



USHBC Blueberries in Retail Report: Q3 2022

The total blueberry category, inclusive of both fresh and frozen blueberries is **up +6.8% in dollars but down -2.2% in volume** for the third quarter of 2022 as compared to the same timeframe in 2021.

6.8%↑
IN DOLLARS

2.2%↓
IN VOLUME



Market Situation:

The decline in total blueberry volume sold at retail during the third quarter of this year is offset by higher retail prices as seen during the previous quarter. Food prices (including the berry category) have continued to increase due to inflation. The average retail price of a pound of blueberries has increased by +9.2% (or +\$0.40) since Q3 2021, retailing on average at \$4.69/lb. The average price per pound for all other berries has also increased slightly, up +4.5% (or +\$0.17) compared to Q3 2021 retailing on average at \$3.84/lb.

Fresh & Frozen Blueberries: Q3 2022 vs. Q3 2021¹

Category	Dollars (\$)	Dollar % Chg (vs. Q3 2021)	Volume (Lbs)	Volume % Chg (vs. Q3 2021)
Total	\$699,771,324	+6.8%	149,102,796	-2.2%
Fresh	\$618,523,478	+6.0%	127,314,077	-2.9%
Frozen	\$81,247,845	+13.2%	21,788,719	+2.0%

Fresh Highlights:

Fresh blueberry sales are down -2.2% in volume and up +6.8% in dollars vs. YA. The decline in fresh volume is offset by higher retail prices for fresh blueberries. The average retail price per pound for all fresh blueberries in Q3 of 2021 was \$4.45/lb, which has increased +9.2% (+\$.41) to \$4.86/lb in Q3 2022.

Frozen Highlights:

Frozen blueberry sales are up +2.0% in volume and up +13.2% dollars vs. YA. The average retail price per pound for all frozen blueberries in Q3 of 2021 was \$3.36/lb, which has increased +11% (+\$0.37) to \$3.73/lb in Q3 2022.

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





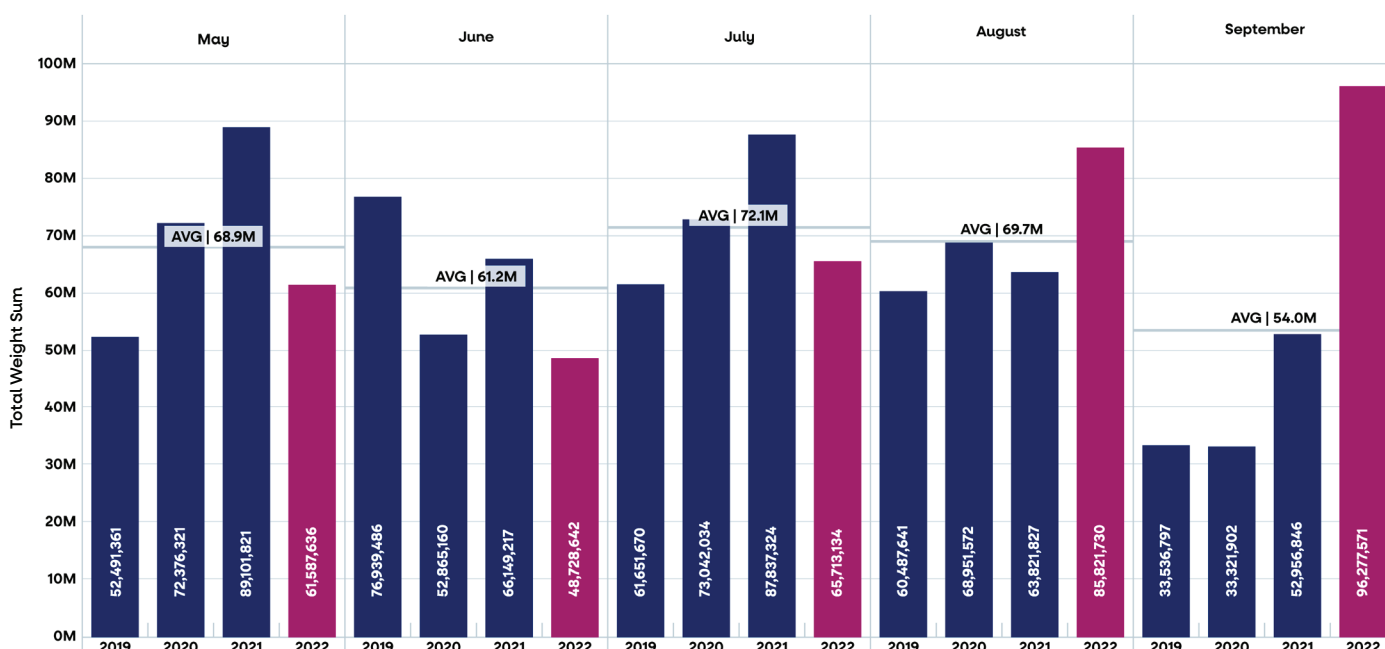
U.S. Blueberry Supply: Q3 Insights

Joe Vargas, Director of Business Intelligence, U.S. Highbush Blueberry Council

- In the front end of Q3, retail sales were impacted by tight supply and higher prices of fresh blueberries due to an unseasonably late spring in the Pacific Northwest
- Despite higher prices, consumer demand for fresh blueberry taste, texture and health benefits stayed strong, with YOY dollar sales change (+7%) outperforming YOY volume change (-2%) by a full 9 percentage points
- With improved domestic supply at the end of Q3 and the arrival of abundant fruit from Oregon, Washington, Peru and Canada, we see retail volume and dollar sales surge during the month of September



2022 U.S. Blueberry Supply from Domestic and Imported Sources²



Source: ushbc.blueberry.org; USDA Agricultural Service Movement Data



For more blueberry market information, insights and promotional resources, visit the [USHBC Retailer Hub](https://retail.blueberry.org) or contact retail@blueberry.org. To receive the latest on blueberries in retail straight to your inbox, [sign up](#) for our monthly retail newsletter today!

Source:

¹ Category Partners Nielsen Report, Excel Dashboard for 13 weeks ending 07.09.22 through 09.30.22.

² ushbc.blueberry.org; USDA Agricultural Service Movement Data



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