



# USHBC Blueberries in Retail Report: Q4 2021

The total blueberry category, inclusive of both fresh and frozen blueberries, are **up +9.7% in volume and +7.2% in dollars** for the fourth quarter of 2021 as compared to the same timeframe in 2020.

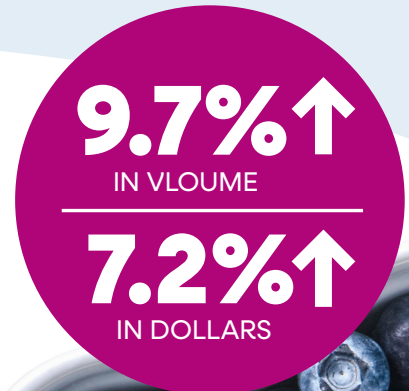
Looking at the full year of 2021, the total blueberry category is **up +1.3% in volume and +5.7% in dollars** compared to 2020, and **+17% in volume and +19% in dollars** compared to 2019. Between 2019 and 2021, blueberries added **83.3 million pounds in volume** and **\$425.5 million in value** to U.S. grocery produce aisles, reaffirming their role as a produce category growth leader.

## Market Situation:

During the **fourth quarter of 2021**, consumers continued to revert to pre-pandemic patterns of behavior, including travel, social gatherings, restaurant dining, and large-scale events such as concerts and festivals. Although food away from home expenditures have increased, fresh blueberry grocery channel volume and dollar sales in Q4 grew at a strong pace versus last year, while volume and dollar sales for frozen trend below last year's pandemic-fueled stock-up sales.

Despite some softness in frozen blueberry sales vs. 2020, both volume and dollar sales in Q4 of 2021 significantly outperform Q4 of 2019 in the frozen category.

This data suggests that people's positive experiences in 2020 with frozen blueberries have translated to a higher level of ongoing consumption, with the frozen form becoming more of a regular purchase.



## Q4 Fresh & Frozen Blueberry Retail Sales<sup>1</sup>

Category	Q4 Dollars (\$)	Q4 Dollar % Chg.		Q4 Volume (lbs.)	Q4 Volume % Chg.	
	2021	vs. 2020	vs. 2019	2021	vs. 2020	vs. 2019
<b>Total</b>	\$657,044,045	+7.2%	+27.2%	138,960,734	+9.7%	+41.8%
<b>Fresh</b>	\$578,623,500	+8.8%	+28.2%	116,563,043	+14.3%	+50.1%
<b>Frozen</b>	\$78,420,545	-3.9%	+20.5%	22,397,690	-9.1%	+10.3%

Looking at **2021 on an annual basis**, apart from post-pandemic lockdown declines in frozen blueberry sales vs. 2020, volume and dollar sales in 2021 surpass 2020, and significantly outpace 2019.

## Fresh & Frozen Blueberry Annual Retail Sales: 2021 vs. 2020 and 2019<sup>2</sup>

Category	Dollars (\$)	Dollar % Chg.		Volume (lbs.)	Volume % Chg.	
	2021	vs. 2020	vs. 2019	2021	vs. 2020	vs. 2019
<b>Total</b>	\$2,615,916,129	+5.7%	+19%	569,705,704	+1.3%	+17%
<b>Fresh</b>	\$2,301,686,197	+7.3%	+19%	476,743,910	+2.9%	+17%
<b>Frozen</b>	\$314,229,932	-4.4%	+25%	92,961,794	-6.5%	+19%

For more research, explore blueberry-specific [Nielsen Reports](#) and [Consumer & Shopper Insights](#).

## Staying Relevant: Grab a Boost of Blue in 2022

With a strong marketing push in 2022, USHBC's Grab a Boost of Blue positioning will continue to resonate strongly with consumers, as personal health and wellness remains top of mind in the pandemic environment.<sup>3</sup> Blueberries' natural characteristics and the Council's unified call to action are well positioned to deliver against these motivators.

Message testing research shows the Grab a Boost of Blue logo and call to action spark consumers' positive associations with blueberries in supporting heart and brain health, digestion and immunity.<sup>4</sup> Retailers and marketers are seeing benefit in leveraging the Grab a Boost of Blue as a supporting element of their own category and brand growth efforts.

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

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

## Grab a Boost of Blue Coordinated Seasonal Promotions in Q4 2021

As part of [Grab a Boost of Blue](#) – a strategic positioning and call to action backed by tools and consumer research made available on USHBC's [Retail Hub](#) – the Council coordinates industry promotion of blueberries during key seasonal periods.

In Q4, USHBC celebrated two seasonal pushes to resonate with consumers and drive purchases at point-of-sale:



[American Diabetes Awareness Month](#)



[Fall & Winter Holiday Season](#)

Our toolkits house a variety of ready-to-use resources including social media content, digital ads, recipes, and more – check them out [today!](#)

## Mark Your Calendars

There are numerous possibilities for retailers and marketers to extend their marketing dollars and drive blueberry sales with Grab a Boost of Blue in the new year. Kick off 2022 by syncing up your calendars with the following promotional pushes in Q1, which the Council is coordinating with the rest of the industry to make an even bigger splash:



[Heart Health Month](#) (February)



[National Nutrition Month](#) (March)



[Frozen Food Month](#) (March)

Don't forget to take advantage of our free promotional resources and [turnkey content](#) to create opportunities to boost blueberry sales in your stores and online.



Are you a retailer interested in learning about partnership opportunities with the Council in 2022 to move more blueberries? We would love to hear from you! Please contact us at [retail@blueberry.org](mailto:retail@blueberry.org) to request more information.

Join the team of retailers and marketers bringing Grab a Boost of Blue to life in stores and beyond! Stay in the know by [signing up](#) for our monthly retail newsletter.

Source:

<sup>1,2</sup> Category Partners Nielsen Report, Excel Dashboards for 52 weeks ending 01.04.20 through 01.02.21 and weeks ending 01.09.21 through 01.01.22

<sup>3</sup> Feeling good: The future of the \$1.5 trillion wellness market. April 2021. McKinsey & Company. Exhibit 1.

<sup>4</sup> FoodMinds Strategic Insights. USHBC Boost of Blue Communication Check. September 2020.