

4.8.2022

USHBC Blueberry and Berry Category Monthly Retail Sales Report

March 2022

Sales through Nielsen Week Ending 3.26.2022

March 2022

Fresh blueberries (Produce department)

- Dollars sales increased **+3.8%** year over year compared to an increase for all fresh berries of **+10.1%**
- Pints increased **+14.6%** and represents 44% of total fresh blueberries dollar sales
- Fresh blueberries posted dollar gains in 8 of 9 regions; units posted gains in 7 regions
- Organic fresh blueberries declined in dollars and units YoY.

Frozen blueberries (Frozen department)

- Dollar sales for frozen blueberries decreased **-2.8%** year over year compared to a decrease for all frozen berries of **-4.2%**
- 48oz is the dominant pack size and posted an increase in dollars of **+1.6%**
- Only 3 of the nine regions gained dollars in frozen blueberries
- Conventional frozen blueberries increased **+1.6%** in dollars, while organic frozen blueberries declined in dollars by **-16.4%**

Category Segment Performance

March Blueberry Category and Segment Sales – 2022 vs 2021

	DOLLARS (MM)			UNITS (MM)			POUNDS (MM)		
	2021	2022	% Chg vs. YA	2021	2022	% Chg vs. YA	2021	2022	% Chg vs. YA
TOTAL BLUEBERRY CATEGORY	\$209,762,833	\$215,881,586	2.9%	49,002,113	50,579,457	3.2%	41,963,092	43,498,187	3.7%
Fresh Blueberries	\$182,228,438	\$189,104,482	3.8%	44,334,627	46,438,770	4.7%	33,733,136	36,061,513	6.9%
Conventional	\$141,639,489	\$152,257,117	7.5%	35,563,289	38,613,636	8.6%	28,011,784	31,289,818	11.7%
Organic	\$40,588,949	\$36,847,365	-9.2%	8,771,338	7,825,134	-10.8%	5,721,352	4,771,695	-16.6%
Frozen Blueberries	\$27,534,395	\$26,777,104	-2.8%	4,667,486	4,140,687	-11.3%	8,229,956	7,436,674	-9.6%
Conventional	\$20,910,648	\$21,237,576	1.6%	3,549,682	3,267,362	-8.0%	6,757,195	6,241,964	-7.6%
Organic	\$6,623,747	\$5,539,528	-16.4%	1,117,804	873,325	-21.9%	1,472,761	1,194,710	-18.9%

Monthly Detail – Dollars/Week



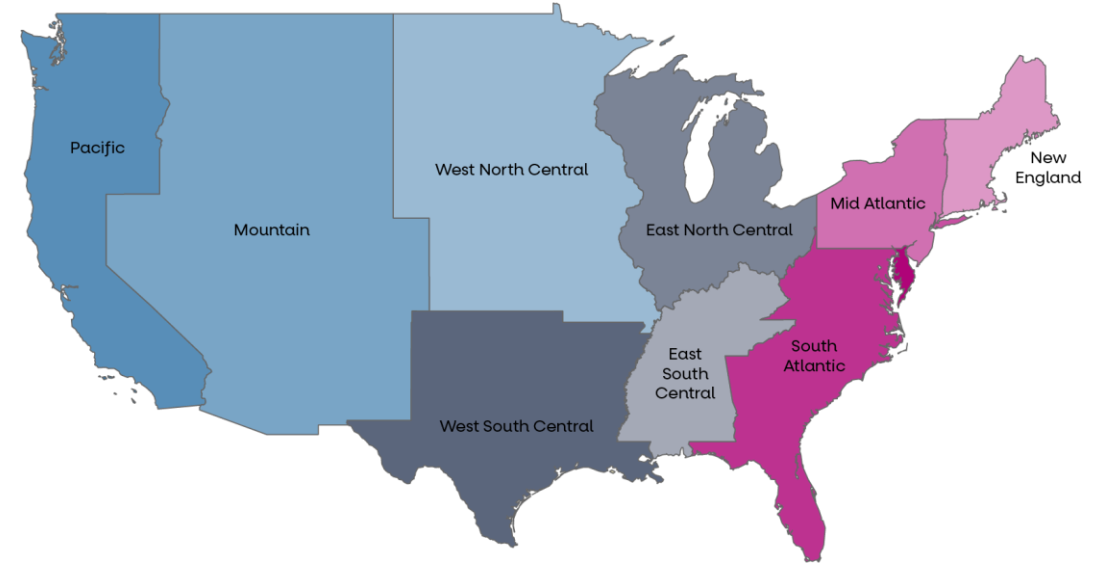
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 3/28/2021 to 3/26/2022

Monthly Detail – Units/Week



Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 3/28/2021 to 3/26/2022

Nielsen Divisions



Pacific		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+7.9%	-2.7%
PRODUCE - BERRIES	+8.0%	+1.6%
PRODUCE - BLUEBERRIES	+5.7%	-4.7%
FROZEN	+5.6%	-5.4%
FROZEN - BERRIES	-10.0%	-21.5%
FROZEN - BLUEBERRIES	-9.2%	-17.8%

Mountain		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+8.8%	-3.3%
PRODUCE - BERRIES	+7.9%	+8.8%
PRODUCE - BLUEBERRIES	+6.3%	-1.8%
FROZEN	+6.2%	-5.2%
FROZEN - BERRIES	-9.2%	-19.9%
FROZEN - BLUEBERRIES	-6.8%	-15.4%

West North Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+5.9%	-5.2%
PRODUCE - BERRIES	+9.8%	+7.3%
PRODUCE - BLUEBERRIES	+2.1%	+0.9%
FROZEN	+7.6%	-4.3%
FROZEN - BERRIES	+2.1%	-11.5%
FROZEN - BLUEBERRIES	+2.9%	-8.1%

West South Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+10.4%	-2.9%
PRODUCE - BERRIES	+9.4%	+7.5%
PRODUCE - BLUEBERRIES	+2.1%	+7.2%
FROZEN	+7.5%	-2.8%
FROZEN - BERRIES	-3.5%	-13.3%
FROZEN - BLUEBERRIES	-4.4%	-10.7%

East North Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+6.6%	-4.0%
PRODUCE - BERRIES	+10.5%	+15.4%
PRODUCE - BLUEBERRIES	+2.4%	+6.6%
FROZEN	+7.1%	-5.4%
FROZEN - BERRIES	-3.8%	-15.9%
FROZEN - BLUEBERRIES	-1.1%	-12.4%

East South Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+8.0%	-1.0%
PRODUCE - BERRIES	+12.3%	+12.8%
PRODUCE - BLUEBERRIES	+2.6%	+10.1%
FROZEN	+6.2%	-5.5%
FROZEN - BERRIES	+0.6%	-11.4%
FROZEN - BLUEBERRIES	+1.4%	-5.7%

South Atlantic		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+9.3%	+1.0%
PRODUCE - BERRIES	+16.6%	+18.5%
PRODUCE - BLUEBERRIES	+7.6%	+13.1%
FROZEN	+7.0%	-4.1%
FROZEN - BERRIES	+2.2%	-8.5%
FROZEN - BLUEBERRIES	+1.8%	-5.7%

Middle Atlantic		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+4.1%	-4.9%
PRODUCE - BERRIES	+5.6%	+0.2%
PRODUCE - BLUEBERRIES	+2.1%	+1.9%
FROZEN	+4.5%	-5.5%
FROZEN - BERRIES	-8.1%	-17.5%
FROZEN - BLUEBERRIES	-2.7%	-9.4%

New England		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+3.0%	-6.6%
PRODUCE - BERRIES	+5.1%	+7.1%
PRODUCE - BLUEBERRIES	-3.0%	+6.9%
FROZEN	+4.3%	-5.9%
FROZEN - BERRIES	-7.4%	-20.8%
FROZEN - BLUEBERRIES	-5.3%	-16.9%

Total US		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+7.4%	-2.7%
PRODUCE - BERRIES	+10.1%	+9.8%
PRODUCE - BLUEBERRIES	+3.8%	+4.7%
FROZEN	+6.5%	-4.7%
FROZEN - BERRIES	-4.2%	-15.3%
FROZEN - BLUEBERRIES	-2.8%	-11.3%

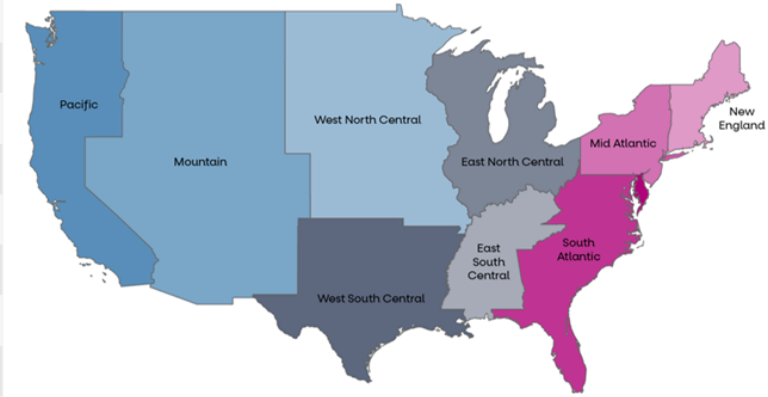
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 2/27/2022 to 3/26/2022

Blueberries - Dollars

TOTAL BLUEBERRIES
\$215,881,586 | ▲ +2.9% YoY

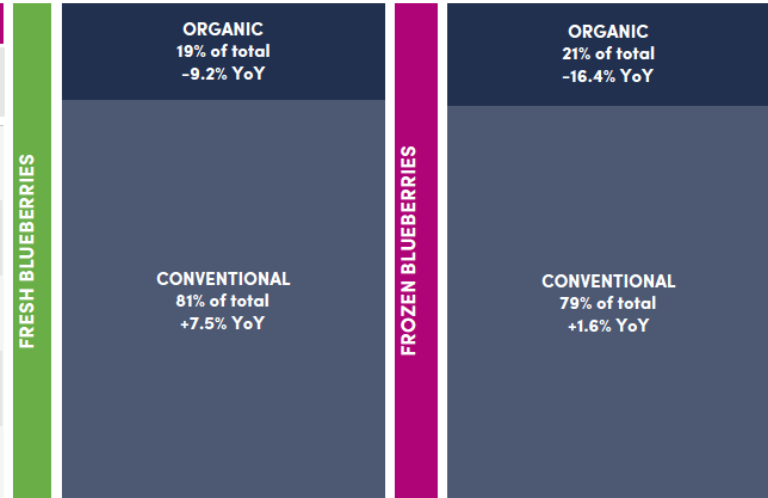
FRESH BLUEBERRIES		
South Atlantic	\$43,104,229	▲+7.6% 23% of total
Pacific	\$28,864,371	▲+5.7% 15% of total
Middle Atlantic	\$27,149,100	▲+2.1% 14% of total
East North Central	\$25,501,312	▲+2.4% 13% of total
Mountain	\$15,631,993	▲+6.3% 8% of total
New England	\$15,549,585	▼-3.0% 8% of total
West South Central	\$13,476,798	▲+2.1% 7% of total
West North Central	\$11,649,463	▲+2.1% 6% of total
East South Central	\$8,020,781	▲+2.6% 4% of total

FROZEN BLUEBERRIES		
South Atlantic	\$5,900,440	▲+1.8% 22% of total
Pacific	\$3,841,580	▼-9.2% 14% of total
Middle Atlantic	\$3,519,715	▼-2.7% 13% of total
East North Central	\$3,310,983	▼-1.1% 12% of total
Mountain	\$2,439,397	▼-6.8% 9% of total
New England	\$2,391,351	▼-5.3% 9% of total
West South Central	\$2,204,010	▼-4.4% 8% of total
West North Central	\$1,971,538	▲+2.9% 7% of total
East South Central	\$1,184,973	▲+1.4% 4% of total



FRESH BLUEBERRIES		
\$189,104,482 ▲+3.8%		
PINT	\$79,967,192	▲+14.6% 44% of total \$5.14 Price / Lb (\$0.22) Price Chg
18 OUNCE	\$55,088,336	▲+0.6% 30% of total \$4.56 Price / Lb (\$0.11) Price Chg
6 OUNCE	\$32,497,309	▼-12.3% 18% of total \$9.47 Price / Lb \$0.58 Price Chg
16 OUNCE	\$9,250,478	▼-6.0% 5% of total \$4.01 Price / Lb \$0.02 Price Chg
ALL OTHER	\$6,321,463	▲+13.4% 3% of total \$6.39 Price / Lb \$0.42 Price Chg

FROZEN BLUEBERRIES		
\$26,777,104 ▼-2.8%		
48 OUNCE	\$11,546,958	▲+1.6% 43% of total \$3.35 Price / Lb \$0.22 Price Chg
32 OUNCE	\$3,306,621	▼-18.5% 12% of total \$4.45 Price / Lb \$0.27 Price Chg
16 OUNCE	\$2,873,620	▼-1.3% 11% of total \$2.99 Price / Lb \$0.13 Price Chg
ALL OTHER	\$6,952,404	▼-4.7% 26% of total \$4.51 Price / Lb \$0.46 Price Chg
64 OUNCE	\$2,097,500	▲+10.5% 8% of total \$2.80 Price / Lb \$0.47 Price Chg



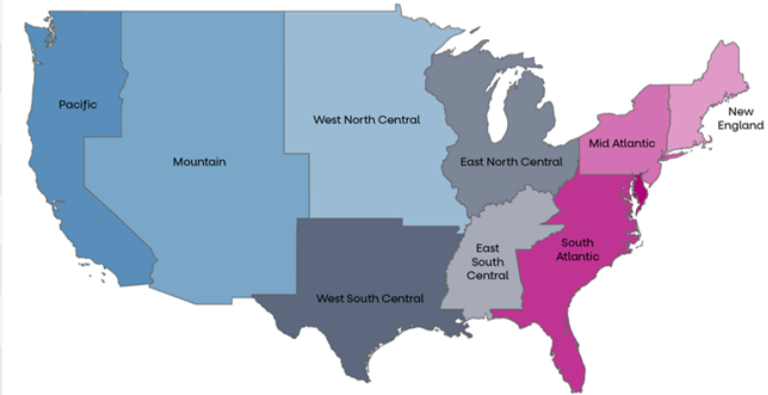
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 2/27/2022 to 3/26/2022

Blueberries - Pounds

TOTAL BLUEBERRIES
 43,498,187 Lbs | ▲ +3.7% YoY

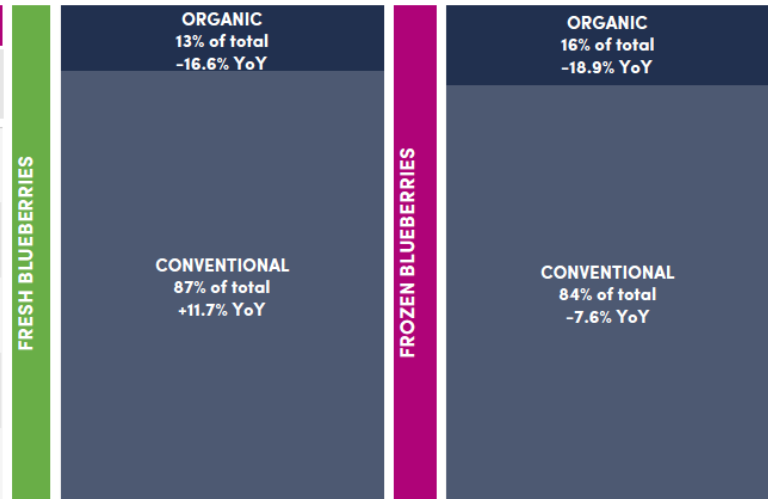
FRESH BLUEBERRIES	
South Atlantic	7,799,085 Lbs ▲ +9.9% 22% of total
Pacific	4,377,805 Lbs ▼ -3.5% 12% of total
Middle Atlantic	5,931,034 Lbs ▲ +5.8% 16% of total
East North Central	5,614,117 Lbs ▲ +8.5% 16% of total
Mountain	2,681,770 Lbs ▲ +2.6% 7% of total
New England	3,379,600 Lbs ▲ +13.9% 9% of total
West South Central	2,580,006 Lbs ▲ +10.6% 7% of total
West North Central	2,116,614 Lbs ▲ +5.1% 6% of total
East South Central	1,566,595 Lbs ▲ +14.8% 4% of total

FROZEN BLUEBERRIES	
South Atlantic	1,693,662 Lbs ▼ -3.2% 23% of total
Pacific	930,006 Lbs ▼ -17.1% 13% of total
Middle Atlantic	927,649 Lbs ▼ -7.0% 12% of total
East North Central	929,804 Lbs ▼ -11.2% 13% of total
Mountain	696,838 Lbs ▼ -15.2% 9% of total
New England	645,822 Lbs ▼ -9.3% 9% of total
West South Central	684,060 Lbs ▼ -12.3% 9% of total
West North Central	563,858 Lbs ▼ -7.8% 8% of total
East South Central	362,410 Lbs ▼ -6.9% 5% of total



FRESH BLUEBERRIES	
36,061,513 Lbs ▲ +6.9%	
PINT	15,553,133 Lbs ▲ +19.7% 45% of total \$5.14 Price / Lb (\$0.22) Price Chg
18 OUNCE	12,092,251 Lbs ▲ +3.0% 35% of total \$4.56 Price / Lb (\$0.11) Price Chg
6 OUNCE	3,432,666 Lbs ▼ -17.7% 10% of total \$9.47 Price / Lb \$0.58 Price Chg
16 OUNCE	2,305,770 Lbs ▼ -6.4% 7% of total \$4.01 Price / Lb \$0.02 Price Chg
ALL OTHER	989,081 Lbs ▲ +6.0% 3% of total \$6.39 Price / Lb \$0.42 Price Chg

FROZEN BLUEBERRIES	
7,436,674 Lbs ▼ -9.6%	
48 OUNCE	3,444,189 Lbs ▼ -5.1% 46% of total \$3.35 Price / Lb \$0.22 Price Chg
32 OUNCE	743,445 Lbs ▼ -23.5% 10% of total \$4.45 Price / Lb \$0.27 Price Chg
16 OUNCE	959,918 Lbs ▼ -5.5% 13% of total \$2.99 Price / Lb \$0.13 Price Chg
ALL OTHER	1,540,072 Lbs ▼ -14.4% 21% of total \$4.51 Price / Lb \$0.46 Price Chg
64 OUNCE	749,051 Lbs ▼ -8.0% 10% of total \$2.80 Price / Lb \$0.47 Price Chg

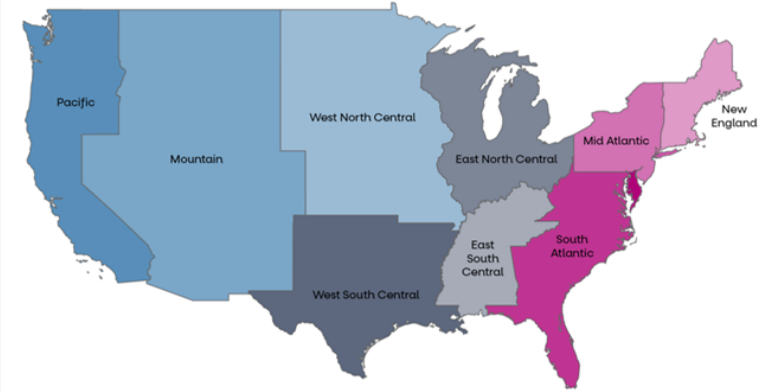


Blueberries - Units

TOTAL BLUEBERRIES
 50,579,457 Units | ▲ +3.2% YoY

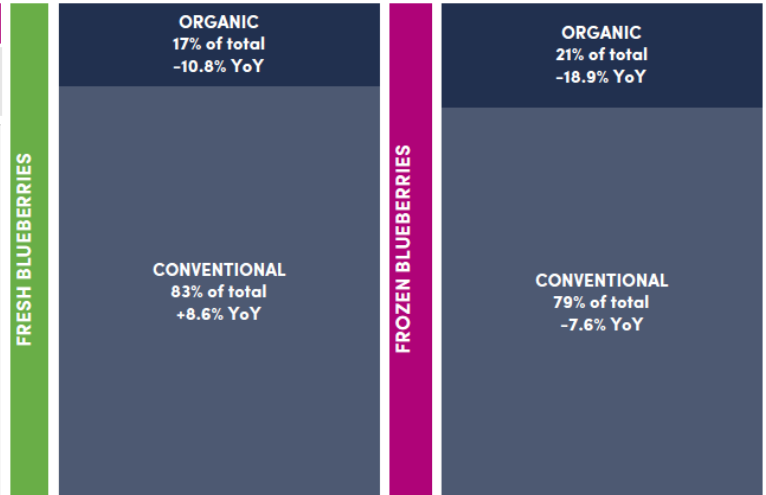
FRESH BLUEBERRIES	
South Atlantic	10,732,272 Units ▲+13.1% 23% of total
Pacific	6,087,615 Units ▼-4.7% 13% of total
Middle Atlantic	6,780,029 Units ▲+1.9% 15% of total
East North Central	7,151,218 Units ▲+6.6% 15% of total
Mountain	3,719,632 Units ▼-1.8% 8% of total
New England	4,045,465 Units ▲+6.9% 9% of total
West South Central	3,191,815 Units ▲+7.2% 7% of total
West North Central	2,733,815 Units ▲+0.9% 6% of total
East South Central	1,972,691 Units ▲+10.1% 4% of total

FROZEN BLUEBERRIES	
South Atlantic	883,262 Units ▼-5.7% 21% of total
Pacific	544,762 Units ▼-17.8% 13% of total
Middle Atlantic	527,079 Units ▼-9.4% 13% of total
East North Central	539,159 Units ▼-12.4% 13% of total
Mountain	363,784 Units ▼-15.4% 9% of total
New England	349,941 Units ▼-16.9% 8% of total
West South Central	407,913 Units ▼-10.7% 10% of total
West North Central	318,900 Units ▼-8.1% 8% of total
East South Central	204,004 Units ▼-5.7% 5% of total



FRESH BLUEBERRIES	
46,438,770 Units ▲+4.7%	
PINT	21,292,554 Units ▲+19.7% 48% of total \$3.76 Price / Unit (\$0.17) Price Chg
6 OUNCE	9,153,776 Units ▼-17.7% 20% of total \$3.55 Price / Unit \$0.22 Price Chg
18 OUNCE	10,748,668 Units ▲+3.0% 24% of total \$5.13 Price / Unit (\$0.13) Price Chg
16 OUNCE	2,305,770 Units ▼-6.4% 5% of total \$4.01 Price / Unit \$0.02 Price Chg
ALL OTHER	1,249,391 Units ▲+6.0% 3% of total \$5.06 Price / Unit (\$0.01) Price Chg

FROZEN BLUEBERRIES	
4,140,687 Units ▼-11.3%	
48 OUNCE	1,148,063 Units ▼-5.1% 28% of total \$10.06 Price / Unit \$0.66 Price Chg
32 OUNCE	371,722 Units ▼-23.5% 9% of total \$8.90 Price / Unit \$0.55 Price Chg
16 OUNCE	954,104 Units ▼-5.1% 23% of total \$3.01 Price / Unit \$0.12 Price Chg
ALL OTHER	1,479,535 Units ▼-16.1% 36% of total \$4.70 Price / Unit \$0.56 Price Chg
64 OUNCE	187,263 Units ▼-8.0% 5% of total \$11.20 Price / Unit \$1.87 Price Chg

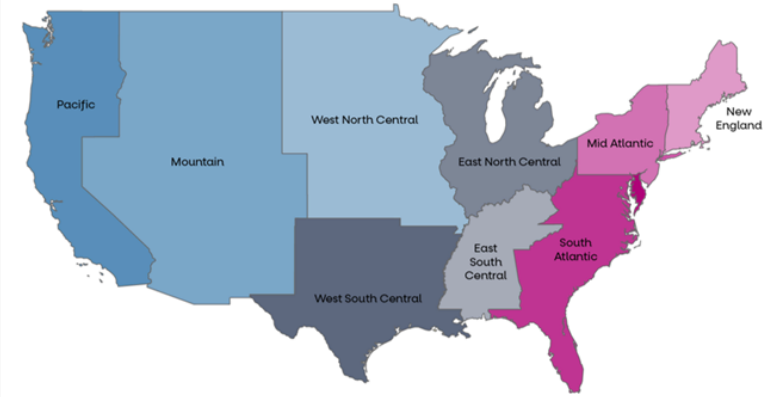


Blueberries - Dollars

TOTAL BLUEBERRIES
\$2,640,276,219 | ▲ +4.0% YoY

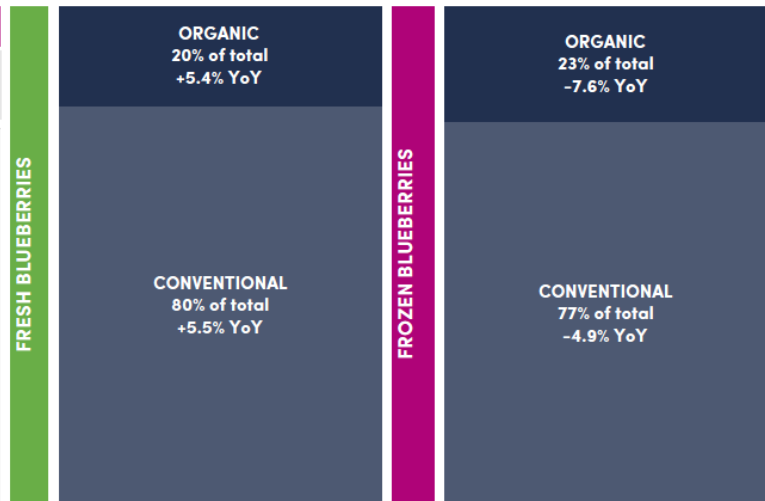
FRESH BLUEBERRIES	
South Atlantic	\$504,764,488 ▲+7.9% 22% of total
Pacific	\$361,677,207 ▲+5.4% 16% of total
Middle Atlantic	\$357,103,583 ▲+3.6% 15% of total
East North Central	\$319,549,124 ▲+6.3% 14% of total
New England	\$207,092,108 ▲+0.9% 9% of total
Mountain	\$178,420,243 ▲+3.8% 8% of total
West South Central	\$160,209,954 ▲+8.8% 7% of total
West North Central	\$139,149,715 ▲+2.3% 6% of total
East South Central	\$96,352,122 ▲+11.8% 4% of total

FROZEN BLUEBERRIES	
South Atlantic	\$67,151,808 ▼-2.1% 21% of total
Pacific	\$46,357,340 ▼-11.3% 15% of total
Middle Atlantic	\$41,144,041 ▼-6.1% 13% of total
East North Central	\$38,707,099 ▼-4.0% 12% of total
New England	\$28,780,175 ▼-6.7% 9% of total
Mountain	\$28,445,348 ▼-8.8% 9% of total
West South Central	\$27,004,229 ▼-3.7% 9% of total
West North Central	\$22,592,284 ▼-1.5% 7% of total
East South Central	\$13,563,086 ▼-2.8% 4% of total



FRESH BLUEBERRIES	
\$2,326,367,167 ▲+5.5%	
PINT	\$1,003,480,491 ▲+10.7% 44% of total \$4.77 Price / Lb \$0.37 Price Chg
18 OUNCE	\$603,378,715 ▲+7.1% 27% of total \$4.35 Price / Lb \$0.14 Price Chg
6 OUNCE	\$375,899,934 ▼-6.6% 17% of total \$9.28 Price / Lb \$0.45 Price Chg
16 OUNCE	\$90,448,027 ▲+27.5% 4% of total \$4.10 Price / Lb \$0.29 Price Chg
ALL OTHER	\$183,924,622 ▲+1.4% 8% of total \$4.18 Price / Lb \$0.23 Price Chg

FROZEN BLUEBERRIES	
\$313,909,052 ▼-5.5%	
48 OUNCE	\$131,898,879 ▼-3.2% 42% of total \$3.17 Price / Lb \$0.10 Price Chg
32 OUNCE	\$43,321,808 ▼-13.8% 14% of total \$4.32 Price / Lb \$0.13 Price Chg
16 OUNCE	\$31,849,048 ▼-7.2% 10% of total \$2.92 Price / Lb \$0.03 Price Chg
12 OUNCE	\$24,979,917 ▼-9.0% 8% of total \$4.61 Price / Lb \$0.18 Price Chg
ALL OTHER	\$81,859,401 ▼-2.4% 26% of total \$3.52 Price / Lb \$0.22 Price Chg



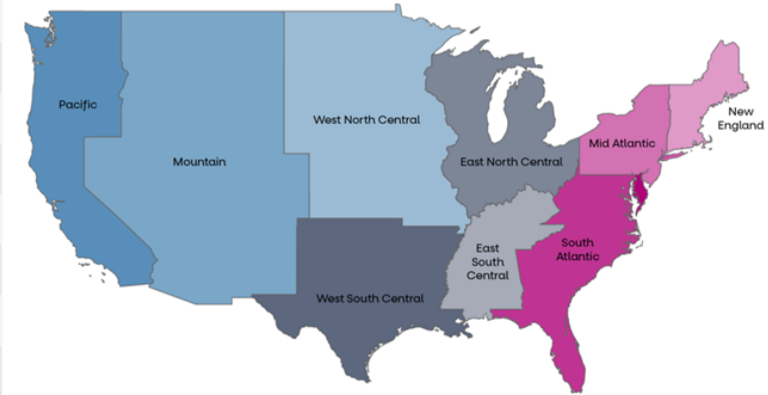
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 3/28/2021 to 3/26/2022

Blueberries - Pounds

TOTAL BLUEBERRIES
 566,564,476 Lbs | ▼ -1.2% YoY

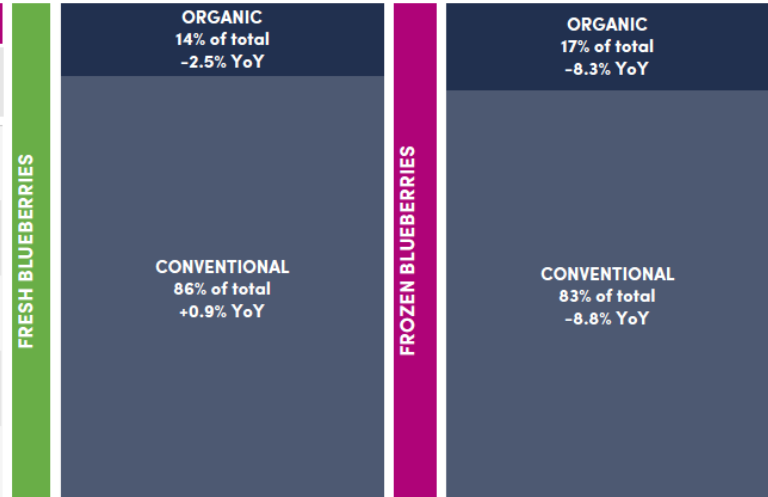
FRESH BLUEBERRIES	
South Atlantic	100,238,985 Lbs ▲+0.5% 21% of total
Pacific	60,234,196 Lbs ▼-1.8% 13% of total
Middle Atlantic	77,821,443 Lbs ▼-1.0% 16% of total
East North Central	75,015,399 Lbs ▲+0.1% 16% of total
New England	43,656,994 Lbs ▲+0.2% 9% of total
Mountain	35,021,324 Lbs ▲+0.3% 7% of total
West South Central	34,545,163 Lbs ▲+6.4% 7% of total
West North Central	27,725,645 Lbs ▼-2.1% 6% of total
East South Central	20,862,463 Lbs ▲+7.5% 4% of total

FROZEN BLUEBERRIES	
South Atlantic	19,894,434 Lbs ▼-5.9% 22% of total
Pacific	11,785,619 Lbs ▼-14.8% 13% of total
Middle Atlantic	11,239,277 Lbs ▼-7.2% 12% of total
East North Central	11,483,622 Lbs ▼-8.4% 13% of total
New England	8,066,930 Lbs ▼-8.5% 9% of total
Mountain	8,587,063 Lbs ▼-13.3% 9% of total
West South Central	8,896,669 Lbs ▼-6.7% 10% of total
West North Central	6,910,853 Lbs ▼-5.8% 8% of total
East South Central	4,318,121 Lbs ▼-7.5% 5% of total



FRESH BLUEBERRIES	
475,353,111 Lbs ▲+0.4%	
PINT	210,497,425 Lbs ▲+2.2% 46% of total \$4.77 Price / Lb \$0.37 Price Chg
18 OUNCE	138,666,724 Lbs ▲+3.6% 30% of total \$4.35 Price / Lb \$0.14 Price Chg
6 OUNCE	40,487,270 Lbs ▼-11.2% 9% of total \$9.28 Price / Lb \$0.45 Price Chg
16 OUNCE	22,065,286 Lbs ▲+18.6% 5% of total \$4.10 Price / Lb \$0.29 Price Chg
ALL OTHER	43,967,014 Lbs ▼-4.2% 10% of total \$4.18 Price / Lb \$0.23 Price Chg

FROZEN BLUEBERRIES	
91,211,364 Lbs ▼-8.7%	
48 OUNCE	41,586,569 Lbs ▼-6.4% 46% of total \$3.17 Price / Lb \$0.10 Price Chg
32 OUNCE	10,019,793 Lbs ▼-16.4% 11% of total \$4.32 Price / Lb \$0.13 Price Chg
16 OUNCE	10,894,348 Lbs ▼-8.0% 12% of total \$2.92 Price / Lb \$0.03 Price Chg
12 OUNCE	5,423,508 Lbs ▼-12.6% 6% of total \$4.61 Price / Lb \$0.18 Price Chg
ALL OTHER	23,287,146 Lbs ▼-8.4% 26% of total \$3.52 Price / Lb \$0.22 Price Chg



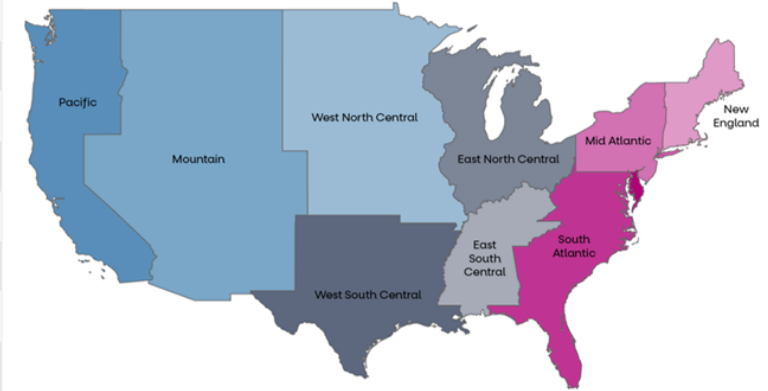
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 3/28/2021 to 3/26/2022

Blueberries - Units

TOTAL BLUEBERRIES
 648,241,351 Units | ▼ -1.6% YoY

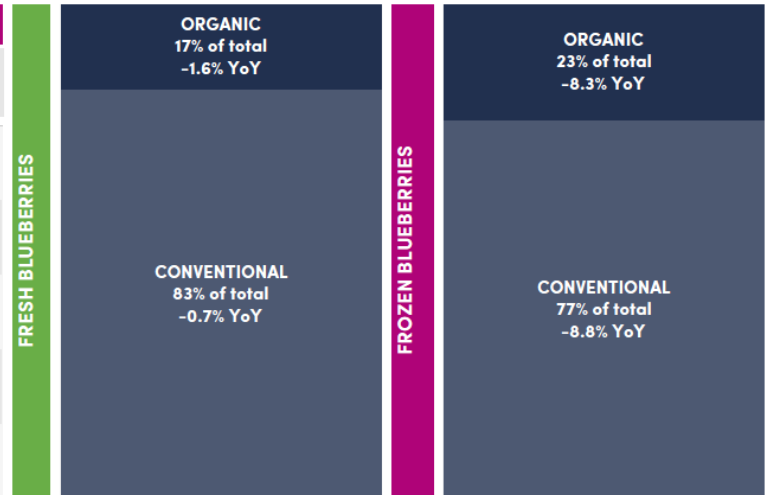
FRESH BLUEBERRIES	
South Atlantic	128,902,801 Units ▼ -0.2% 22% of total
Pacific	82,049,566 Units ▼ -2.4% 14% of total
Middle Atlantic	88,969,982 Units ▼ -3.0% 15% of total
East North Central	92,984,649 Units ▲ +0.9% 16% of total
New England	52,576,753 Units ▼ -1.1% 9% of total
Mountain	48,743,910 Units ▼ -2.3% 8% of total
West South Central	41,476,149 Units ▲ +3.0% 7% of total
West North Central	35,419,695 Units ▼ -4.6% 6% of total
East South Central	25,465,843 Units ▲ +5.5% 4% of total

FROZEN BLUEBERRIES	
South Atlantic	10,611,243 Units ▼ -5.3% 21% of total
Pacific	6,833,868 Units ▼ -17.5% 13% of total
Middle Atlantic	6,431,672 Units ▼ -9.8% 13% of total
East North Central	6,667,145 Units ▼ -8.7% 13% of total
New England	4,619,699 Units ▼ -10.6% 9% of total
Mountain	4,486,373 Units ▼ -13.1% 9% of total
West South Central	5,222,515 Units ▼ -4.8% 10% of total
West North Central	3,936,620 Units ▼ -6.0% 8% of total
East South Central	2,458,448 Units ▼ -5.2% 5% of total



FRESH BLUEBERRIES	
596,948,026 Units ▼ -0.8%	
PINT	288,249,003 Units ▲ +2.2% 50% of total \$3.48 Price / Unit \$0.27 Price Chg
6 OUNCE	107,966,053 Units ▼ -11.2% 19% of total \$3.48 Price / Unit \$0.17 Price Chg
18 OUNCE	123,259,296 Units ▲ +3.6% 21% of total \$4.90 Price / Unit \$0.16 Price Chg
16 OUNCE	22,065,286 Units ▲ +18.6% 4% of total \$4.10 Price / Unit \$0.29 Price Chg
ALL OTHER	35,738,995 Units ▼ -4.2% 6% of total \$5.15 Price / Unit \$0.27 Price Chg

FROZEN BLUEBERRIES	
51,293,325 Units ▼ -9.3%	
48 OUNCE	13,862,190 Units ▼ -6.4% 27% of total \$9.52 Price / Unit \$0.31 Price Chg
32 OUNCE	5,009,896 Units ▼ -16.4% 10% of total \$8.65 Price / Unit \$0.26 Price Chg
16 OUNCE	10,782,766 Units ▼ -7.9% 21% of total \$2.95 Price / Unit \$0.02 Price Chg
12 OUNCE	7,231,344 Units ▼ -12.6% 14% of total \$3.45 Price / Unit \$0.14 Price Chg
ALL OTHER	14,407,129 Units ▼ -8.5% 28% of total \$5.68 Price / Unit \$0.35 Price Chg



Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 3/28/2021 to 3/26/2022