



USHBC Blueberry Category Retail Sales Report Period 3

4 Weeks Ending Saturday, March 22, 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)

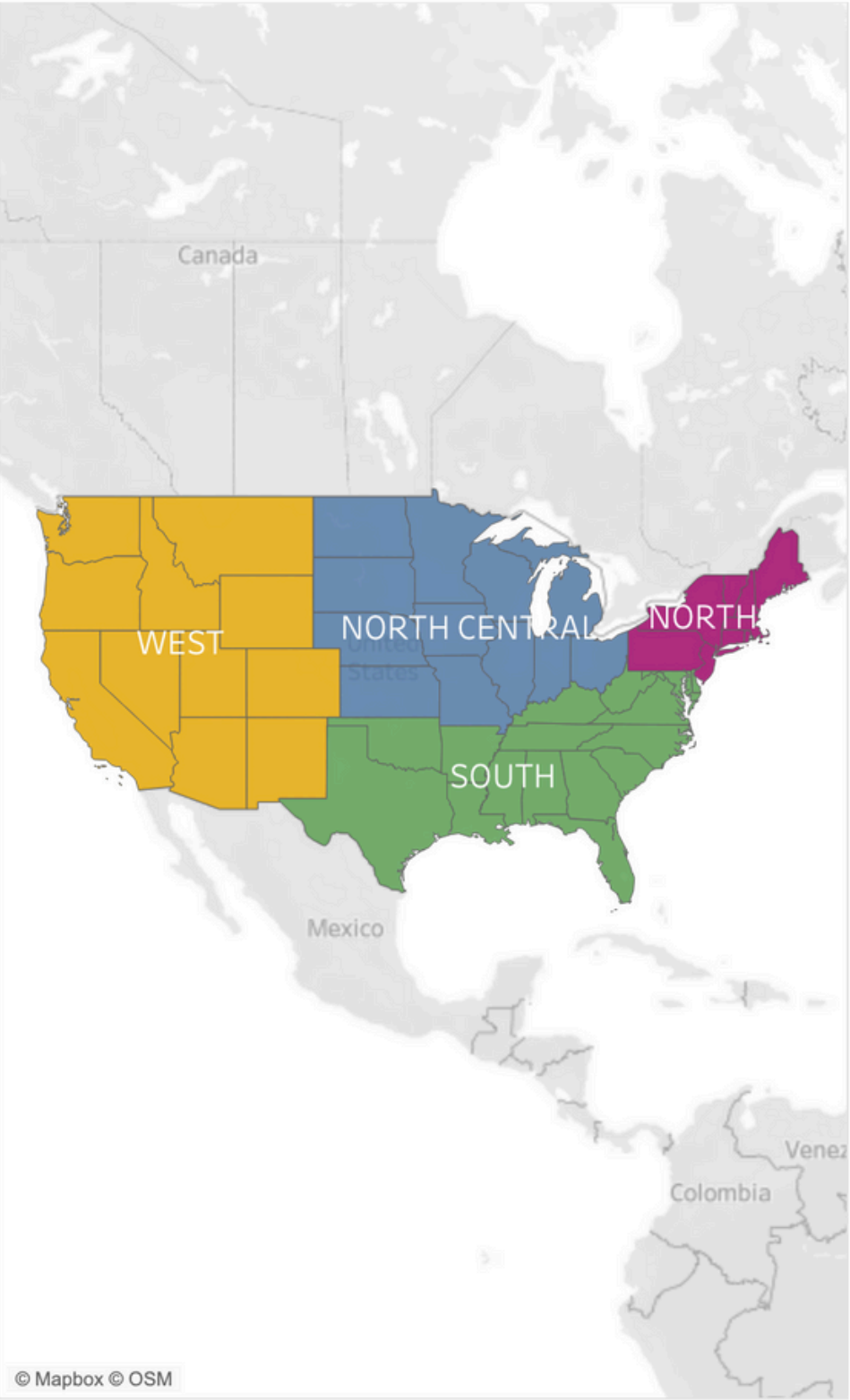
- Over 6.9 million frozen blueberries were sold from the berry patch, making them the most popular berry. Frozen blueberries remain the market leader despite a **2.18%** decline.
- The largest size, 48 ounces, has grown **9.59%** in price. This size accounts for 70% of frozen blueberry sales.
- Frozen 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 YAg	Dollar Share	Sum of Units	Unit % Change vs YAg	Unit Share	Sum of Pounds	Pounds % Change vs YAg	Pound Share
TOTAL US - MULO	414,157K	-1.1%	100.0%	86,121K	-1.7%	100.0%	71,795K	-3.5%	100.0%
NORTH CENTRAL	54,823K	2.8%	13.2%	12,760K	2.9%	14.8%	10,687K	-4.8%	14.9%
NORTHEAST	84,035K	-4.2%	20.3%	17,543K	2.3%	20.4%	15,522K	0.9%	21.6%
SOUTH	163,261K	1.1%	39.4%	35,486K	-0.8%	41.2%	29,233K	-1.9%	40.7%
WEST	112,038K	-3.9%	27.1%	20,332K	-8.6%	23.6%	16,353K	-9.2%	22.8%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, March 22, 2025

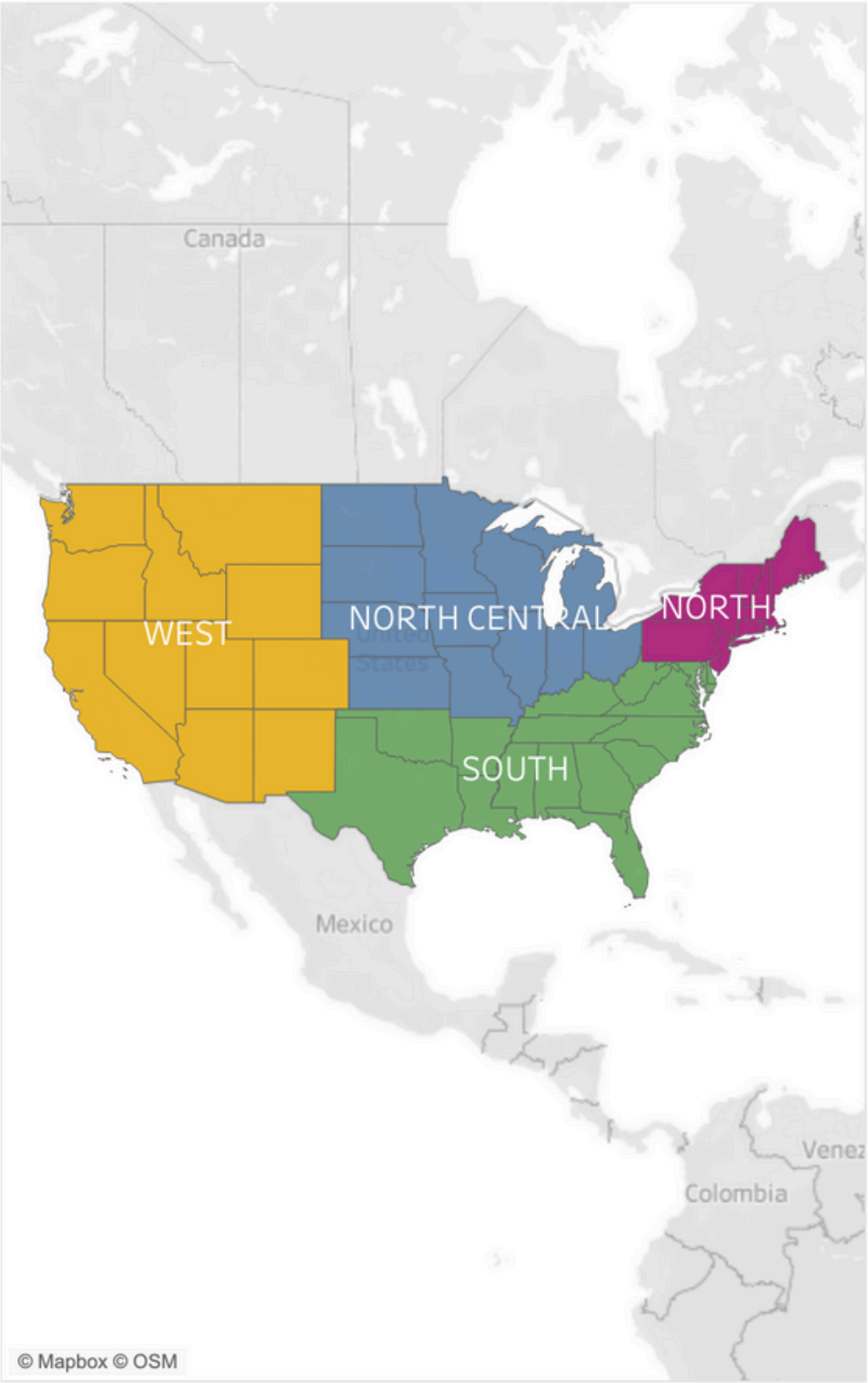
Blueberry Sales By Geography

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	\$399,809K	-1.17%	100.00%	84,736K	-1.70%	100.00%	68,711K	-3.76%	100.00%
NORTH CENTRAL	\$53,917K	2.95%	13.49%	12,671K	2.98%	14.95%	10,487K	-4.91%	15.26%
NORTHEAST	\$79,256K	-4.29%	19.82%	17,010K	2.38%	20.07%	14,471K	1.16%	21.06%
SOUTH	\$159,177K	1.15%	39.81%	35,122K	-0.88%	41.45%	28,294K	-2.13%	41.18%
WEST	\$107,458K	-4.04%	26.88%	19,933K	-8.76%	23.52%	15,459K	-9.87%	22.50%

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	14,349K	-0.70%	100.00%	1,384,749	0.75%	100.00%	3,083,938	1.84%	100.00%
NORTH CENTRAL	906K	-3.41%	6.31%	88,783	-3.94%	6.41%	200,240	-0.96%	6.49%
NORTHEAST	4,779K	-1.95%	33.31%	532,733	-1.27%	38.47%	1,051,284	-1.91%	34.09%
SOUTH	4,084K	0.69%	28.46%	364,175	3.38%	26.30%	939,017	5.41%	30.45%
WEST	4,580K	-0.04%	31.92%	399,058	2.27%	28.82%	893,397	3.46%	28.97%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, March 22, 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		414,157,272	-1.15%	86,121,087	-1.66%	71,795,309	-3.53%
FRESH FRUIT - BLUEBERRY	Total	399,808,568	-1.17%	84,736,339	-1.70%	68,711,371	-3.76%
	CONVENTIONAL	323,186,233	-2.50%	71,125,497	-2.22%	58,047,534	-6.12%
	ORGANIC	76,622,335	4.91%	13,610,842	1.10%	10,663,837	11.52%
FZ FRUIT - BLUEBERRIES	Total	14,348,703	-0.70%	1,384,749	0.75%	3,083,938	1.84%
	CONVENTIONAL	12,681,806	-2.15%	1,203,725	-0.60%	2,858,375	1.01%
	ORGANIC	1,666,897	11.96%	181,024	10.73%	225,563	13.66%

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, March 22, 2025

Fresh Blueberry By Size

FRESH BLUEBERRIES BY SIZE

	Sum of Dollars	Dollars % Change YAg	Dollar Share	Sum of Units	Units % Change YAg	Unit Share	Sum of Pounds	Pounds % Change YAg	Pound Share	Price \$/lb	Price \$/lb % Change YAg
9.8 OUNCE	39,267,341	35.09%	9.82%	6,978,916	29.55%	8.24%	4,274,586	29.55%	6.22%	\$9.19	4.28%
9.3 OUNCE	798	-13.24%	0.00%	227	27.00%	0.00%	132	27.00%	0.00%	\$6.06	-31.68%
9 OUNCE	1,198,471	181.68%	0.30%	196,824	138.07%	0.23%	110,713	138.07%	0.16%	\$10.83	18.32%
80 OUNCE	37,685	1.78%	0.01%	1,181	4.89%	0.00%	5,907	4.89%	0.01%	\$6.38	-2.96%
8 OUNCE	2,089,744	-84.95%	0.52%	424,287	-84.04%	0.50%	212,144	-84.04%	0.31%	\$9.85	-5.69%
72 OUNCE		-100.00%			-100.00%			-100.00%			-100.00%
7.6 OUNCE	3,520	-95.35%	0.00%	518	-97.11%	0.00%	246	-97.11%	0.00%	\$14.31	60.96%
64 OUNCE	898,136	47.51%	0.22%	105,549	21.25%	0.12%	422,196	21.25%	0.61%	\$2.13	21.66%
6.5 OUNCE	254	26.00%	0.00%	23	26.37%	0.00%	9	26.37%	0.00%	\$27.15	-0.30%
6 OUNCE	40,479,773	-13.80%	10.12%	10,243,739	-16.65%	12.09%	3,841,402	-16.65%	5.59%	\$10.54	3.42%

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
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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	5,414	7.67%	0.04%	184	11.31%	0.01%	921	11.31%	0.03%	\$5.88	-3.27%
8 OUNCE	98,928	2.17%	0.69%	14,749	-1.54%	1.07%	7,374	-1.54%	0.24%	\$13.41	3.77%
64 OUNCE	542,284	8.47%	3.78%	38,753	8.82%	2.80%	155,014	8.82%	5.03%	\$3.50	-0.33%
48 OUNCE	9,937,829	1.27%	69.26%	767,516	4.37%	55.43%	2,302,547	4.37%	74.66%	\$4.32	-2.97%
40 OUNCE	161,310	-19.86%	1.12%	13,449	-25.45%	0.97%	33,621	-25.45%	1.09%	\$4.80	7.49%
4.5 OUNCE	472		0.00%	73		0.01%	21		0.00%	\$22.98	
36 OUNCE	47,399	30.12%	0.33%	4,648	54.61%	0.34%	10,458	54.61%	0.34%	\$4.53	-15.84%
32 OUNCE	1,096,833	-16.90%	7.64%	94,786	-18.16%	6.85%	189,572	-18.16%	6.15%	\$5.79	1.54%
28 OUNCE	241,088	-1.61%	1.68%	15,392	-3.50%	1.11%	26,936	-3.50%	0.87%	\$8.95	1.96%
24 OUNCE	12,809	-36.23%	0.09%	858	-38.83%	0.06%	1,287	-38.83%	0.04%	\$9.95	4.26%

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 YAg	Sum of Pounds	Price \$/lb
Grand Total		1,350,172,574	38.11%	306,746,557	\$4.40
FRESH BERRIES	Total	1,318,773,545	38.28%	300,140,001	\$4.39
	CONVENTIONAL	1,112,437,485	36.86%	273,378,354	\$4.07
	ORGANIC	206,336,060	46.50%	26,761,647	\$7.71
FROZEN BERRIES	Total	31,399,029	31.31%	6,606,556	\$4.75
	CONVENTIONAL	27,739,829	30.01%	6,113,529	\$4.54
	ORGANIC	3,659,200	42.01%	493,027	\$7.42

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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	1,318,773,545	38.28%	300,140,001
	FRESH FRUIT - STRAWBERRIES	599,215,440	41.62%	193,666,557
	FRESH FRUIT - BLUEBERRY	399,808,568	31.99%	68,711,371
	FRESH FRUIT - RASPBERRIES	169,851,440	33.42%	15,831,861
	FRESH FRUIT - BLACKBERRIES	147,318,775	51.19%	21,537,187
	FRESH FRUIT - OTHER BERRIES	2,579,322	-11.20%	393,025
FROZEN BERRIES	Total	31,399,029	31.31%	6,606,556
	FZ FRUIT - BLUEBERRIES	14,348,703	30.88%	3,083,938
	FZ FRUIT - MIXED BERRIES	10,259,808	25.81%	2,082,125
	FZ FRUIT - STRAWBERRIES	5,087,683	44.71%	1,188,985
	FZ FRUIT - RASPBERRIES	1,228,976	28.16%	173,705
	FZ FRUIT - BLACKBERRIES	352,536	46.57%	63,280
	FZ FRUIT - OTHER BERRIES	121,323	52.94%	14,523

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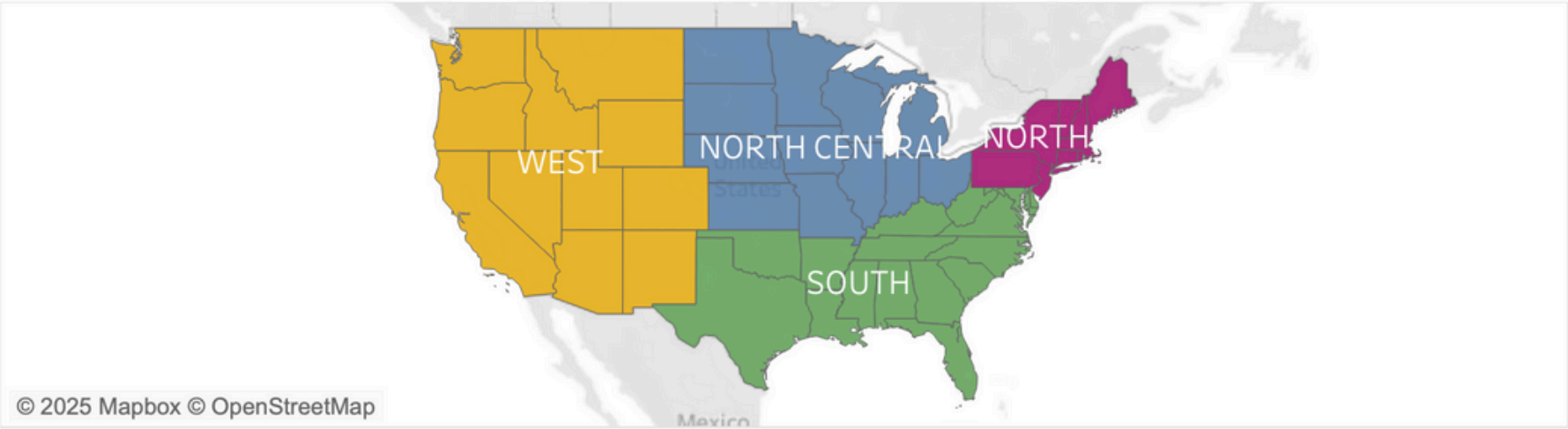
Top Fresh Fruits, Dollar Sales By Geography

TOTAL U.S. MULO & CENSUS REGIONS

TOTAL U.S.				
	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	657,180,880	41.53%	213,896,588	34.37%
FRESH FRUIT - BLUEBERRY	440,312,047	32.52%	76,383,319	29.62%
MANDARINS - REGULAR / OTHER	313,187,943	43.17%	205,213,109	47.32%
RASPBERRIES	189,445,976	33.00%	17,831,410	16.52%
BLACKBERRIES	163,590,625	51.13%	24,475,901	75.06%
ORANGES - NAVEL / REGULAR	92,382,288	69.48%	80,403,366	73.33%
SMOOTHIE / SHAKE / NECTAR	70,481,820	19.61%	26,168,143	22.09%
GREEN GRAPES - SEEDLESS	65,333,859	63.55%	29,805,044	86.50%

SOUTH				
	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	248,201,565	37.54%	87,432,688	31.89%
FRESH FRUIT - BLUEBERRY	159,177,057	35.50%	28,294,204	32.79%
MANDARINS - REGULAR / OTHER	121,291,015	44.41%	79,074,507	47.11%
BLACKBERRIES	60,028,127	54.62%	8,604,327	76.19%
RASPBERRIES	55,355,436	37.01%	4,984,030	17.25%
ORANGES - NAVEL / REGULAR	42,394,114	73.95%	36,363,455	73.85%
LEMONS - REGULAR / OTHER	25,720,429	31.89%	12,922,257	34.51%
APPLES - GALA	25,469,823	41.18%	18,342,040	38.34%

WEST				
	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	159,033,963	48.21%	45,810,898	36.63%
FRESH FRUIT - BLUEBERRY	107,458,132	28.79%	15,459,129	20.29%
MANDARINS - REGULAR / OTHER	70,191,477	37.08%	45,852,050	43.57%
RASPBERRIES	49,150,903	32.17%	4,451,926	22.55%
BLACKBERRIES	37,143,223	43.42%	5,290,147	69.94%
SMOOTHIE / SHAKE / NECTAR	20,407,931	15.73%	7,618,914	18.58%
GREEN GRAPES - SEEDLESS	15,650,254	40.16%	7,457,177	57.15%
ORANGES - NAVEL / REGULAR	11,899,702	120.82%	10,432,209	130.74%



NORTHEAST				
	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	112,128,186	41.82%	32,823,933	50.74%
FRESH FRUIT - BLUEBERRY	79,256,008	25.66%	14,470,898	34.24%
MANDARINS - REGULAR / OTHER	51,214,782	46.46%	30,484,463	52.89%
RASPBERRIES	39,387,196	30.77%	3,639,505	10.61%
BLACKBERRIES	30,474,333	53.84%	4,019,224	68.68%
ORANGES - NAVEL / REGULAR	17,964,694	47.50%	15,036,424	53.15%
SMOOTHIE / SHAKE / NECTAR	11,830,569	14.89%	4,221,294	14.95%
LEMONS - REGULAR / OTHER	11,364,535	31.86%	5,662,966	38.90%

NORTH CENTRAL				
	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	79,851,725	41.83%	27,599,037	28.92%
FRESH FRUIT - BLUEBERRY	53,917,372	38.54%	10,487,140	31.51%
MANDARINS - REGULAR / OTHER	42,868,775	46.81%	30,785,661	50.93%
RASPBERRIES	25,957,905	32.42%	2,756,401	17.42%
BLACKBERRIES	19,673,091	52.39%	3,623,489	84.84%
APPLES - HONEYCRISP	13,037,598	44.74%	6,019,101	21.00%
ORANGES - NAVEL / REGULAR	12,164,939	59.80%	11,081,435	65.24%
GREEN GRAPES - SEEDLESS	9,853,761	71.37%	4,630,844	94.16%

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, March 22, 2025

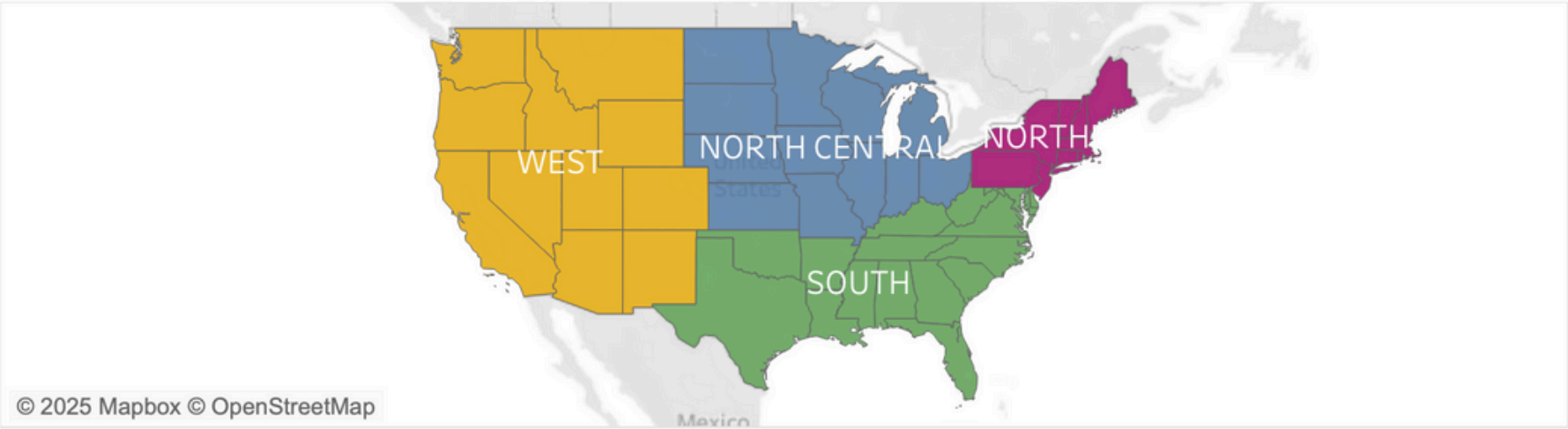
Top Frozen Fruits, Dollar Sales By Geography

TOTAL U.S. MULO & CENSUS REGIONS

TOTAL U.S.				
	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change
FZ FRUIT - BLUEBERRIES	15,343,889	30.97%	3,287,647	32.96%
FZ FRUIT - MIXED BERRIES	10,982,746	25.94%	2,218,936	27.59%
FZ FRUIT - MIXED FRUIT	9,969,497	65.30%	2,151,096	66.08%
FZ FRUIT - OTHER	9,117,853	33.27%	2,138,851	28.85%
FZ FRUIT - STRAWBERRIES	5,638,915	45.58%	1,308,845	50.08%
FZ FRUIT - SMOOTHIE KITS	3,861,017	-42.59%	460,427	-58.08%
FZ FRUIT - ACAI	2,791,276	49.57%	385,798	53.42%
FZ FRUIT - MANGO	2,394,180	15.92%	555,987	20.03%

SOUTH				
	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change
FZ FRUIT - OTHER	5,106,639	36.33%	1,331,410	34.13%
FZ FRUIT - BLUEBERRIES	4,083,547	32.17%	939,017	37.17%
FZ FRUIT - MIXED FRUIT	3,983,398	87.91%	890,857	89.61%
FZ FRUIT - MIXED BERRIES	3,923,332	23.34%	825,961	27.48%
FZ FRUIT - STRAWBERRIES	1,754,507	68.28%	437,917	68.37%
FZ FRUIT - SMOOTHIE KITS	1,436,014	-52.40%	173,703	-67.38%
FZ FRUIT - ACAI	1,195,132	62.65%	167,845	68.70%
FZ FRUIT - PASSIONFRUIT	610,386	71.93%	128,000	62.49%

WEST				
	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change
FZ FRUIT - BLUEBERRIES	4,579,968	31.85%	893,397	34.23%
FZ FRUIT - MIXED BERRIES	2,530,335	29.70%	481,665	31.34%
FZ FRUIT - MIXED FRUIT	1,526,685	36.51%	309,827	42.51%
FZ FRUIT - OTHER	1,314,567	32.25%	246,932	27.99%
FZ FRUIT - STRAWBERRIES	1,209,490	68.77%	253,881	105.07%
FZ FRUIT - SMOOTHIE KITS	1,100,212	-7.58%	106,881	-29.80%
FZ FRUIT - ACAI	738,723	44.97%	97,047	45.95%
FZ FRUIT - MANGO	513,256	29.47%	98,766	30.34%



NORTHEAST				
	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
FZ FRUIT - BLUEBERRIES	4,779,241	29.53%	1,051,284	28.90%
FZ FRUIT - MIXED FRUIT	3,344,033	59.61%	735,728	54.23%
FZ FRUIT - MIXED BERRIES	3,073,059	24.71%	624,638	23.48%
FZ FRUIT - OTHER	2,146,495	31.96%	457,669	20.86%
FZ FRUIT - STRAWBERRIES	1,712,508	15.04%	403,021	12.57%
FZ FRUIT - MANGO	944,417	25.33%	223,758	25.63%
FZ FRUIT - CHERRIES	686,503	23.37%	111,797	21.07%
FZ FRUIT - SMOOTHIE KITS	676,957	-50.94%	99,309	-57.03%

NORTH CENTRAL				
	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change
FZ FRUIT - BLUEBERRIES	905,948	27.62%	200,240	29.42%
FZ FRUIT - MIXED BERRIES	733,082	31.08%	149,861	33.24%
FZ FRUIT - MIXED FRUIT	611,378	57.61%	116,897	69.03%
FZ FRUIT - STRAWBERRIES	411,178	53.39%	94,167	66.69%
FZ FRUIT - SMOOTHIE KITS	354,435	-45.86%	44,331	-58.31%
FZ FRUIT - OTHER	331,975	7.60%	63,793	1.60%
FZ FRUIT - ACAI	252,833	69.40%	38,306	75.28%
FZ FRUIT - MANGO	139,591	35.90%	31,444	45.41%

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Berry Price Per Pound

CATEGORY SEGMENT PERFORMANCE

		BLUEBERRIES	STRAWBERRIES	ALL OTHER BERRIES
		Price \$/lb	Price \$/lb	Price \$/lb
Grand Total		\$5.77	\$3.10	\$8.28
FRESH FRUIT	Total	\$5.82	\$3.09	\$8.47
	CONVENTIONAL	\$5.57	\$2.92	\$8.09
	ORGANIC	\$7.19	\$6.49	\$10.28
FZ FRUIT	Total	\$4.65	\$4.28	\$5.13
	CONVENTIONAL	\$4.44	\$4.05	\$4.92
	ORGANIC	\$7.39	\$7.41	\$7.47

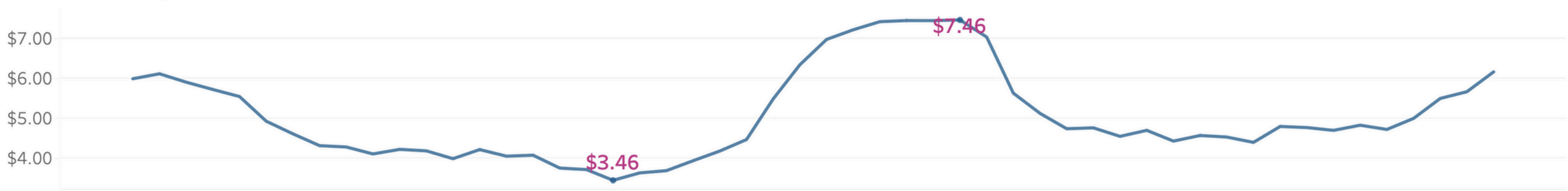
BERRY PATCH PROMOTION PRICING

			Price \$/lb	Rma Price \$/lb Promo Any	Rma Price \$/lb Promo No
Grand Total			\$4.41	\$3.53	\$5.97
FRESH FRUIT	Total		\$4.40	\$3.52	\$6.01
	CONVENTIONAL	RASPBERRIES	\$9.99	\$9.16	\$10.27
		MIXED BERRIES	\$8.93	\$8.31	\$9.21
		BLACKBERRIES	\$6.64	\$5.83	\$7.97
		OTHER BERRIES	\$6.56	\$5.64	\$8.99
		BLUEBERRIES	\$5.57	\$4.96	\$6.00
		STRAWBERRIES	\$2.92	\$2.76	\$3.53
	ORGANIC	OTHER BERRIES	\$53.89		\$53.89
		RASPBERRIES	\$14.77	\$15.41	\$14.64
		BLACKBERRIES	\$7.66	\$7.58	\$7.71
		BLUEBERRIES	\$7.19	\$5.80	\$8.06
		STRAWBERRIES	\$6.49	\$5.90	\$7.01
FZ FRUIT	Total		\$4.75	\$4.25	\$4.98
	CONVENTIONAL	FZ FRUIT - OTHER BERRIES	\$8.35	\$7.47	\$8.46
		FZ FRUIT - RASPBERRIES	\$6.56	\$5.32	\$6.78
		FZ FRUIT - MIXED BERRIES	\$4.78	\$4.27	\$5.04
		FZ FRUIT - BLACKBERRIES	\$4.50	\$3.75	\$4.54
		FZ FRUIT - BLUEBERRIES	\$4.44	\$4.18	\$4.54
		FZ FRUIT - STRAWBERRIES	\$4.05	\$3.73	\$4.24
	ORGANIC	FZ FRUIT - RASPBERRIES	\$10.37	\$8.82	\$11.25
		FZ FRUIT - BLACKBERRIES	\$7.89	\$7.96	\$7.87
		FZ FRUIT - STRAWBERRIES	\$7.41	\$6.56	\$7.59
		FZ FRUIT - BLUEBERRIES	\$7.39	\$6.87	\$7.49
		FZ FRUIT - MIXED BERRIES	\$6.93	\$5.91	\$7.24
		FZ FRUIT - OTHER BERRIES			

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, March 22, 2025

Conventional Fresh Blueberry Trend over Time

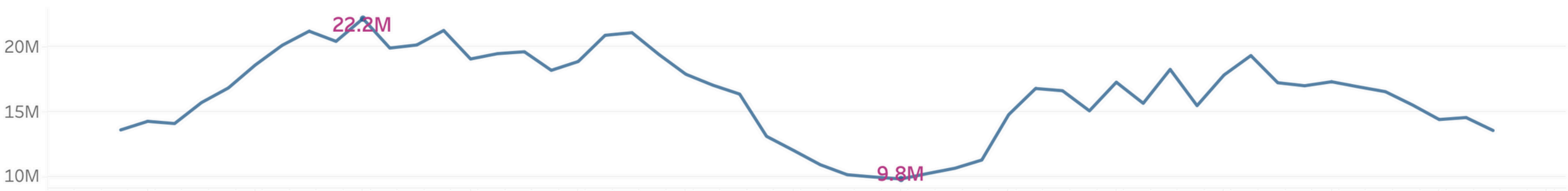
Retail Price in \$USD/lb



Retail Dollars in \$USD



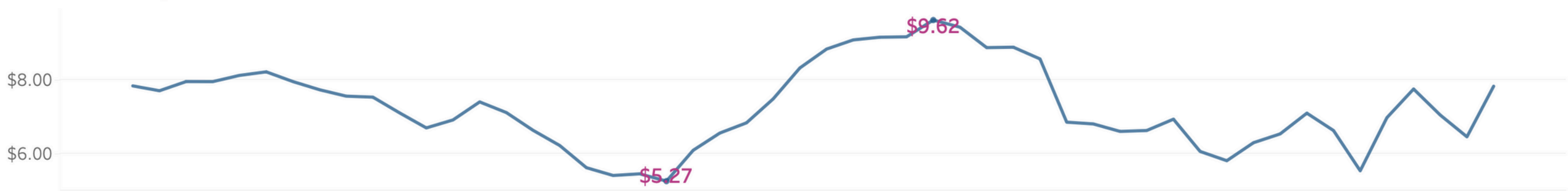
Retail Volume in Pounds



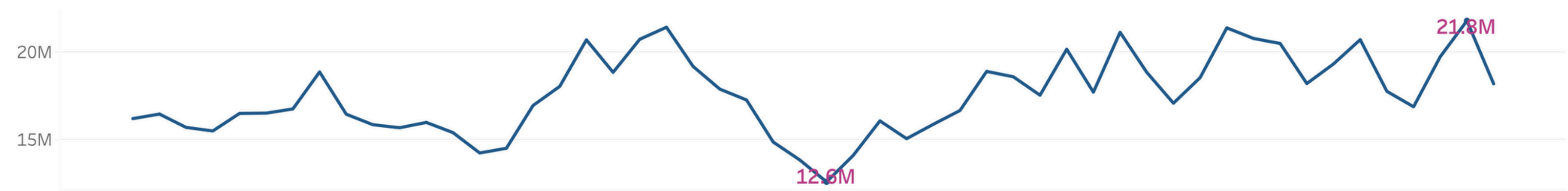
Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, March 22, 2025

Organic Fresh Blueberry 52 Week Trend

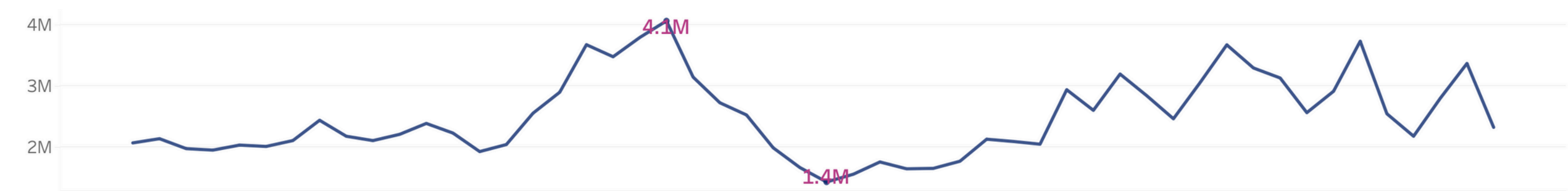
Retail Price in \$USD/lb



Retail Dollars in \$USD



Retail Volume in Pounds



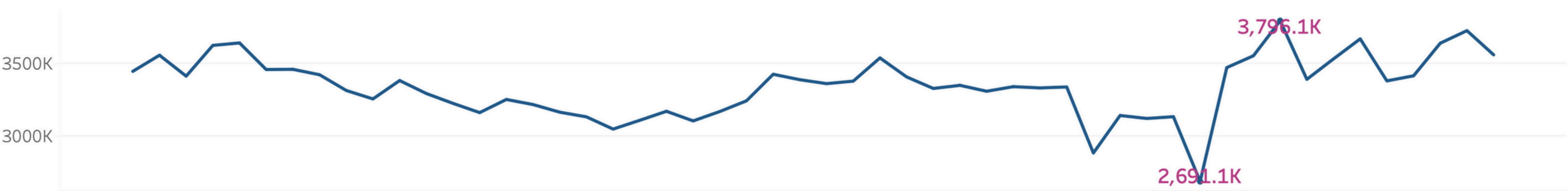
Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MUL0 (powered by Circana)
4 Weeks Ending Saturday, March 22, 2025

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, March 22, 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 ..