



# USHBC Blueberry Category Retail Sales Report Period 4

4 Weeks Ending Saturday, April 19, 2025

## Key Insights

### Fresh Blueberries (Produce Department)

- Fresh Blueberry sales have declined in dollar value in three of four regions, but the South region has grown by **4.19%**.
- Fresh Conventional and Organic fell **1.29%** and **0.89%**, respectively.
- The 16-ounce fresh blueberry size sold best, followed by the 18-ounce size in dollar sales. However, 18-ounce sales have dropped **11.40%**.
- Fresh blueberry volume sales, both conventional and organic, have dropped **23.6%**. The change in pricing has stabilized revenue.

### Frozen Blueberries (Produce Department)

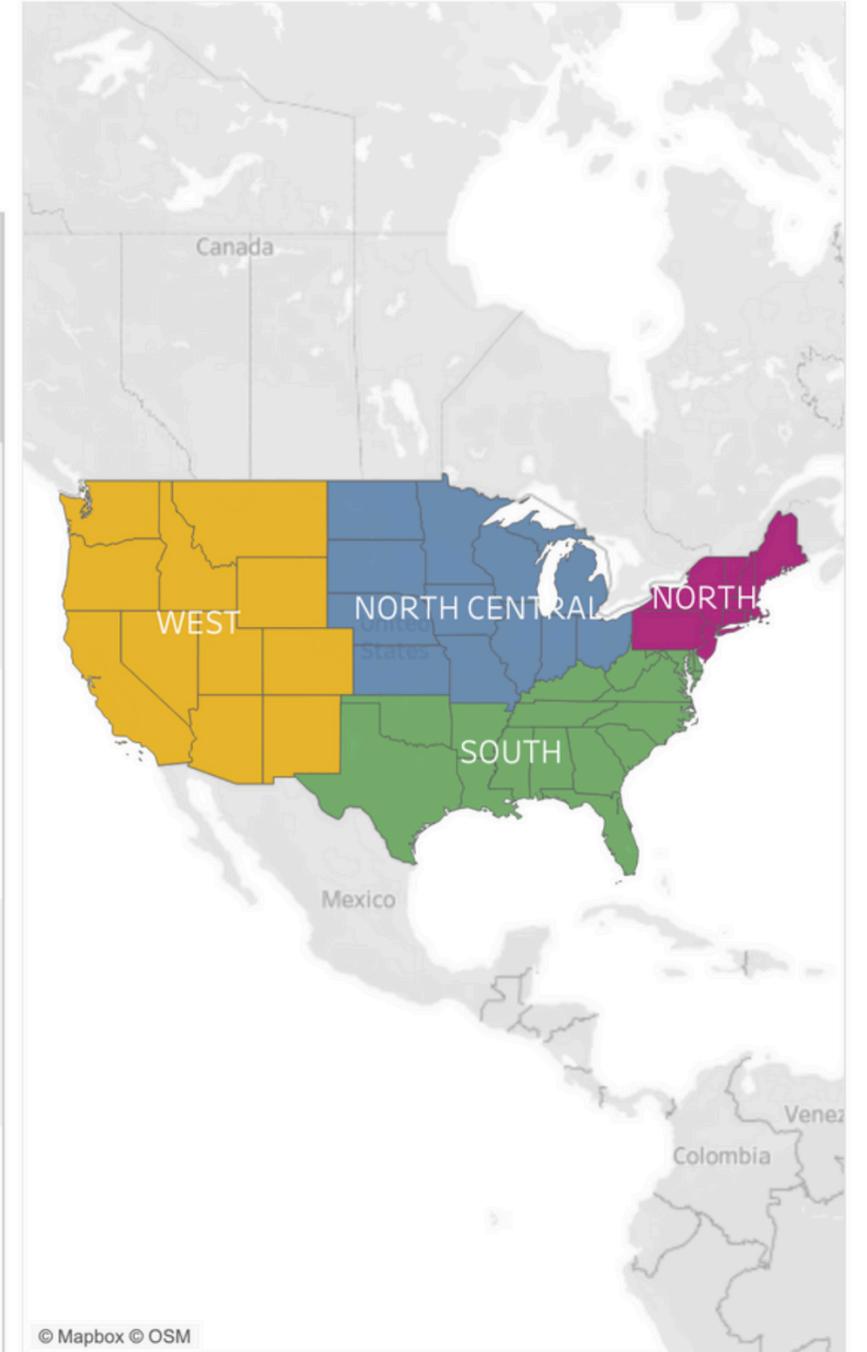
- Over 6.9 million frozen blueberries were sold from the berry patch, making them the most popular berry. Frozen blueberries remain the market leader despite a **2.18%** decline.
- The largest size, 48 ounces, has grown **9.59%** in price. This size accounts for 70% of frozen blueberry sales.
- Frozen blueberries are the top-selling product in the US, growing **6%** in the Northeast and **5%** in the North Central.
- Organic blueberry sales dropped **8.7%**, while conventional blueberry sales fell **0.37%**.

\* all comparison periods are vs year ago

# Blueberry Sales By Geography

## TOTAL FRESH AND FROZEN BLUEBERRIES

	Sum of Dollars	Dollar % Change vs YAgO	Dollar Share	Sum of Units	Unit % Change vs YAgO	Unit Share	Sum of Pounds	Pounds % Change vs YAgO	Pound Share
<b>TOTAL US - MULO</b>	<b>429,035K</b>	<b>2.1%</b>	<b>100.0%</b>	<b>80,870K</b>	<b>-1.0%</b>	<b>100.0%</b>	<b>65,562K</b>	<b>-4.6%</b>	<b>100.0%</b>
<b>NORTH CENTRAL</b>	56,008K	2.0%	13.1%	11,381K	-3.3%	14.1%	9,244K	-9.8%	14.1%
<b>NORTHEAST</b>	88,876K	-0.2%	20.7%	16,161K	-0.7%	20.0%	13,829K	-6.1%	21.1%
<b>SOUTH</b>	173,589K	3.7%	40.5%	34,410K	4.8%	42.5%	28,163K	-0.5%	43.0%
<b>WEST</b>	110,561K	1.6%	25.8%	18,918K	-9.1%	23.4%	14,327K	-7.4%	21.9%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)  
4 Weeks Ending Saturday, April 19, 2025

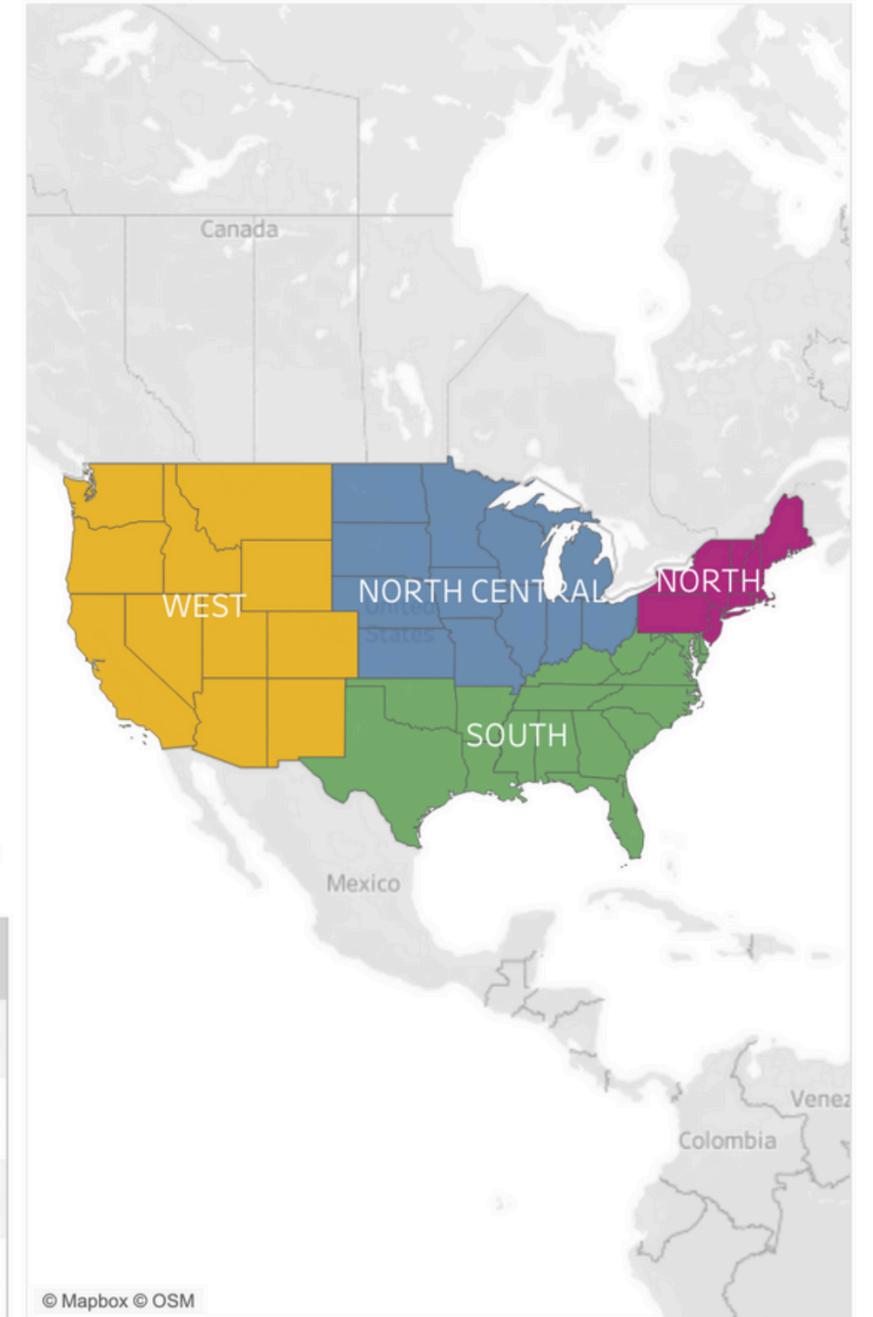
# Blueberry Sales By Geography

## TOTAL FRESH BLUEBERRIES

	Sum of Dollars	Dollars % Change YAgo	Dollar Share	Sum of Units	Units % Change YAgo	Unit Share	Sum of Pounds	Pounds % Change YAgo	Pound Share
TOTAL US - MULO	\$414,784K	2.14%	100.00%	79,512K	-1.02%	100.00%	62,588K	-4.89%	100.00%
NORTH CENTRAL	\$55,082K	1.94%	13.28%	11,290K	-3.34%	14.20%	9,046K	-10.07%	14.45%
NORTHEAST	\$83,857K	-0.41%	20.22%	15,599K	-0.82%	19.62%	12,716K	-6.90%	20.32%
SOUTH	\$169,651K	3.83%	40.90%	34,075K	4.87%	42.86%	27,314K	-0.44%	43.64%
WEST	\$106,194K	1.65%	25.60%	18,547K	-9.22%	23.33%	13,513K	-7.79%	21.59%

## TOTAL FROZEN BLUEBERRIES

	Sum of Dollars	Dollars % Change YAgo	Dollar Share	Sum of Units	Units % Change YAgo	Unit Share	Sum of Pounds	Pounds % Change YAgo	Pound Share
TOTAL US - MULO	14,250K	1.44%	100.00%	1,357,547	0.30%	100.00%	2,973,649	1.42%	100.00%
NORTH CENTRAL	926K	3.76%	6.50%	90,359	1.42%	6.66%	197,634	4.84%	6.65%
NORTHEAST	5,020K	3.52%	35.23%	561,911	2.51%	41.39%	1,112,860	4.26%	37.42%
SOUTH	3,937K	-0.88%	27.63%	334,403	-3.20%	24.63%	849,418	-1.76%	28.56%
WEST	4,367K	0.76%	30.64%	370,873	0.01%	27.32%	813,737	0.27%	27.36%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)  
4 Weeks Ending Saturday, April 19, 2025

# Blueberry Sales By Segment

## CONVENTIONAL & ORGANIC BLUEBERRIES BREAKOUT

		Sum of Dollars	Dollars % Change YAgO	Sum of Units	Units % Change YAgO	Sum of Pounds	Pounds % Change YAgO
<b>TOTAL FRESH AND FROZEN</b>		429,034,502	2.12%	80,869,573	-1.00%	65,562,140	-4.62%
<b>FRESH FRUIT - BLUEBERRY</b>	Total	414,784,104	2.14%	79,512,027	-1.02%	62,588,490	-4.89%
	CONVENTIONAL	338,721,273	-0.99%	67,206,320	-3.04%	53,431,140	-7.35%
	ORGANIC	76,062,831	18.88%	12,305,707	11.68%	9,157,351	12.60%
<b>FZ FRUIT - BLUEBERRIES</b>	Total	14,250,397	1.44%	1,357,547	0.30%	2,973,649	1.42%
	CONVENTIONAL	12,559,495	0.10%	1,170,728	-1.38%	2,739,054	0.54%
	ORGANIC	1,690,902	12.65%	186,819	12.23%	234,595	12.90%

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)  
4 Weeks Ending Saturday, April 19, 2025

# Fresh Blueberry By Size

## FRESH BLUEBERRIES BY SIZE

	Sum of Dollars	Dollars % Change YAgO	Dollar Share	Sum of Units	Units % Change YAgO	Unit Share	Sum of Pounds	Pounds % Change YAgO	Pound Share	Price \$/lb	Price \$/lb % Change YAgO
9.8 OUNCE	52,335,193	48.83%	12.62%	9,333,836	51.14%	11.74%	5,716,975	51.14%	9.13%	\$9.15	-1.53%
9.3 OUNCE	819	-30.38%	0.00%	233	-10.53%	0.00%	135	-10.53%	0.00%	\$6.06	-22.18%
9 OUNCE	194,251	-75.46%	0.05%	31,742	-79.90%	0.04%	17,855	-79.90%	0.03%	\$10.88	22.10%
80 OUNCE	43,306	45.34%	0.01%	1,350	53.17%	0.00%	6,749	53.17%	0.01%	\$6.42	-5.11%
8 OUNCE	484,317	-93.83%	0.12%	74,015	-95.22%	0.09%	37,007	-95.22%	0.06%	\$13.09	29.17%
72 OUNCE		-100.00%			-100.00%			-100.00%			-100.00%
7.6 OUNCE	241	-76.77%	0.00%	40	-79.46%	0.00%	19	-79.46%	0.00%	\$12.87	13.09%
64 OUNCE	937,652	40.71%	0.23%	107,543	36.55%	0.14%	430,172	36.55%	0.69%	\$2.18	3.04%
6.5 OUNCE	279	10.85%	0.00%	25	10.53%	0.00%	10	10.53%	0.00%	\$27.24	0.29%
6 OUNCE	39,279,435	-22.80%	9.47%	9,503,892	-31.20%	11.95%	3,563,959	-31.20%	5.69%	\$11.02	12.21%

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)  
4 Weeks Ending Saturday, April 19, 2025

# Frozen Blueberry By Size

## FROZEN BLUEBERRIES BY SIZE

	Sum of Dollars	Dollars % Change YAgO	Dollar Share	Sum of Units	Units % Change YAgO	Unit Share	Sum of Pounds	Pounds % Change YAgO	Pound Share	Price \$/lb	Price \$/lb % Change YAgO
80 OUNCE	4,389	1.92%	0.03%	149	4.56%	0.01%	745	4.56%	0.03%	\$5.89	-2.53%
8 OUNCE	109,413	-2.11%	0.77%	18,623	-10.02%	1.37%	9,312	-10.02%	0.31%	\$11.75	8.80%
64 OUNCE	590,467	0.28%	4.14%	43,681	-0.72%	3.22%	174,724	-0.72%	5.88%	\$3.38	1.01%
48 OUNCE	9,750,840	4.04%	68.43%	719,886	4.36%	53.03%	2,159,657	4.36%	72.63%	\$4.51	-0.31%
40 OUNCE	175,420	-2.35%	1.23%	15,766	-2.05%	1.16%	39,414	-2.05%	1.33%	\$4.45	-0.31%
4.5 OUNCE	920		0.01%	142		0.01%	40		0.00%	\$23.08	
36 OUNCE	48,352	21.39%	0.34%	5,033	34.14%	0.37%	11,324	34.14%	0.38%	\$4.27	-9.51%
32 OUNCE	1,083,473	-13.86%	7.60%	92,417	-18.68%	6.81%	184,834	-18.68%	6.22%	\$5.86	5.92%
28 OUNCE	239,133	0.80%	1.68%	15,792	4.37%	1.16%	27,635	4.37%	0.93%	\$8.65	-3.42%
24 OUNCE	17,320	-15.45%	0.12%	1,136	-20.95%	0.08%	1,704	-20.95%	0.06%	\$10.16	6.95%

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)  
4 Weeks Ending Saturday, April 19, 2025

# Berry Patch Performance By Berry Type

**BERRY PATCH (BLUEBERRY, STRAWBERRY, BLACKBERRY, RASPBERRY, BERRY OTHER/MIXED)**

		Sum of Dollars	Dollar % Change vs YAgO	Sum of Pounds	Price \$/lb
Grand Total		1,399,783,266	6.29%	305,848,270	\$4.58
FRESH BERRIES	Total	1,368,901,982	6.42%	299,536,877	\$4.57
	CONVENTIONAL	1,145,967,113	4.56%	267,708,335	\$4.28
	ORGANIC	222,934,869	17.15%	31,828,542	\$7.00
FROZEN BERRIES	Total	30,881,284	0.63%	6,311,393	\$4.89
	CONVENTIONAL	27,192,562	-0.07%	5,798,069	\$4.69
	ORGANIC	3,688,723	6.09%	513,324	\$7.19

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)  
4 Weeks Ending Saturday, April 19, 2025

# Berry Patch Performance By Berry Type

**BERRY PATCH (BLUEBERRY, STRAWBERRY, BLACKBERRY, RASPBERRY, BERRY OTHER/MIXED)**

		Sum of Dollars ₺	Dollar % Change vs YAgO	Sum of Pounds
FRESH BERRIES	Total	1,368,901,982	6.42%	299,536,877
	FRESH FRUIT - STRAWBERRIES	600,242,245	10.09%	192,560,428
	FRESH FRUIT - BLUEBERRY	414,784,104	2.14%	62,588,490
	FRESH FRUIT - RASPBERRIES	196,632,239	5.30%	20,704,477
	FRESH FRUIT - BLACKBERRIES	155,763,980	5.75%	23,502,231
	FRESH FRUIT - OTHER BERRIES	1,479,413	63.06%	181,251
	FROZEN BERRIES	Total	30,881,284	0.63%
	FZ FRUIT - BLUEBERRIES	14,250,397	1.44%	2,973,649
	FZ FRUIT - MIXED BERRIES	10,056,167	-2.81%	1,980,575
	FZ FRUIT - STRAWBERRIES	4,825,683	6.73%	1,089,042
	FZ FRUIT - RASPBERRIES	1,257,475	-4.26%	182,076
	FZ FRUIT - BLACKBERRIES	380,813	10.27%	72,606
	FZ FRUIT - OTHER BERRIES	110,749	-2.09%	13,444

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)  
4 Weeks Ending Saturday, April 19, 2025

# Top Fresh Fruits, Dollar Sales By Geography

## TOTAL U.S. MULO & CENSUS REGIONS

### TOTAL U.S.

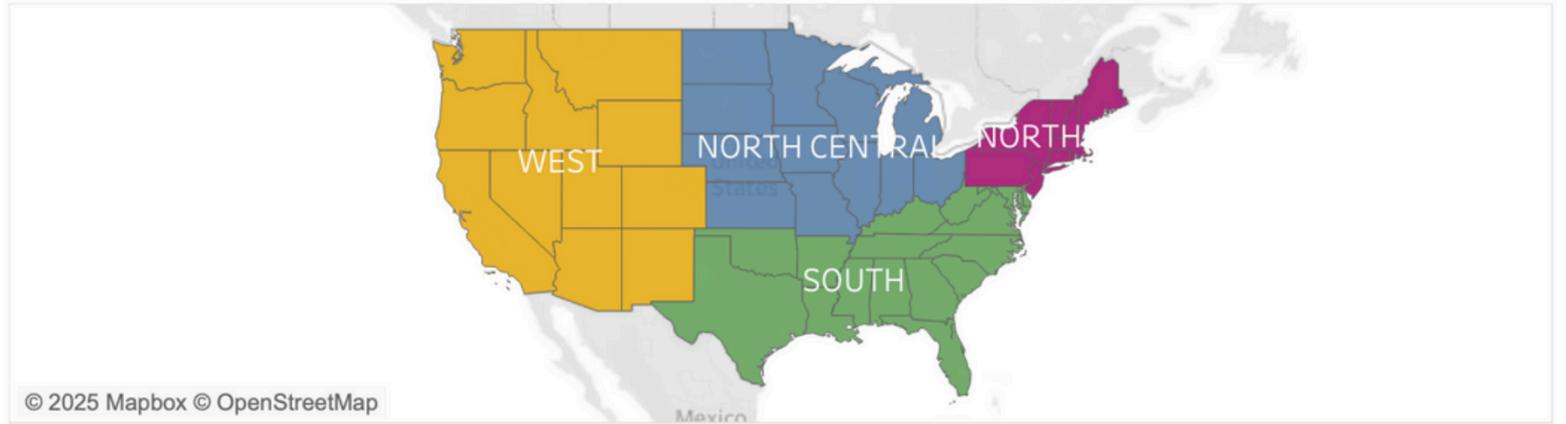
	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	657,758,214	9.60%	214,071,844	4.33%
FRESH FRUIT - BLUEBERRY	454,641,696	1.78%	68,886,623	-5.75%
MANDARINS - REGULAR / OTHER	322,575,964	10.32%	213,875,988	14.14%
RASPBERRIES	219,490,959	4.87%	23,471,831	-5.91%
BLACKBERRIES	172,065,724	5.83%	26,214,552	15.47%
ORANGES - NAVEL / REGULAR	91,909,929	21.44%	79,138,364	20.03%
SMOOTHIE / SHAKE / NECTAR	69,829,257	-6.65%	25,649,462	-5.96%
LEMONS - REGULAR / OTHER	66,072,733	1.53%	33,724,612	1.31%

### SOUTH

	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	246,267,204	13.28%	80,295,064	6.40%
FRESH FRUIT - BLUEBERRY	169,651,030	3.83%	27,313,551	-0.44%
MANDARINS - REGULAR / OTHER	125,976,265	10.39%	83,689,050	12.76%
RASPBERRIES	69,252,802	8.05%	7,423,464	-1.71%
BLACKBERRIES	64,534,777	4.58%	9,681,655	17.13%
ORANGES - NAVEL / REGULAR	40,856,495	23.67%	33,700,065	18.97%
LEMONS - REGULAR / OTHER	27,594,399	-0.65%	14,096,491	-1.03%
APPLES - GALA	24,924,538	0.65%	18,600,258	1.03%

### WEST

	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	157,464,759	7.98%	48,434,397	-3.42%
FRESH FRUIT - BLUEBERRY	106,194,200	1.65%	13,513,153	-7.79%
MANDARINS - REGULAR / OTHER	76,974,074	12.87%	50,200,351	17.52%
RASPBERRIES	52,622,109	5.21%	5,198,395	-2.53%
BLACKBERRIES	39,575,962	4.15%	5,821,973	12.11%
SMOOTHIE / SHAKE / NECTAR	20,463,275	-8.69%	7,569,603	-7.68%
GREEN GRAPES - SEEDLESS	15,106,143	34.21%	6,734,696	54.56%
ORANGES - NAVEL / REGULAR	14,223,521	75.96%	12,988,023	71.74%



### NORTHEAST

	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	113,755,119	8.91%	33,447,831	10.35%
FRESH FRUIT - BLUEBERRY	83,856,629	-0.41%	12,715,691	-6.90%
MANDARINS - REGULAR / OTHER	51,573,022	13.79%	32,171,744	24.93%
RASPBERRIES	45,339,187	1.76%	4,557,737	-12.97%
BLACKBERRIES	32,066,299	11.83%	4,638,074	33.47%
ORANGES - NAVEL / REGULAR	16,958,070	2.18%	13,886,060	3.25%
SMOOTHIE / SHAKE / NECTAR	11,705,069	-10.50%	4,141,952	-10.94%
LEMONS - REGULAR / OTHER	11,683,485	-4.42%	5,909,811	0.38%

### NORTH CENTRAL

	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	82,755,163	6.68%	30,383,136	4.64%
FRESH FRUIT - BLUEBERRY	55,082,245	1.94%	9,046,095	-10.07%
MANDARINS - REGULAR / OTHER	41,708,572	7.83%	29,787,163	10.45%
RASPBERRIES	29,418,142	4.78%	3,524,882	-7.42%
BLACKBERRIES	19,586,942	3.59%	3,360,530	6.12%
APPLES - HONEYCRISP	12,239,118	2.29%	5,092,043	-27.82%
ORANGES - NAVEL / REGULAR	12,053,887	12.60%	11,084,175	13.18%
PEACHES	9,200,057	124.04%	4,105,771	196.61%

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)  
4 Weeks Ending Saturday, April 19, 2025

# Top Frozen Fruits, Dollar Sales By Geography

## TOTAL U.S. MULO & CENSUS REGIONS

### TOTAL U.S.

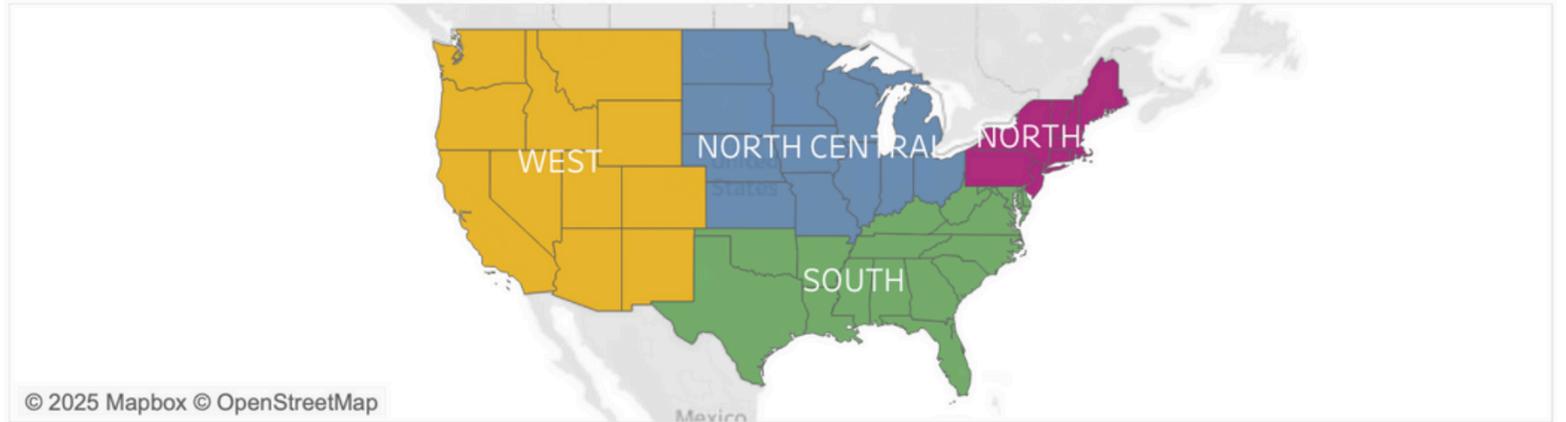
	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change
FZ FRUIT - BLUEBERRIES	15,209,321	1.70%	3,160,069	1.88%
FZ FRUIT - MIXED BERRIES	10,749,782	-2.55%	2,105,186	-2.21%
FZ FRUIT - MIXED FRUIT	9,963,450	32.91%	2,079,948	31.96%
FZ FRUIT - OTHER	9,354,508	0.82%	2,279,275	-3.58%
FZ FRUIT - STRAWBERRIES	5,334,017	6.60%	1,195,103	9.26%
FZ FRUIT - SMOOTHIE KITS	3,784,021	-56.44%	462,199	-69.16%
FZ FRUIT - ACAI	3,257,632	20.21%	463,238	23.07%
FZ FRUIT - MANGO	2,448,004	-9.71%	579,438	-5.62%

### SOUTH

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change
FZ FRUIT - OTHER	5,269,865	1.02%	1,449,786	-2.23%
FZ FRUIT - BLUEBERRIES	3,937,492	-0.88%	849,418	-1.76%
FZ FRUIT - MIXED FRUIT	3,871,783	46.55%	818,891	43.66%
FZ FRUIT - MIXED BERRIES	3,830,588	-5.15%	749,129	-6.70%
FZ FRUIT - STRAWBERRIES	1,655,726	19.46%	391,602	25.86%
FZ FRUIT - SMOOTHIE KITS	1,428,763	-65.26%	179,571	-77.66%
FZ FRUIT - ACAI	1,374,736	29.20%	201,750	30.28%
FZ FRUIT - PASSIONFRUIT	651,551	29.90%	144,955	32.61%

### WEST

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change
FZ FRUIT - BLUEBERRIES	4,366,981	0.76%	813,737	0.27%
FZ FRUIT - MIXED BERRIES	2,379,331	-3.83%	446,495	-2.32%
FZ FRUIT - MIXED FRUIT	1,482,898	8.71%	290,257	11.17%
FZ FRUIT - OTHER	1,356,622	1.98%	259,577	0.66%
FZ FRUIT - SMOOTHIE KITS	1,075,266	-29.52%	108,615	-44.53%
FZ FRUIT - STRAWBERRIES	1,074,521	15.43%	208,406	23.84%
FZ FRUIT - ACAI	877,147	7.69%	119,656	11.44%
FZ FRUIT - MANGO	506,020	-0.07%	103,039	4.78%



### NORTHEAST

	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
FZ FRUIT - BLUEBERRIES	5,019,805	3.52%	1,112,860	4.26%
FZ FRUIT - MIXED FRUIT	3,527,828	33.24%	772,373	29.71%
FZ FRUIT - MIXED BERRIES	3,151,609	0.01%	647,118	1.34%
FZ FRUIT - OTHER	2,152,015	1.03%	461,243	-8.05%
FZ FRUIT - STRAWBERRIES	1,714,383	-6.88%	405,686	-7.98%
FZ FRUIT - MANGO	985,725	0.95%	234,289	3.14%
FZ FRUIT - CHERRIES	757,858	6.03%	125,966	7.34%
FZ FRUIT - SMOOTHIE KITS	642,377	-62.38%	94,736	-66.36%

### NORTH CENTRAL

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change
FZ FRUIT - BLUEBERRIES	926,120	3.76%	197,634	4.84%
FZ FRUIT - MIXED BERRIES	694,639	1.78%	137,833	3.78%
FZ FRUIT - MIXED FRUIT	596,461	27.59%	109,727	37.76%
FZ FRUIT - STRAWBERRIES	381,053	4.86%	83,348	9.59%
FZ FRUIT - OTHER	356,512	-9.74%	68,938	-13.89%
FZ FRUIT - SMOOTHIE KITS	349,593	-54.68%	44,170	-65.23%
FZ FRUIT - ACAI	292,720	45.63%	44,462	45.66%
FZ FRUIT - MANGO	136,964	3.07%	31,172	9.81%

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)  
4 Weeks Ending Saturday, April 19, 2025

# Berry Price Per Pound

## CATEGORY SEGMENT PERFORMANCE

	BLUEBERRIES	STRAWBERRIES	ALL OTHER BERRIES
	Price \$/lb	Price \$/lb	Price \$/lb
<b>Grand Total</b>	<b>\$6.54</b>	<b>\$3.12</b>	<b>\$7.85</b>
<b>FRESH FRUIT</b> Total	<b>\$6.63</b>	<b>\$3.12</b>	<b>\$7.98</b>
CONVENTIONAL	\$6.34	\$2.96	\$7.77
ORGANIC	\$8.31	\$5.07	\$8.93
<b>FZ FRUIT</b> Total	<b>\$4.79</b>	<b>\$4.43</b>	<b>\$5.25</b>
CONVENTIONAL	\$4.59	\$4.21	\$5.06
ORGANIC	\$7.21	\$7.13	\$7.18

## BERRY PATCH PROMOTION PRICING

		Price \$/lb	Rma Price \$/lb Promo Any	Rma Price \$/lb Promo No
<b>Grand Total</b>		<b>\$4.58</b>	<b>\$3.97</b>	<b>\$5.40</b>
<b>FRESH FRUIT</b> Total		<b>\$4.58</b>	<b>\$3.97</b>	<b>\$5.41</b>
CONVENTIONAL	RASPBERRIES	\$8.81	\$8.05	\$9.79
	MIXED BERRIES	\$8.74	\$7.70	\$9.18
	OTHER BERRIES	\$8.16	\$6.44	\$9.35
	BLACKBERRIES	\$6.79	\$6.17	\$7.80
	BLUEBERRIES	\$6.34	\$5.70	\$6.63
	STRAWBERRIES	\$2.96	\$2.85	\$3.17
ORGANIC	OTHER BERRIES	\$53.96		\$53.96
	RASPBERRIES	\$12.77	\$12.12	\$13.50
	BLUEBERRIES	\$8.31	\$8.02	\$8.38
	BLACKBERRIES	\$5.98	\$8.92	\$4.97
	STRAWBERRIES	\$5.07	\$4.89	\$5.54
<b>FZ FRUIT</b> Total		<b>\$4.89</b>	<b>\$4.46</b>	<b>\$5.00</b>
CONVENTIONAL	FZ FRUIT - OTHER BERRIES	\$8.24	\$7.50	\$8.33
	FZ FRUIT - RASPBERRIES	\$6.37	\$5.34	\$6.70
	FZ FRUIT - MIXED BERRIES	\$4.94	\$4.31	\$5.07
	FZ FRUIT - BLUEBERRIES	\$4.59	\$4.13	\$4.68
	FZ FRUIT - BLACKBERRIES	\$4.43	\$4.59	\$4.40
	FZ FRUIT - STRAWBERRIES	\$4.21	\$4.02	\$4.28
ORGANIC	FZ FRUIT - RASPBERRIES	\$10.52	\$8.75	\$11.47
	FZ FRUIT - BLUEBERRIES	\$7.21	\$6.16	\$7.64
	FZ FRUIT - STRAWBERRIES	\$7.13	\$6.21	\$7.50
	FZ FRUIT - MIXED BERRIES	\$6.75	\$5.49	\$7.56
	FZ FRUIT - BLACKBERRIES	\$6.60	\$5.19	\$8.53
	FZ FRUIT - OTHER BERRIES			

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)  
4 Weeks Ending Saturday, April 19, 2025

# Conventional Fresh Blueberry Trend over Time

Retail Price in \$USD/lb



Retail Dollars in \$USD



Retail Volume in Pounds



Apr 28, 24    May 26, 24    Jun 23, 24    Jul 21, 24    Aug 18, 24    Sep 15, 24    Oct 13, 24    Nov 10, 24    Dec 8, 24    Jan 5, 25    Feb 2, 25    Mar 2, 25    Mar 30, 25

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MUL0 (powered by Circana)  
4 Weeks Ending Saturday, April 19, 2025

# Organic Fresh Blueberry 52 Week Trend

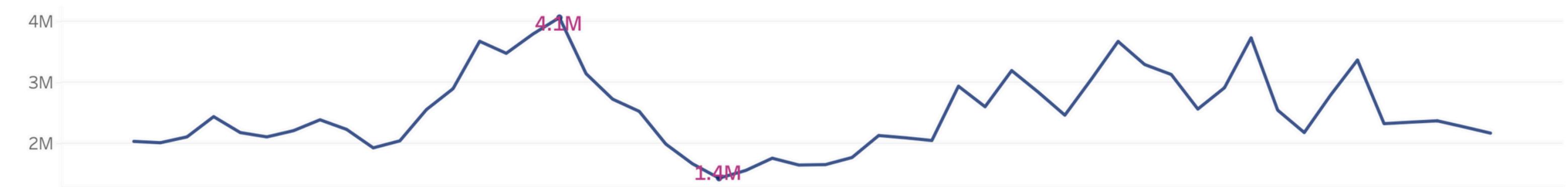
Retail Price in \$USD/lb



Retail Dollars in \$USD



Retail Volume in Pounds

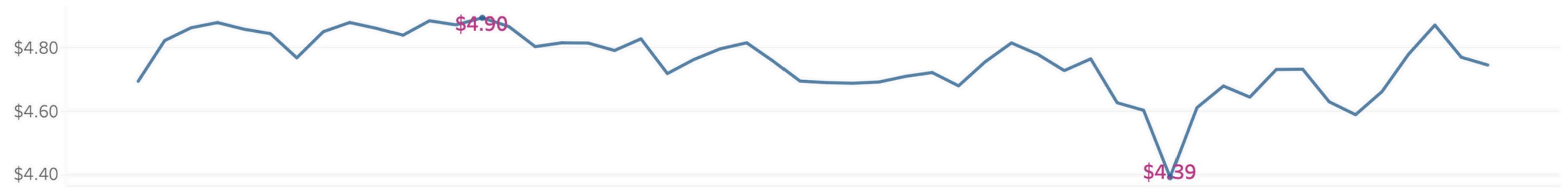


Apr 28, 24   May 26, 24   Jun 23, 24   Jul 21, 24   Aug 18, 24   Sep 15, 24   Oct 13, 24   Nov 10, 24   Dec 8, 24   Jan 5, 25   Feb 2, 25   Mar 2, 25   Mar 30, 25

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MUL0 (powered by Circana)  
4 Weeks Ending Saturday, April 19, 2025

# Frozen Blueberry 52 Week Trend

Retail Price in \$USD/lb



Retail Dollars in \$USD



Retail Volume in Pounds



May 12, 24

Jun 23, 24

Aug 4, 24

Sep 15, 24

Oct 27, 24

Dec 8, 24

Jan 19, 25

Mar 2, 25

Apr 13, 25

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)  
4 Weeks Ending Saturday, April 19, 2025

# Appendix - MULO Universe Included Retailers

## MULTI-OUTLET + CONVENIENCE

The multi-outlet + convenience outlet is an aggregation of the multi-outlet universe and the convenience universe, detailed in the sections below.

### MULTI-OUTLET UNIVERSE

Multi-Outlet reporting includes the aggregation of the following:

- **Grocery Outlet** – Stores with \$2M + annual ACV
- **Drug Outlet** – All chain and independent drug retailers, excluding Rx sales
- **Census Mass Merchandiser Outlet** – Target and Kmart
- **Census Walmart** – Census data from Supercenters, Division 1 and Neighborhood Market
- **Census Club** – BJ's and Sam's Club
- **Census Dollar** – Dollar General and Family Dollar
- **Census Military** – Defense Commissary Agency, Army & Air Force Exchange Service, Navy Exchange Service Command, Marine Corps Exchange, Coast Guard Exchange
- **Census Amazon F3** - Amazon Fresh, Prime Now, Go

Please note the following retailers are NOT included in multi-outlet reporting:

- Costco
- Dollar Tree ..