



USHBC Blueberry Category Retail Sales Report Period 6

4 Weeks Ending Saturday, June 14, 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)

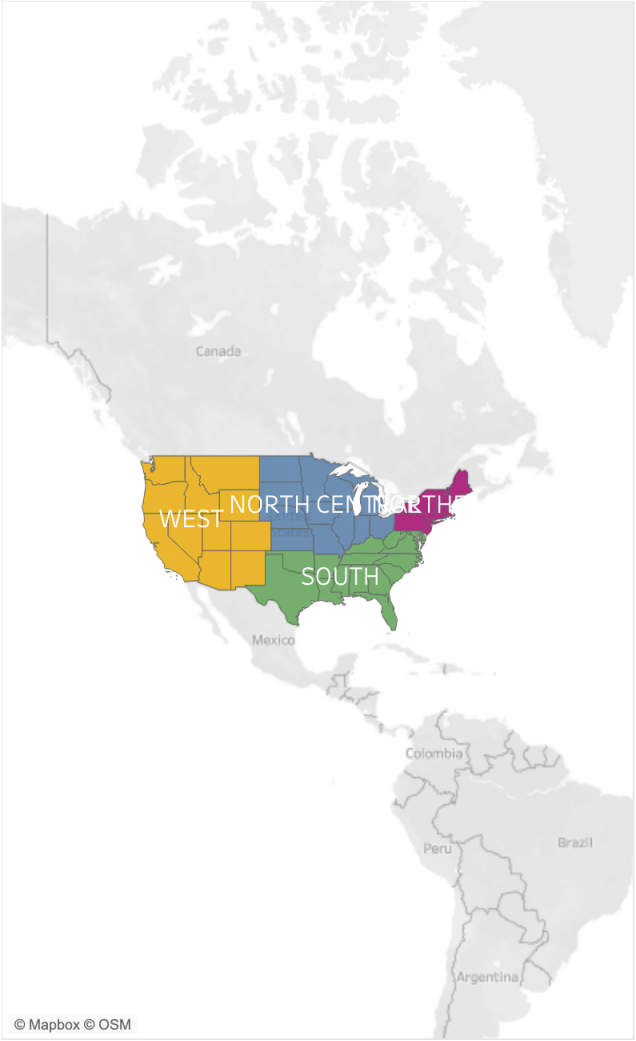
- Over 6.9 million frozen blueberries were sold from the berry patch, making them the most popular berry. Frozen blueberries remain the market leader despite a **2.18%** decline.
- The largest size, 48 ounces, has grown **9.59%** in price. This size accounts for 70% of frozen blueberry sales.
- Frozen 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	646,437K	52.1%	100.0%	147,020K	38.7%	100.0%	145,669K	54.6%	100.0%
NORTH CENTRAL	59,669K	8.0%	9.2%	15,458K	-4.5%	10.5%	15,112K	-1.8%	10.4%
NORTHEAST	159,960K	63.0%	24.7%	36,865K	52.9%	25.1%	40,237K	81.1%	27.6%
SOUTH	251,021K	59.3%	38.8%	60,837K	44.1%	41.4%	61,461K	65.5%	42.2%
WEST	175,786K	54.1%	27.2%	33,860K	44.1%	23.0%	28,858K	48.1%	19.8%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, June 14, 2025

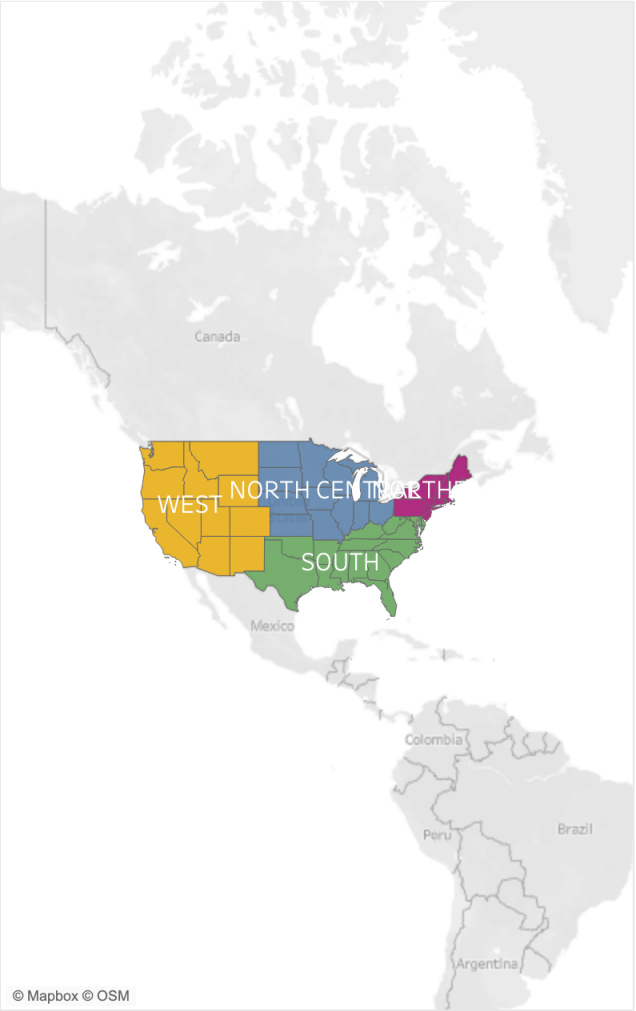
Blueberry Sales By Geography

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	\$627,380K	52.39%	100.00%	145,210K	38.61%	100.00%	141,664K	54.84%	100.00%
NORTH CENTRAL	\$58,783K	7.97%	9.37%	15,375K	-4.54%	10.59%	14,926K	-1.93%	10.54%
NORTHEAST	\$152,980K	63.63%	24.38%	36,098K	53.03%	24.86%	38,712K	82.49%	27.33%
SOUTH	\$245,638K	59.72%	39.15%	60,368K	44.07%	41.57%	60,274K	66.00%	42.55%
WEST	\$169,978K	54.56%	27.09%	33,369K	44.05%	22.98%	27,752K	48.01%	19.59%

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	19,057K	43.77%	100.00%	1,810,106	44.23%	100.00%	4,005,423	46.00%	100.00%
NORTH CENTRAL	885K	10.43%	4.65%	83,490	11.26%	4.61%	186,462	12.00%	4.66%
NORTHEAST	6,980K	50.41%	36.63%	767,217	48.71%	42.39%	1,525,740	51.72%	38.09%
SOUTH	5,383K	43.51%	28.25%	468,999	43.39%	25.91%	1,187,138	42.85%	29.64%
WEST	5,808K	43.00%	30.48%	490,400	45.52%	27.09%	1,106,082	49.41%	27.61%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, June 14, 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		646,436,923	52.12%	147,020,175	38.68%	145,669,030	54.58%
FRESH FRUIT - BLUEBERRY	Total	627,379,793	52.39%	145,210,069	38.61%	141,663,607	54.84%
	CONVENTIONAL	526,096,307	51.35%	126,609,030	36.66%	127,373,577	54.18%
	ORGANIC	101,283,486	58.02%	18,601,039	53.53%	14,290,030	60.94%
FZ FRUIT - BLUEBERRIES	Total	19,057,130	43.77%	1,810,106	44.23%	4,005,423	46.00%
	CONVENTIONAL	17,051,153	44.14%	1,584,309	44.27%	3,732,934	46.26%
	ORGANIC	2,005,977	40.70%	225,797	43.95%	272,489	42.48%

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, June 14, 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	43,966,172	146.76%	7.01%	7,017,637	140.71%	4.83%	4,298,303	140.71%	3.03%	\$10.23	2.51%
9.3 OUNCE	667	-66.25%	0.00%	169	-56.90%	0.00%	98	-56.90%	0.00%	\$6.81	-21.70%
9 OUNCE	490	-99.27%	0.00%	71	-99.15%	0.00%	40	-99.15%	0.00%	\$12.26	-14.05%
80 OUNCE	46,173	20.90%	0.01%	1,404	22.02%	0.00%	7,020	22.02%	0.00%	\$6.58	-0.92%
8 OUNCE	504,751	-94.76%	0.08%	93,396	-95.52%	0.06%	46,698	-95.52%	0.03%	\$10.81	17.08%
7.6 OUNCE	383	3,170.79%	0.00%	52	1,903.85%	0.00%	25	1,903.85%	0.00%	\$15.48	63.23%
64 OUNCE	1,367,367	78.51%	0.22%	156,811	73.60%	0.11%	627,244	73.60%	0.44%	\$2.18	2.83%
6.5 OUNCE	492	77.80%	0.00%	45	80.40%	0.00%	18	80.40%	0.00%	\$26.85	-1.44%
6 OUNCE	44,984,216	19.01%	7.17%	11,426,981	2.03%	7.87%	4,285,118	2.03%	3.02%	\$10.50	16.64%
5.6 OUNCE	2,345	634.37%	0.00%	587	446.14%	0.00%	205	446.14%	0.00%	\$11.41	34.47%

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 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	4,714	-13.49%	0.02%	163	-10.17%	0.01%	813	-10.17%	0.02%	\$5.80	-3.70%
8 OUNCE	132,618	32.39%	0.70%	22,412	29.24%	1.24%	11,206	29.24%	0.28%	\$11.83	2.44%
64 OUNCE	745,277	56.11%	3.91%	53,533	56.25%	2.96%	214,133	56.25%	5.35%	\$3.48	-0.09%
48 OUNCE	13,241,414	46.92%	69.48%	985,554	49.60%	54.45%	2,956,663	49.60%	73.82%	\$4.48	-1.79%
40 OUNCE	261,258	55.65%	1.37%	22,848	51.99%	1.26%	57,120	51.99%	1.43%	\$4.57	2.41%
4.5 OUNCE	172		0.00%	27		0.00%	7		0.00%	\$23.04	
36 OUNCE	86,365	100.72%	0.45%	8,409	118.76%	0.46%	18,920	118.76%	0.47%	\$4.56	-8.24%
32 OUNCE	1,404,826	18.86%	7.37%	118,196	10.47%	6.53%	236,391	10.47%	5.90%	\$5.94	7.60%
28 OUNCE	251,634	15.70%	1.32%	16,266	14.66%	0.90%	28,466	14.66%	0.71%	\$8.84	0.91%
24 OUNCE	12,676	-37.59%	0.07%	862	-36.92%	0.05%	1,293	-36.92%	0.03%	\$9.81	-1.05%

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, June 14, 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		2,032,227,092	52.40%	551,702,747	\$3.68
FRESH BERRIES	Total	1,990,071,307	52.64%	542,824,142	\$3.67
	CONVENTIONAL	1,642,565,288	51.81%	482,681,429	\$3.40
	ORGANIC	347,506,018	56.68%	60,142,713	\$5.78
FROZEN BERRIES	Total	42,155,785	41.97%	8,878,606	\$4.75
	CONVENTIONAL	36,870,367	40.01%	7,910,365	\$4.66
	ORGANIC	5,285,419	57.34%	968,241	\$5.46

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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	1,990,071,307	52.64%	542,824,142
	FRESH FRUIT - STRAWBERRIES	897,039,511	53.68%	339,484,393
	FRESH FRUIT - BLUEBERRY	627,379,793	52.39%	141,663,607
	FRESH FRUIT - RASPBERRIES	260,407,322	48.55%	32,349,720
	FRESH FRUIT - BLACKBERRIES	204,923,618	54.45%	29,302,598
	FRESH FRUIT - OTHER BERRIES	321,063	-23.45%	23,823
FROZEN BERRIES	Total	42,155,785	41.97%	8,878,606
	FZ FRUIT - BLUEBERRIES	19,057,130	43.77%	4,005,423
	FZ FRUIT - MIXED BERRIES	13,945,251	36.72%	2,905,487
	FZ FRUIT - STRAWBERRIES	6,812,480	50.82%	1,606,279
	FZ FRUIT - RASPBERRIES	1,710,642	34.33%	250,331
	FZ FRUIT - BLACKBERRIES	484,742	42.16%	93,877
	FZ FRUIT - OTHER BERRIES	145,542	37.18%	17,209

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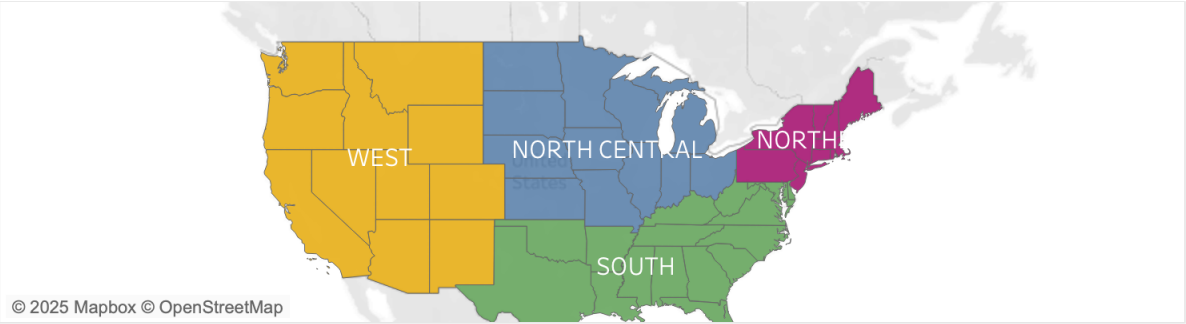
Top Fresh Fruits, Dollar Sales By Geography

TOTAL U.S. MULO & CENSUS REGIONS

TOTAL U.S.				
	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	1,042,195,178	61.35%	399,829,521	56.00%
FRESH FRUIT - BLUEBERRY	724,099,127	58.75%	166,157,389	60.60%
MANDARINS - REGULAR / OTHER	408,467,567	67.60%	251,479,518	74.90%
RASPBERRIES	317,295,039	58.70%	43,757,618	53.52%
BLACKBERRIES	239,798,213	63.17%	35,478,703	58.54%
ORANGES - NAVEL / REGULAR	127,175,896	85.87%	103,311,753	80.87%
SMOOTHIE / SHAKE / NECTAR	113,919,633	65.94%	39,059,412	53.40%
LEMONS - REGULAR / OTHER	103,131,986	66.12%	50,771,456	51.26%

SOUTH				
	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	366,132,260	62.51%	144,615,164	55.73%
FRESH FRUIT - BLUEBERRY	245,638,247	59.72%	60,273,758	66.00%
MANDARINS - REGULAR / OTHER	157,206,717	62.33%	97,870,644	69.57%
RASPBERRIES	84,192,130	58.46%	10,176,736	43.93%
BLACKBERRIES	83,938,600	56.64%	12,036,552	51.21%
ORANGES - NAVEL / REGULAR	58,631,775	94.15%	47,063,976	82.77%
LEMONS - REGULAR / OTHER	43,138,347	62.57%	21,652,625	51.47%
SMOOTHIE / SHAKE / NECTAR	40,260,442	74.18%	13,837,574	60.90%

WEST				
	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	241,213,435	60.37%	84,701,708	57.53%
FRESH FRUIT - BLUEBERRY	169,978,024	54.56%	27,752,293	48.01%
MANDARINS - REGULAR / OTHER	99,693,350	69.56%	61,268,839	77.55%
RASPBERRIES	76,990,337	53.63%	8,131,303	41.52%
BLACKBERRIES	53,924,778	59.81%	7,504,685	68.38%
SMOOTHIE / SHAKE / NECTAR	33,606,779	59.02%	11,801,495	47.76%
LEMONS - REGULAR / OTHER	18,576,954	69.93%	9,078,190	53.78%
ORANGES - NAVEL / REGULAR	17,989,313	146.28%	14,717,341	142.07%



NORTHEAST				
	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	198,772,597	60.44%	71,530,259	62.97%
FRESH FRUIT - BLUEBERRY	152,980,050	63.63%	38,711,606	82.49%
MANDARINS - REGULAR / OTHER	65,699,010	83.06%	35,748,660	94.14%
RASPBERRIES	65,263,341	55.32%	7,425,778	57.46%
BLACKBERRIES	46,117,314	64.79%	5,954,206	63.85%
ORANGES - NAVEL / REGULAR	24,599,745	60.01%	19,453,867	58.38%
SMOOTHIE / SHAKE / NECTAR	18,968,627	57.94%	6,205,739	46.49%
LEMONS - REGULAR / OTHER	18,403,178	62.95%	8,851,926	48.42%

NORTH CENTRAL				
	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	90,921,218	8.11%	38,637,262	0.28%
FRESH FRUIT - BLUEBERRY	58,783,472	7.97%	14,925,950	-1.93%
MANDARINS - REGULAR / OTHER	34,963,989	9.69%	23,465,173	15.08%
RASPBERRIES	33,961,515	13.08%	6,615,904	11.66%
BLACKBERRIES	20,942,926	20.61%	3,807,156	10.67%
ORANGES - NAVEL / REGULAR	10,635,738	12.47%	9,052,653	13.61%
APPLES - HONEYCRISP	10,447,349	-1.49%	4,113,128	-33.70%
PINEAPPLE	9,801,951	71.62%	6,253,563	93.66%

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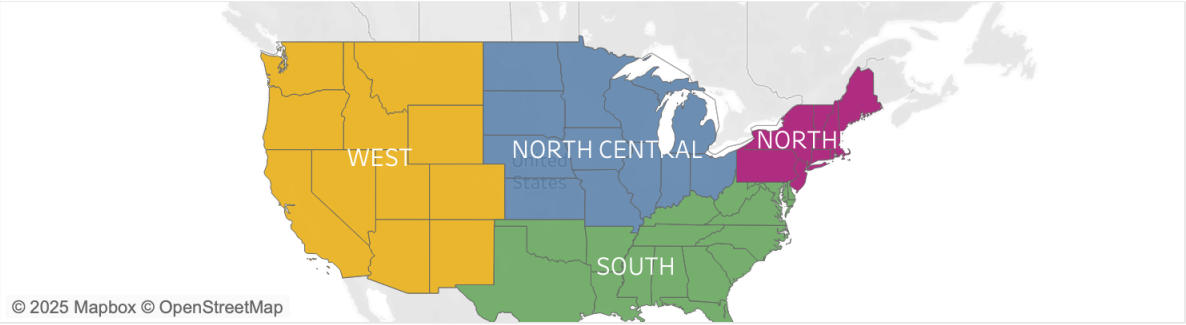
Top Frozen Fruits, Dollar Sales By Geography

TOTAL U.S. MULO & CENSUS REGIONS

TOTAL U.S.				
	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change
FZ FRUIT - BLUEBERRIES	21,018,855	49.01%	4,397,630	51.56%
FZ FRUIT - MIXED BERRIES	15,320,688	41.38%	3,162,652	50.54%
FZ FRUIT - MIXED FRUIT	14,031,055	77.93%	2,958,475	76.89%
FZ FRUIT - OTHER	12,883,399	50.58%	3,067,955	48.42%
FZ FRUIT - STRAWBERRIES	7,871,539	58.05%	1,843,957	63.93%
FZ FRUIT - SMOOTHIE KITS	5,411,991	-30.97%	693,651	-41.82%
FZ FRUIT - ACAI	4,644,027	59.74%	657,818	64.90%
FZ FRUIT - MANGO	4,301,771	50.11%	1,213,806	92.57%

SOUTH				
	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change
FZ FRUIT - OTHER	7,369,027	56.18%	1,943,955	56.16%
FZ FRUIT - MIXED FRUIT	5,530,855	92.02%	1,198,791	88.35%
FZ FRUIT - BLUEBERRIES	5,383,124	43.51%	1,187,138	42.85%
FZ FRUIT - MIXED BERRIES	5,030,814	29.12%	1,024,925	31.65%
FZ FRUIT - STRAWBERRIES	2,306,477	68.56%	556,431	58.57%
FZ FRUIT - SMOOTHIE KITS	2,068,594	-39.67%	273,831	-50.41%
FZ FRUIT - ACAI	1,919,784	67.59%	279,907	76.67%
FZ FRUIT - PASSIONFRUIT	979,582	88.59%	216,694	92.97%

WEST				
	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change
FZ FRUIT - BLUEBERRIES	5,808,124	43.00%	1,106,082	49.41%
FZ FRUIT - MIXED BERRIES	3,758,847	59.85%	838,476	97.65%
FZ FRUIT - MIXED FRUIT	2,045,477	46.65%	404,403	53.21%
FZ FRUIT - OTHER	1,867,392	40.22%	358,405	40.70%
FZ FRUIT - STRAWBERRIES	1,591,050	71.58%	367,065	126.40%
FZ FRUIT - MANGO	1,508,237	173.94%	536,405	421.60%
FZ FRUIT - SMOOTHIE KITS	1,483,029	-7.74%	158,354	-15.47%
FZ FRUIT - ACAI	1,280,571	47.42%	172,913	51.17%



NORTHEAST				
	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
FZ FRUIT - BLUEBERRIES	6,980,425	50.41%	1,525,740	51.72%
FZ FRUIT - MIXED FRUIT	4,928,040	72.92%	1,071,379	68.45%
FZ FRUIT - MIXED BERRIES	4,493,508	34.96%	909,490	36.13%
FZ FRUIT - OTHER	2,825,600	44.32%	604,980	32.73%
FZ FRUIT - STRAWBERRIES	2,561,509	35.46%	602,893	33.16%
FZ FRUIT - MANGO	1,373,818	24.52%	323,802	28.67%
FZ FRUIT - SMOOTHIE KITS	981,942	-37.47%	145,484	-43.50%
FZ FRUIT - CHERRIES	968,887	28.13%	165,383	33.89%

NORTH CENTRAL				
	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change
FZ FRUIT - BLUEBERRIES	885,456	10.43%	186,462	12.00%
FZ FRUIT - MIXED BERRIES	662,081	6.35%	132,596	10.85%
FZ FRUIT - MIXED FRUIT	520,357	24.66%	96,116	34.39%
FZ FRUIT - STRAWBERRIES	353,444	6.95%	79,891	18.77%
FZ FRUIT - SMOOTHIE KITS	345,074	-51.54%	45,769	-60.02%
FZ FRUIT - OTHER	304,480	-12.74%	59,484	-16.36%
FZ FRUIT - ACAI	245,664	16.67%	38,063	19.17%
FZ FRUIT - MANGO	135,738	9.36%	29,919	14.69%

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		\$4.44	\$2.65	\$7.43
FRESH FRUIT	Total	\$4.43	\$2.64	\$7.56
	CONVENTIONAL	\$4.13	\$2.46	\$7.30
	ORGANIC	\$7.09	\$4.24	\$8.68
FZ FRUIT	Total	\$4.76	\$4.24	\$4.99
	CONVENTIONAL	\$4.57	\$4.22	\$5.00
	ORGANIC	\$7.36	\$4.36	\$4.91

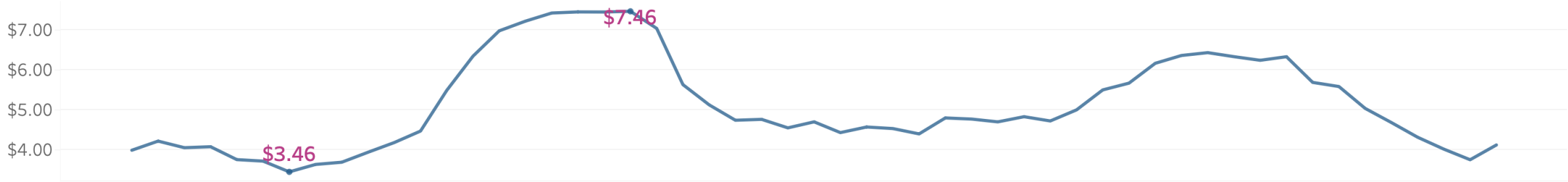
BERRY PATCH PROMOTION PRICING

			Price \$/lb	Rma Price \$/lb Promo Any	Rma Price \$/lb Promo No
Grand Total			\$3.69	\$3.21	\$4.73
FRESH FRUIT			\$3.67	\$3.20	\$4.73
FRESH FRUIT	CONVENTIONAL	OTHER BERRIES	\$13.33	\$17.54	\$12.88
		MIXED BERRIES	\$8.31	\$7.48	\$8.90
		RASPBERRIES	\$7.35	\$6.50	\$8.94
		BLACKBERRIES	\$7.20	\$6.43	\$7.72
		BLUEBERRIES	\$4.13	\$3.60	\$5.34
		STRAWBERRIES	\$2.46	\$2.34	\$2.83
	ORGANIC	OTHER BERRIES	\$32.90	\$28.92	\$33.83
		RASPBERRIES	\$11.84	\$11.06	\$12.60
		BLUEBERRIES	\$7.09	\$6.32	\$8.33
		BLACKBERRIES	\$6.30	\$6.59	\$6.21
		STRAWBERRIES	\$4.24	\$4.08	\$4.52
	Total		\$4.75	\$4.46	\$4.81
	CONVENTIONAL	FZ FRUIT - OTHER BERRIES	\$8.46	\$8.38	\$8.46
		FZ FRUIT - RASPBERRIES	\$6.33	\$5.31	\$6.58
		FZ FRUIT - MIXED BERRIES	\$4.87	\$4.28	\$5.01
		FZ FRUIT - BLUEBERRIES	\$4.57	\$4.20	\$4.65
		FZ FRUIT - BLACKBERRIES	\$4.42	\$3.74	\$4.55
		FZ FRUIT - STRAWBERRIES	\$4.22	\$4.10	\$4.25
	ORGANIC	FZ FRUIT - RASPBERRIES	\$10.39	\$8.63	\$11.61
		FZ FRUIT - BLUEBERRIES	\$7.36	\$7.38	\$7.36
		FZ FRUIT - BLACKBERRIES	\$7.20	\$6.25	\$7.68
		FZ FRUIT - STRAWBERRIES	\$4.36	\$6.76	\$4.08
		FZ FRUIT - MIXED BERRIES	\$4.33	\$5.69	\$4.20

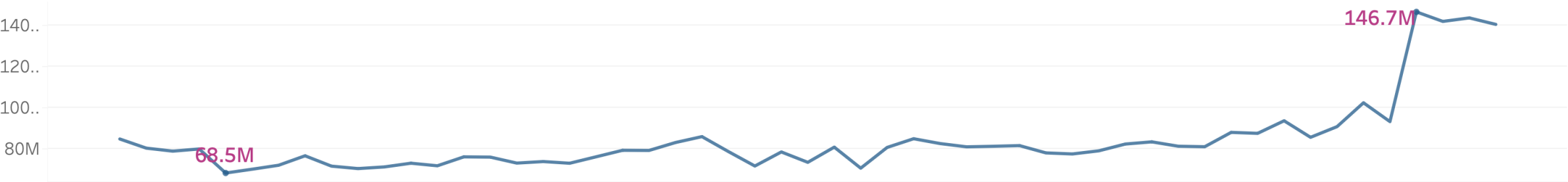
Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, June 14, 2025

Conventional Fresh Blueberry Trend over Time

Retail Price in \$USD/lb



Retail Dollars in \$USD



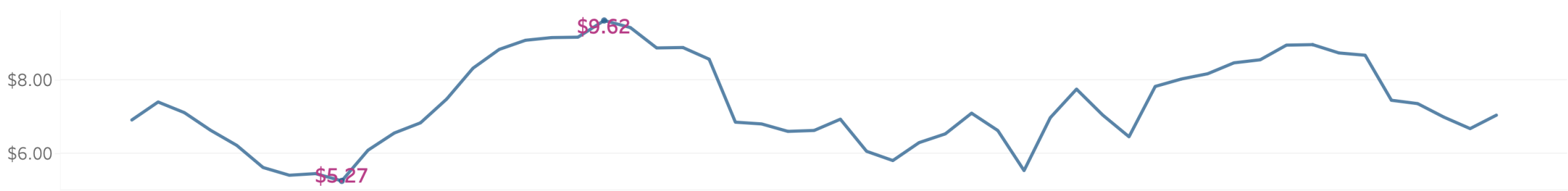
Retail Volume in Pounds



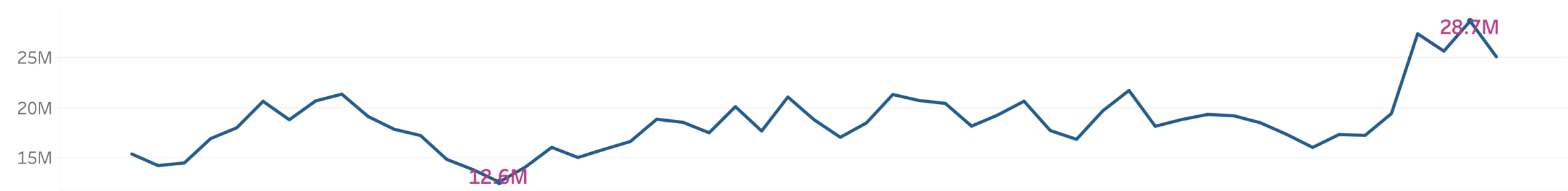
Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, June 14, 2025

Organic Fresh Blueberry 52 Week Trend

Retail Price in \$USD/lb



Retail Dollars in \$USD



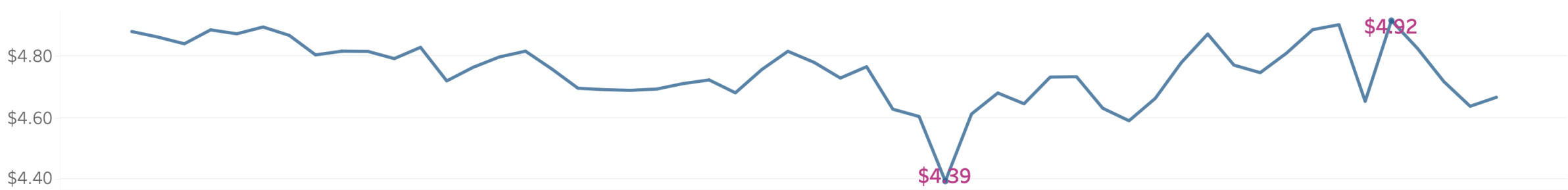
Retail Volume in Pounds



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, June 14, 2025

Frozen Blueberry 52 Week Trend

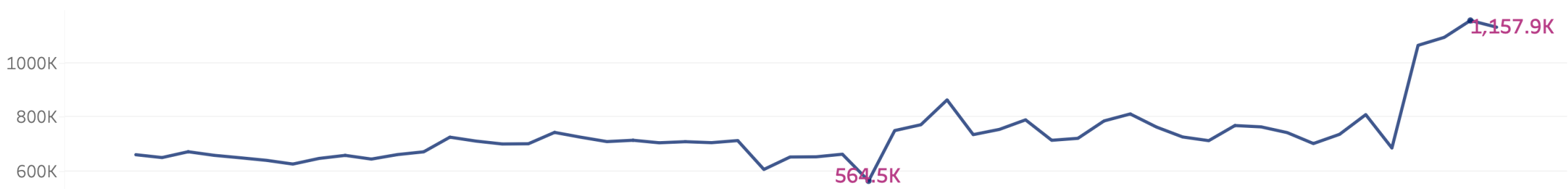
Retail Price in \$USD/lb



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, June 14, 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 ..