

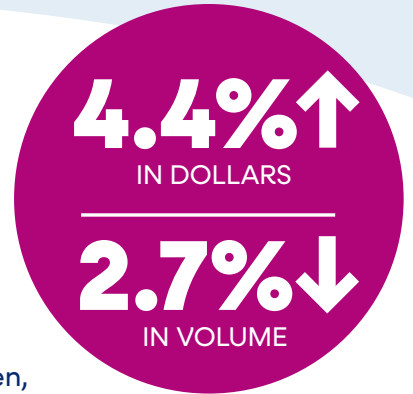


# USHBC Blueberries in Retail Report: Q2 2021

The total blueberry category, inclusive of both fresh and frozen blueberries, are **up +4.4% in dollars but down -2.7% in volume** for the second quarter of 2021 as compared to the same timeframe in 2020.

**Market Situation:** The second quarter of 2021 saw a return to more “normal” patterns of consumer behavior, such as travel, social outings, and the re-opening of businesses, including restaurants. Although grocery channel dollar sales continue to grow at a strong pace for fresh, volume sales for fresh and frozen, and dollar sales for frozen blueberries are down relative to last year.

Increased grocery spending in 2020 was driven by stay-at-home orders, foodservice closures, or limits to service. Grocery “stock-up” behaviors and interest in healthy foods throughout 2020 increased interest in blueberries, particularly frozen. As we pace 2020’s months of accelerated grocery sales, we do expect to see some softness in blueberry sales numbers, particularly for frozen.



## Fresh & Frozen Blueberries: Q2 2021

Category	Dollars (\$) (vs. Q2 2020)	Dollar % Chg (vs. Q2 2020)	Volume (Lbs)	Volume % Chg
Total	\$ 712,127	+4.4%	145,191	-2.7%
Fresh	\$628,546	+6.5%	120,240	-1.2%
Frozen	\$ 83,581	-9.2%	24,952	-9.2%

For more research, explore blueberry-specific [Nielsen Reports](#) and [consumer & shopper insights](#).

## Grab a Boost of Blue in Your Stores


Did you know that data shows that featuring Grab a Boost of Blue messaging and call to action in your stores resonates with shoppers and helps drive them to make blueberry purchases?

Testing of the Grab a Boost of Blue message and logo among produce shoppers by FoodMinds Strategic Insight showed that:


- 96% of shoppers find Grab a Boost of Blue to be appealing and positive
- Exposure to the logo and Grab a Boost of Blue messaging significantly increases produce shopper’s intent to purchase both fresh and frozen blueberries
- Grab a Boost of Blue reinforces the inherent positive healthy feeling that consumers associate with eating blueberries
- Grab a Boost of Blue is strongly associated with a range of highly relevant consumer health benefits (supported by the USHBC on-going health research pipeline) such as immune system support, brain health, and reducing heart disease risk factors




### Likelihood to Purchase Blueberries on Next Grocery Trip

		Top 2 Box	Definitely Purchase	Probably Purchase
<b>FRESH</b>	Pre	57%	30%	27%
	Post	87	58	29
	<b>Diff</b>	<b>+30</b>	<b>+28</b>	<b>+2</b>
<b>FROZEN</b>	Pre	51%	24%	27%
	Post	68%	39%	29%
	<b>Diff</b>	<b>+17</b>	<b>+15</b>	<b>+2</b>

### Strength of Logo/Statement Association with Health Benefits

	Top 2 Box	Strongly Associate	Associate
Supports the immune system	<b>86%</b>	49%	37%
Supports overall gut health/healthy digestive system	<b>82</b>	46	36
Beneficial for brain health/memory, healthy aging	<b>80</b>	40	40
Reduces risk factors associated with heart disease	<b>78</b>	41	37
Aids in exercise performance and recovery	<b>73</b>	40	33
Helps maintain normal blood sugar levels/prevent Type 2 diabetes	<b>73</b>	38	35

### Consumer's Level of Agreement that Logo/Statement:

	Top 2 Box	Strongly Associate	Associate
Reinforces the healthy feeling of eating blueberries	<b>86%</b>	47%	35%
Catches my attention	<b>80</b>	45	35
Suggests this is a fruit you can eat by the handful	<b>77</b>	43	34
Motivates me to eat more blueberries	<b>77</b>	42	35
Reminds me of blueberries delicious taste	<b>77</b>	43	34
Reminds me blueberries are high in antioxidants	<b>75</b>	41	34
Inspires me to put more effort into eating more blueberries	<b>75</b>	39	36
Reminds me that blueberries have superior health benefits vs. other fruits	<b>74</b>	43	31
Reminds me that blueberries are a great value	<b>74</b>	40	34
Reinforces the emotional lift of eating blueberries	<b>70</b>	34	36
I would promote this message by wearing a t-shirt/hat	<b>55</b>	29	26
I would share this on my social media accounts	<b>57</b>	29	28

Source: FoodMinds Strategic Insights, USHBC Boost of Blue Communication Check, September 2020 300 U.S. food shoppers, past 30-day fruit category purchasers

For more inspiration and ways to integrate USHBC's assets into your upcoming promotions, visit the [USHBC Retailer Hub](https://www.ushbc.com/retailerhub) or contact [retail@blueberry.org](mailto:retail@blueberry.org). To receive the latest on blueberries in retail straight to your inbox, [sign up](#) for our monthly retail newsletter today!