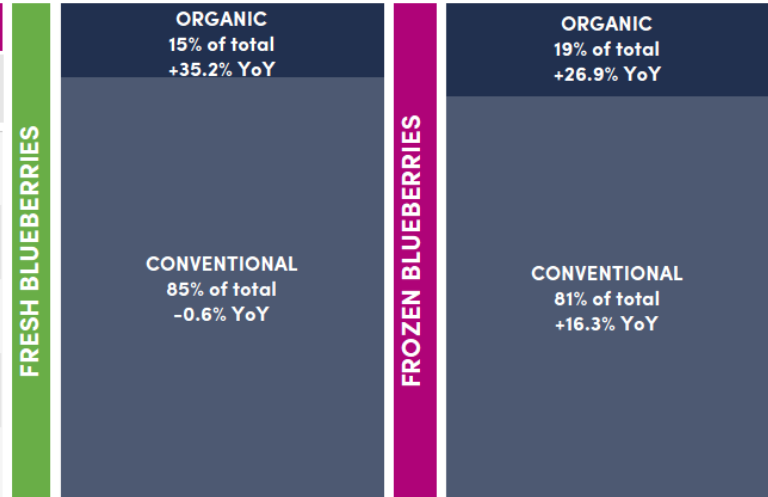
FRESH BLUEBERRIES	
South Atlantic	7,484,827 Lbs ▼ -0.4% 20% of total
Middle Atlantic	6,616,735 Lbs ▲ +23.0% 18% of total
Pacific	4,510,666 Lbs ▼ -3.5% 12% of total
East North Central	5,837,739 Lbs ▼ -8.3% 16% of total
New England	3,715,275 Lbs ▲ +16.2% 10% of total
Mountain	2,499,378 Lbs ▼ -6.3% 7% of total
West South Central	2,781,753 Lbs ▲ +16.3% 7% of total
West North Central	2,248,221 Lbs ▼ -2.3% 6% of total
East South Central	1,639,250 Lbs ▲ +3.9% 4% of total

FROZEN BLUEBERRIES	
South Atlantic	1,736,367 Lbs ▲ +12.5% 21% of total
Pacific	1,134,054 Lbs ▲ +35.7% 14% of total
Middle Atlantic	971,722 Lbs ▲ +15.6% 12% of total
East North Central	1,079,154 Lbs ▲ +24.8% 13% of total
Mountain	816,583 Lbs ▲ +19.9% 10% of total
New England	689,780 Lbs ▲ +17.0% 8% of total
West South Central	702,773 Lbs ▲ +3.4% 9% of total
West North Central	640,756 Lbs ▲ +20.0% 8% of total
East South Central	398,409 Lbs ▲ +14.0% 5% of total



FRESH BLUEBERRIES	
37,352,811 Lbs ▲ +3.5%	
6 OUNCE	3,168,071 Lbs ▼ -21.0% 8% of total \$8.19 Price / Lb \$0.55 Price Chg
18 OUNCE	11,746,584 Lbs ▲ +11.4% 31% of total \$3.80 Price / Lb (\$0.07) Price Chg
12 OUNCE	11,719,723 Lbs ▲ +5.9% 31% of total \$3.99 Price / Lb \$0.27 Price Chg
11 OUNCE	4,868,323 Lbs ▼ -4.3% 13% of total \$4.97 Price / Lb \$0.59 Price Chg
ALL OTHER	5,850,110 Lbs ▲ +8.9% 16% of total \$3.15 Price / Lb \$0.09 Price Chg

FROZEN BLUEBERRIES	
8,172,182 Lbs ▲ +18.1%	
48 OUNCE	3,558,738 Lbs ▲ +25.8% 44% of total \$3.08 Price / Lb \$0.16 Price Chg
32 OUNCE	1,001,016 Lbs ▲ +28.1% 12% of total \$4.08 Price / Lb \$0.07 Price Chg
16 OUNCE	932,121 Lbs ▲ +1.1% 11% of total \$2.88 Price / Lb \$0.11 Price Chg
12 OUNCE	520,167 Lbs ▲ +4.2% 6% of total \$4.32 Price / Lb \$0.25 Price Chg
ALL OTHER	2,160,141 Lbs ▲ +14.4% 26% of total \$3.26 Price / Lb \$0.15 Price Chg

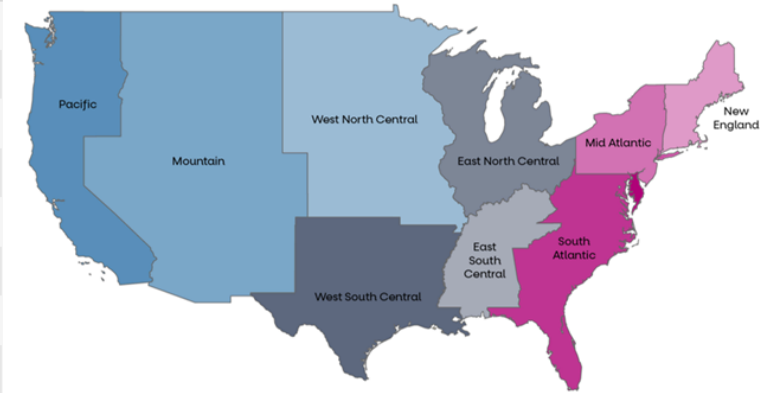


Blueberries - Units

TOTAL BLUEBERRIES
51,819,367 Units | ▲ +0.9% YoY

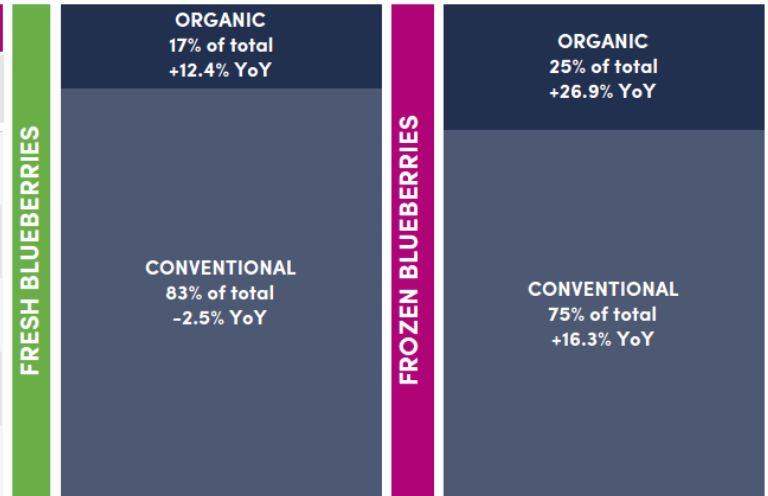
FRESH BLUEBERRIES	
South Atlantic	9,446,144 Units ▼ -3.8% 20% of total
Middle Atlantic	7,370,702 Units ▲ +18.8% 16% of total
Pacific	6,496,330 Units ▼ -3.4% 14% of total
East North Central	7,233,876 Units ▼ -9.3% 15% of total
New England	4,141,042 Units ▲ +10.2% 9% of total
Mountain	3,976,542 Units ▼ -9.0% 8% of total
West South Central	3,484,824 Units ▲ +6.6% 7% of total
West North Central	2,941,426 Units ▼ -5.8% 6% of total
East South Central	2,011,186 Units ▲ +1.1% 4% of total

FROZEN BLUEBERRIES	
South Atlantic	954,077 Units ▲ +8.2% 20% of total
Pacific	683,462 Units ▲ +31.3% 15% of total
Middle Atlantic	567,655 Units ▲ +10.1% 12% of total
East North Central	640,146 Units ▲ +20.2% 14% of total
Mountain	428,122 Units ▲ +15.2% 9% of total
New England	410,136 Units ▲ +14.5% 9% of total
West South Central	406,556 Units ▲ +3.8% 9% of total
West North Central	370,255 Units ▲ +13.3% 8% of total
East South Central	228,002 Units ▲ +10.7% 5% of total



FRESH BLUEBERRIES	
47,128,716 Units ▼ -0.3%	
6 OUNCE	8,448,190 Units ▼ -21.0% 18% of total \$3.07 Price / Unit \$0.21 Price Chg
18 OUNCE	10,441,408 Units ▲ +11.4% 22% of total \$4.28 Price / Unit (\$0.08) Price Chg
12 OUNCE	15,626,297 Units ▲ +5.9% 33% of total \$2.99 Price / Unit \$0.20 Price Chg
11 OUNCE	7,081,197 Units ▼ -4.3% 15% of total \$3.42 Price / Unit \$0.40 Price Chg
ALL OTHER	5,531,624 Units ▲ +8.9% 12% of total \$3.34 Price / Unit \$0.06 Price Chg

FROZEN BLUEBERRIES	
4,690,651 Units ▲ +14.3%	
48 OUNCE	1,186,246 Units ▲ +25.8% 25% of total \$9.25 Price / Unit \$0.47 Price Chg
32 OUNCE	500,508 Units ▲ +28.1% 11% of total \$8.16 Price / Unit \$0.14 Price Chg
16 OUNCE	921,843 Units ▲ +1.3% 20% of total \$2.91 Price / Unit \$0.10 Price Chg
12 OUNCE	693,555 Units ▲ +4.2% 15% of total \$3.24 Price / Unit \$0.19 Price Chg
ALL OTHER	1,388,499 Units ▲ +16.2% 30% of total \$5.08 Price / Unit \$0.16 Price Chg

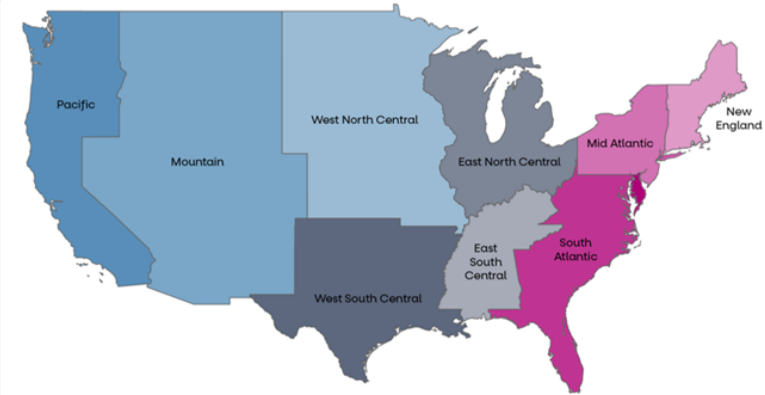


Blueberries - Dollars

TOTAL BLUEBERRIES
\$2,494,931,932 | ▲ +13.5% YoY

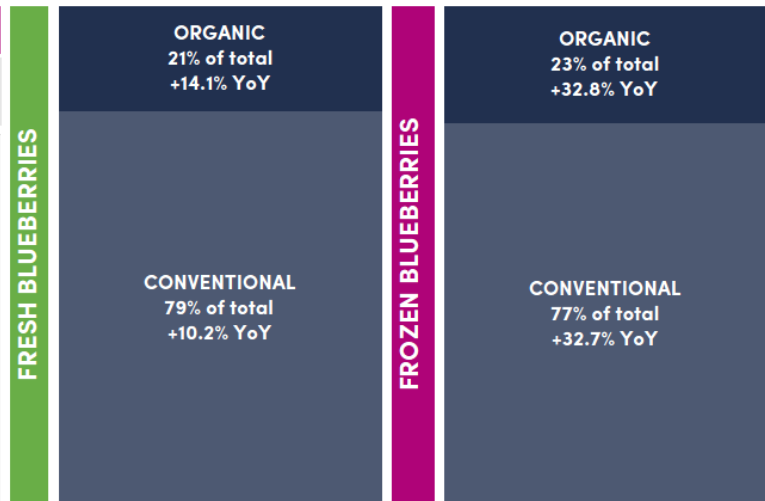
FRESH BLUEBERRIES		
South Atlantic	\$451,743,612 ▲+11.1% 21% of total	
Pacific	\$341,556,009 ▲+13.6% 16% of total	
Middle Atlantic	\$340,162,908 ▲+7.8% 16% of total	
East North Central	\$292,498,296 ▲+8.0% 14% of total	
New England	\$200,303,038 ▲+11.4% 9% of total	
Mountain	\$168,991,614 ▲+15.1% 8% of total	
West South Central	\$144,804,921 ▲+16.3% 7% of total	
West North Central	\$133,779,224 ▲+7.0% 6% of total	
East South Central	\$83,552,517 ▲+11.6% 4% of total	

FROZEN BLUEBERRIES		
South Atlantic	\$69,722,317 ▲+29.0% 21% of total	
Pacific	\$51,944,211 ▲+43.7% 15% of total	
Middle Atlantic	\$43,878,677 ▲+33.7% 13% of total	
East North Central	\$41,155,363 ▲+31.5% 12% of total	
Mountain	\$31,479,376 ▲+34.6% 9% of total	
New England	\$31,218,670 ▲+36.4% 9% of total	
West South Central	\$28,579,956 ▲+27.9% 9% of total	
West North Central	\$23,418,596 ▲+26.3% 7% of total	
East South Central	\$14,204,636 ▲+24.5% 4% of total	



FRESH BLUEBERRIES		
\$2,159,034,891 ▲+11.0%		
6 OUNCE	\$417,967,664 ▼-11.4% 19% of total \$8.86 Price / Lb \$0.47 Price Chg	
18 OUNCE	\$545,111,765 ▲+28.8% 25% of total \$4.21 Price / Lb (\$0.11) Price Chg	
12 OUNCE	\$595,147,347 ▲+4.3% 28% of total \$4.18 Price / Lb \$0.08 Price Chg	
11 OUNCE	\$280,630,622 ▲+28.0% 13% of total \$4.73 Price / Lb \$0.08 Price Chg	
ALL OTHER	\$320,177,492 ▲+22.9% 15% of total \$3.66 Price / Lb \$0.05 Price Chg	

FROZEN BLUEBERRIES		
\$335,897,041 ▲+32.7%		
48 OUNCE	\$136,419,353 ▲+41.7% 41% of total \$3.05 Price / Lb \$0.08 Price Chg	
32 OUNCE	\$49,339,640 ▲+37.3% 15% of total \$4.21 Price / Lb \$0.09 Price Chg	
16 OUNCE	\$34,884,776 ▲+16.9% 10% of total \$2.88 Price / Lb \$0.09 Price Chg	
12 OUNCE	\$28,450,484 ▲+25.6% 8% of total \$4.40 Price / Lb \$0.24 Price Chg	
ALL OTHER	\$86,802,788 ▲+26.8% 26% of total \$3.28 Price / Lb \$0.09 Price Chg	

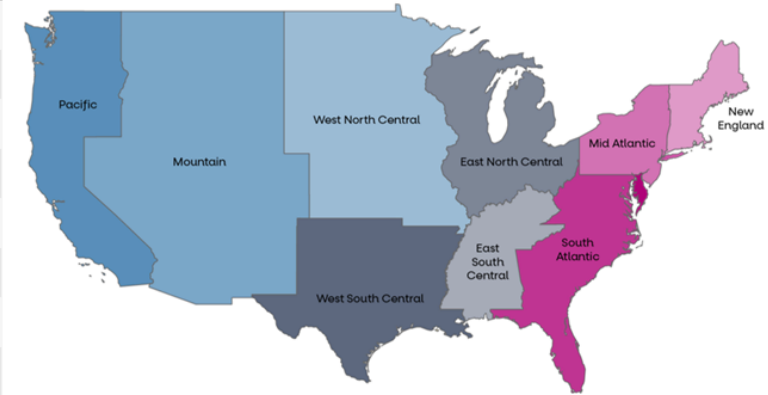


Blueberries - Pounds

TOTAL BLUEBERRIES
 567,473,807 Lbs | ▲ +15.4% YoY

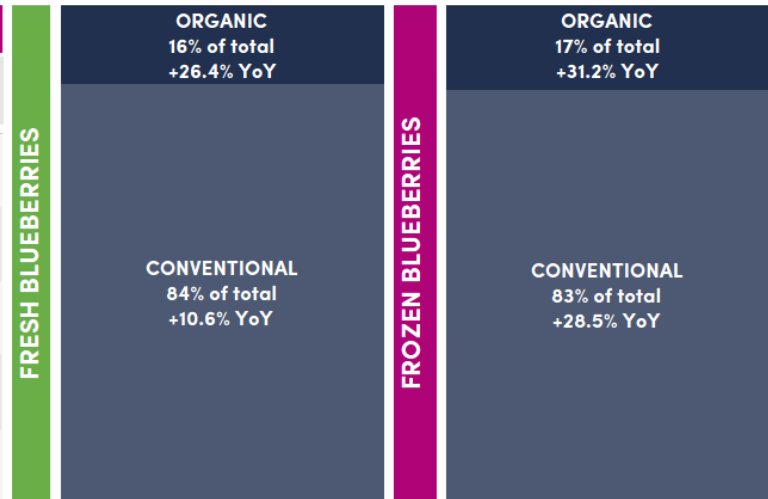
FRESH BLUEBERRIES	
South Atlantic	96,956,769 Lbs ▲+14.1% 21% of total
Pacific	61,316,436 Lbs ▲+14.8% 13% of total
Middle Atlantic	76,135,716 Lbs ▲+13.8% 16% of total
East North Central	74,410,009 Lbs ▲+8.0% 16% of total
New England	42,270,854 Lbs ▲+13.0% 9% of total
Mountain	34,963,284 Lbs ▲+15.1% 8% of total
West South Central	32,337,909 Lbs ▲+17.7% 7% of total
West North Central	28,123,463 Lbs ▲+6.5% 6% of total
East South Central	19,334,873 Lbs ▲+13.1% 4% of total

FROZEN BLUEBERRIES	
South Atlantic	21,595,764 Lbs ▲+25.0% 21% of total
Pacific	13,695,479 Lbs ▲+42.3% 14% of total
Middle Atlantic	12,195,328 Lbs ▲+28.9% 12% of total
East North Central	12,795,942 Lbs ▲+29.3% 13% of total
Mountain	10,012,883 Lbs ▲+30.3% 10% of total
New England	8,997,286 Lbs ▲+31.1% 9% of total
West South Central	9,802,399 Lbs ▲+26.0% 10% of total
West North Central	7,540,804 Lbs ▲+22.3% 7% of total
East South Central	4,767,401 Lbs ▲+22.1% 5% of total



FRESH BLUEBERRIES	
466,019,402 Lbs ▲+12.8%	
6 OUNCE	47,161,559 Lbs ▼-16.1% 10% of total \$8.86 Price / Lb \$0.47 Price Chg
18 OUNCE	129,514,742 Lbs ▲+32.1% 28% of total \$4.21 Price / Lb (\$0.11) Price Chg
12 OUNCE	142,508,024 Lbs ▲+2.2% 31% of total \$4.18 Price / Lb \$0.08 Price Chg
11 OUNCE	59,373,637 Lbs ▲+25.7% 13% of total \$4.73 Price / Lb \$0.08 Price Chg
ALL OTHER	87,461,440 Lbs ▲+21.3% 19% of total \$3.66 Price / Lb \$0.05 Price Chg

FROZEN BLUEBERRIES	
101,454,404 Lbs ▲+28.9%	
48 OUNCE	44,719,346 Lbs ▲+38.0% 44% of total \$3.05 Price / Lb \$0.08 Price Chg
32 OUNCE	11,718,368 Lbs ▲+34.4% 12% of total \$4.21 Price / Lb \$0.09 Price Chg
16 OUNCE	12,105,208 Lbs ▲+13.5% 12% of total \$2.88 Price / Lb \$0.09 Price Chg
12 OUNCE	6,464,517 Lbs ▲+18.7% 6% of total \$4.40 Price / Lb \$0.24 Price Chg
ALL OTHER	26,446,966 Lbs ▲+23.3% 26% of total \$3.28 Price / Lb \$0.09 Price Chg



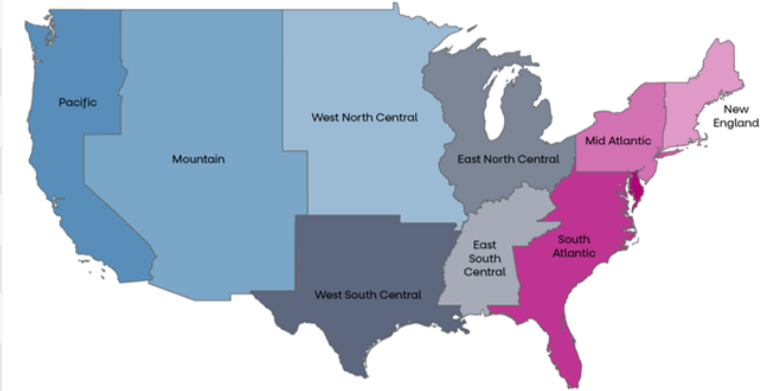
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 1/26/2020 to 1/30/2021

Blueberries - Units

TOTAL BLUEBERRIES
 652,569,945 Units | ▲ +8.5% YoY

FRESH BLUEBERRIES	
South Atlantic	126,057,474 Units ▲ +10.5% 21% of total
Pacific	84,584,547 Units ▲ +8.9% 14% of total
Middle Atlantic	89,330,978 Units ▲ +7.1% 15% of total
East North Central	91,481,856 Units ▲ +3.9% 15% of total
New England	51,871,075 Units ▲ +4.9% 9% of total
Mountain	49,852,144 Units ▲ +4.7% 8% of total
West South Central	40,508,244 Units ▲ +10.1% 7% of total
West North Central	37,049,787 Units ▲ +1.8% 6% of total
East South Central	23,910,090 Units ▲ +10.0% 4% of total

FROZEN BLUEBERRIES	
South Atlantic	11,509,054 Units ▲ +19.2% 20% of total
Pacific	8,261,513 Units ▲ +36.0% 14% of total
Middle Atlantic	7,253,736 Units ▲ +24.8% 13% of total
East North Central	7,494,537 Units ▲ +26.3% 13% of total
Mountain	5,267,093 Units ▲ +25.9% 9% of total
New England	5,317,275 Units ▲ +25.8% 9% of total
West South Central	5,608,552 Units ▲ +25.4% 10% of total
West North Central	4,320,995 Units ▲ +19.8% 7% of total
East South Central	2,655,288 Units ▲ +18.1% 5% of total



FRESH BLUEBERRIES	
594,855,966 Units ▲ +7.1%	
6 OUNCE	125,764,159 Units ▼ -16.1% 21% of total \$3.32 Price / Unit \$0.18 Price Chg
18 OUNCE	115,124,215 Units ▲ +32.1% 19% of total \$4.73 Price / Unit (\$0.12) Price Chg
12 OUNCE	190,010,699 Units ▲ +2.2% 32% of total \$3.13 Price / Unit \$0.06 Price Chg
11 OUNCE	86,361,655 Units ▲ +25.7% 15% of total \$3.25 Price / Unit \$0.06 Price Chg
ALL OTHER	77,595,239 Units ▲ +21.3% 13% of total \$4.13 Price / Unit \$0.03 Price Chg

FROZEN BLUEBERRIES	
57,713,979 Units ▲ +24.8%	
48 OUNCE	14,906,449 Units ▲ +37.7% 26% of total \$9.15 Price / Unit \$0.26 Price Chg
32 OUNCE	5,859,184 Units ▲ +34.4% 10% of total \$8.42 Price / Unit \$0.17 Price Chg
16 OUNCE	11,961,226 Units ▲ +13.9% 21% of total \$2.92 Price / Unit \$0.08 Price Chg
12 OUNCE	8,619,356 Units ▲ +18.7% 15% of total \$3.30 Price / Unit \$0.18 Price Chg
ALL OTHER	16,367,764 Units ▲ +23.1% 28% of total \$5.30 Price / Unit \$0.16 Price Chg

