



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)

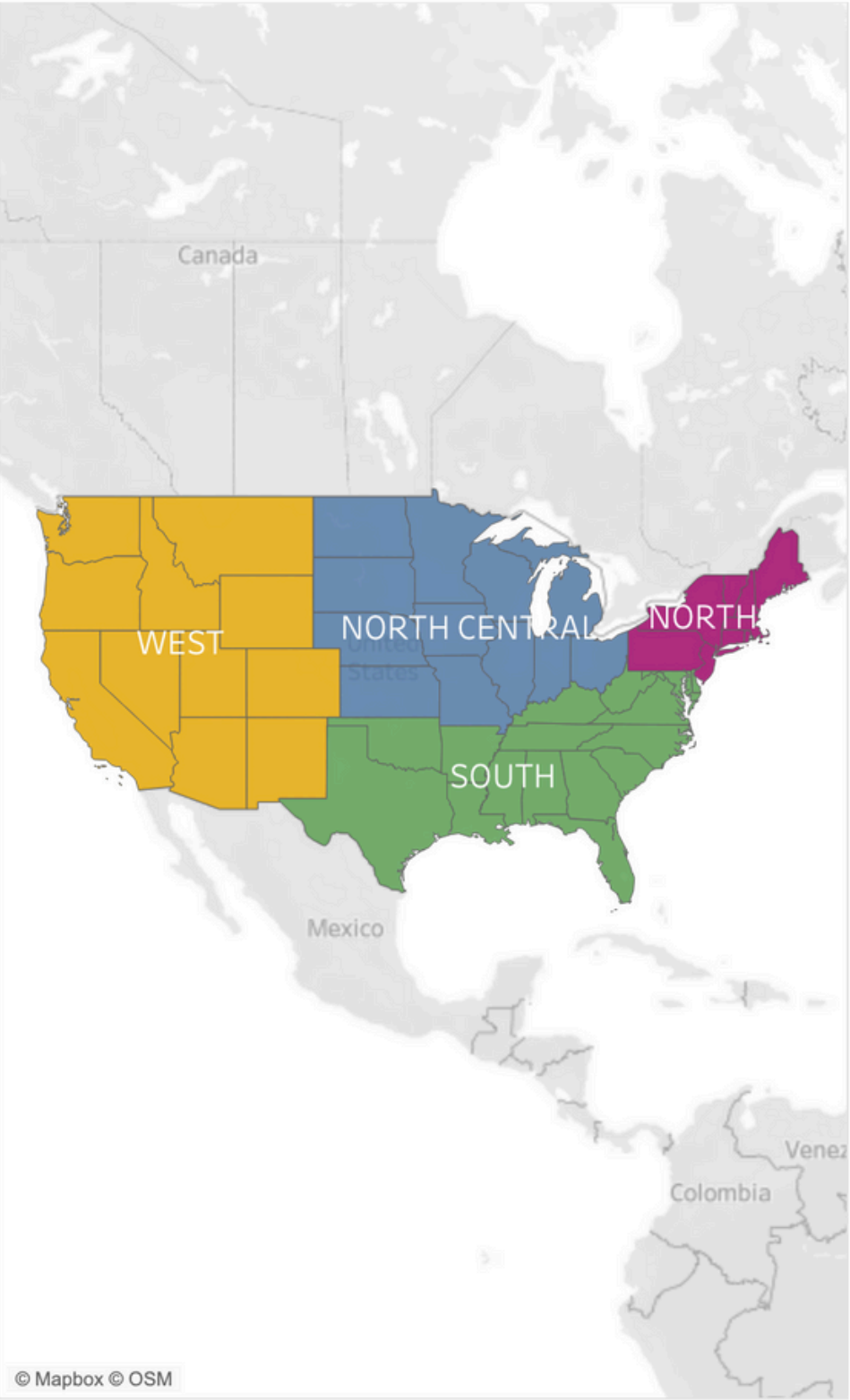
- Over 6.9 million frozen blueberries were sold from the berry patch, making them the most popular berry. Frozen blueberries remain the market leader despite a **2.18%** decline.
- The largest size, 48 ounces, has grown **9.59%** in price. This size accounts for 70% of frozen blueberry sales.
- Frozen 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 YAgg	Dollar Share	Sum of Units	Unit % Change vs YAgg	Unit Share	Sum of Pounds	Pounds % Change vs YAgg	Pound Share
TOTAL US - MULO	429,035K	2.1%	100.0%	80,870K	-1.0%	100.0%	65,562K	-4.6%	100.0%
NORTH CENTRAL	56,008K	2.0%	13.1%	11,381K	-3.3%	14.1%	9,244K	-9.8%	14.1%
NORTHEAST	88,876K	-0.2%	20.7%	16,161K	-0.7%	20.0%	13,829K	-6.1%	21.1%
SOUTH	173,589K	3.7%	40.5%	34,410K	4.8%	42.5%	28,163K	-0.5%	43.0%
WEST	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

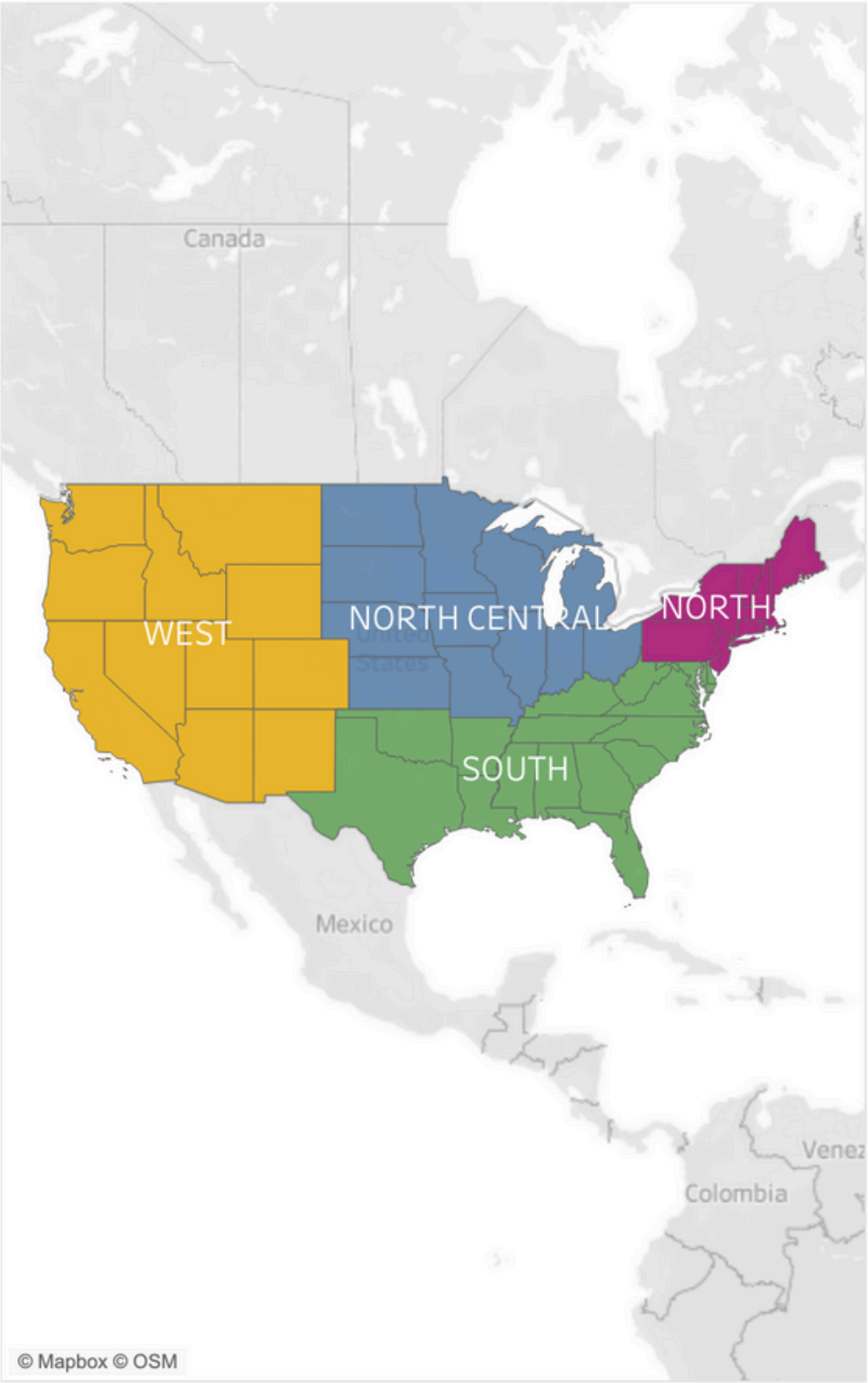
Blueberry Sales By Geography

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 BLUEBERRRIES BREAKOUT

		Sum of Dollars	Dollars % Change YAg	Sum of Units	Units % Change YAg	Sum of Pounds	Pounds % Change YAg
TOTAL FRESH AND FROZEN		429,034,502	2.12%	80,869,573	-1.00%	65,562,140	-4.62%
FRESH FRUIT - BLUEBERRY	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%
FZ FRUIT - BLUEBERRIES	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 Y Ago	Dollar Share	Sum of Units	Units % Change Y Ago	Unit Share	Sum of Pounds	Pounds % Change Y Ago	Pound Share	Price \$/lb	Price \$/lb % Change Y Ago
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)
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Berry Patch Performance By Berry Type

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

		Sum of Dollars	Dollar % Change vs Y Ago	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

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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%	6,311,393
	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)
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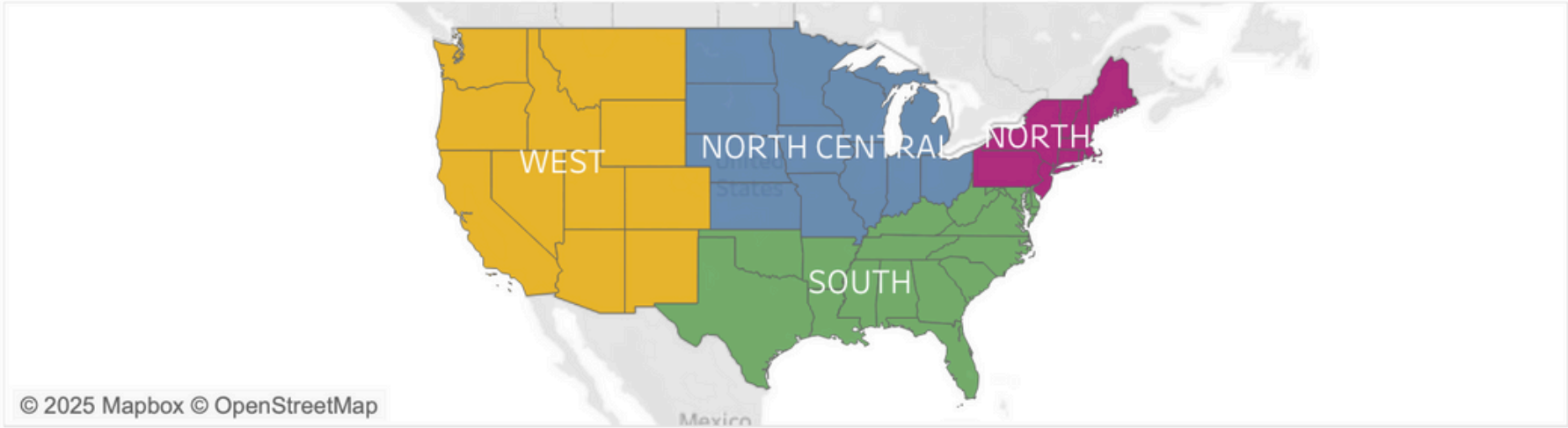
Top Fresh Fruits, Dollar Sales By Geography

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)
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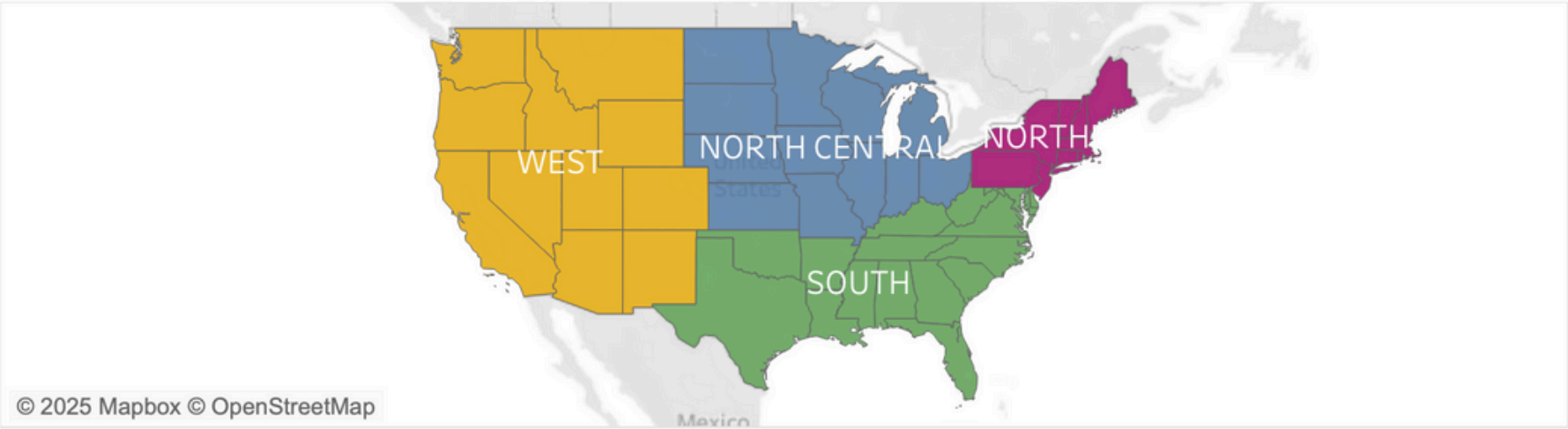
Top Frozen Fruits, Dollar Sales By Geography

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)
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Berry Price Per Pound

CATEGORY SEGMENT PERFORMANCE

		BLUEBERRIES	STRAWBERRIES	ALL OTHER BERRIES
		Price \$/lb	Price \$/lb	Price \$/lb
Grand Total		\$6.54	\$3.12	\$7.85
FRESH FRUIT	Total	\$6.63	\$3.12	\$7.98
	CONVENTIONAL	\$6.34	\$2.96	\$7.77
	ORGANIC	\$8.31	\$5.07	\$8.93
FZ FRUIT	Total	\$4.79	\$4.43	\$5.25
	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
Grand Total			\$4.58	\$3.97	\$5.40
FRESH FRUIT	Total		\$4.58	\$3.97	\$5.41
	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
FZ FRUIT	Total		\$4.89	\$4.46	\$5.00
	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

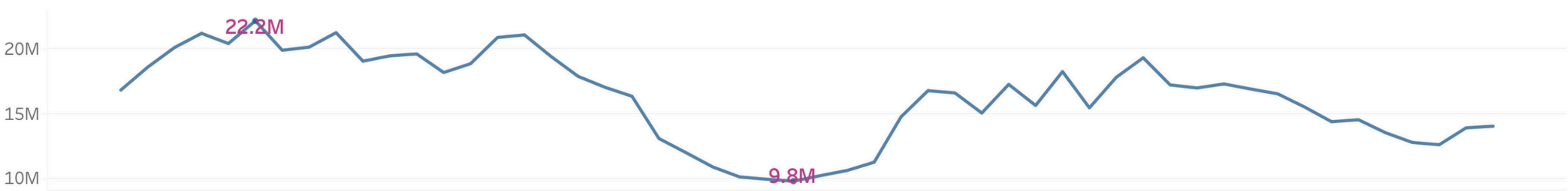
Retail Price in \$USD/lb



Retail Dollars in \$USD



Retail Volume in Pounds



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

Organic Fresh Blueberry 52 Week Trend

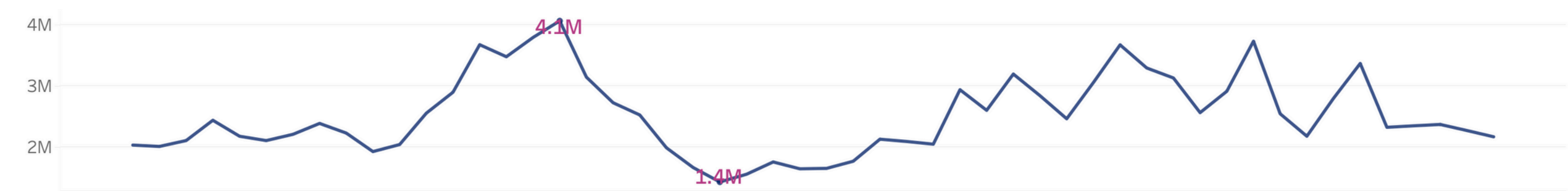
Retail Price in \$USD/lb



Retail Dollars in \$USD



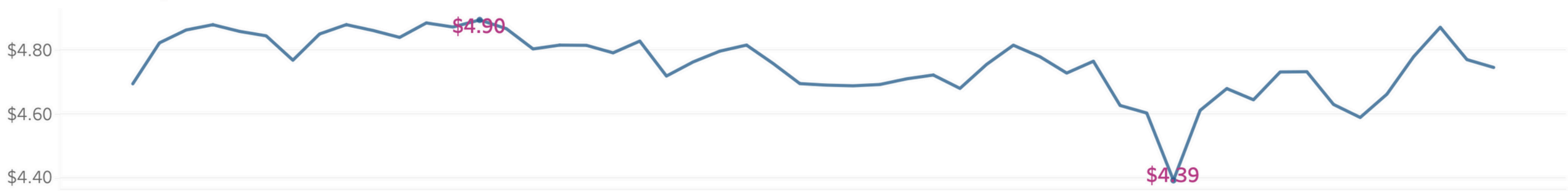
Retail Volume in Pounds



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (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



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 ..