



# USHBC Blueberry Category Retail Sales Report Period 13

4 Weeks Ending Saturday, December 28, 2024



## 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)

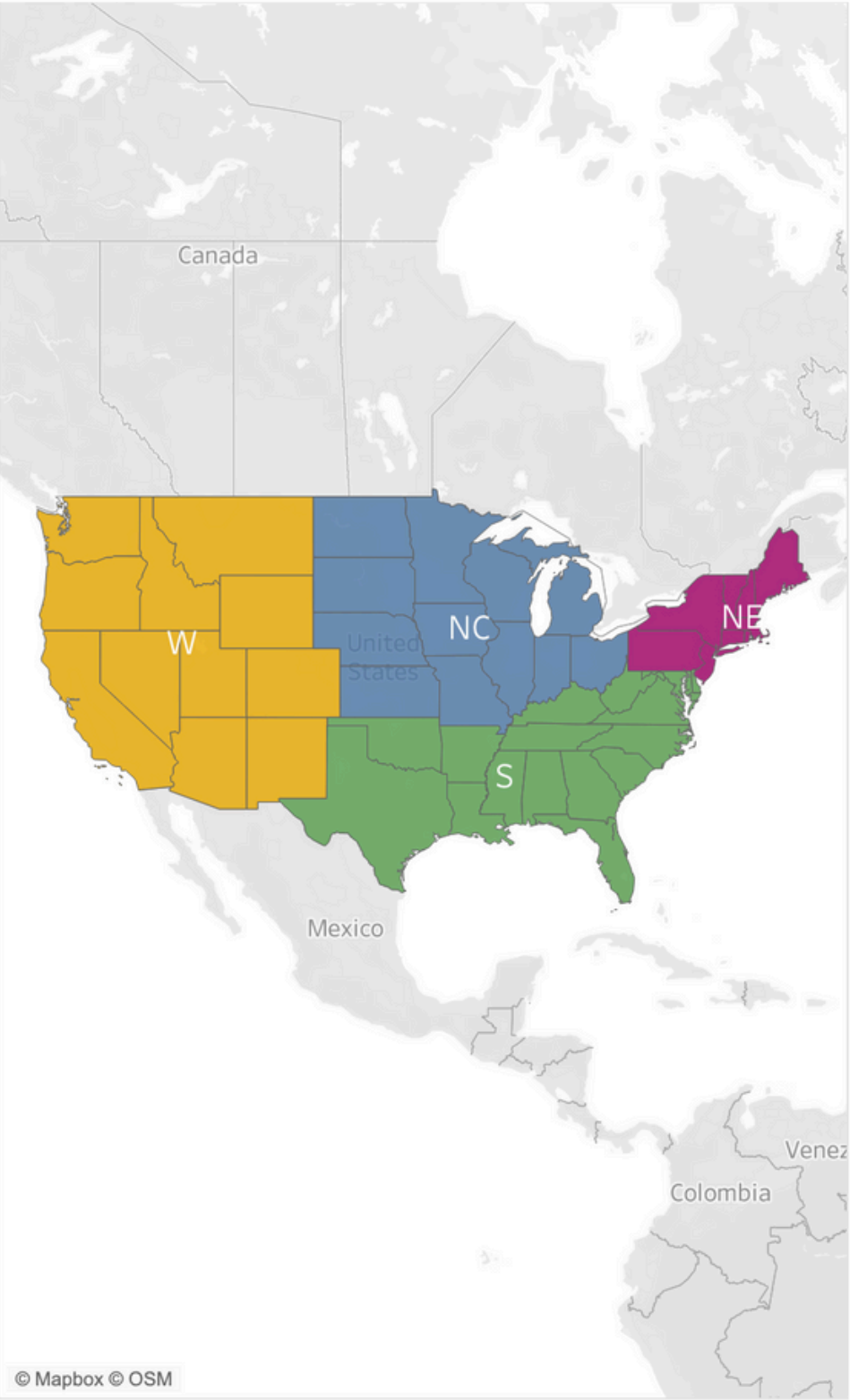
- Over 6.9 million frozen blueberries were sold from the berry patch, making them the most popular berry. Frozen blueberries remain the market leader despite a **2.18%** decline.
- The largest size, 48 ounces, has grown **9.59%** in price. This size accounts for 70% of frozen blueberry sales.
- Frozen 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 YAg	Dollar Share	Sum of Units	Unit % Change vs YAg	Unit Share	Sum of Pounds	Pounds % Change vs YAg	Pound Share
TOTAL US - MULO	392,006K	-11.1%	100.0%	92,784K	8.1%	100.0%	80,732K	13.1%	100.0%
NORTH CENTRAL	50,461K	-7.8%	12.9%	13,369K	10.0%	14.4%	11,905K	20.0%	14.7%
NORTHEAST	84,069K	-14.2%	21.4%	20,123K	8.9%	21.7%	18,442K	9.6%	22.8%
SOUTH	152,095K	-8.4%	38.8%	37,811K	15.9%	40.8%	32,608K	17.8%	40.4%
WEST	105,381K	-13.5%	26.9%	21,482K	-4.8%	23.2%	17,778K	4.8%	22.0%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)  
4 Weeks Ending Saturday, December 28, 2024



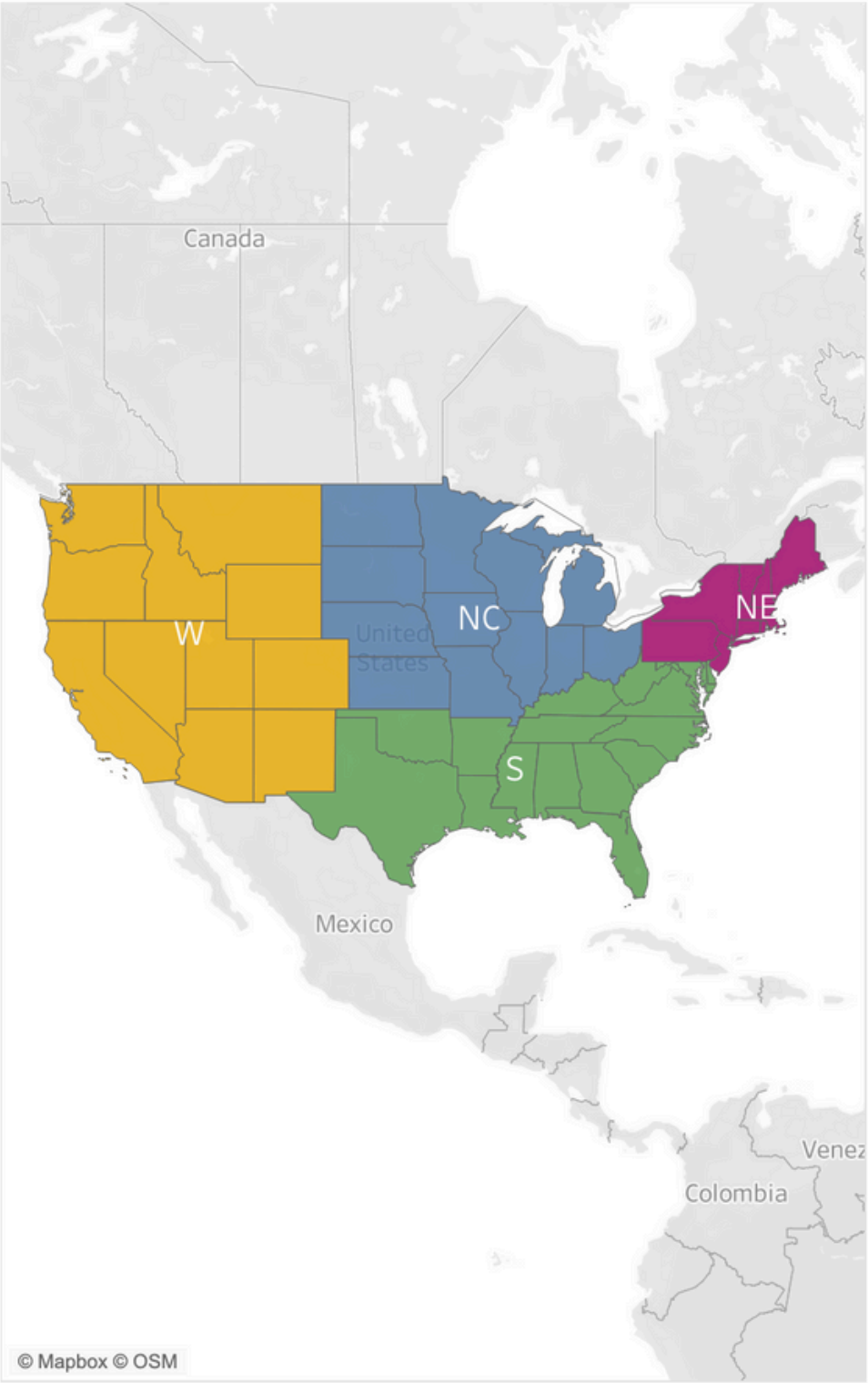
# Blueberry Sales By Geography

## 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	\$379,910K	-10.60%	100.00%	91,637K	8.72%	100.00%	78,198K	14.76%	100.00%
NORTH CENTRAL	\$49,675K	-7.54%	13.08%	13,293K	10.28%	14.51%	11,736K	20.87%	15.01%
NORTHEAST	\$79,868K	-13.94%	21.02%	19,654K	9.83%	21.45%	17,514K	11.57%	22.40%
SOUTH	\$148,818K	-7.91%	39.17%	37,534K	16.53%	40.96%	31,895K	19.45%	40.79%
WEST	\$101,550K	-13.08%	26.73%	21,156K	-4.40%	23.09%	17,054K	6.35%	21.81%

## 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	12,096K	-23.60%	100.00%	1,146,872	-24.33%	100.00%	2,533,797	-22.12%	100.00%
NORTH CENTRAL	787K	-23.66%	6.50%	76,362	-23.61%	6.66%	169,523	-20.52%	6.69%
NORTHEAST	4,201K	-19.54%	34.73%	468,269	-20.06%	40.83%	928,080	-17.80%	36.63%
SOUTH	3,277K	-27.60%	27.09%	276,993	-31.40%	24.15%	713,017	-27.75%	28.14%
WEST	3,831K	-24.19%	31.67%	325,249	-23.67%	28.36%	723,176	-21.75%	28.54%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)  
4 Weeks Ending Saturday, December 28, 2024



# 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		392,005,771	-11.07%	92,784,338	8.13%	80,732,290	13.08%
FRESH FRUIT - BLUEBERRY	Total	379,909,945	-10.60%	91,637,466	8.72%	78,198,493	14.76%
	CONVENTIONAL	304,275,359	-14.06%	77,036,627	6.20%	66,649,218	10.54%
	ORGANIC	75,634,586	6.68%	14,600,839	24.24%	11,549,275	47.18%
FZ FRUIT - BLUEBERRIES	Total	12,095,826	-23.60%	1,146,872	-24.33%	2,533,797	-22.12%
	CONVENTIONAL	10,737,387	-24.13%	1,000,934	-25.05%	2,349,296	-22.57%
	ORGANIC	1,358,438	-19.09%	145,939	-19.00%	184,500	-15.90%

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)  
4 Weeks Ending Saturday, December 28, 2024



# 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
18 OUNCE	99,590,510	-18.77%	26.21%	17,365,628	-0.76%	18.95%	19,536,331	-0.76%	24.98%	\$5.10	-18.15%
16 OUNCE	115,231,649	6.21%	30.33%	33,830,286	37.57%	36.92%	33,830,286	37.57%	43.26%	\$3.41	-22.80%
6 OUNCE	31,489,165	-49.77%	8.29%	8,677,385	-48.18%	9.47%	3,254,019	-48.18%	4.16%	\$9.68	-3.06%
11 OUNCE	43,929,105	-1.30%	11.56%	10,585,350	23.00%	11.55%	7,277,428	23.00%	9.31%	\$6.04	-19.76%
9.8 OUNCE	43,258,970	69.36%	11.39%	8,974,574	108.12%	9.79%	5,496,927	108.12%	7.03%	\$7.87	-18.62%
12 OUNCE	18,173,205	-19.51%	4.78%	5,722,108	4.37%	6.24%	4,291,581	4.37%	5.49%	\$4.23	-22.88%
8 OUNCE	11,371,478	-4.40%	2.99%	2,507,871	25.22%	2.74%	1,253,936	25.22%	1.60%	\$9.07	-23.65%
10 OUNCE	6,111,534	-46.51%	1.61%	1,749,827	-30.21%	1.91%	1,093,642	-30.21%	1.40%	\$5.59	-23.36%
4.4 OUNCE	2,932,055	-48.94%	0.77%	687,092	-40.09%	0.75%	188,950	-40.09%	0.24%	\$15.52	-14.76%
48 OUNCE	1,014,192	-56.32%	0.27%	104,529	-43.62%	0.11%	313,588	-43.62%	0.40%	\$3.23	-22.52%

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)  
4 Weeks Ending Saturday, December 28, 2024



# 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
48 OUNCE	8,382,545	-19.42%	69.30%	628,175	-17.45%	54.77%	1,884,526	-17.45%	74.38%	\$4.45	-2.39%
32 OUNCE	962,301	-40.42%	7.96%	82,619	-43.97%	7.20%	165,239	-43.97%	6.52%	\$5.82	6.33%
15 OUNCE	960,609	-25.30%	7.94%	197,870	-26.30%	17.25%	185,503	-26.30%	7.32%	\$5.18	1.36%
10 OUNCE	515,882	-22.19%	4.26%	90,046	-21.84%	7.85%	56,279	-21.84%	2.22%	\$9.17	-0.45%
12 OUNCE	363,464	-37.88%	3.00%	72,152	-37.07%	6.29%	54,114	-37.07%	2.14%	\$6.72	-1.28%
64 OUNCE	381,475	-28.79%	3.15%	27,249	-28.57%	2.38%	108,995	-28.57%	4.30%	\$3.50	-0.31%
28 OUNCE	208,609	-28.45%	1.72%	13,123	-28.15%	1.14%	22,965	-28.15%	0.91%	\$9.08	-0.42%
40 OUNCE	164,125	-26.33%	1.36%	14,741	-26.85%	1.29%	36,852	-26.85%	1.45%	\$4.45	0.71%
8 OUNCE	95,550	-21.00%	0.79%	14,318	-27.36%	1.25%	7,159	-27.36%	0.28%	\$13.35	8.76%
36 OUNCE	40,935	-28.27%	0.34%	3,973	-29.66%	0.35%	8,939	-29.66%	0.35%	\$4.58	1.99%

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)  
4 Weeks Ending Saturday, December 28, 2024



# 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	Pounds % Change vs YAgO	Price \$/lb	Price Per Pound % Change
Grand Total		1,119,315,558	-13.37%	209,032,151	-9.01%	\$5.35	-4.80%
FRESH BERRIES	Total	1,093,016,520	-13.10%	203,622,175	-8.60%	\$5.37	-4.92%
	CONVENTIONAL	916,083,754	-14.64%	181,905,748	-10.35%	\$5.04	-4.79%
	ORGANIC	176,932,766	-4.13%	21,716,427	9.20%	\$8.15	-12.21%
FROZEN BERRIES	Total	26,299,038	-23.48%	5,409,976	-22.03%	\$4.86	-1.85%
	CONVENTIONAL	23,274,653	-23.55%	5,006,598	-22.14%	\$4.65	-1.81%
	ORGANIC	3,024,385	-22.91%	403,378	-20.65%	\$7.50	-2.85%

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)  
4 Weeks Ending Saturday, December 28, 2024



# 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	Pounds % Change vs YAgO
FRESH BERRIES	Total	1,093,016,520	-13.10%	203,622,175	-8.60%
	FRESH FRUIT - STRAWBERRIES	450,026,962	-12.49%	94,312,332	-19.14%
	FRESH FRUIT - BLUEBERRY	379,909,945	-10.60%	78,198,493	14.76%
	FRESH FRUIT - RASPBERRIES	153,462,784	-19.40%	17,711,416	-19.44%
	FRESH FRUIT - BLACKBERRIES	107,968,495	-14.55%	13,212,464	-16.27%
	FRESH FRUIT - OTHER BERRIES	1,648,334	-7.26%	187,470	-19.09%
FROZEN BERRIES	Total	26,299,038	-23.48%	5,409,976	-22.03%
	FZ FRUIT - BLUEBERRIES	12,095,826	-23.60%	2,533,797	-22.12%
	FZ FRUIT - MIXED BERRIES	8,083,542	-28.66%	1,592,992	-27.60%
	FZ FRUIT - STRAWBERRIES	4,389,820	-11.42%	1,019,668	-10.53%
	FZ FRUIT - RASPBERRIES	1,285,500	-25.93%	189,985	-27.42%
	FZ FRUIT - BLACKBERRIES	306,292	-13.09%	56,149	-11.48%
	FZ FRUIT - OTHER BERRIES	138,058	-13.86%	17,385	-13.60%

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)  
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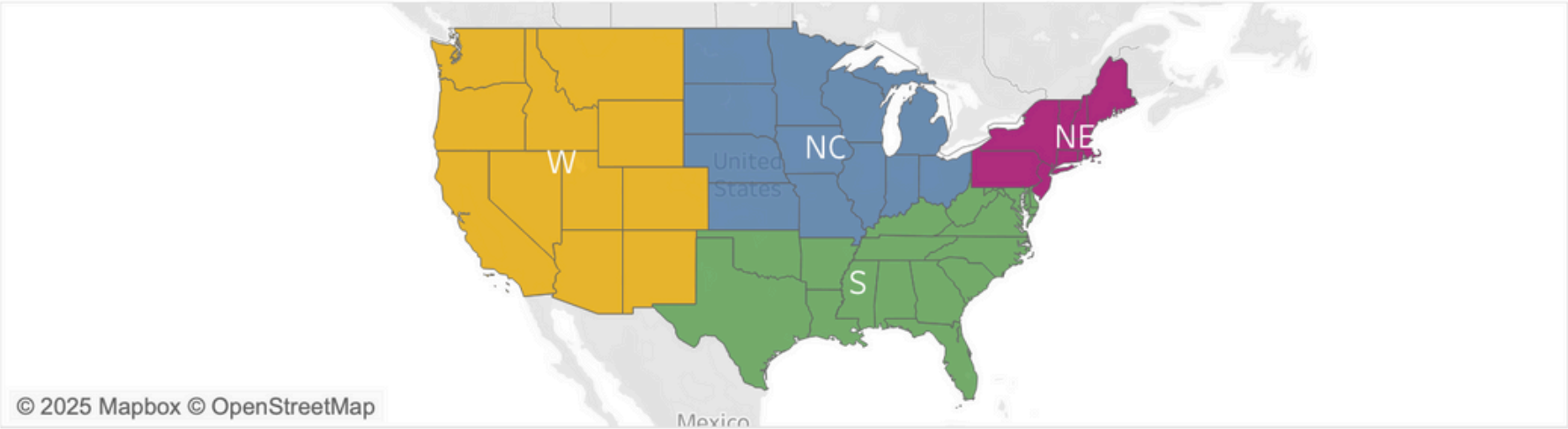
# Top Fresh Fruits, Dollar Sales By Geography

## TOTAL U.S. MULO & CENSUS REGIONS

TOTAL U.S.				
	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	500,673,538	116.46%	149,853,246	111.44%
FRESH FRUIT - BLUEBERRY	389,471,756	153.23%	54,376,984	142.34%
RASPBERRIES	178,957,616	97.13%	21,300,386	83.37%
MANDARINS - REGULAR / OTHER	166,649,583	139.75%	101,696,726	134.35%
BLACKBERRIES	114,044,647	90.63%	12,134,962	61.84%
APPLES - HONEYCRISP	73,455,536	135.94%	39,267,035	159.82%
GREEN GRAPES - SEEDLESS	71,041,947	143.11%	29,621,506	156.25%
SMOOTHIE / SHAKE / NECTAR	65,632,000	83.68%	24,579,783	88.22%

SOUTH				
	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	183,063,033	113.05%	55,573,183	108.69%
FRESH FRUIT - BLUEBERRY	138,123,355	151.36%	19,798,475	138.40%
MANDARINS - REGULAR / OTHER	63,270,822	132.69%	38,938,054	122.48%
RASPBERRIES	49,868,766	96.02%	5,526,925	79.54%
BLACKBERRIES	41,251,265	85.48%	4,418,916	59.19%
APPLES - HONEYCRISP	29,615,773	146.58%	15,358,891	171.66%
APPLES - GALA	29,328,585	82.17%	24,239,520	84.52%
GREEN GRAPES - SEEDLESS	22,597,387	113.66%	10,204,818	119.88%

WEST				
	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	116,202,902	116.31%	34,736,788	107.71%
FRESH FRUIT - BLUEBERRY	98,586,264	172.59%	12,629,832	176.02%
RASPBERRIES	47,988,635	111.18%	5,162,831	112.59%
MANDARINS - REGULAR / OTHER	39,917,854	157.71%	23,366,088	156.17%
BLACKBERRIES	29,174,478	82.43%	3,011,313	60.79%
SMOOTHIE / SHAKE / NECTAR	20,113,406	77.63%	7,576,645	82.14%
GREEN GRAPES - SEEDLESS	19,846,068	117.72%	8,129,445	142.49%
RED GRAPES - SEEDLESS	12,871,873	105.48%	5,199,898	120.15%



NORTHEAST				
	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	93,337,887	110.84%	25,028,490	109.13%
FRESH FRUIT - BLUEBERRY	74,724,384	142.48%	10,021,049	132.40%
RASPBERRIES	34,149,326	88.25%	3,542,320	74.53%
MANDARINS - REGULAR / OTHER	32,048,449	117.26%	17,395,820	114.89%
BLACKBERRIES	21,523,683	97.96%	2,180,742	64.70%
GREEN GRAPES - SEEDLESS	13,380,352	210.89%	4,909,075	233.52%
APPLES - HONEYCRISP	11,761,014	146.60%	5,946,718	157.33%
SMOOTHIE / SHAKE / NECTAR	11,385,171	84.93%	4,086,595	89.34%

NORTH CENTRAL				
	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	63,750,776	131.33%	20,665,992	126.70%
FRESH FRUIT - BLUEBERRY	45,255,530	143.44%	7,053,377	123.57%
RASPBERRIES	25,480,216	92.92%	3,808,812	75.79%
MANDARINS - REGULAR / OTHER	17,488,518	158.38%	12,135,717	148.28%
APPLES - HONEYCRISP	13,343,230	133.25%	8,023,844	163.30%
BLACKBERRIES	12,338,973	108.38%	1,453,569	70.28%
GREEN GRAPES - SEEDLESS	9,148,547	168.47%	3,990,442	183.31%
APPLES - GALA	8,686,620	71.54%	7,688,454	69.11%

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)  
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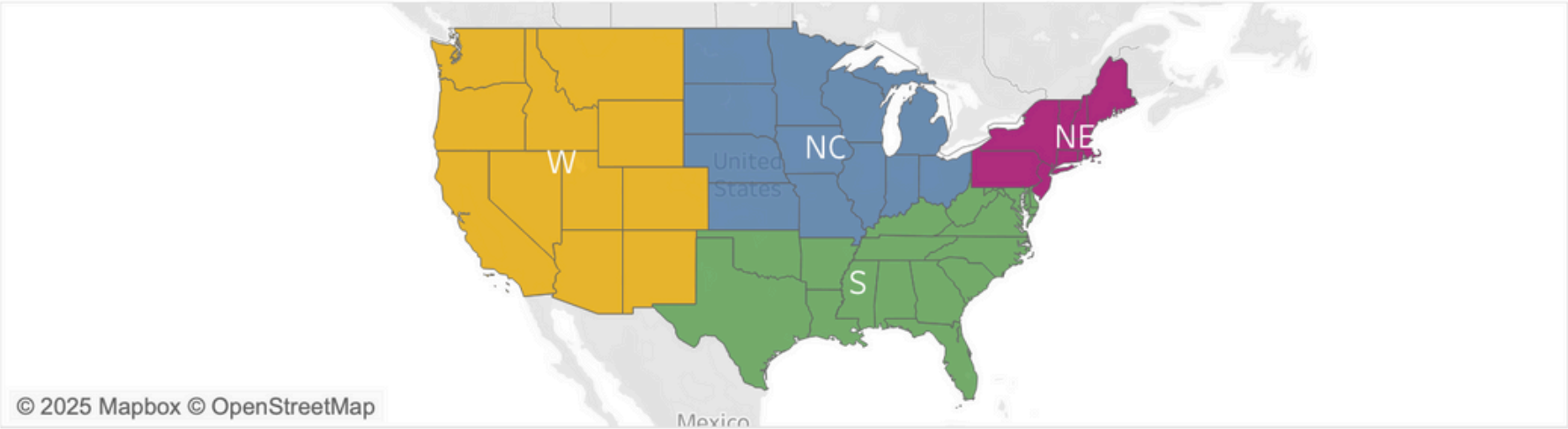
# Top Frozen Fruits, Dollar Sales By Geography

## TOTAL U.S. MULO & CENSUS REGIONS

TOTAL U.S.				
	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change
FZ FRUIT - BLUEBERRIES	14,570,174	97.66%	3,026,028	98.07%
FZ FRUIT - MIXED BERRIES	9,963,032	89.71%	1,949,093	88.55%
FZ FRUIT - OTHER	8,488,667	110.38%	2,083,342	105.04%
FZ FRUIT - MIXED FRUIT	8,051,221	123.68%	1,720,279	120.70%
FZ FRUIT - SMOOTHIE KITS	4,785,549	33.33%	676,012	18.07%
FZ FRUIT - STRAWBERRIES	4,665,699	136.02%	1,069,132	131.78%
FZ FRUIT - ACAI	2,930,922	138.39%	397,392	137.72%
FZ FRUIT - MANGO	2,259,964	98.04%	527,563	115.41%

SOUTH				
	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change
FZ FRUIT - OTHER	4,838,982	117.94%	1,285,319	111.63%
FZ FRUIT - BLUEBERRIES	3,833,311	98.01%	840,024	99.13%
FZ FRUIT - MIXED BERRIES	3,596,097	85.97%	716,084	86.05%
FZ FRUIT - MIXED FRUIT	3,086,342	126.57%	673,006	116.27%
FZ FRUIT - SMOOTHIE KITS	1,874,016	13.02%	272,669	-2.63%
FZ FRUIT - STRAWBERRIES	1,397,774	129.35%	356,820	121.91%
FZ FRUIT - ACAI	1,165,411	147.19%	158,646	141.85%
FZ FRUIT - MANGO	575,246	41.50%	161,861	78.30%

WEST				
	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change
FZ FRUIT - BLUEBERRIES	4,020,343	84.96%	749,578	84.70%
FZ FRUIT - MIXED BERRIES	2,181,986	79.12%	401,677	76.41%
FZ FRUIT - MIXED FRUIT	1,353,043	99.81%	260,166	100.08%
FZ FRUIT - OTHER	1,215,573	116.15%	236,784	114.85%
FZ FRUIT - SMOOTHIE KITS	1,108,699	65.67%	115,789	31.84%
FZ FRUIT - STRAWBERRIES	957,682	164.04%	186,093	162.40%
FZ FRUIT - ACAI	895,346	127.60%	115,648	122.09%
FZ FRUIT - MANGO	467,982	125.78%	91,050	147.42%



NORTHEAST				
	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
FZ FRUIT - BLUEBERRIES	4,974,489	112.02%	1,090,170	110.58%
FZ FRUIT - MIXED BERRIES	2,956,542	108.28%	603,894	108.02%
FZ FRUIT - MIXED FRUIT	2,809,060	137.44%	639,958	135.96%
FZ FRUIT - OTHER	1,961,506	94.56%	464,849	87.15%
FZ FRUIT - STRAWBERRIES	1,540,659	125.65%	365,950	125.61%
FZ FRUIT - SMOOTHIE KITS	1,069,002	58.31%	177,944	58.92%
FZ FRUIT - MANGO	922,076	134.42%	213,346	134.59%
FZ FRUIT - CHERRIES	693,644	120.06%	113,895	120.50%

NORTH CENTRAL				
	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change
FZ FRUIT - BLUEBERRIES	847,129	93.55%	178,351	96.24%
FZ FRUIT - MIXED BERRIES	609,327	79.87%	118,953	76.16%
FZ FRUIT - MIXED FRUIT	424,766	107.14%	76,790	120.98%
FZ FRUIT - SMOOTHIE KITS	388,992	18.19%	59,421	12.27%
FZ FRUIT - STRAWBERRIES	325,818	146.27%	69,443	148.01%
FZ FRUIT - OTHER	293,269	89.79%	60,444	90.56%
FZ FRUIT - ACAI	233,557	183.42%	34,292	183.42%
FZ FRUIT - CHERRIES	110,322	89.67%	18,760	86.93%

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)  
4 Weeks Ending Saturday, December 28, 2024



# Berry Price Per Pound

## CATEGORY SEGMENT PERFORMANCE

		BLUEBERRIES			STRAWBERRIES			ALL OTHER BERRIES		
		Price \$/lb	\$ Per Pound Change	\$ Per Pound % Change	Price \$/lb	\$ Per Pound Change	\$ Per Pound % Change	Price \$/lb	\$ Per Pound Change	\$ Per Pound % Change
Grand Total		\$4.86	\$-1.32	-21.35%	\$4.77	\$0.36	8.13%	\$8.27	\$0.08	1.00%
FRESH FRUIT	Total	\$4.86	\$-1.38	-22.10%	\$4.77	\$0.36	8.23%	\$8.44	\$0.07	0.81%
	CONVENTIONAL	\$4.57	\$-1.31	-22.25%	\$4.57	\$0.34	8.02%	\$7.74	\$-0.01	-0.15%
	ORGANIC	\$6.55	\$-2.49	-27.52%	\$7.83	\$0.56	7.72%	\$12.99	\$0.54	4.30%
FZ FRUIT	Total	\$4.77	\$-0.09	-1.90%	\$4.31	\$-0.04	-1.00%	\$5.29	\$-0.05	-0.91%
	CONVENTIONAL	\$4.57	\$-0.09	-2.02%	\$4.09	\$-0.01	-0.14%	\$5.07	\$-0.04	-0.84%
	ORGANIC	\$7.36	\$-0.29	-3.79%	\$7.57	\$-0.10	-1.35%	\$7.63	\$-0.18	-2.24%

## BERRY PATCH PROMOTION PRICING

			Price \$/lb	Rma Price \$/lb Promo Any	Avg Price Per Pound Promo % Change	Rma Price \$/lb Promo No	Avg Price Per Pound Non-Promo % Change
Grand Total			\$5.36	\$4.87	-7.45%	\$5.79	-1.77%
FRESH FRUIT	Total		\$5.37	\$4.88	-7.49%	\$5.82	-1.89%
	CONVENTIONAL	RASPBERRIES	\$8.00	\$6.95	-5.41%	\$9.29	5.38%
		OTHER BERRIES	\$8.79	\$8.21	25.87%	\$10.24	11.68%
		BLACKBERRIES	\$7.38	\$6.70	-3.93%	\$8.61	8.31%
		MIXED BERRIES	\$7.54	\$7.03	-4.33%	\$7.89	9.22%
		BLUEBERRIES	\$4.57	\$4.32	-20.67%	\$5.54	-14.44%
		STRAWBERRIES	\$4.57	\$4.15	10.56%	\$4.68	4.52%
	ORGANIC	RASPBERRIES	\$13.51	\$11.49	1.07%	\$13.84	4.61%
		OTHER BERRIES	\$54.00			\$54.00	
		BLACKBERRIES	\$12.44	\$9.85	-15.92%	\$13.48	11.58%
		BLUEBERRIES	\$6.55	\$5.80	-33.20%	\$7.68	-16.17%
		STRAWBERRIES	\$7.83	\$7.20	2.44%	\$7.89	7.68%
FZ FRUIT	Total		\$4.86	\$4.38	-2.02%	\$4.98	-1.06%
	CONVENTIONAL	FZ FRUIT - OTHER BERRIES	\$7.94	\$6.55	-6.02%	\$8.21	1.44%
		FZ FRUIT - RASPBERRIES	\$6.24	\$5.13	4.38%	\$6.55	3.39%
		FZ FRUIT - BLACKBERRIES	\$4.52	\$6.89	20.67%	\$4.31	-0.21%
		FZ FRUIT - MIXED BERRIES	\$4.92	\$4.37	-3.80%	\$5.03	-0.68%
		FZ FRUIT - BLUEBERRIES	\$4.57	\$4.34	-1.15%	\$4.62	-1.73%
		FZ FRUIT - STRAWBERRIES	\$4.09	\$3.83	1.09%	\$4.19	0.29%
	ORGANIC	FZ FRUIT - OTHER BERRIES					-100.00%
		FZ FRUIT - RASPBERRIES	\$11.06	\$8.96	-3.25%	\$11.48	-1.38%
		FZ FRUIT - BLACKBERRIES	\$7.24	\$5.00	-15.95%	\$8.69	5.54%
		FZ FRUIT - MIXED BERRIES	\$7.07	\$5.85	-10.03%	\$7.35	2.27%
		FZ FRUIT - BLUEBERRIES	\$7.36	\$6.28	-2.99%	\$7.57	-3.18%
		FZ FRUIT - STRAWBERRIES	\$7.57	\$6.37	-1.36%	\$7.82	0.11%

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)  
4 Weeks Ending Saturday, December 28, 2024

# 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, December 28, 2024

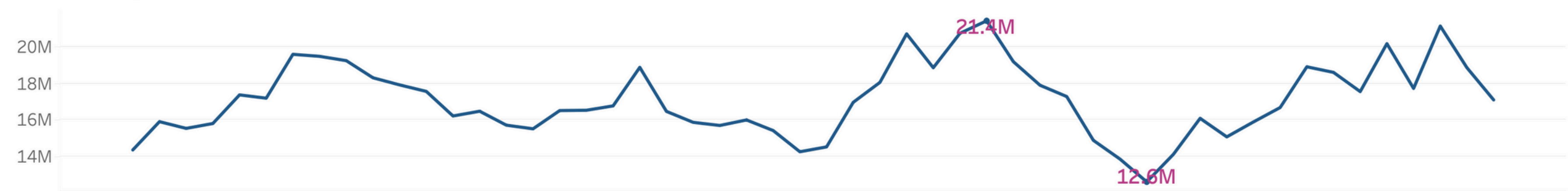


# Organic Fresh Blueberry 52 Week Trend

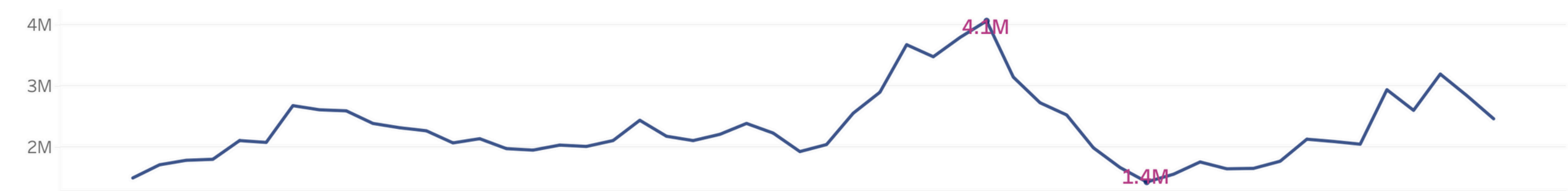
Retail Price in \$USD/lb



Retail Dollars in \$USD



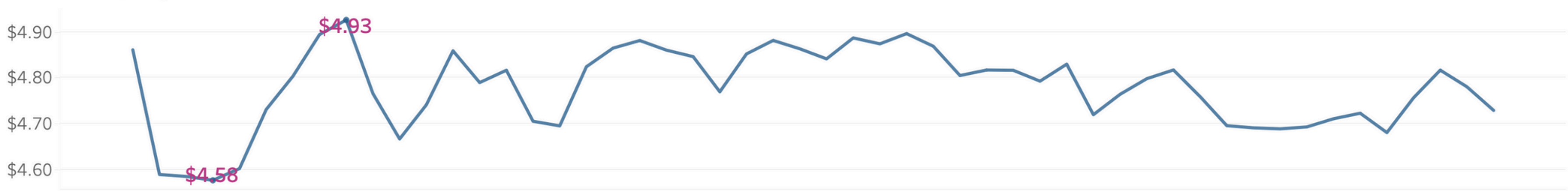
Retail Volume in Pounds



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)  
4 Weeks Ending Saturday, December 28, 2024

# 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, December 28, 2024



# 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 ..