



USHBC Blueberries in Retail Report: Q4 2022

The total blueberry category, inclusive of both fresh and frozen blueberries, is up +3.9% in dollars and up +11.0% in volume for the fourth quarter of 2022 as compared to the same time frame in 2021.

Market Situation:

The fourth quarter of 2022 saw a decrease in average retail price of a pound of blueberries by -4.8% (or -\$0.23) since Q3 2022, retailing on average at \$4.56/lb. The Q4 average price per pound for all other berries has increased, up +30.01% (or +\$1.19) compared to Q3 2021, retailing on average at \$5.14/lb.



Fresh & Frozen Blueberries: Q4 2022 vs. 2021¹

Category	Dollars (\$)	Dollar % Chg. (vs. Q4 2021)	Volume (lbs.)	Volume % Chg. (vs. Q4 2021)
Total	\$659,510,280	+3.9%	149,040,461	+11%
Fresh	\$583,224,492	+3.8%	128,955,850	+13.7%
Frozen	\$76,285,788	+4.8%	20,084,611	-3.1%

Fresh Highlights: Fresh blueberry sales are up +13.7% in volume and up +3.8% in dollars vs. YA. The average retail price per pound for all fresh blueberries in Q4 of 2021 was \$4.73/lb, which has decreased -8.7% (-\$0.43) to \$4.43/lb in Q4 2022.

Frozen Highlights: Frozen blueberry sales are down -3.1% in volume and up +4.8% in dollars vs. YA. The decline in frozen volume is offset by higher retail prices for frozen blueberries. The average retail price per pound for all frozen blueberries in Q4 of 2021 was \$3.51/lb, which has increased +8.3% (+\$0.29) to \$3.80/lb in Q4 2022.

US Blueberry Supply: Q4 2022 Insights

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

The 2022 season presented numerous retail challenges. Pricing was more advantageous for retailers with limited volumes. However, with the food at home index rising +11.3% over the last 12 months², retailers are under pressure to continue to raise prices.

Retail pricing reached a high of more than \$6.00/lb in April, when there was a gap in fresh production, resulting in extremely high consumer demand. Because of the late spring, the harvest window in the Pacific Northwest and British Columbia was much smaller. This narrower window resulted in an abundance of product in August, with retail sales totaling over 62 million pounds, 53.7 million of which were fresh. August was also a record month for frozen food, with 10.8 million pounds sold at retail.

Looking Back on 2022

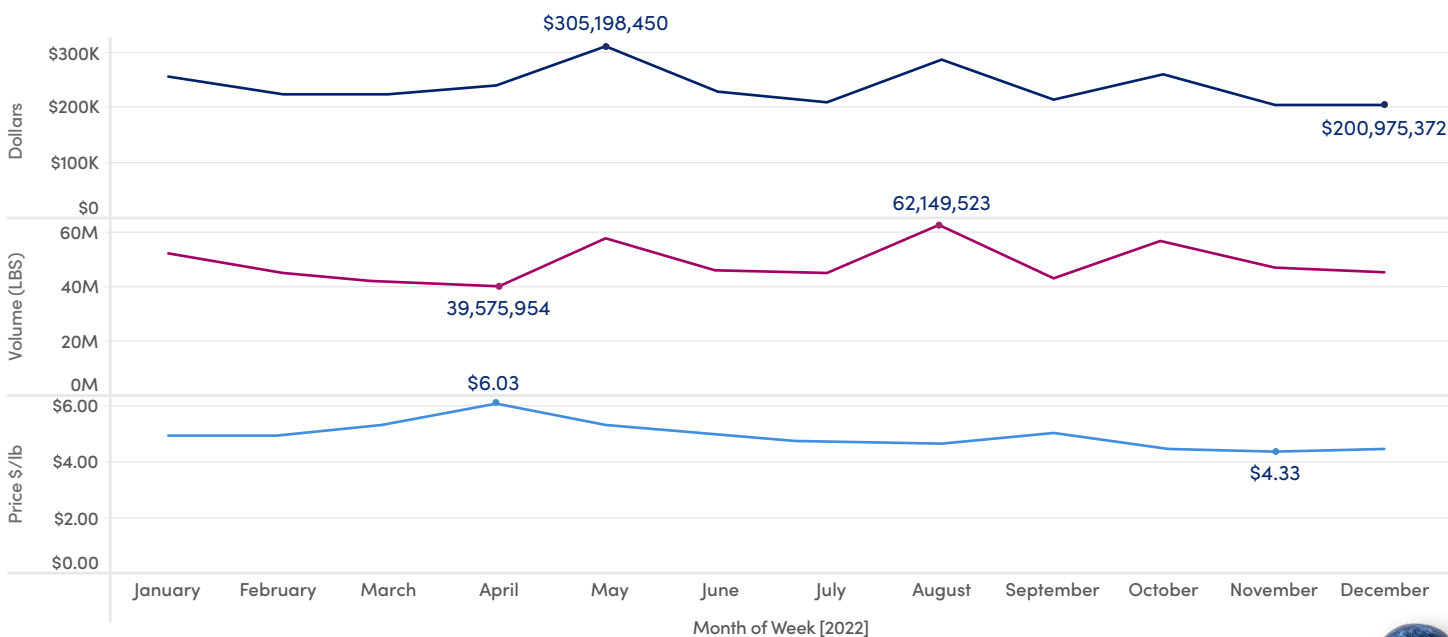
Looking at the full year of 2022, the total blueberry retail category is down -0.7% in volume and up +4.8% in dollars compared to 2021, and +2.3% in volume and +13.7% in dollars compared to 2020. Between 2020 and 2022, blueberries added 13.1 million pounds in volume and \$340.1 million in value to U.S. grocery produce aisles, reaffirming their role as a produce category growth leader.

Fresh & Frozen Blueberry Annual Retail Sales: 2022 vs. 2021 and 2020¹

Category	Dollars (\$)	Dollar % Change		Volume (lbs.)	Volume % Change	
	2022	vs. 2021	vs. 2020	2022	vs. 2021	vs. 2020
Total	\$2,813,515,269	+4.8%	+13.7%	581,225,777	-0.7%	+2.3%
Fresh	\$2,501,168,039	+4.9%	+15.7%	491,662,400	0.0%	+4.9%
Frozen	\$330,347,230	+4.3%	+0.4%	89,563,377	-4.2%	-10%

2022 at an average of \$4.87/lb, had increases of +5.5% in price versus 2021 and +11.1% in price versus 2020. On an annual basis the blueberry category peaked in dollars in May at \$305.2 million, in volume in August at 62.2 million pounds, and in price per pound in April at \$6.03/lb.

Total Blueberries: 2022 Volume and Dollar Sales & Price Per Pound at Retail



Become a member of the team of retailers and marketers bringing **Grab A Boost of Blue to life in stores and beyond!** Take a look at the free resources available on our [Retail Hub](#) or shoot us a line at retail@blueberry.org. To receive the latest on blueberries in retail straight to your inbox, [sign up](#) for our monthly retail newsletter.



¹ Nielsen xAOC, ending 12.31.22

² Bureau of Labor Statistics Consumer Price Index, January 2022