



USHBC Blueberry Category Retail Sales Report Period 5

4 Weeks Ending Saturday, May 17 ,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 Y Ago	Dollar Share	Sum of Units	Unit % Change vs Y Ago	Unit Share	Sum of Pounds	Pounds % Change vs Y Ago	Pound Share
TOTAL US - MULO	455,840K	0.7%	100.0%	89,590K	-12.1%	100.0%	77,245K	-12.5%	100.0%
NORTH CENTRAL	59,795K	2.8%	13.1%	13,030K	-18.6%	14.5%	11,035K	-23.5%	14.3%
NORTHEAST	103,773K	-1.1%	22.8%	18,979K	-13.2%	21.2%	18,051K	-8.8%	23.4%
SOUTH	172,004K	-0.7%	37.7%	37,181K	-10.2%	41.5%	32,554K	-11.6%	42.1%
WEST	120,268K	3.5%	26.4%	20,400K	-9.8%	22.8%	15,606K	-9.2%	20.2%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, May 17, 2025

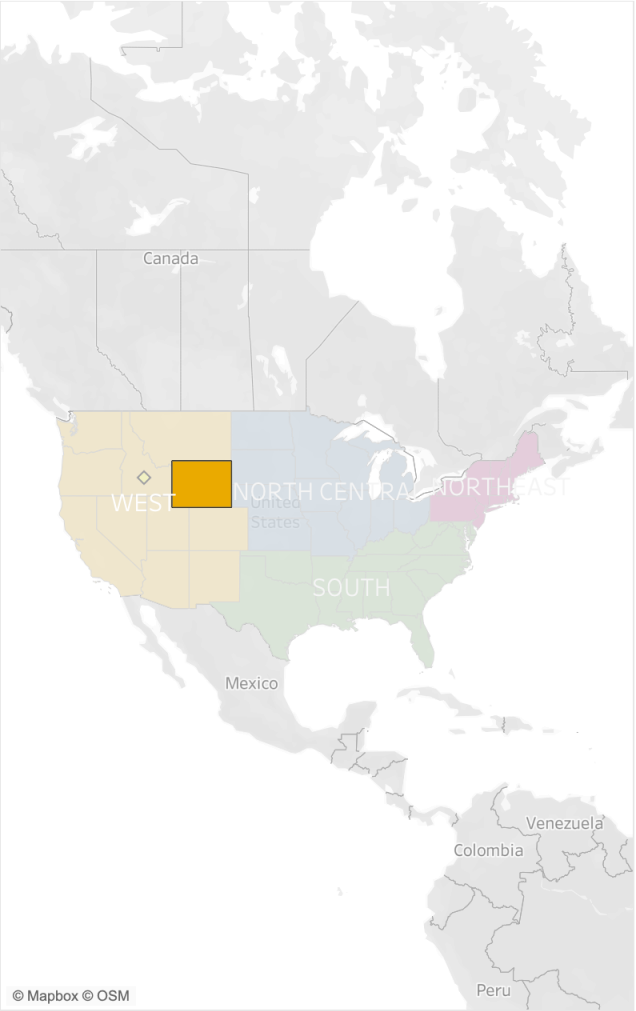
Blueberry Sales By Geography

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	\$441,452K	0.65%	100.00%	88,230K	-12.27%	100.00%	74,254K	-12.98%	100.00%
NORTH CENTRAL	\$58,870K	2.73%	13.34%	12,941K	-18.76%	14.67%	10,843K	-23.87%	14.60%
NORTHEAST	\$98,744K	-1.38%	22.37%	18,422K	-13.61%	20.88%	16,954K	-9.53%	22.83%
SOUTH	\$167,951K	-0.79%	38.05%	36,831K	-10.34%	41.74%	31,648K	-12.04%	42.62%
WEST	\$115,887K	3.58%	26.25%	20,037K	-9.89%	22.71%	14,809K	-9.54%	19.94%

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	14,388K	2.84%	100.00%	1,360,067	1.94%	100.00%	2,991,656	2.94%	100.00%
NORTH CENTRAL	925K	4.08%	6.43%	88,322	3.50%	6.49%	192,034	3.78%	6.42%
NORTHEAST	5,029K	4.54%	34.96%	557,447	4.26%	40.99%	1,097,180	4.38%	36.67%
SOUTH	4,052K	3.51%	28.16%	350,672	1.54%	25.78%	906,162	5.17%	30.29%
WEST	4,381K	0.12%	30.45%	363,626	-1.40%	26.74%	796,280	-1.51%	26.62%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, May 17, 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		455,839,990	0.72%	89,590,327	-12.08%	77,245,433	-12.46%
FRESH FRUIT - BLUEBERRY	Total	441,452,046	0.65%	88,230,260	-12.27%	74,253,777	-12.98%
	CONVENTIONAL	373,266,714	0.92%	77,698,686	-12.73%	66,534,792	-13.30%
	ORGANIC	68,185,333	-0.78%	10,531,574	-8.70%	7,718,985	-10.14%
FZ FRUIT - BLUEBERRIES	Total	14,387,943	2.84%	1,360,067	1.94%	2,991,656	2.94%
	CONVENTIONAL	12,702,924	2.41%	1,174,927	1.24%	2,761,565	2.62%
	ORGANIC	1,685,020	6.19%	185,141	6.64%	230,091	6.94%

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, May 17, 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
96 OUNCE		-100.00%			-100.00%			-100.00%			-100.00%
9.8 OUNCE	40,397,443	16.39%	9.15%	6,694,357	4.37%	7.59%	4,100,294	4.37%	5.52%	\$9.85	11.51%
9.3 OUNCE	1,216	-16.60%	0.00%	292	-3.89%	0.00%	170	-3.89%	0.00%	\$7.17	-13.23%
9 OUNCE	225,388	-36.40%	0.05%	37,075	-31.48%	0.04%	20,855	-31.48%	0.03%	\$10.81	-7.18%
80 OUNCE	42,320	6.20%	0.01%	1,278	5.77%	0.00%	6,388	5.77%	0.01%	\$6.62	0.40%
8 OUNCE	487,983	-93.93%	0.11%	74,262	-95.31%	0.08%	37,131	-95.31%	0.05%	\$13.14	29.41%
7.6 OUNCE	178		0.00%	28		0.00%	13		0.00%	\$13.56	
64 OUNCE	917,364	14.67%	0.21%	105,203	11.52%	0.12%	420,812	11.52%	0.57%	\$2.18	2.83%
6.5 OUNCE	217	23.13%	0.00%	21	31.65%	0.00%	8	31.65%	0.00%	\$25.65	-6.47%
6 OUNCE	39,444,225	-19.78%	8.94%	9,195,109	-34.92%	10.42%	3,448,166	-34.92%	4.64%	\$11.44	23.26%

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, May 17, 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	4,490	-13.09%	0.03%	156	-8.15%	0.01%	778	-8.15%	0.03%	\$5.77	-5.38%
8 OUNCE	111,248	-7.43%	0.77%	20,680	-7.24%	1.52%	10,340	-7.24%	0.35%	\$10.76	-0.21%
64 OUNCE	524,450	-0.08%	3.65%	38,583	-1.27%	2.84%	154,334	-1.27%	5.16%	\$3.40	1.21%
48 OUNCE	9,946,640	6.08%	69.13%	735,760	6.76%	54.10%	2,207,280	6.76%	73.78%	\$4.51	-0.64%
40 OUNCE	171,190	2.24%	1.19%	15,025	-2.45%	1.10%	37,563	-2.45%	1.26%	\$4.56	4.81%
4.5 OUNCE	819		0.01%	126		0.01%	35		0.00%	\$23.07	
36 OUNCE	36,763	-17.98%	0.26%	3,830	-2.07%	0.28%	8,618	-2.07%	0.29%	\$4.27	-16.25%
32 OUNCE	1,105,184	-15.72%	7.68%	92,998	-23.42%	6.84%	185,995	-23.42%	6.22%	\$5.94	10.05%
28 OUNCE	237,464	-6.28%	1.65%	15,673	-3.15%	1.15%	27,428	-3.15%	0.92%	\$8.66	-3.23%
24 OUNCE	19,784	-9.37%	0.14%	1,301	-11.61%	0.10%	1,951	-11.61%	0.07%	\$10.14	2.54%

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, May 17, 2025

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		725,961,506	-47.96%	165,841,674	\$4.38
FRESH BERRIES	Total	710,655,428	-47.91%	162,727,648	\$4.37
	CONVENTIONAL	600,119,436	-47.81%	145,981,571	\$4.11
	ORGANIC	110,535,992	-48.47%	16,746,077	\$6.60
FROZEN BERRIES	Total	15,306,078	-50.10%	3,114,026	\$4.92
	CONVENTIONAL	13,493,746	-50.06%	2,867,433	\$4.71
	ORGANIC	1,812,332	-50.44%	246,593	\$7.35

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, May 17, 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	710,655,428	-47.91%	162,727,648
	FRESH FRUIT - STRAWBERRIES	318,969,998	-45.82%	106,570,265
	FRESH FRUIT - BLUEBERRY	213,181,552	-51.39%	33,642,999
	FRESH FRUIT - RASPBERRIES	100,938,753	-45.00%	11,279,377
	FRESH FRUIT - BLACKBERRIES	77,400,548	-49.42%	11,222,509
	FRESH FRUIT - OTHER BERRIES	164,576	-68.83%	12,499
FROZEN BERRIES	Total	15,306,078	-50.10%	3,114,026
	FZ FRUIT - BLUEBERRIES	7,008,327	-49.91%	1,445,527
	FZ FRUIT - MIXED BERRIES	4,847,260	-53.59%	949,711
	FZ FRUIT - STRAWBERRIES	2,524,487	-43.87%	577,657
	FZ FRUIT - RASPBERRIES	673,687	-47.92%	97,676
	FZ FRUIT - BLACKBERRIES	189,282	-46.74%	35,572
	FZ FRUIT - OTHER BERRIES	63,034	-32.52%	7,883

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, May 17, 2025

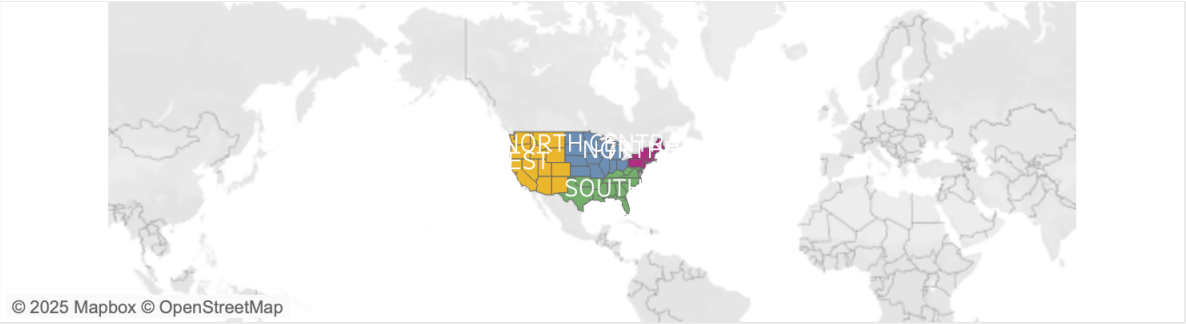
Top Fresh Fruits, Dollar Sales By Geography

TOTAL U.S. MULO & CENSUS REGIONS

TOTAL U.S.				
	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	712,627,825	9.46%	244,854,597	2.89%
FRESH FRUIT - BLUEBERRY	486,239,399	0.50%	82,144,721	-14.97%
MANDARINS - REGULAR / OTHER	302,992,338	4.74%	196,595,947	9.41%
RASPBERRIES	224,557,708	7.92%	26,880,756	-1.24%
BLACKBERRIES	175,949,283	2.93%	25,577,341	0.55%
ORANGES - NAVEL / REGULAR	86,681,766	17.60%	73,204,192	15.27%
PINEAPPLE	71,782,989	83.37%	50,030,095	99.72%
LEMONS - REGULAR / OTHER	67,215,911	4.52%	33,158,983	0.15%

SOUTH				
	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	253,946,081	10.83%	88,766,028	6.05%
FRESH FRUIT - BLUEBERRY	167,951,242	-0.79%	31,647,883	-12.04%
MANDARINS - REGULAR / OTHER	116,064,131	3.96%	75,993,307	7.71%
RASPBERRIES	62,574,738	7.46%	6,708,651	-8.22%
BLACKBERRIES	61,414,089	-1.32%	8,829,167	0.14%
ORANGES - NAVEL / REGULAR	38,673,861	19.57%	31,661,986	13.05%
LEMONS - REGULAR / OTHER	28,177,519	2.53%	14,148,594	-1.17%
PINEAPPLE	27,361,251	90.63%	19,026,429	113.37%

WEST				
	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	172,057,015	10.23%	57,052,735	3.01%
FRESH FRUIT - BLUEBERRY	115,886,838	3.58%	14,809,412	-9.54%
MANDARINS - REGULAR / OTHER	74,393,321	5.50%	47,337,231	11.24%
RASPBERRIES	55,208,112	5.05%	5,528,951	-2.31%
BLACKBERRIES	41,231,807	5.83%	5,667,468	9.19%
SMOOTHIE / SHAKE / NECTAR	19,986,612	-8.26%	7,508,552	-5.78%
ORANGES - NAVEL / REGULAR	13,648,612	67.59%	12,118,495	63.04%
PINEAPPLE	12,739,885	81.12%	9,070,772	104.74%



NORTHEAST				
	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	125,334,695	6.56%	40,078,159	6.24%
FRESH FRUIT - BLUEBERRY	98,743,815	-1.38%	16,953,701	-9.53%
MANDARINS - REGULAR / OTHER	49,184,556	13.45%	28,536,539	20.09%
RASPBERRIES	48,072,282	12.19%	5,172,385	4.88%
BLACKBERRIES	34,737,543	12.47%	4,700,300	14.77%
ORANGES - NAVEL / REGULAR	16,279,114	-1.24%	13,167,654	-0.98%
PINEAPPLE	13,467,015	74.96%	8,437,828	56.91%
LEMONS - REGULAR / OTHER	12,031,581	3.37%	5,983,268	5.72%

NORTH CENTRAL				
	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	93,946,550	9.37%	34,971,898	-2.03%
FRESH FRUIT - BLUEBERRY	58,870,151	2.73%	10,842,781	-23.87%
MANDARINS - REGULAR / OTHER	38,571,233	0.42%	27,569,886	5.46%
RASPBERRIES	32,176,580	7.67%	5,087,809	0.27%
BLACKBERRIES	21,195,200	1.26%	3,556,290	-9.30%
APPLES - HONEYCRISP	11,670,228	-2.41%	4,612,454	-36.12%
PINEAPPLE	11,292,714	87.62%	8,071,953	116.46%
ORANGES - NAVEL / REGULAR	11,058,079	8.81%	9,814,770	9.67%

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, May 17, 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	15,365,395	2.92%	3,173,113	3.04%
FZ FRUIT - MIXED BERRIES	10,900,179	-2.10%	2,197,954	1.04%
FZ FRUIT - MIXED FRUIT	9,794,039	27.47%	2,070,371	28.27%
FZ FRUIT - OTHER	9,067,783	1.88%	2,114,651	-1.11%
FZ FRUIT - STRAWBERRIES	5,557,966	11.49%	1,270,945	14.26%
FZ FRUIT - SMOOTHIE KITS	3,799,375	-54.04%	487,183	-62.78%
FZ FRUIT - ACAI	3,028,913	5.56%	420,900	7.69%
FZ FRUIT - MANGO	2,420,046	-14.56%	563,426	-9.98%

SOUTH				
	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change
FZ FRUIT - OTHER	5,106,166	5.17%	1,312,753	3.14%
FZ FRUIT - BLUEBERRIES	4,052,267	3.51%	906,162	5.17%
FZ FRUIT - MIXED BERRIES	4,010,036	-1.69%	865,180	4.87%
FZ FRUIT - MIXED FRUIT	3,932,411	44.13%	866,986	47.93%
FZ FRUIT - STRAWBERRIES	1,797,919	27.73%	443,749	26.15%
FZ FRUIT - SMOOTHIE KITS	1,485,136	-59.29%	203,833	-66.97%
FZ FRUIT - ACAI	1,293,557	18.11%	183,522	20.76%
FZ FRUIT - PASSIONFRUIT	639,171	20.51%	135,748	17.70%

WEST				
	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change
FZ FRUIT - BLUEBERRIES	4,381,338	0.12%	796,280	-1.51%
FZ FRUIT - MIXED BERRIES	2,413,663	-2.86%	448,297	-0.84%
FZ FRUIT - MIXED FRUIT	1,498,747	4.85%	290,430	6.52%
FZ FRUIT - OTHER	1,375,053	0.18%	260,489	-0.96%
FZ FRUIT - STRAWBERRIES	1,032,893	5.36%	206,939	19.24%
FZ FRUIT - SMOOTHIE KITS	1,028,798	-34.19%	106,136	-45.23%
FZ FRUIT - ACAI	876,289	0.19%	118,099	2.60%
FZ FRUIT - MANGO	510,285	-8.80%	97,944	-7.52%



NORTHEAST				
	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
FZ FRUIT - BLUEBERRIES	5,029,419	4.54%	1,097,180	4.38%
FZ FRUIT - MIXED FRUIT	3,359,583	25.06%	734,021	21.28%
FZ FRUIT - MIXED BERRIES	3,083,254	-3.83%	625,555	-3.00%
FZ FRUIT - OTHER	2,041,157	-1.98%	438,863	-9.49%
FZ FRUIT - STRAWBERRIES	1,778,765	1.10%	416,363	-0.51%
FZ FRUIT - MANGO	971,793	-6.19%	230,417	-3.35%
FZ FRUIT - CHERRIES	727,188	-5.38%	121,778	-5.51%
FZ FRUIT - SMOOTHIE KITS	654,071	-61.86%	95,043	-66.80%

NORTH CENTRAL				
	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change
FZ FRUIT - BLUEBERRIES	924,921	4.08%	192,034	3.78%
FZ FRUIT - MIXED BERRIES	703,234	4.28%	137,242	4.28%
FZ FRUIT - MIXED FRUIT	545,570	17.91%	97,871	23.72%
FZ FRUIT - STRAWBERRIES	409,170	16.93%	90,240	24.97%
FZ FRUIT - SMOOTHIE KITS	349,837	-54.11%	46,393	-62.24%
FZ FRUIT - OTHER	336,594	-11.65%	64,863	-15.17%
FZ FRUIT - ACAI	253,681	19.34%	37,980	20.15%
FZ FRUIT - CHERRIES	143,161	1.25%	25,237	2.58%

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, May 17, 2025

Berry Price Per Pound

CATEGORY SEGMENT PERFORMANCE

		BLUEBERRIES	STRAWBERRIES	ALL OTHER BERRIES
		Price \$/lb	Price \$/lb	Price \$/lb
Grand Total		\$6.28	\$3.00	\$7.82
FRESH FRUIT	Total	\$6.34	\$2.99	\$7.95
	CONVENTIONAL	\$6.01	\$2.83	\$7.86
	ORGANIC	\$8.96	\$4.77	\$8.32
FZ FRUIT	Total	\$4.85	\$4.37	\$5.29
	CONVENTIONAL	\$4.64	\$4.17	\$5.09
	ORGANIC	\$7.27	\$7.12	\$7.55

BERRY PATCH PROMOTION PRICING

			Price \$/lb	Rma Price \$/lb Promo Any	Rma Price \$/lb Promo No
Grand Total			\$4.39	\$3.77	\$5.28
FRESH FRUIT	Total		\$4.38	\$3.77	\$5.29
	CONVENTIONAL	OTHER BERRIES	\$13.13	\$13.08	\$13.15
		MIXED BERRIES	\$8.98	\$8.34	\$9.18
		RASPBERRIES	\$8.29	\$7.88	\$9.04
		BLACKBERRIES	\$7.32	\$6.69	\$7.89
		BLUEBERRIES	\$6.01	\$5.05	\$6.68
		STRAWBERRIES	\$2.83	\$2.70	\$3.11
	ORGANIC	OTHER BERRIES	\$53.91		\$53.91
		RASPBERRIES	\$12.85	\$12.59	\$13.17
		BLUEBERRIES	\$8.96	\$9.19	\$8.93
		BLACKBERRIES	\$5.49	\$6.82	\$5.27
		STRAWBERRIES	\$4.77	\$4.65	\$5.15
	Total		\$4.92	\$4.44	\$5.03
FZ FRUIT	CONVENTIONAL	FZ FRUIT - OTHER BERRIES	\$8.00	\$7.09	\$8.33
		FZ FRUIT - RASPBERRIES	\$6.35	\$5.32	\$6.78
		FZ FRUIT - MIXED BERRIES	\$4.96	\$4.34	\$5.07
		FZ FRUIT - BLUEBERRIES	\$4.64	\$4.12	\$4.73
		FZ FRUIT - BLACKBERRIES	\$4.42	\$4.67	\$4.38
		FZ FRUIT - STRAWBERRIES	\$4.17	\$4.01	\$4.24
	ORGANIC	FZ FRUIT - RASPBERRIES	\$10.52	\$8.11	\$11.59
		FZ FRUIT - BLUEBERRIES	\$7.27	\$6.12	\$7.68
		FZ FRUIT - STRAWBERRIES	\$7.12	\$6.03	\$7.58
		FZ FRUIT - MIXED BERRIES	\$7.07	\$6.41	\$7.25
		FZ FRUIT - BLACKBERRIES	\$7.05	\$5.47	\$8.68

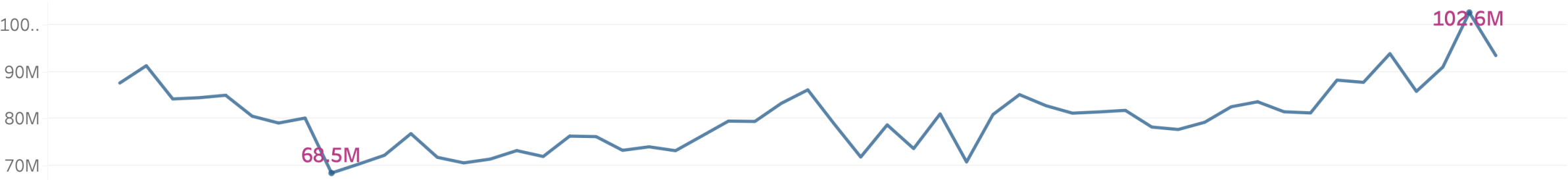
Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, May 17, 2025

Conventional Fresh Blueberry Trend over Time

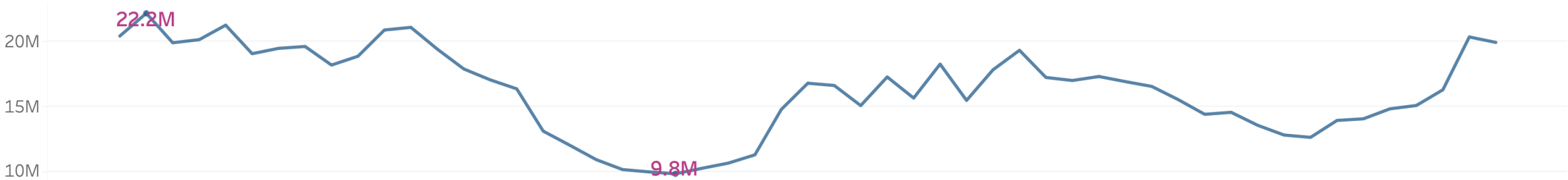
Retail Price in \$USD/lb



Retail Dollars in \$USD



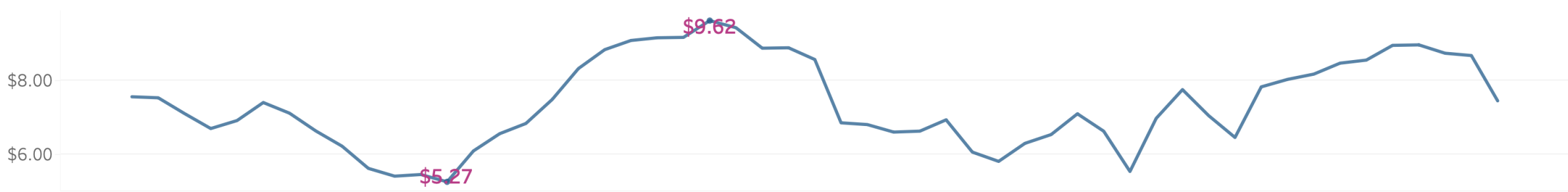
Retail Volume in Pounds



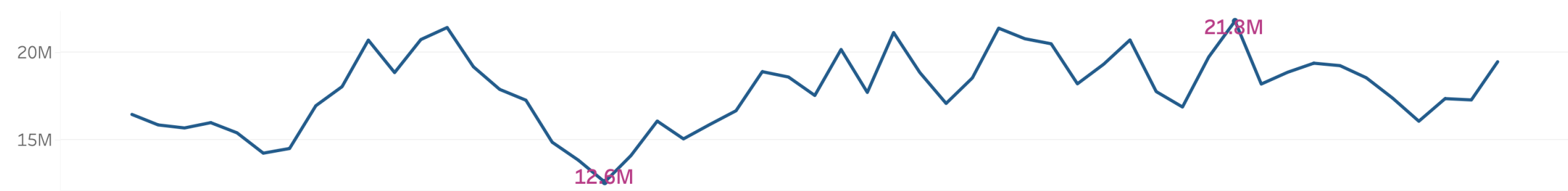
Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, May 17, 2025

Organic Fresh Blueberry 52 Week Trend

Retail Price in \$USD/lb



Retail Dollars in \$USD



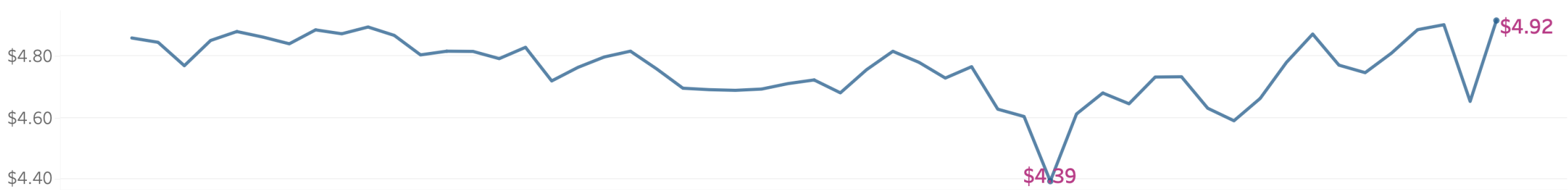
Retail Volume in Pounds



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, May 17, 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, May 17, 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 ..