

10.12.2021

# USHBC Blueberry and Berry Category Monthly Retail Sales Report

## September, 2021

Sales through Nielsen Week Ending 9.25.2021

# SEPTEMBER 2021

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## Fresh blueberries (Produce department)

- Dollars sales increased at **+5.0%** year over year compared to an increase for all fresh berries of **+15.0%**
- Pints increased **+15.0%** and represents 49% of total fresh blueberries sales
- Fresh blueberries posted gains in units in the East South Central region, the only region to do so
- Organic fresh blueberries gained in dollars and units while conventional blueberries gained only in dollars

## Frozen blueberries (Frozen department)

- Dollar sales for the Frozen department gained **+5.0%** year over year compared to a decrease for all frozen blueberries of **-1.8%**
- 48oz is the dominant pack size and posted a decline in dollars of **-2.9%**
- 3 regions gained dollars while only the ENC and WNC gained units in frozen blueberries for the month of September
- Organic frozen blueberries gained dollars while conventional frozen blueberries declined

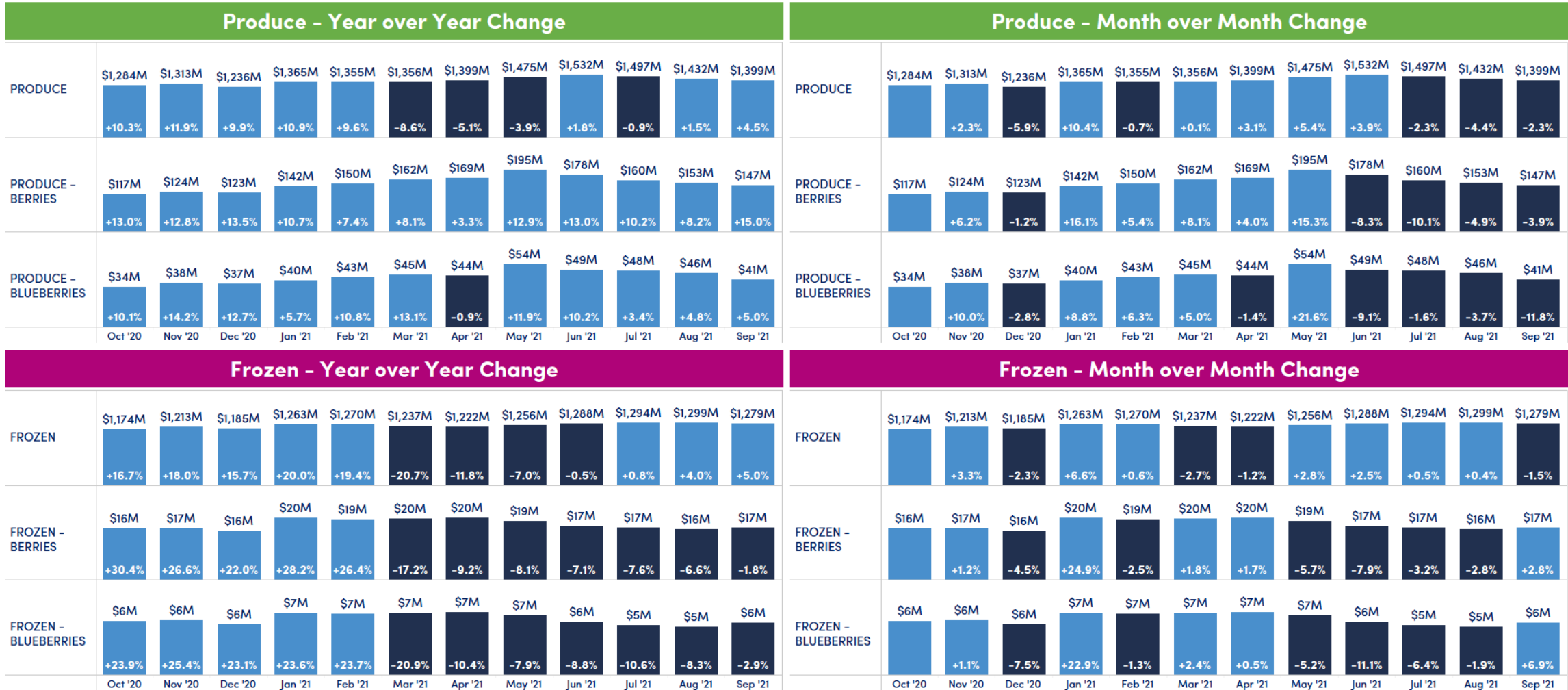
# Category Segment Performance

## September Blueberry Category and Segment Sales – 2021 vs 2019 and 2020

	DOLLARS (MM)					UNITS (MM)					POUNDS (MM)				
	2019	2020	% Chg vs. YA	2021	%Chg. vs. YA	2019	2020	% Chg vs. YA	2021	%Chg. vs. YA	2019	2020	% Chg vs. YA	2021	%Chg. vs. YA
<b>TOTAL BLUEBERRY CATEGORY</b>	\$147	\$178	21.6	\$185	4.0	37	46	24.8	43	-5.7	29	40	35.4	37	-6.5
<b>Fresh Blueberries</b>	\$128	\$155	20.7	\$163	5.0	34	42	25.2	40	-5.8	24	33	37.8	31	-6.6
Conventional	\$105	\$125	19.5	\$130	4.2	29	35	23.3	33	-6.1	21	28	33.7	26	-7.3
Organic	\$23	\$30	26.1	\$32	8.5	5	7	35.4	7	-4.3	3	4	71.0	4	-2.1
<b>Frozen Blueberries</b>	\$18	\$23	27.6	\$23	-2.9	3	4	20.8	4	-5.3	6	7	25.4	7	-6.4
Conventional	\$14	\$18	29.7	\$17	-6.3	3	3	24.6	3	-9.4	5	6	27.2	5	-9.3
Organic	\$4	\$5	21.1	\$6	8.6	1	1	9.0	1	9.3	1	1	16.8	1	7.9

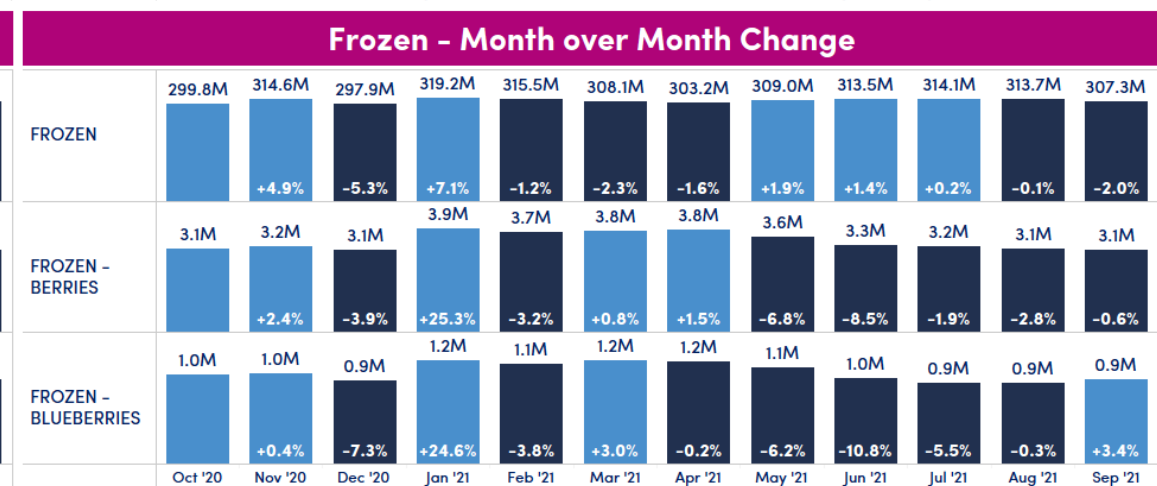
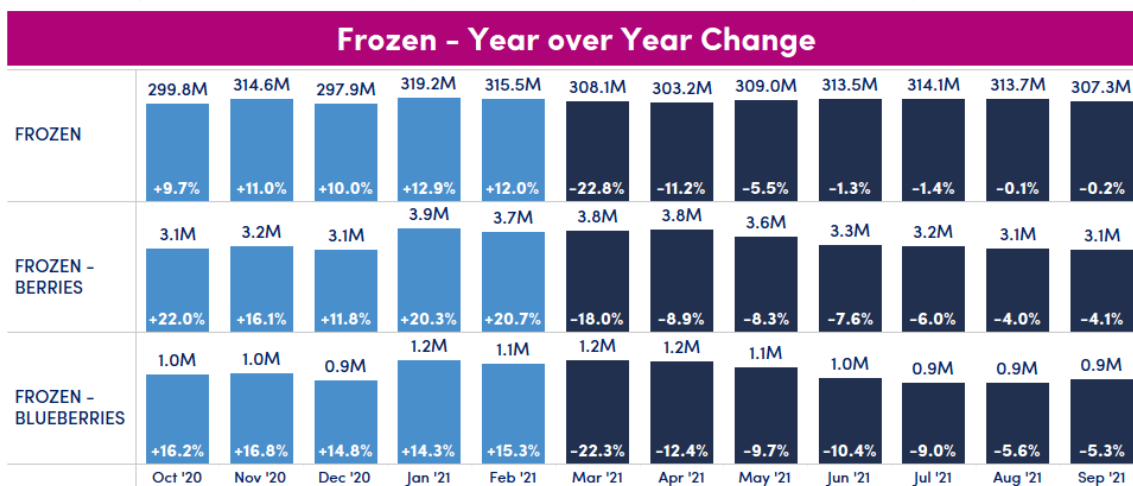
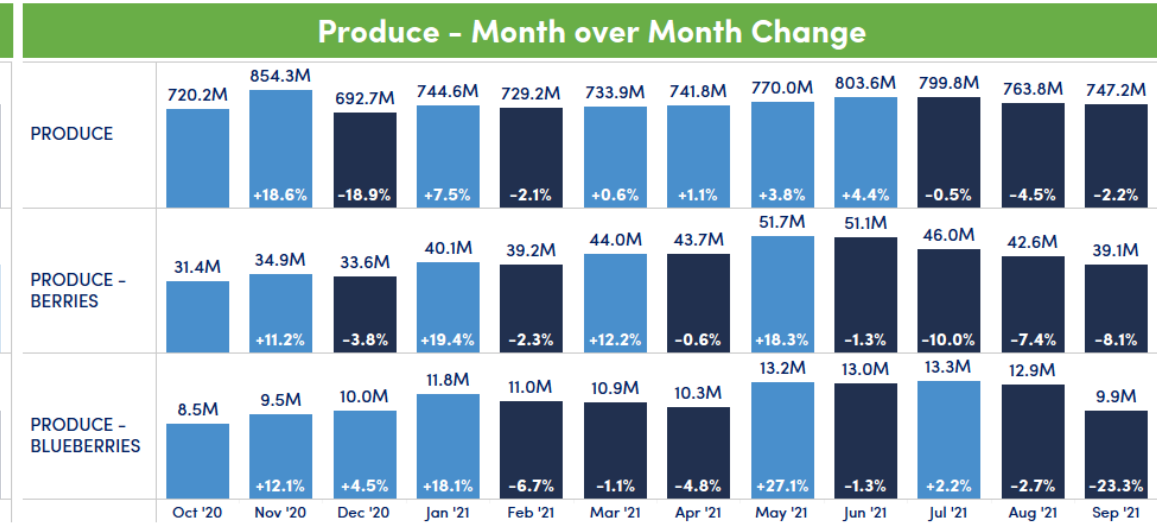
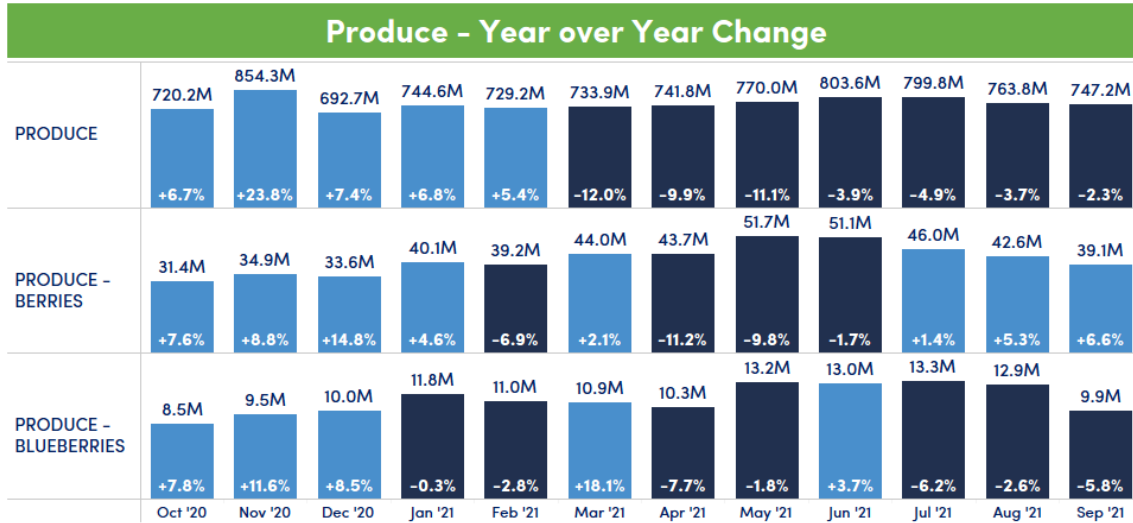


# Monthly Detail – Dollars/Week



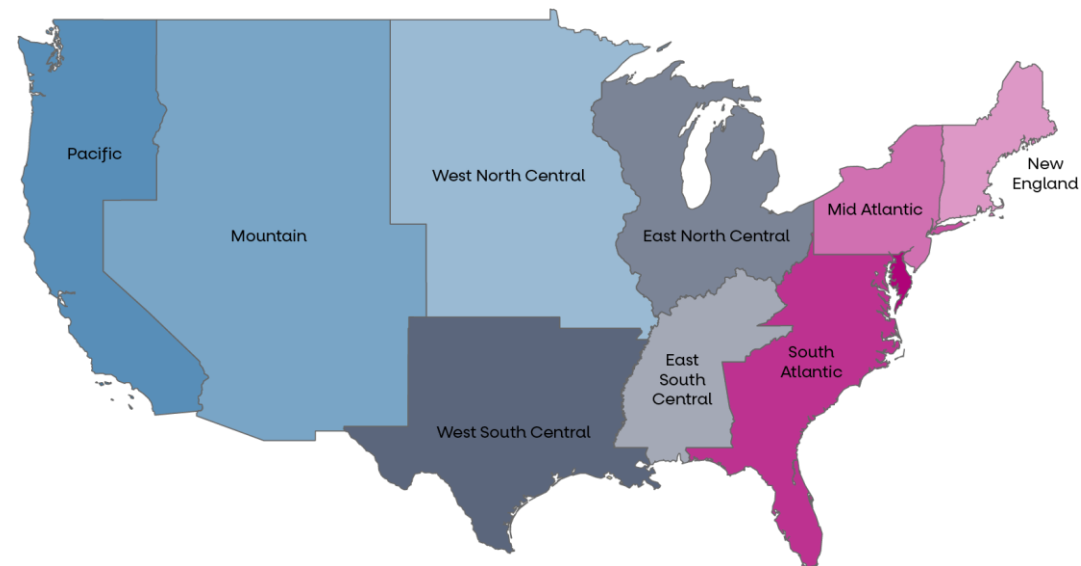
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 9/27/2020 to 9/25/2021

# Monthly Detail – Units/Week



Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 9/27/2020 to 9/25/2021

# Nielsen Divisions



Pacific		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+1.2%	-4.8%
PRODUCE - BERRIES	+14.1%	+4.6%
PRODUCE - BLUEBERRIES	+5.5%	-6.9%
FROZEN	+0.6%	-4.2%
FROZEN - BERRIES	-12.4%	-17.8%
FROZEN - BLUEBERRIES	-8.6%	-15.5%

Mountain		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+3.3%	-4.6%
PRODUCE - BERRIES	+16.5%	+6.8%
PRODUCE - BLUEBERRIES	+0.6%	-10.3%
FROZEN	+5.7%	+0.4%
FROZEN - BERRIES	-11.9%	-11.9%
FROZEN - BLUEBERRIES	-12.9%	-14.5%

West North Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+4.0%	-2.6%
PRODUCE - BERRIES	+13.8%	+5.5%
PRODUCE - BLUEBERRIES	+3.1%	-11.1%
FROZEN	+5.1%	-0.7%
FROZEN - BERRIES	+3.8%	+2.9%
FROZEN - BLUEBERRIES	+2.1%	+2.4%

West South Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+7.7%	-1.4%
PRODUCE - BERRIES	+16.9%	+5.2%
PRODUCE - BLUEBERRIES	+5.1%	-7.0%
FROZEN	+8.4%	+3.7%
FROZEN - BERRIES	+3.5%	+3.8%
FROZEN - BLUEBERRIES	-3.9%	-3.5%

East North Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+5.3%	-1.8%
PRODUCE - BERRIES	+14.5%	+3.9%
PRODUCE - BLUEBERRIES	+6.4%	-3.5%
FROZEN	+6.6%	+0.1%
FROZEN - BERRIES	+3.7%	-0.5%
FROZEN - BLUEBERRIES	+4.6%	+0.6%

East South Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+10.6%	+2.2%
PRODUCE - BERRIES	+23.8%	+14.6%
PRODUCE - BLUEBERRIES	+18.7%	+8.0%
FROZEN	+11.0%	+4.2%
FROZEN - BERRIES	+6.5%	+5.8%
FROZEN - BLUEBERRIES	-1.4%	-1.6%

South Atlantic		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+6.1%	-1.0%
PRODUCE - BERRIES	+16.9%	+11.3%
PRODUCE - BLUEBERRIES	+8.2%	-4.3%
FROZEN	+4.1%	-0.6%
FROZEN - BERRIES	+0.9%	-1.5%
FROZEN - BLUEBERRIES	-0.8%	-2.9%

Middle Atlantic		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+2.1%	-2.2%
PRODUCE - BERRIES	+11.4%	+3.9%
PRODUCE - BLUEBERRIES	+0.8%	-5.3%
FROZEN	+2.6%	-2.3%
FROZEN - BERRIES	-0.8%	-5.1%
FROZEN - BLUEBERRIES	+0.4%	-3.2%

New England		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+3.0%	-2.5%
PRODUCE - BERRIES	+12.5%	+4.9%
PRODUCE - BLUEBERRIES	+1.8%	-9.0%
FROZEN	+2.9%	-2.3%
FROZEN - BERRIES	-1.6%	-3.9%
FROZEN - BLUEBERRIES	-4.7%	-5.5%

Total US		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+4.5%	-2.3%
PRODUCE - BERRIES	+15.0%	+6.6%
PRODUCE - BLUEBERRIES	+5.0%	-5.8%
FROZEN	+5.0%	-0.2%
FROZEN - BERRIES	-1.8%	-4.1%
FROZEN - BLUEBERRIES	-2.9%	-5.3%

Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 8/29/2021 to 9/25/2021

# Blueberries - Dollars

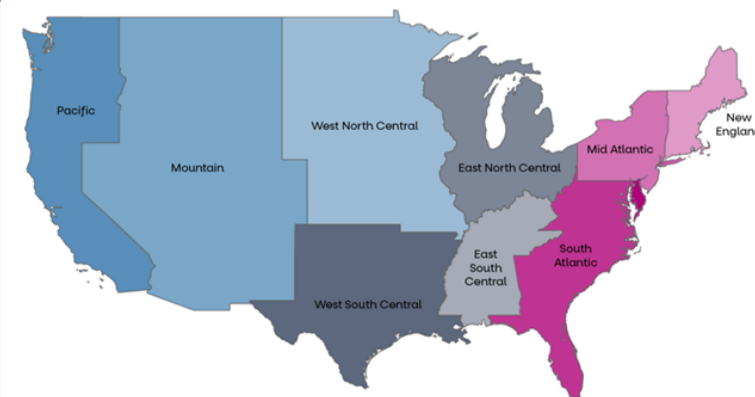
**TOTAL BLUEBERRIES**  
**\$185,266,191 | ▲ +4.0% YoY**

## FRESH BLUEBERRIES

South Atlantic	\$34,437,484   ▲+8.2%   21% of total
Middle Atlantic	\$25,507,929   ▲+0.8%   16% of total
Pacific	\$25,079,843   ▲+5.5%   15% of total
East North Central	\$22,387,531   ▲+6.4%   14% of total
New England	\$15,521,999   ▲+1.8%   10% of total
Mountain	\$12,174,706   ▲+0.6%   8% of total
West South Central	\$10,964,575   ▲+5.1%   7% of total
West North Central	\$9,346,009   ▲+3.1%   6% of total
East South Central	\$6,873,449   ▲+18.7%   4% of total

## FROZEN BLUEBERRIES

South Atlantic	\$4,930,182   ▼-0.8%   22% of total
Pacific	\$3,346,569   ▼-8.6%   15% of total
Middle Atlantic	\$3,049,868   ▲+0.4%   13% of total
East North Central	\$2,759,751   ▲+4.6%   12% of total
New England	\$2,081,803   ▼-4.7%   9% of total
Mountain	\$1,962,684   ▼-12.9%   9% of total
West South Central	\$1,959,977   ▼-3.9%   9% of total
West North Central	\$1,648,186   ▲+2.1%   7% of total
East South Central	\$1,005,846   ▼-1.4%   4% of total



## FRESH BLUEBERRIES

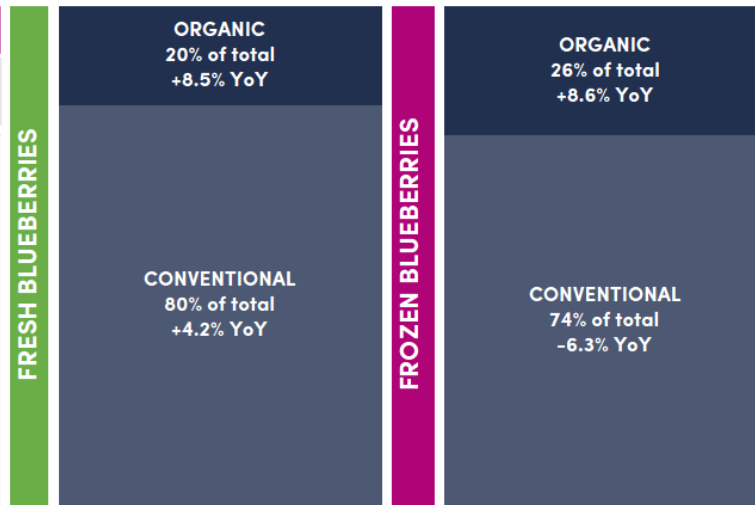
**\$162,511,247 | ▲+5.0%**

PINT	\$77,116,380   ▲+15.0%   49% of total \$5.05 Price / Lb   \$0.62 Price Chg
18 OUNCE	\$41,003,555   ▼-7.7%   26% of total \$4.73 Price / Lb   \$0.56 Price Chg
6 OUNCE	\$24,542,270   ▼-4.4%   15% of total \$9.46 Price / Lb   \$0.68 Price Chg
ALL OTHER	\$9,141,113   ▲+75.0%   6% of total \$4.05 Price / Lb   \$0.79 Price Chg
9.8 OUNCE	\$6,968,129   ▲+2.2%   4% of total \$9.31 Price / Lb   \$0.69 Price Chg

## FROZEN BLUEBERRIES

**\$22,754,944 | ▼-2.9%**

48 OUNCE	\$9,357,285   ▼-2.9%   41% of total \$3.08 Price / Lb   \$0.05 Price Chg
32 OUNCE	\$3,398,019   ▼-4.3%   15% of total \$4.29 Price / Lb   \$0.13 Price Chg
16 OUNCE	\$2,259,452   ▼-8.6%   10% of total \$2.89 Price / Lb   \$0.02 Price Chg
ALL OTHER	\$5,864,076   ▼-3.3%   26% of total \$3.27 Price / Lb   \$0.24 Price Chg
10 OUNCE	\$1,876,113   ▲+9.6%   8% of total \$5.78 Price / Lb   \$0.02 Price Chg



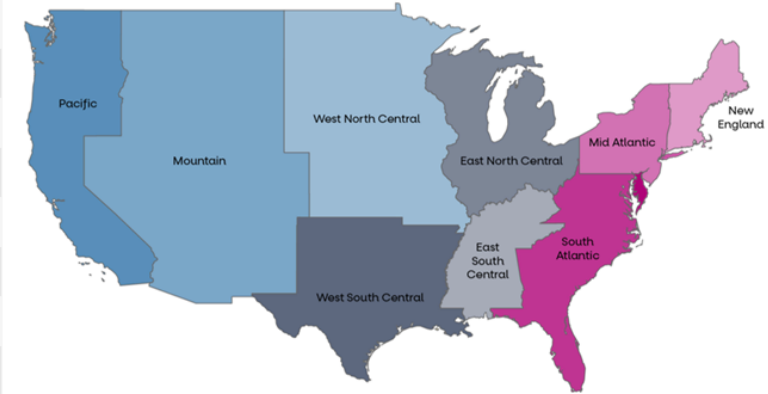
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 8/29/2021 to 9/25/2021

# Blueberries - Pounds

**TOTAL BLUEBERRIES**  
 37,238,787 Lbs | ▼ -6.5% YoY

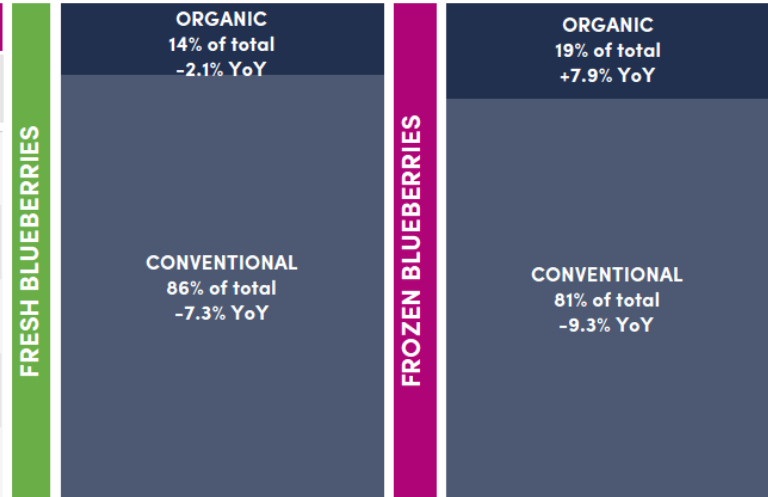
FRESH BLUEBERRIES	
South Atlantic	6,289,474 Lbs   ▼-3.2%   21% of total
Middle Atlantic	4,963,490 Lbs   ▼-7.2%   16% of total
Pacific	3,899,973 Lbs   ▼-12.2%   13% of total
East North Central	4,892,734 Lbs   ▼-6.4%   16% of total
New England	2,773,088 Lbs   ▼-9.9%   9% of total
Mountain	2,183,510 Lbs   ▼-8.5%   7% of total
West South Central	2,248,792 Lbs   ▼-4.0%   7% of total
West North Central	1,852,398 Lbs   ▼-8.4%   6% of total
East South Central	1,387,923 Lbs   ▲+7.2%   5% of total

FROZEN BLUEBERRIES	
South Atlantic	1,476,564 Lbs   ▼-4.8%   22% of total
Pacific	863,644 Lbs   ▼-14.1%   13% of total
Middle Atlantic	832,705 Lbs   ▼-1.2%   12% of total
East North Central	848,077 Lbs   ▲+0.9%   13% of total
New England	592,797 Lbs   ▼-7.1%   9% of total
Mountain	611,377 Lbs   ▼-16.0%   9% of total
West South Central	659,407 Lbs   ▼-7.5%   10% of total
West North Central	517,978 Lbs   ▼-1.5%   8% of total
East South Central	323,873 Lbs   ▼-5.8%   5% of total



FRESH BLUEBERRIES	
<b>30,511,037 Lbs   ▼-6.6%</b>	
PINT	15,263,405 Lbs   ▲+0.9%   52% of total \$5.05 Price / Lb   \$0.62 Price Chg
18 OUNCE	8,659,951 Lbs   ▼-18.7%   29% of total \$4.73 Price / Lb   \$0.56 Price Chg
6 OUNCE	2,594,708 Lbs   ▼-11.3%   9% of total \$9.46 Price / Lb   \$0.68 Price Chg
ALL OTHER	2,255,151 Lbs   ▲+40.9%   8% of total \$4.05 Price / Lb   \$0.79 Price Chg
9.8 OUNCE	748,675 Lbs   ▼-5.4%   3% of total \$9.31 Price / Lb   \$0.69 Price Chg

FROZEN BLUEBERRIES	
<b>6,727,751 Lbs   ▼-6.4%</b>	
48 OUNCE	3,038,839 Lbs   ▼-4.5%   45% of total \$3.08 Price / Lb   \$0.05 Price Chg
32 OUNCE	792,266 Lbs   ▼-7.3%   12% of total \$4.29 Price / Lb   \$0.13 Price Chg
16 OUNCE	781,168 Lbs   ▼-9.1%   12% of total \$2.89 Price / Lb   \$0.02 Price Chg
ALL OTHER	1,791,049 Lbs   ▼-10.3%   27% of total \$3.27 Price / Lb   \$0.24 Price Chg
10 OUNCE	324,429 Lbs   ▲+9.2%   5% of total \$5.78 Price / Lb   \$0.02 Price Chg



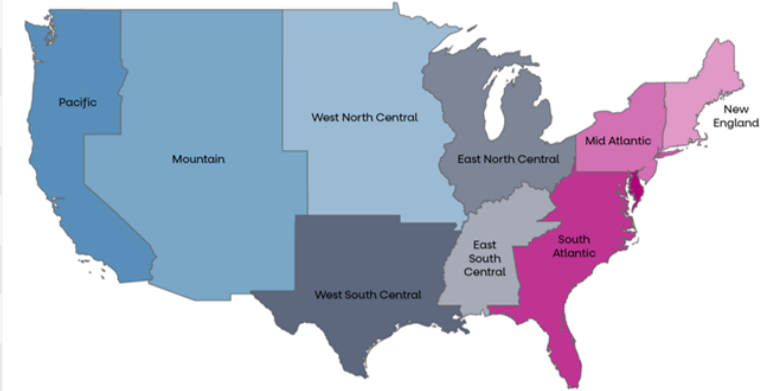


# Blueberries - Units

**TOTAL BLUEBERRIES**  
 43,425,717 Units | ▼ -5.7% YoY

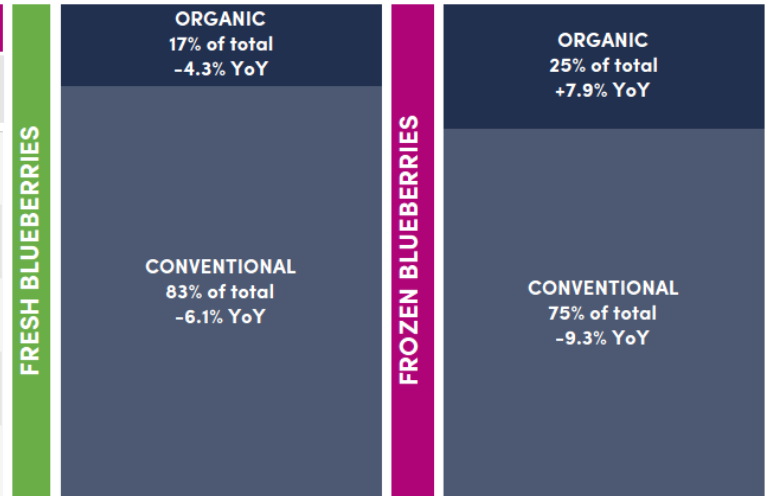
FRESH BLUEBERRIES	
South Atlantic	8,115,821 Units   ▼-4.3%   20% of total
Middle Atlantic	6,106,848 Units   ▼-5.3%   15% of total
Pacific	5,591,678 Units   ▼-6.9%   14% of total
East North Central	6,202,483 Units   ▼-3.5%   16% of total
New England	3,555,416 Units   ▼-9.0%   9% of total
Mountain	3,151,266 Units   ▼-10.3%   8% of total
West South Central	2,752,072 Units   ▼-7.0%   7% of total
West North Central	2,391,710 Units   ▼-11.1%   6% of total
East South Central	1,742,046 Units   ▲+8.0%   4% of total

FROZEN BLUEBERRIES	
South Atlantic	786,998 Units   ▼-2.9%   21% of total
Pacific	500,203 Units   ▼-15.5%   13% of total
Middle Atlantic	484,685 Units   ▼-3.2%   13% of total
East North Central	480,651 Units   ▲+0.6%   13% of total
New England	344,076 Units   ▼-5.5%   9% of total
Mountain	315,385 Units   ▼-14.5%   8% of total
West South Central	387,454 Units   ▼-3.5%   10% of total
West North Central	296,509 Units   ▲+2.4%   8% of total
East South Central	184,938 Units   ▼-1.6%   5% of total



FRESH BLUEBERRIES	
<b>39,643,460 Units   ▼-5.8%</b>	
PINT	20,877,381 Units   ▲+0.9%   54% of total \$3.69 Price / Unit   \$0.43 Price Chg
6 OUNCE	6,919,222 Units   ▼-11.3%   18% of total \$3.55 Price / Unit   \$0.26 Price Chg
18 OUNCE	7,697,727 Units   ▼-18.7%   20% of total \$5.33 Price / Unit   \$0.63 Price Chg
ALL OTHER	1,937,657 Units   ▲+40.9%   5% of total \$4.72 Price / Unit   \$0.88 Price Chg
9.8 OUNCE	1,222,327 Units   ▼-5.4%   3% of total \$5.70 Price / Unit   \$0.42 Price Chg

FROZEN BLUEBERRIES	
<b>3,782,257 Units   ▼-5.3%</b>	
48 OUNCE	1,012,946 Units   ▼-4.5%   27% of total \$9.24 Price / Unit   \$0.15 Price Chg
32 OUNCE	396,133 Units   ▼-7.3%   10% of total \$8.58 Price / Unit   \$0.27 Price Chg
16 OUNCE	771,360 Units   ▼-9.3%   20% of total \$2.93 Price / Unit   \$0.02 Price Chg
ALL OTHER	1,082,732 Units   ▼-8.4%   29% of total \$5.42 Price / Unit   \$0.29 Price Chg
10 OUNCE	519,086 Units   ▲+9.2%   14% of total \$3.61 Price / Unit   \$0.01 Price Chg

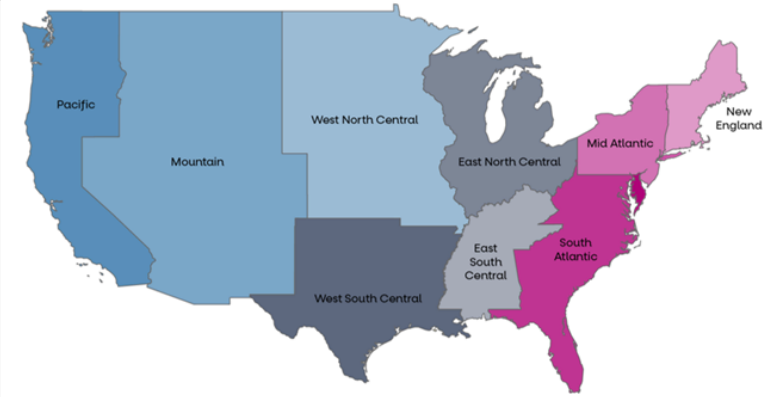


# Blueberries - Dollars

**TOTAL BLUEBERRIES**  
**\$2,546,395,706 | ▲ +7.1% YoY**

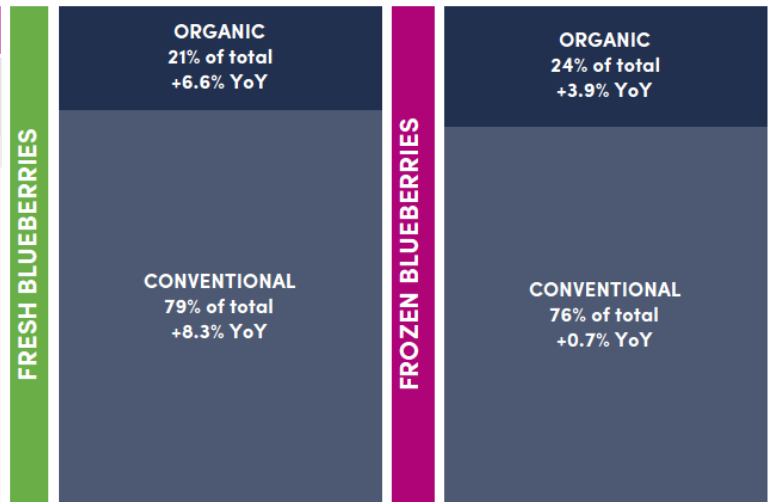
FRESH BLUEBERRIES	
South Atlantic	\$472,896,720   ▲+8.3%   21% of total
Middle Atlantic	\$347,168,042   ▲+5.8%   16% of total
Pacific	\$342,424,837   ▲+5.6%   15% of total
East North Central	\$306,318,154   ▲+8.7%   14% of total
New England	\$205,405,888   ▲+7.8%   9% of total
Mountain	\$171,684,670   ▲+7.5%   8% of total
West South Central	\$151,134,270   ▲+11.2%   7% of total
West North Central	\$139,756,072   ▲+8.8%   6% of total
East South Central	\$91,311,255   ▲+15.9%   4% of total

FROZEN BLUEBERRIES	
South Atlantic	\$65,866,857   ▲+1.0%   21% of total
Pacific	\$48,769,581   ▲+3.0%   15% of total
Middle Atlantic	\$41,258,370   ▲+0.0%   13% of total
East North Central	\$38,621,716   ▲+1.0%   12% of total
Mountain	\$29,760,068   ▲+2.5%   9% of total
New England	\$29,270,279   ▲+1.8%   9% of total
West South Central	\$26,980,408   ▲+0.4%   9% of total
West North Central	\$22,341,477   ▲+2.3%   7% of total
East South Central	\$13,437,171   ▲+0.7%   4% of total



FRESH BLUEBERRIES	
<b>\$2,229,878,324   ▲+7.9%</b>	
PINT	\$939,417,680   ▲+11.8%   44% of total \$4.69 Price / Lb   \$0.35 Price Chg
18 OUNCE	\$566,797,492   ▲+18.4%   26% of total \$4.43 Price / Lb   \$0.18 Price Chg
6 OUNCE	\$389,991,863   ▼-13.7%   18% of total \$9.06 Price / Lb   \$0.36 Price Chg
16 OUNCE	\$84,191,454   ▲+91.0%   4% of total \$3.99 Price / Lb   \$0.47 Price Chg
ALL OTHER	\$174,563,842   ▼-1.6%   8% of total \$4.10 Price / Lb   \$0.22 Price Chg

FROZEN BLUEBERRIES	
<b>\$316,517,382   ▲+1.4%</b>	
48 OUNCE	\$130,862,249   ▲+6.5%   41% of total \$3.08 Price / Lb   \$0.06 Price Chg
32 OUNCE	\$46,357,867   ▼-1.9%   15% of total \$4.18 Price / Lb   (\$0.01) Price Chg
16 OUNCE	\$32,324,538   ▼-3.8%   10% of total \$2.89 Price / Lb   \$0.04 Price Chg
12 OUNCE	\$25,447,643   ▼-6.2%   8% of total \$4.42 Price / Lb   \$0.08 Price Chg
ALL OTHER	\$81,525,085   ▲+0.3%   26% of total \$3.33 Price / Lb   \$0.09 Price Chg



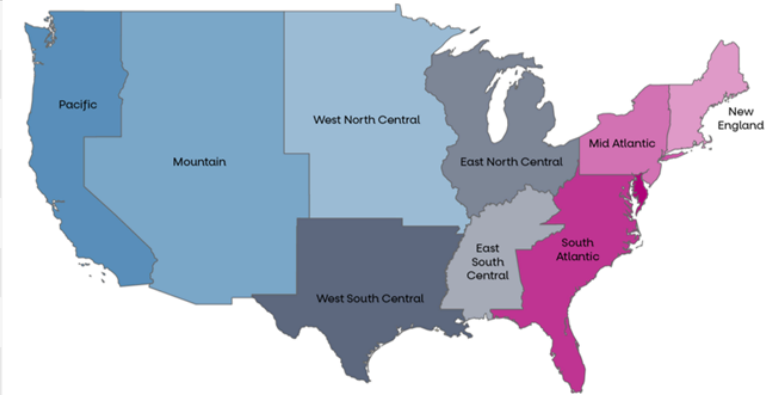
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 9/27/2020 to 9/25/2021

# Blueberries - Pounds

**TOTAL BLUEBERRIES**  
551,238,418 Lbs | ▲ +3.3% YoY

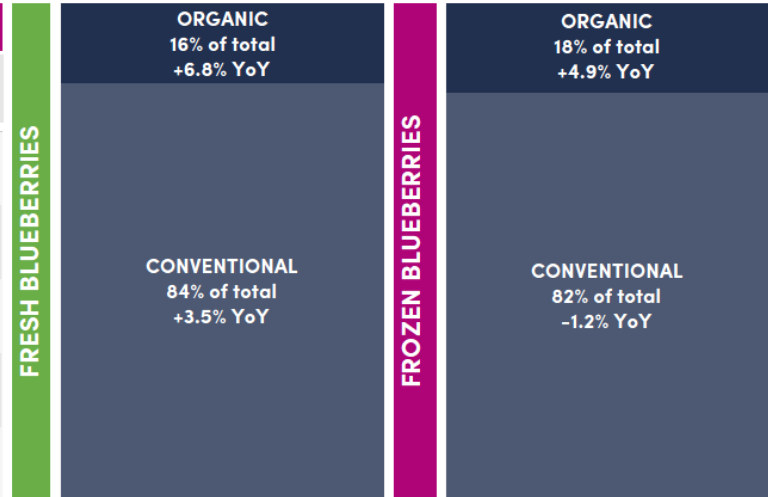
FRESH BLUEBERRIES	
South Atlantic	94,561,837 Lbs   ▲+2.1%   21% of total
Middle Atlantic	75,857,718 Lbs   ▲+8.0%   17% of total
Pacific	58,062,178 Lbs   ▲+0.0%   13% of total
East North Central	71,927,108 Lbs   ▲+1.1%   16% of total
New England	41,970,996 Lbs   ▲+7.2%   9% of total
Mountain	33,704,999 Lbs   ▲+2.5%   7% of total
West South Central	32,466,974 Lbs   ▲+8.8%   7% of total
West North Central	27,800,578 Lbs   ▲+3.7%   6% of total
East South Central	19,709,837 Lbs   ▲+10.2%   4% of total

FROZEN BLUEBERRIES	
South Atlantic	20,134,314 Lbs   ▼-1.1%   21% of total
Pacific	12,859,542 Lbs   ▲+2.2%   14% of total
Middle Atlantic	11,483,119 Lbs   ▼-0.5%   12% of total
East North Central	12,066,157 Lbs   ▲+1.3%   13% of total
Mountain	9,320,157 Lbs   ▼-0.9%   10% of total
New England	8,310,768 Lbs   ▼-0.9%   9% of total
West South Central	9,152,998 Lbs   ▼-1.2%   10% of total
West North Central	7,124,877 Lbs   ▲+0.2%   8% of total
East South Central	4,470,066 Lbs   ▼-0.9%   5% of total



FRESH BLUEBERRIES	
<b>456,281,031 Lbs   ▲+4.0%</b>	
PINT	200,486,644 Lbs   ▲+3.5%   46% of total \$4.69 Price / Lb   \$0.35 Price Chg
18 OUNCE	128,087,117 Lbs   ▲+13.5%   29% of total \$4.43 Price / Lb   \$0.18 Price Chg
6 OUNCE	43,033,361 Lbs   ▼-17.2%   10% of total \$9.06 Price / Lb   \$0.36 Price Chg
16 OUNCE	21,115,987 Lbs   ▲+68.5%   5% of total \$3.99 Price / Lb   \$0.47 Price Chg
ALL OTHER	42,583,224 Lbs   ▼-6.8%   10% of total \$4.10 Price / Lb   \$0.22 Price Chg

FROZEN BLUEBERRIES	
<b>94,957,386 Lbs   ▼-0.2%</b>	
48 OUNCE	42,439,502 Lbs   ▲+4.3%   45% of total \$3.08 Price / Lb   \$0.06 Price Chg
32 OUNCE	11,096,044 Lbs   ▼-1.5%   12% of total \$4.18 Price / Lb   (\$0.01) Price Chg
16 OUNCE	11,202,105 Lbs   ▼-5.2%   12% of total \$2.89 Price / Lb   \$0.04 Price Chg
12 OUNCE	5,750,956 Lbs   ▼-7.9%   6% of total \$4.42 Price / Lb   \$0.08 Price Chg
ALL OTHER	24,468,779 Lbs   ▼-2.5%   26% of total \$3.33 Price / Lb   \$0.09 Price Chg



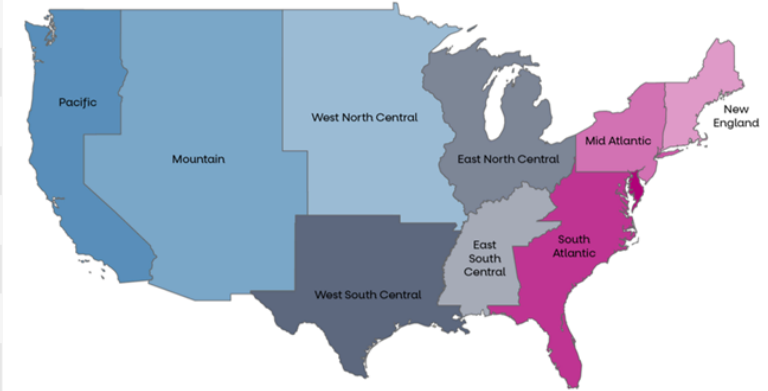
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 9/27/2020 to 9/25/2021

# Blueberries - Units

**TOTAL BLUEBERRIES**  
 633,025,362 Units | ▲ +0.6% YoY

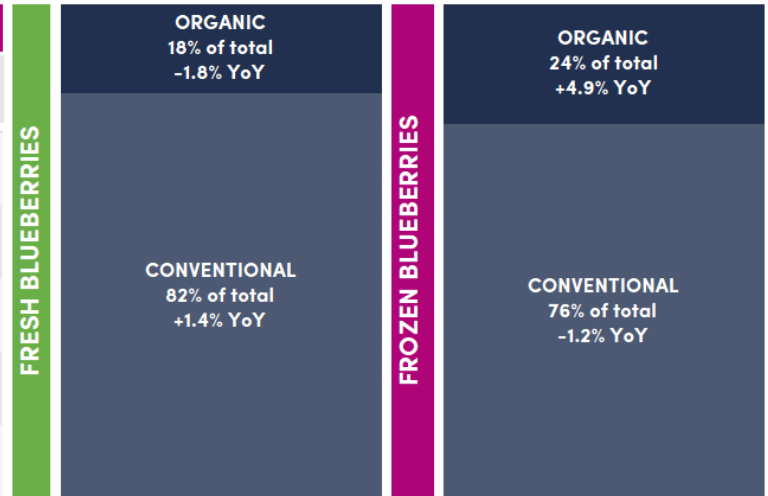
FRESH BLUEBERRIES	
South Atlantic	122,024,794 Units   ▼ -0.6%   21% of total
Middle Atlantic	88,002,700 Units   ▲ +2.9%   15% of total
Pacific	80,064,956 Units   ▼ -2.0%   14% of total
East North Central	89,432,118 Units   ▲ +0.8%   15% of total
New England	51,560,200 Units   ▲ +3.2%   9% of total
Mountain	48,342,354 Units   ▼ -1.0%   8% of total
West South Central	39,435,760 Units   ▲ +2.4%   7% of total
West North Central	35,909,270 Units   ▼ -0.4%   6% of total
East South Central	24,207,919 Units   ▲ +7.7%   4% of total

FROZEN BLUEBERRIES	
South Atlantic	10,727,333 Units   ▼ -2.9%   20% of total
Pacific	7,575,379 Units   ▼ -1.4%   14% of total
Middle Atlantic	6,663,105 Units   ▼ -4.1%   12% of total
East North Central	7,015,356 Units   ▼ -0.3%   13% of total
Mountain	4,899,677 Units   ▼ -1.3%   9% of total
New England	4,878,173 Units   ▼ -2.8%   9% of total
West South Central	5,351,388 Units   ▲ +1.7%   10% of total
West North Central	4,064,957 Units   ▼ -0.7%   8% of total
East South Central	2,518,399 Units   ▼ -0.8%   5% of total



FRESH BLUEBERRIES	
<b>579,297,574 Units   ▲ +0.8%</b>	
PINT	274,512,883 Units   ▲ +3.5%   49% of total \$3.42 Price / Unit   \$0.25 Price Chg
6 OUNCE	114,755,630 Units   ▼ -17.2%   21% of total \$3.40 Price / Unit   \$0.14 Price Chg
18 OUNCE	113,855,201 Units   ▲ +13.5%   20% of total \$4.98 Price / Unit   \$0.20 Price Chg
16 OUNCE	21,115,987 Units   ▲ +68.5%   4% of total \$3.99 Price / Unit   \$0.47 Price Chg
ALL OTHER	34,083,175 Units   ▼ -6.8%   6% of total \$5.12 Price / Unit   \$0.26 Price Chg

FROZEN BLUEBERRIES	
<b>53,727,788 Units   ▼ -1.6%</b>	
48 OUNCE	14,146,501 Units   ▲ +4.3%   26% of total \$9.25 Price / Unit   \$0.20 Price Chg
32 OUNCE	5,548,022 Units   ▼ -1.5%   10% of total \$8.36 Price / Unit   (\$0.03) Price Chg
16 OUNCE	11,080,427 Units   ▼ -5.0%   21% of total \$2.92 Price / Unit   \$0.04 Price Chg
12 OUNCE	7,667,941 Units   ▼ -7.9%   14% of total \$3.32 Price / Unit   \$0.06 Price Chg
ALL OTHER	15,284,897 Units   ▼ -0.8%   28% of total \$5.33 Price / Unit   \$0.06 Price Chg



Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 9/27/2020 to 9/25/2021