

4.5.2021

# USHBC Blueberry and Berry Category Monthly Retail Sales Report

March, 2021

Sales through Nielsen Week Ending 3.27.2021

# March 2021

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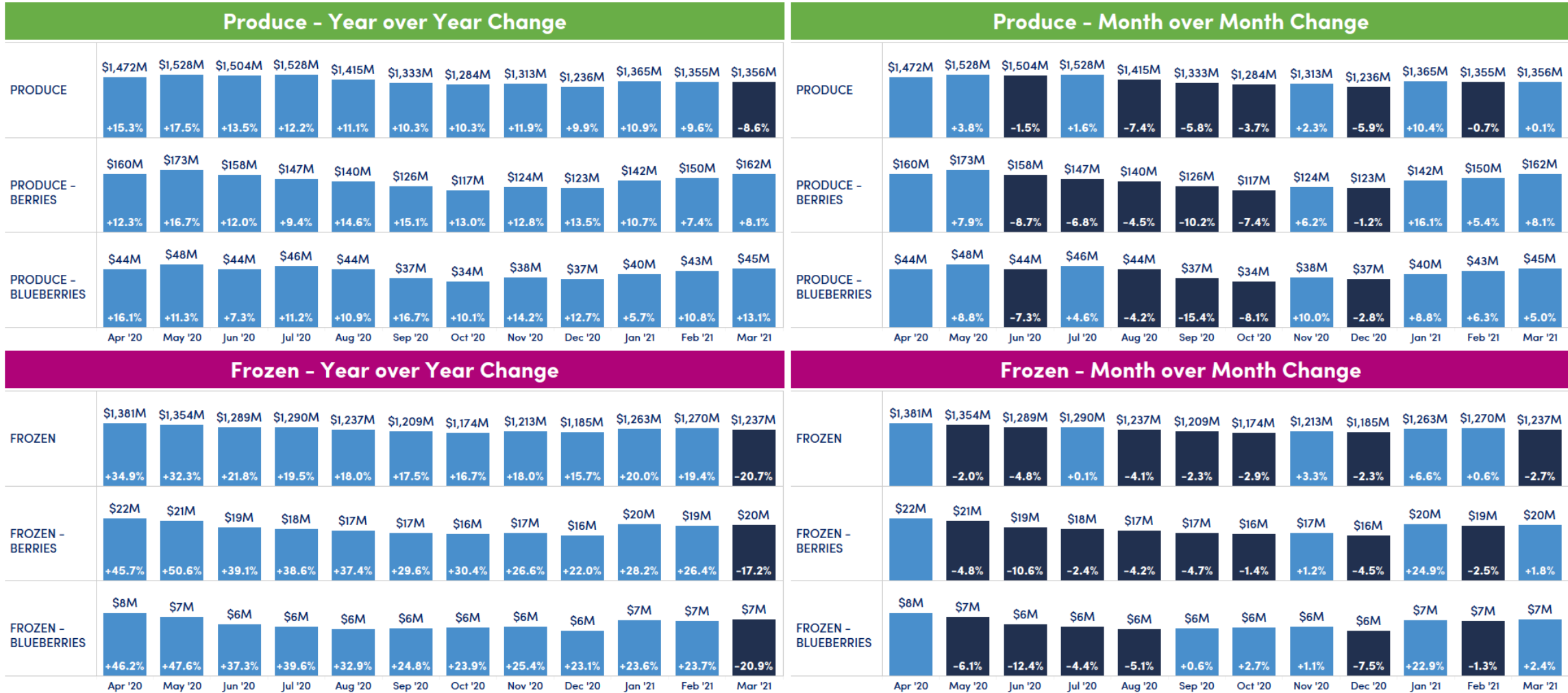
## Fresh blueberries (Produce department)

- Dollars sales increased **+13.1%** year over year compared to an increase for all fresh berries of **+8.1%**
- 6oz decreased **-34.4%** while 18oz increased **+48.4%** 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 decreased **-20.9%** year over year compared to a decrease for all frozen berries of **-17.2%**
- 48oz is the dominant pack size and posted negative dollar losses of **-13.5%**
- All 9 regions decreased in frozen blueberry dollar sales
- Organic frozen blueberries declined at a faster rate than conventional frozen blueberries.
- Reminder that March 2020 was the beginning of COVID 19 lockdowns and saw unusual gains, negative growth compared to that month is to be expected.

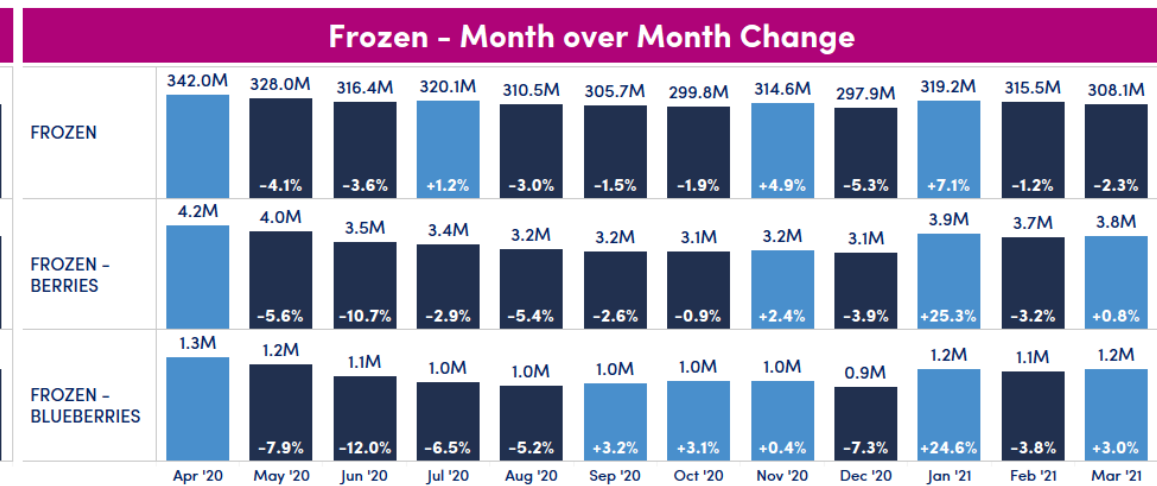
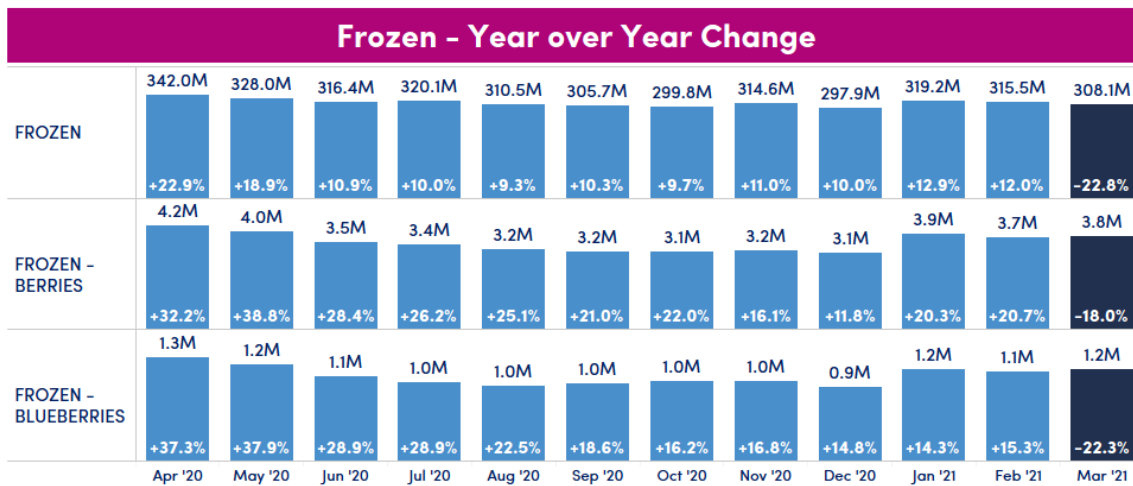
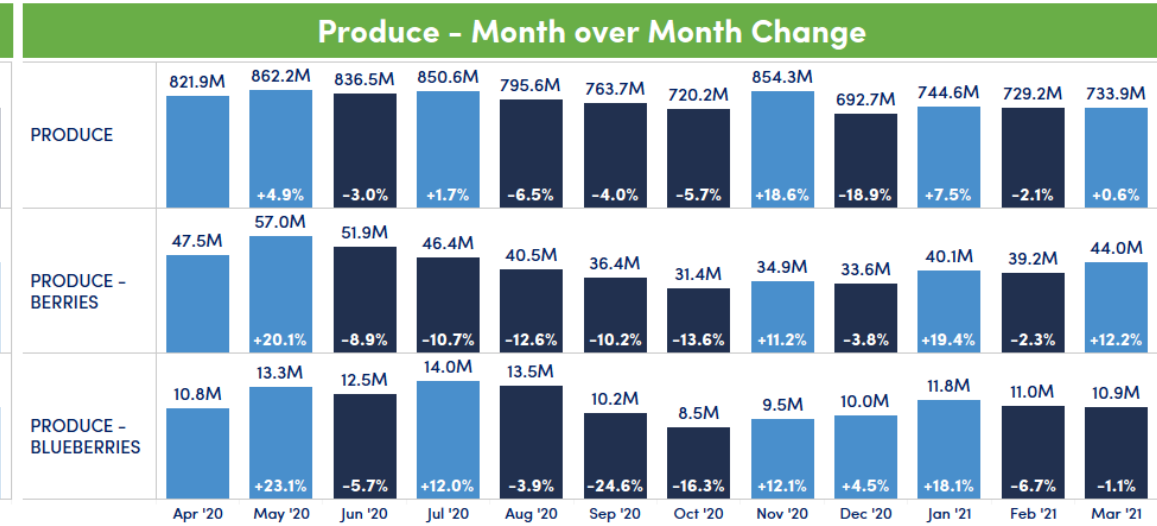
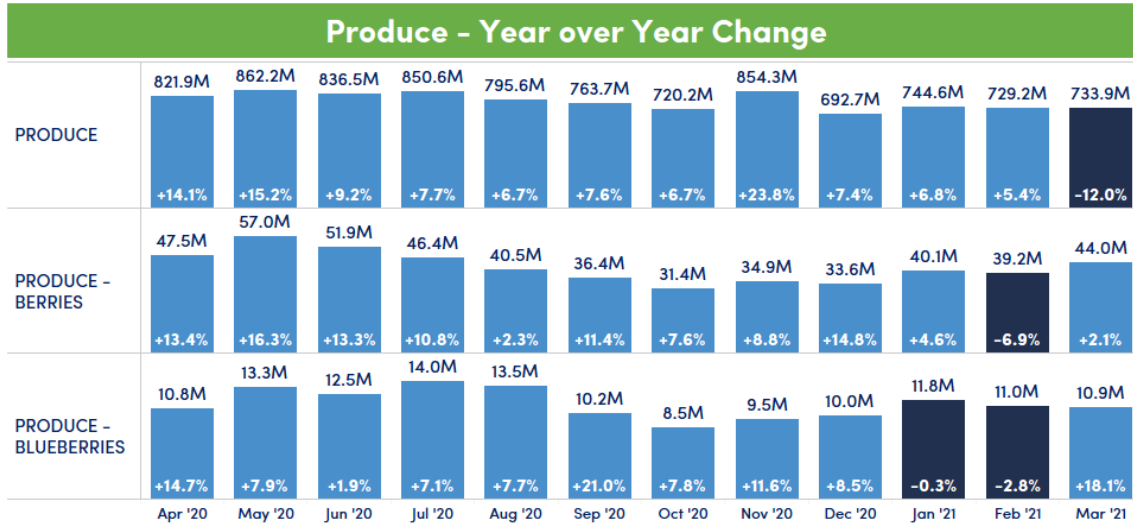
# Monthly Detail – Dollars/Week



Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 3/29/2020 to 3/27/2021

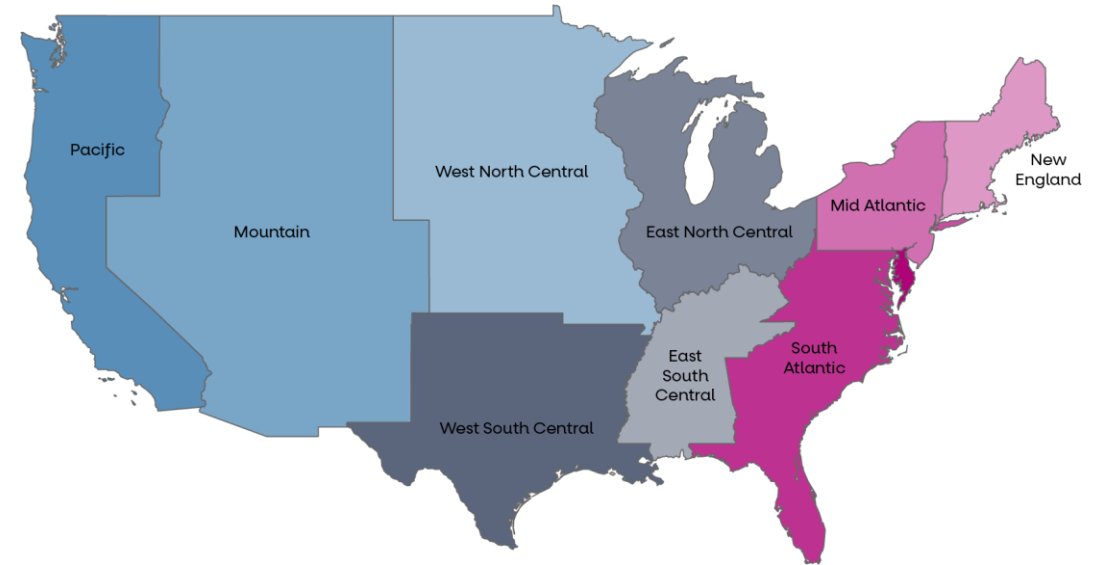


# Monthly Detail – Units/Week



Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 3/29/2020 to 3/27/2021

# Nielsen Divisions



Pacific		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	-10.9%	-12.1%
PRODUCE - BERRIES	+8.3%	+3.7%
PRODUCE - BLUEBERRIES	+7.4%	+9.2%
FROZEN	-21.5%	-23.4%
FROZEN - BERRIES	-19.3%	-19.7%
FROZEN - BLUEBERRIES	-20.9%	-23.1%

Mountain		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	-5.2%	-8.5%
PRODUCE - BERRIES	+15.6%	+7.5%
PRODUCE - BLUEBERRIES	+19.7%	+24.7%
FROZEN	-19.2%	-21.4%
FROZEN - BERRIES	-15.1%	-17.2%
FROZEN - BLUEBERRIES	-18.7%	-21.3%

West North Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	-9.5%	-12.8%
PRODUCE - BERRIES	+5.8%	-3.1%
PRODUCE - BLUEBERRIES	+15.9%	+21.5%
FROZEN	-22.1%	-24.4%
FROZEN - BERRIES	-20.4%	-24.7%
FROZEN - BLUEBERRIES	-21.7%	-25.0%

West South Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	-12.3%	-16.0%
PRODUCE - BERRIES	+11.3%	+5.0%
PRODUCE - BLUEBERRIES	+11.4%	+6.5%
FROZEN	-19.7%	-21.8%
FROZEN - BERRIES	-14.3%	-12.1%
FROZEN - BLUEBERRIES	-18.1%	-15.2%

East North Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	-7.6%	-11.6%
PRODUCE - BERRIES	+6.6%	-0.3%
PRODUCE - BLUEBERRIES	+17.7%	+24.8%
FROZEN	-21.5%	-24.0%
FROZEN - BERRIES	-19.1%	-19.7%
FROZEN - BLUEBERRIES	-24.5%	-23.2%

East South Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	-4.2%	-9.3%
PRODUCE - BERRIES	+16.2%	+6.9%
PRODUCE - BLUEBERRIES	+24.6%	+17.6%
FROZEN	-16.8%	-19.3%
FROZEN - BERRIES	-11.8%	-12.0%
FROZEN - BLUEBERRIES	-16.3%	-16.1%

South Atlantic		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	-7.7%	-12.5%
PRODUCE - BERRIES	+7.8%	+0.2%
PRODUCE - BLUEBERRIES	+16.8%	+15.7%
FROZEN	-20.1%	-22.1%
FROZEN - BERRIES	-16.1%	-15.7%
FROZEN - BLUEBERRIES	-20.1%	-21.5%

Middle Atlantic		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	-10.0%	-12.7%
PRODUCE - BERRIES	+3.0%	+1.9%
PRODUCE - BLUEBERRIES	+5.8%	+24.3%
FROZEN	-23.2%	-25.4%
FROZEN - BERRIES	-17.6%	-19.4%
FROZEN - BLUEBERRIES	-23.1%	-26.1%

New England		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	-6.7%	-9.1%
PRODUCE - BERRIES	+7.2%	+2.4%
PRODUCE - BLUEBERRIES	+8.9%	+20.6%
FROZEN	-20.7%	-23.0%
FROZEN - BERRIES	-17.5%	-20.7%
FROZEN - BLUEBERRIES	-19.9%	-24.6%

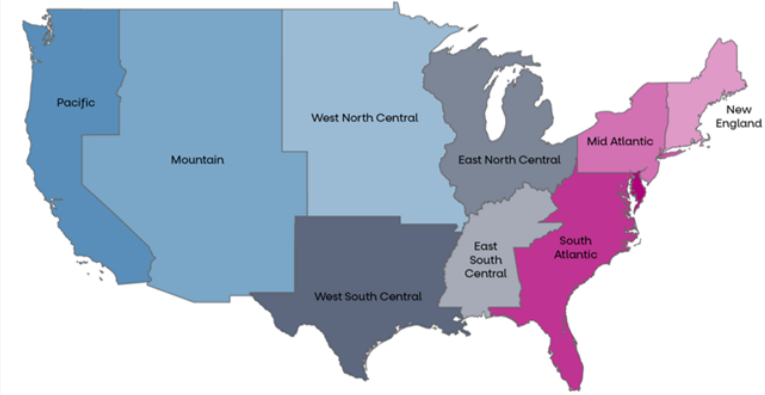
Total US		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	-8.6%	-12.0%
PRODUCE - BERRIES	+8.1%	+2.1%
PRODUCE - BLUEBERRIES	+13.1%	+18.1%
FROZEN	-20.7%	-22.8%
FROZEN - BERRIES	-17.2%	-18.0%
FROZEN - BLUEBERRIES	-20.9%	-22.3%

# Blueberries - Dollars

**TOTAL BLUEBERRIES**  
**\$205,921,778 | ▲ +7.0% YoY**

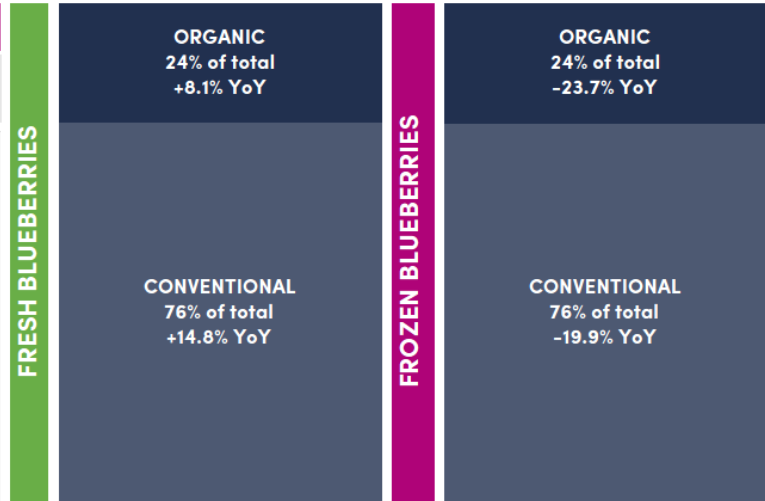
FRESH BLUEBERRIES	
South Atlantic	\$39,070,288   ▲+16.8%   22% of total
Pacific	\$26,845,330   ▲+7.4%   15% of total
Middle Atlantic	\$26,123,032   ▲+5.8%   15% of total
East North Central	\$24,506,669   ▲+17.7%   14% of total
New England	\$15,531,471   ▲+8.9%   9% of total
Mountain	\$14,275,377   ▲+19.7%   8% of total
West South Central	\$13,031,256   ▲+11.4%   7% of total
West North Central	\$11,291,137   ▲+15.9%   6% of total
East South Central	\$7,742,702   ▲+24.6%   4% of total

FROZEN BLUEBERRIES	
South Atlantic	\$5,740,630   ▼-20.1%   21% of total
Pacific	\$4,207,243   ▼-20.9%   15% of total
Middle Atlantic	\$3,570,904   ▼-23.1%   13% of total
East North Central	\$3,338,824   ▼-24.5%   12% of total
Mountain	\$2,593,051   ▼-18.7%   9% of total
New England	\$2,513,556   ▼-19.9%   9% of total
West South Central	\$2,291,461   ▼-18.1%   8% of total
West North Central	\$1,911,530   ▼-21.7%   7% of total
East South Central	\$1,163,488   ▼-16.3%   4% of total



FRESH BLUEBERRIES	
<b>\$178,577,241   ▲ +13.1%</b>	
6 OUNCE	\$36,157,353   ▼-34.4%   20% of total \$8.88 Price / Lb   (\$1.02) Price Chg
18 OUNCE	\$52,517,917   ▲+48.4%   29% of total \$4.65 Price / Lb   (\$0.64) Price Chg
12 OUNCE	\$46,350,303   ▲+21.3%   26% of total \$5.04 Price / Lb   (\$0.36) Price Chg
11 OUNCE	\$22,905,971   ▲+54.6%   13% of total \$6.21 Price / Lb   (\$0.06) Price Chg
ALL OTHER	\$20,645,698   ▲+44.0%   12% of total \$4.27 Price / Lb   (\$0.84) Price Chg

FROZEN BLUEBERRIES	
<b>\$27,344,537   ▼ -20.9%</b>	
48 OUNCE	\$11,319,055   ▼-13.5%   41% of total \$3.13 Price / Lb   \$0.10 Price Chg
32 OUNCE	\$4,049,636   ▼-22.0%   15% of total \$4.18 Price / Lb   (\$0.09) Price Chg
16 OUNCE	\$2,884,568   ▼-11.8%   11% of total \$2.85 Price / Lb   (\$0.09) Price Chg
ALL OTHER	\$6,975,339   ▼-29.7%   26% of total \$3.16 Price / Lb   \$0.01 Price Chg
10 OUNCE	\$2,115,939   ▼-31.2%   8% of total \$5.52 Price / Lb   (\$0.31) Price Chg



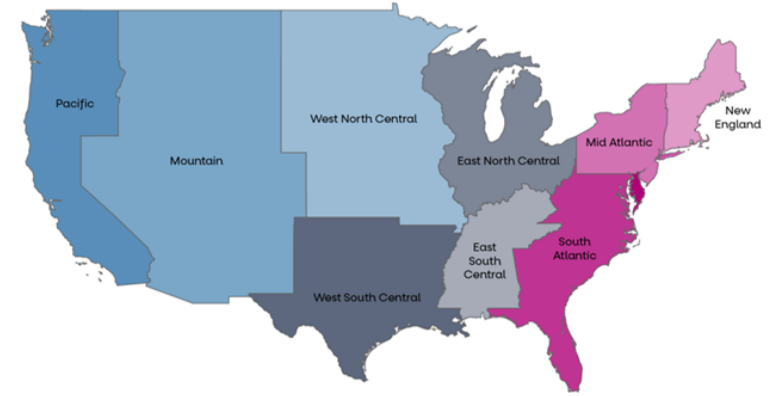
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 2/28/2021 to 3/27/2021

# Blueberries - Pounds

**TOTAL BLUEBERRIES**  
 41,257,877 Lbs | ▲ +18.4% YoY

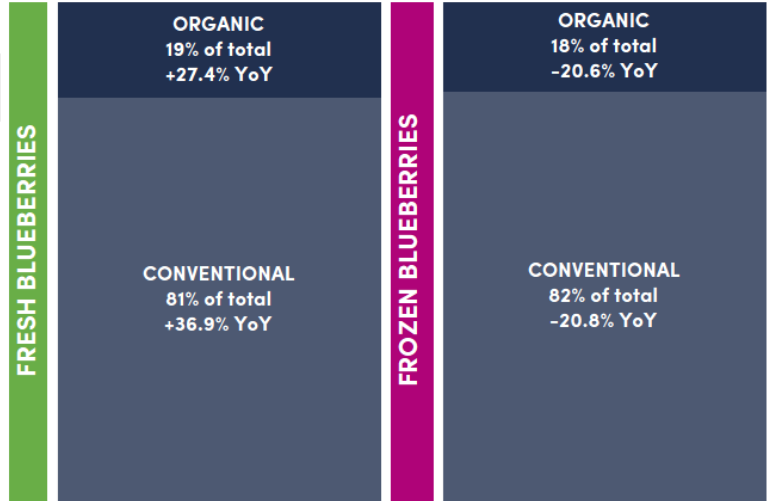
FRESH BLUEBERRIES	
South Atlantic	6,959,622 Lbs   ▲+33.5%   21% of total
Pacific	4,437,824 Lbs   ▲+28.1%   13% of total
Middle Atlantic	5,516,926 Lbs   ▲+46.7%   17% of total
East North Central	5,080,353 Lbs   ▲+38.6%   15% of total
New England	2,870,501 Lbs   ▲+40.0%   9% of total
Mountain	2,534,638 Lbs   ▲+42.4%   8% of total
West South Central	2,302,360 Lbs   ▲+19.5%   7% of total
West North Central	1,989,416 Lbs   ▲+31.7%   6% of total
East South Central	1,351,318 Lbs   ▲+20.9%   4% of total

FROZEN BLUEBERRIES	
South Atlantic	1,734,662 Lbs   ▼-20.8%   21% of total
Pacific	1,114,226 Lbs   ▼-19.3%   14% of total
Middle Atlantic	991,489 Lbs   ▼-23.0%   12% of total
East North Central	1,044,315 Lbs   ▼-22.0%   13% of total
Mountain	816,777 Lbs   ▼-19.8%   10% of total
New England	710,926 Lbs   ▼-21.6%   9% of total
West South Central	776,265 Lbs   ▼-19.6%   9% of total
West North Central	610,625 Lbs   ▼-22.1%   7% of total
East South Central	387,753 Lbs   ▼-16.0%   5% of total



FRESH BLUEBERRIES	
<b>33,068,578 Lbs   ▲+35.0%</b>	
6 OUNCE	4,070,902 Lbs   ▼-26.9%   12% of total \$8.88 Price / Lb   (\$1.02) Price Chg
18 OUNCE	11,283,306 Lbs   ▲+68.7%   34% of total \$4.65 Price / Lb   (\$0.64) Price Chg
12 OUNCE	9,191,663 Lbs   ▲+30.0%   28% of total \$5.04 Price / Lb   (\$0.36) Price Chg
11 OUNCE	3,688,294 Lbs   ▲+56.1%   11% of total \$6.21 Price / Lb   (\$0.06) Price Chg
ALL OTHER	4,834,413 Lbs   ▲+72.3%   15% of total \$4.27 Price / Lb   (\$0.84) Price Chg

FROZEN BLUEBERRIES	
<b>8,189,299 Lbs   ▼-20.8%</b>	
48 OUNCE	3,619,346 Lbs   ▼-16.3%   44% of total \$3.13 Price / Lb   \$0.10 Price Chg
32 OUNCE	969,278 Lbs   ▼-20.4%   12% of total \$4.18 Price / Lb   (\$0.09) Price Chg
16 OUNCE	1,010,399 Lbs   ▼-9.2%   12% of total \$2.85 Price / Lb   (\$0.09) Price Chg
ALL OTHER	2,206,795 Lbs   ▼-30.1%   27% of total \$3.16 Price / Lb   \$0.01 Price Chg
10 OUNCE	383,481 Lbs   ▼-27.3%   5% of total \$5.52 Price / Lb   (\$0.31) Price Chg



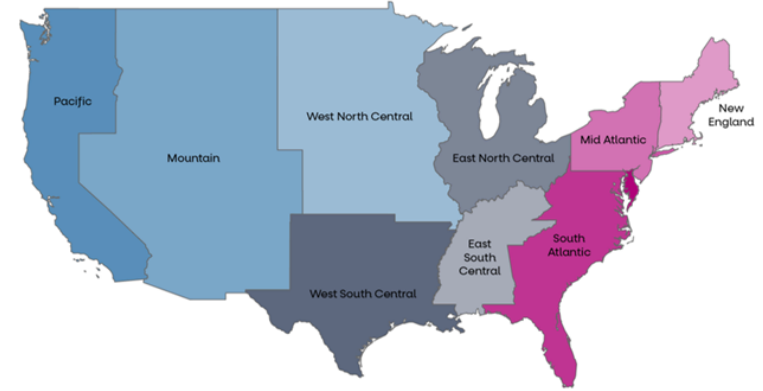
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 2/28/2021 to 3/27/2021

# Blueberries - Units

**TOTAL BLUEBERRIES**  
 48,143,068 Units | ▲ +12.5% YoY

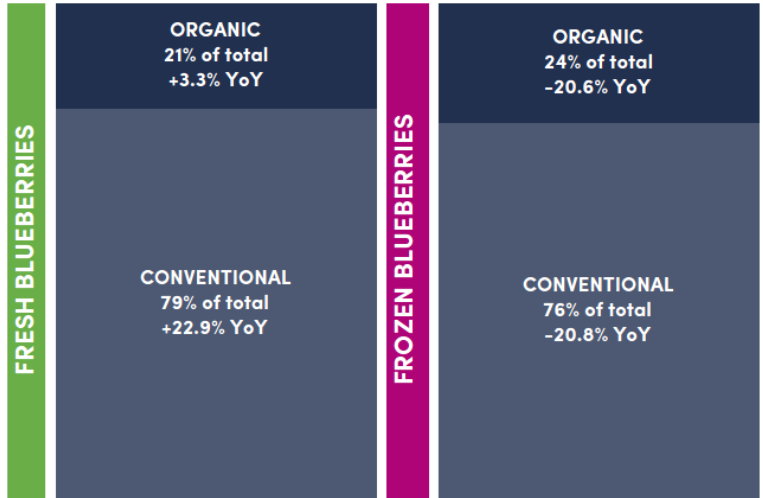
FRESH BLUEBERRIES	
South Atlantic	9,267,987 Units   ▲+15.7%   21% of total
Pacific	6,288,563 Units   ▲+9.2%   14% of total
Middle Atlantic	6,534,633 Units   ▲+24.3%   15% of total
East North Central	6,580,545 Units   ▲+24.8%   15% of total
New England	3,677,096 Units   ▲+20.6%   8% of total
Mountain	3,699,501 Units   ▲+24.7%   9% of total
West South Central	2,945,521 Units   ▲+6.5%   7% of total
West North Central	2,688,426 Units   ▲+21.5%   6% of total
East South Central	1,775,977 Units   ▲+17.6%   4% of total

FROZEN BLUEBERRIES	
South Atlantic	929,483 Units   ▼-21.5%   20% of total
Pacific	660,226 Units   ▼-23.1%   14% of total
Middle Atlantic	575,539 Units   ▼-26.1%   12% of total
East North Central	613,558 Units   ▼-23.2%   13% of total
Mountain	427,993 Units   ▼-21.3%   9% of total
New England	421,049 Units   ▼-24.6%   9% of total
West South Central	454,816 Units   ▼-15.2%   10% of total
West North Central	345,819 Units   ▼-25.0%   7% of total
East South Central	215,834 Units   ▼-16.1%   5% of total



FRESH BLUEBERRIES	
<b>43,496,011 Units   ▲+18.1%</b>	
6 OUNCE	10,855,739 Units   ▼-26.9%   25% of total \$3.33 Price / Unit   (\$0.38) Price Chg
18 OUNCE	10,029,606 Units   ▲+68.7%   23% of total \$5.24 Price / Unit   (\$0.72) Price Chg
12 OUNCE	12,255,550 Units   ▲+30.0%   28% of total \$3.78 Price / Unit   (\$0.27) Price Chg
11 OUNCE	5,364,791 Units   ▲+56.1%   12% of total \$4.27 Price / Unit   (\$0.04) Price Chg
ALL OTHER	4,990,325 Units   ▲+72.3%   11% of total \$4.14 Price / Unit   (\$0.40) Price Chg

FROZEN BLUEBERRIES	
<b>4,647,057 Units   ▼-22.3%</b>	
48 OUNCE	1,206,449 Units   ▼-16.3%   26% of total \$9.38 Price / Unit   \$0.30 Price Chg
32 OUNCE	484,639 Units   ▼-20.4%   10% of total \$8.36 Price / Unit   (\$0.17) Price Chg
16 OUNCE	1,000,629 Units   ▼-8.8%   22% of total \$2.88 Price / Unit   (\$0.10) Price Chg
ALL OTHER	1,341,771 Units   ▼-32.5%   29% of total \$5.20 Price / Unit   \$0.20 Price Chg
10 OUNCE	613,570 Units   ▼-27.3%   13% of total \$3.45 Price / Unit   (\$0.19) Price Chg



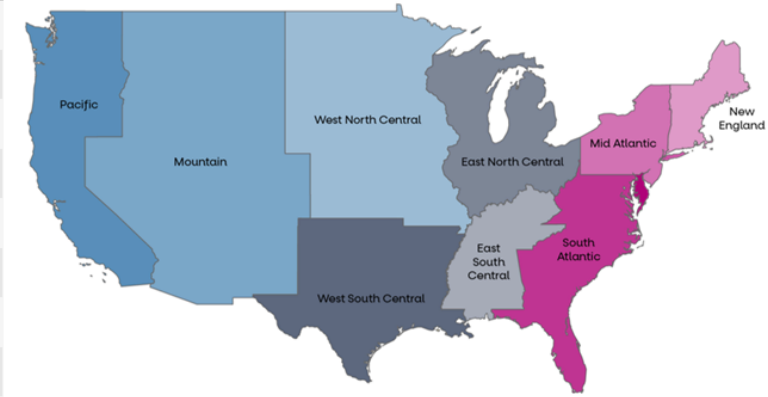


# Blueberries - Dollars

**TOTAL BLUEBERRIES**  
**\$2,488,239,196 | ▲ +13.1% YoY**

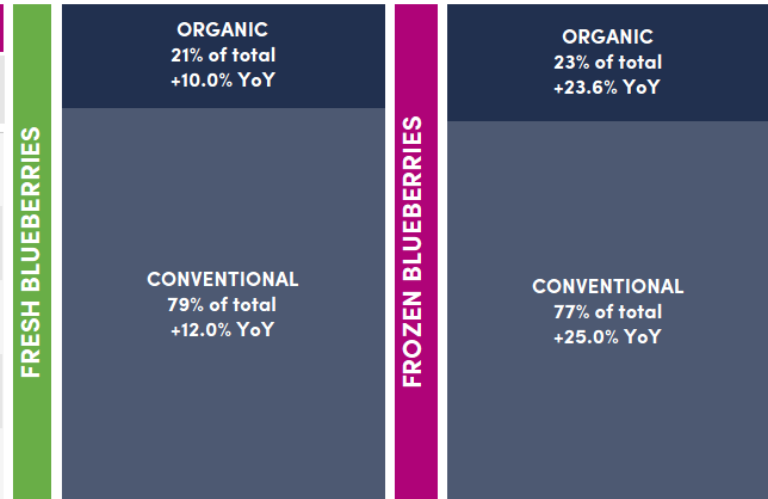
FRESH BLUEBERRIES	
South Atlantic	\$452,792,654   ▲+12.0%   21% of total
Pacific	\$338,914,772   ▲+13.0%   16% of total
Middle Atlantic	\$338,343,484   ▲+7.5%   16% of total
East North Central	\$294,239,115   ▲+9.8%   14% of total
New England	\$200,694,541   ▲+11.8%   9% of total
Mountain	\$169,003,590   ▲+15.4%   8% of total
West South Central	\$145,003,778   ▲+17.0%   7% of total
West North Central	\$134,331,988   ▲+9.1%   6% of total
East South Central	\$84,590,753   ▲+13.3%   4% of total

FROZEN BLUEBERRIES	
South Atlantic	\$68,071,865   ▲+21.7%   21% of total
Pacific	\$51,180,542   ▲+34.7%   16% of total
Middle Atlantic	\$42,842,499   ▲+24.7%   13% of total
East North Central	\$40,075,587   ▲+22.9%   12% of total
Mountain	\$30,873,184   ▲+26.3%   9% of total
New England	\$30,611,857   ▲+27.9%   9% of total
West South Central	\$27,869,056   ▲+20.2%   8% of total
West North Central	\$22,840,276   ▲+19.3%   7% of total
East South Central	\$13,904,518   ▲+19.1%   4% of total



FRESH BLUEBERRIES	
<b>\$2,159,692,530   ▲+11.5%</b>	
6 OUNCE	\$393,829,676   ▼-16.4%   18% of total \$8.82 Price / Lb   \$0.24 Price Chg
18 OUNCE	\$556,145,428   ▲+31.2%   26% of total \$4.24 Price / Lb   (\$0.05) Price Chg
12 OUNCE	\$604,849,710   ▲+9.1%   28% of total \$4.22 Price / Lb   \$0.10 Price Chg
11 OUNCE	\$282,312,704   ▲+28.5%   13% of total \$4.81 Price / Lb   \$0.13 Price Chg
ALL OTHER	\$322,555,012   ▲+20.7%   15% of total \$3.75 Price / Lb   \$0.07 Price Chg

FROZEN BLUEBERRIES	
<b>\$328,546,666   ▲+24.7%</b>	
48 OUNCE	\$135,297,376   ▲+34.3%   41% of total \$3.07 Price / Lb   \$0.09 Price Chg
32 OUNCE	\$48,320,206   ▲+27.7%   15% of total \$4.20 Price / Lb   \$0.07 Price Chg
16 OUNCE	\$33,859,050   ▲+12.2%   10% of total \$2.89 Price / Lb   \$0.09 Price Chg
12 OUNCE	\$27,342,337   ▲+16.8%   8% of total \$4.42 Price / Lb   \$0.24 Price Chg
ALL OTHER	\$83,727,696   ▲+17.5%   25% of total \$3.30 Price / Lb   \$0.11 Price Chg

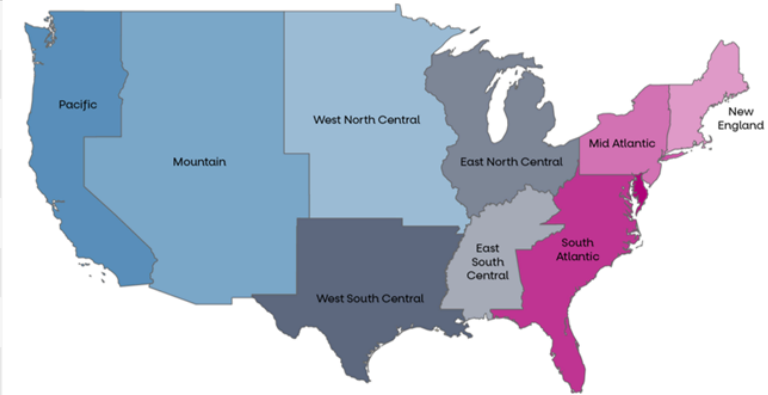


# Blueberries - Pounds

**TOTAL BLUEBERRIES**  
 562,517,655 Lbs | ▲ +15.0% YoY

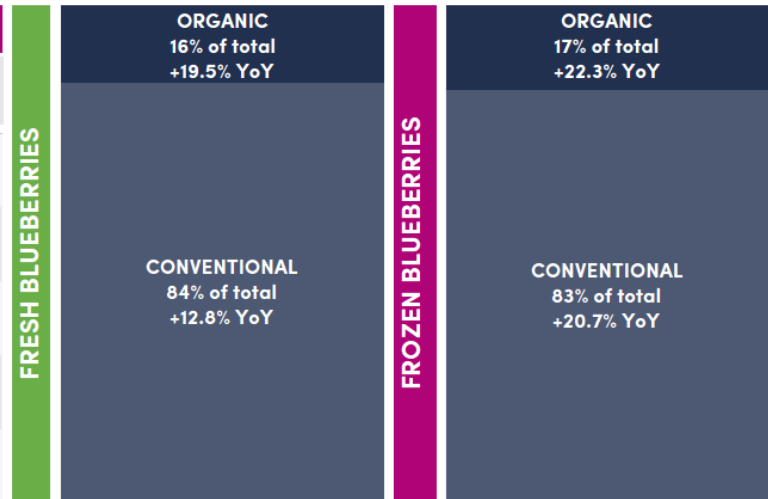
FRESH BLUEBERRIES	
South Atlantic	96,584,011 Lbs   ▲+15.2%   21% of total
Pacific	60,746,300 Lbs   ▲+14.5%   13% of total
Middle Atlantic	76,668,534 Lbs   ▲+16.0%   17% of total
East North Central	73,382,331 Lbs   ▲+8.9%   16% of total
New England	42,370,283 Lbs   ▲+14.5%   9% of total
Mountain	34,525,528 Lbs   ▲+15.4%   7% of total
West South Central	32,100,203 Lbs   ▲+18.5%   7% of total
West North Central	27,981,899 Lbs   ▲+8.7%   6% of total
East South Central	19,078,198 Lbs   ▲+11.7%   4% of total

FROZEN BLUEBERRIES	
South Atlantic	21,001,768 Lbs   ▲+17.9%   21% of total
Pacific	13,511,102 Lbs   ▲+33.3%   14% of total
Middle Atlantic	11,862,396 Lbs   ▲+20.2%   12% of total
East North Central	12,479,900 Lbs   ▲+21.3%   13% of total
Mountain	9,774,465 Lbs   ▲+21.9%   10% of total
New England	8,756,063 Lbs   ▲+22.4%   9% of total
West South Central	9,490,160 Lbs   ▲+17.4%   10% of total
West North Central	7,312,693 Lbs   ▲+15.0%   7% of total
East South Central	4,655,230 Lbs   ▲+16.4%   5% of total



FRESH BLUEBERRIES	
<b>463,625,835 Lbs   ▲+13.8%</b>	
6 OUNCE	44,634,595 Lbs   ▼-18.7%   10% of total \$8.82 Price / Lb   \$0.24 Price Chg
18 OUNCE	131,030,303 Lbs   ▲+32.9%   28% of total \$4.24 Price / Lb   (\$0.05) Price Chg
12 OUNCE	143,220,764 Lbs   ▲+6.7%   31% of total \$4.22 Price / Lb   \$0.10 Price Chg
11 OUNCE	58,672,945 Lbs   ▲+25.1%   13% of total \$4.81 Price / Lb   \$0.13 Price Chg
ALL OTHER	86,067,228 Lbs   ▲+18.4%   19% of total \$3.75 Price / Lb   \$0.07 Price Chg

FROZEN BLUEBERRIES	
<b>98,891,819 Lbs   ▲+21.0%</b>	
48 OUNCE	44,089,222 Lbs   ▲+30.3%   45% of total \$3.07 Price / Lb   \$0.09 Price Chg
32 OUNCE	11,508,604 Lbs   ▲+25.5%   12% of total \$4.20 Price / Lb   \$0.07 Price Chg
16 OUNCE	11,726,634 Lbs   ▲+8.8%   12% of total \$2.89 Price / Lb   \$0.09 Price Chg
12 OUNCE	6,185,665 Lbs   ▲+10.4%   6% of total \$4.42 Price / Lb   \$0.24 Price Chg
ALL OTHER	25,381,694 Lbs   ▲+13.5%   26% of total \$3.30 Price / Lb   \$0.11 Price Chg



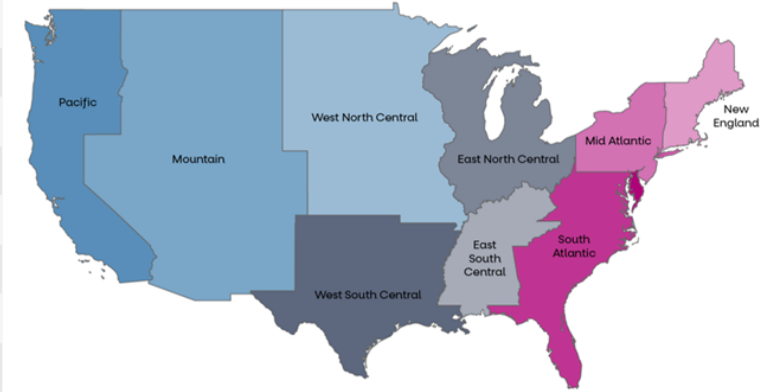
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 3/29/2020 to 3/27/2021

# Blueberries - Units

**TOTAL BLUEBERRIES**  
 644,991,686 Units | ▲ +8.6% YoY

FRESH BLUEBERRIES	
South Atlantic	124,703,465 Units   ▲+10.0%   21% of total
Pacific	83,080,309 Units   ▲+8.5%   14% of total
Middle Atlantic	89,444,370 Units   ▲+8.8%   15% of total
East North Central	90,261,629 Units   ▲+4.9%   15% of total
New England	51,804,493 Units   ▲+6.3%   9% of total
Mountain	49,247,691 Units   ▲+7.8%   8% of total
West South Central	39,794,028 Units   ▲+9.7%   7% of total
West North Central	36,726,518 Units   ▲+4.4%   6% of total
East South Central	23,657,863 Units   ▲+9.3%   4% of total

FROZEN BLUEBERRIES	
South Atlantic	11,142,971 Units   ▲+12.5%   20% of total
Pacific	8,091,186 Units   ▲+27.4%   14% of total
Middle Atlantic	7,001,895 Units   ▲+16.0%   13% of total
East North Central	7,272,533 Units   ▲+18.0%   13% of total
Mountain	5,118,945 Units   ▲+17.7%   9% of total
New England	5,143,098 Units   ▲+17.4%   9% of total
West South Central	5,465,116 Units   ▲+18.2%   10% of total
West North Central	4,171,224 Units   ▲+12.7%   7% of total
East South Central	2,585,913 Units   ▲+12.8%   5% of total



FRESH BLUEBERRIES	
<b>588,968,595 Units   ▲+7.9%</b>	
6 OUNCE	119,025,587 Units   ▼-18.7%   20% of total \$3.31 Price / Unit   \$0.09 Price Chg
18 OUNCE	116,471,380 Units   ▲+32.9%   20% of total \$4.77 Price / Unit   (\$0.06) Price Chg
12 OUNCE	190,961,019 Units   ▲+6.7%   32% of total \$3.17 Price / Unit   \$0.07 Price Chg
11 OUNCE	85,342,466 Units   ▲+25.1%   14% of total \$3.31 Price / Unit   \$0.09 Price Chg
ALL OTHER	77,168,144 Units   ▲+18.4%   13% of total \$4.18 Price / Unit   \$0.04 Price Chg

FROZEN BLUEBERRIES	
<b>56,023,090 Units   ▲+17.2%</b>	
48 OUNCE	14,696,407 Units   ▲+30.1%   26% of total \$9.21 Price / Unit   \$0.29 Price Chg
32 OUNCE	5,754,302 Units   ▲+25.5%   10% of total \$8.40 Price / Unit   \$0.14 Price Chg
16 OUNCE	11,592,622 Units   ▲+9.2%   21% of total \$2.92 Price / Unit   \$0.08 Price Chg
12 OUNCE	8,247,553 Units   ▲+10.4%   15% of total \$3.32 Price / Unit   \$0.18 Price Chg
ALL OTHER	15,732,206 Units   ▲+13.6%   28% of total \$5.32 Price / Unit   \$0.18 Price Chg

