



USHBC Blueberry Category Retail Sales Report Period 7

4 Weeks Ending Saturday, July 13 ,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)

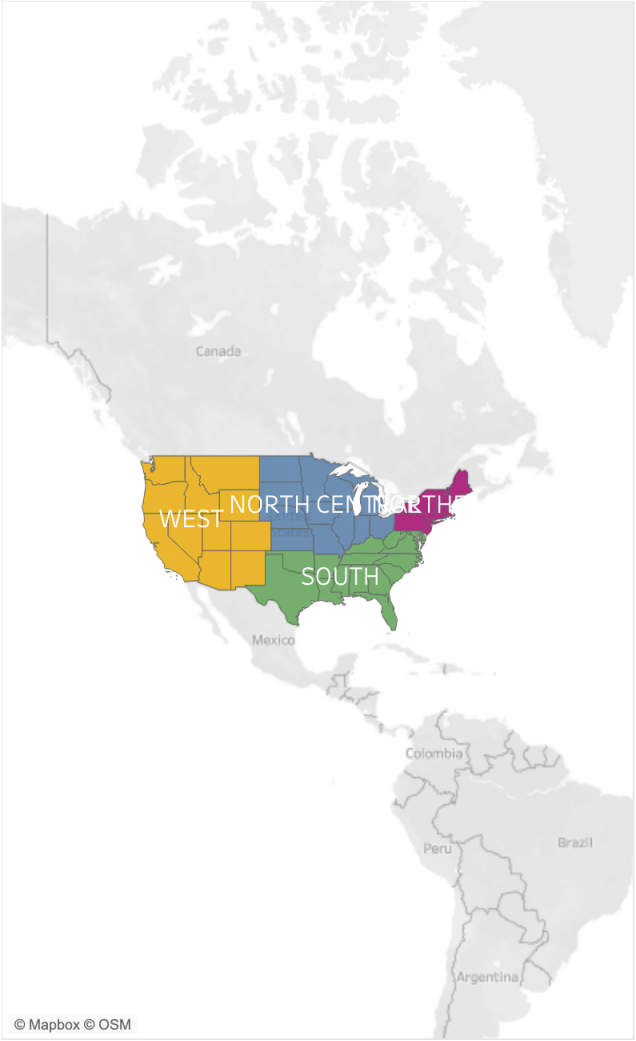
- Over 6.9 million frozen blueberries were sold from the berry patch, making them the most popular berry. Frozen blueberries remain the market leader despite a **2.18%** decline.
- The largest size, 48 ounces, has grown **9.59%** in price. This size accounts for 70% of frozen blueberry sales.
- Frozen 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	675,189K	69.2%	100.0%	159,268K	54.6%	100.0%	154,754K	70.5%	100.0%
NORTH CENTRAL	58,739K	16.6%	8.7%	15,680K	0.7%	9.8%	15,742K	8.2%	10.2%
NORTHEAST	173,115K	81.3%	25.6%	41,213K	74.1%	25.9%	45,405K	104.9%	29.3%
SOUTH	256,815K	75.1%	38.0%	63,452K	55.9%	39.8%	59,951K	71.3%	38.7%
WEST	186,519K	75.3%	27.6%	38,923K	68.7%	24.4%	33,655K	76.4%	21.7%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Sunday, July 13, 2025

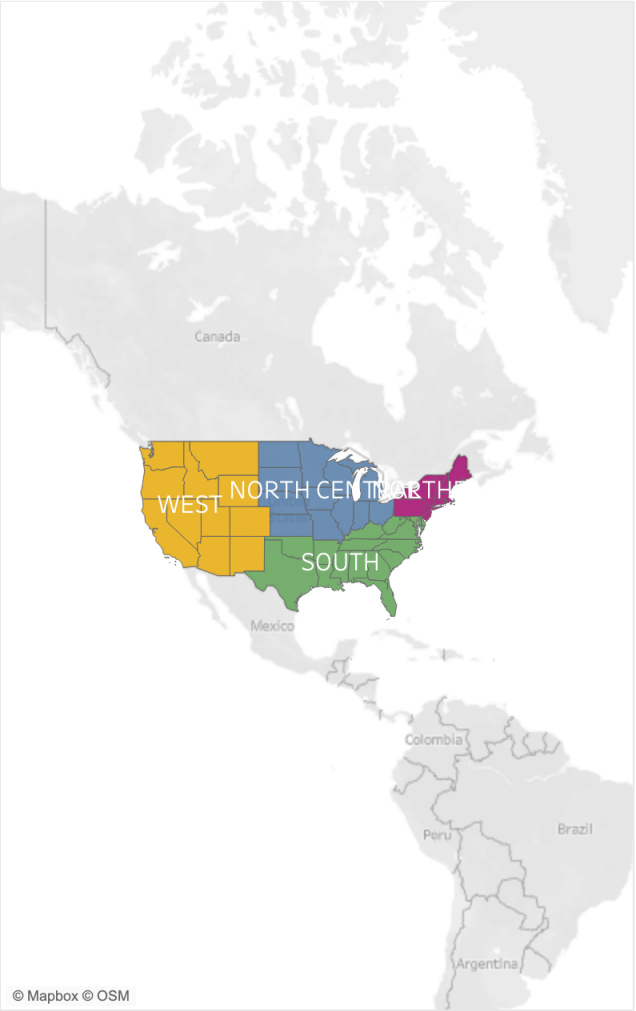
Blueberry Sales By Geography

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	\$654,184K	69.44%	100.00%	157,129K	54.32%	100.00%	150,196K	70.40%	100.00%
NORTH CENTRAL	\$57,853K	16.63%	8.84%	15,589K	0.58%	9.92%	15,555K	8.16%	10.36%
NORTHEAST	\$165,380K	81.88%	25.28%	40,326K	74.04%	25.66%	43,680K	106.40%	29.08%
SOUTH	\$250,512K	74.85%	38.29%	62,849K	55.46%	40.00%	58,461K	70.53%	38.92%
WEST	\$180,440K	76.42%	27.58%	38,366K	68.83%	24.42%	32,500K	77.41%	21.64%

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	21,004K	63.24%	100.00%	2,138,252	76.09%	100.00%	4,558,157	72.46%	100.00%
NORTH CENTRAL	886K	11.52%	4.22%	90,918	20.57%	4.25%	187,559	13.39%	4.11%
NORTHEAST	7,735K	69.77%	36.83%	887,507	76.18%	41.51%	1,725,107	73.20%	37.85%
SOUTH	6,303K	85.74%	30.01%	603,016	112.57%	28.20%	1,490,096	106.10%	32.69%
WEST	6,080K	47.48%	28.95%	556,812	58.43%	26.04%	1,155,395	52.31%	25.35%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Sunday, July 13, 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		675,188,804	69.24%	159,267,696	54.58%	154,753,997	70.46%
FRESH FRUIT - BLUEBERRY	Total	654,184,339	69.44%	157,129,445	54.32%	150,195,839	70.40%
	CONVENTIONAL	549,749,745	69.24%	137,758,791	52.70%	134,255,147	69.10%
	ORGANIC	104,434,594	70.52%	19,370,654	66.87%	15,940,692	82.13%
FZ FRUIT - BLUEBERRIES	Total	21,004,465	63.24%	2,138,252	76.09%	4,558,157	72.46%
	CONVENTIONAL	19,039,601	67.25%	1,911,718	82.22%	4,291,815	75.69%
	ORGANIC	1,964,864	32.49%	226,534	37.15%	266,342	33.02%

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Sunday, July 13, 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	1,131		0.00%	47		0.00%	283		0.00%	\$4.00	
9.8 OUNCE	41,031,215	162.72%	6.27%	6,718,312	157.69%	4.28%	4,114,966	157.69%	2.74%	\$9.97	1.96%
9.3 OUNCE	729	-31.19%	0.00%	187	-34.98%	0.00%	109	-34.98%	0.00%	\$6.70	5.83%
9 OUNCE	48	-97.20%	0.00%	11	-94.88%	0.00%	6	-94.88%	0.00%	\$8.09	-45.42%
80 OUNCE	67,835	35.80%	0.01%	2,802	42.49%	0.00%	14,012	42.49%	0.01%	\$4.84	-4.70%
8 OUNCE	498,749	-94.31%	0.08%	100,068	-95.02%	0.06%	50,034	-95.02%	0.03%	\$9.97	14.24%
7.6 OUNCE	186		0.00%	30		0.00%	14		0.00%	\$12.98	
64 OUNCE	1,517,576	100.23%	0.23%	174,035	94.92%	0.11%	696,140	94.92%	0.46%	\$2.18	2.73%
6.5 OUNCE	534	202.93%	0.00%	49	207.59%	0.00%	20	207.59%	0.00%	\$27.04	-1.52%
6 OUNCE	39,659,096	12.94%	6.06%	11,134,615	2.97%	7.09%	4,175,481	2.97%	2.78%	\$9.50	9.68%

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Sunday, July 13, 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	3,215	-38.30%	0.02%	108	-40.12%	0.01%	538	-40.12%	0.01%	\$5.98	3.04%
8 OUNCE	139,622	30.91%	0.66%	23,308	20.03%	1.09%	11,654	20.03%	0.26%	\$11.98	9.06%
64 OUNCE	842,463	81.22%	4.01%	60,806	82.83%	2.84%	243,224	82.83%	5.34%	\$3.46	-0.88%
48 OUNCE	14,633,921	67.17%	69.67%	1,119,875	75.24%	52.37%	3,359,624	75.24%	73.71%	\$4.36	-4.60%
40 OUNCE	286,253	74.00%	1.36%	24,863	71.42%	1.16%	62,157	71.42%	1.36%	\$4.61	1.50%
4.5 OUNCE	40		0.00%	6		0.00%	2		0.00%	\$22.76	
36 OUNCE	86,608	80.88%	0.41%	8,494	78.80%	0.40%	19,112	78.80%	0.42%	\$4.53	1.16%
32 OUNCE	1,377,277	32.96%	6.56%	113,667	29.97%	5.32%	227,334	29.97%	4.99%	\$6.06	2.30%
28 OUNCE	222,653	11.12%	1.06%	13,499	4.27%	0.63%	23,623	4.27%	0.52%	\$9.43	6.57%
24 OUNCE	17,977	49.90%	0.09%	1,201	45.94%	0.06%	1,801	45.94%	0.04%	\$9.98	2.71%

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Sunday, July 13, 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		2,084,610,834	69.04%	559,409,547	\$3.73
FRESH BERRIES	Total	2,037,521,282	69.21%	549,209,101	\$3.71
	CONVENTIONAL	1,677,581,032	68.09%	486,073,915	\$3.45
	ORGANIC	359,940,250	74.64%	63,135,187	\$5.70
FROZEN BERRIES	Total	47,089,552	62.05%	10,200,446	\$4.62
	CONVENTIONAL	41,508,035	62.14%	9,122,768	\$4.55
	ORGANIC	5,581,517	61.40%	1,077,678	\$5.18

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4 Weeks Ending Sunday, July 13, 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	2,037,521,282	69.21%	549,209,101
	FRESH FRUIT - STRAWBERRIES	918,102,595	69.51%	339,825,067
	FRESH FRUIT - BLUEBERRY	654,184,339	69.44%	150,195,839
	FRESH FRUIT - RASPBERRIES	275,529,107	74.05%	34,713,722
	FRESH FRUIT - BLACKBERRIES	189,605,972	60.97%	24,466,144
	FRESH FRUIT - OTHER BERRIES	99,269	-69.74%	8,330
FROZEN BERRIES	Total	47,089,552	62.05%	10,200,446
	FZ FRUIT - BLUEBERRIES	21,004,465	63.24%	4,558,157
	FZ FRUIT - MIXED BERRIES	15,642,582	57.20%	3,373,193
	FZ FRUIT - STRAWBERRIES	7,850,070	72.80%	1,865,259
	FZ FRUIT - RASPBERRIES	1,841,348	47.82%	272,816
	FZ FRUIT - BLACKBERRIES	572,587	70.67%	109,671
	FZ FRUIT - OTHER BERRIES	178,502	53.48%	21,350

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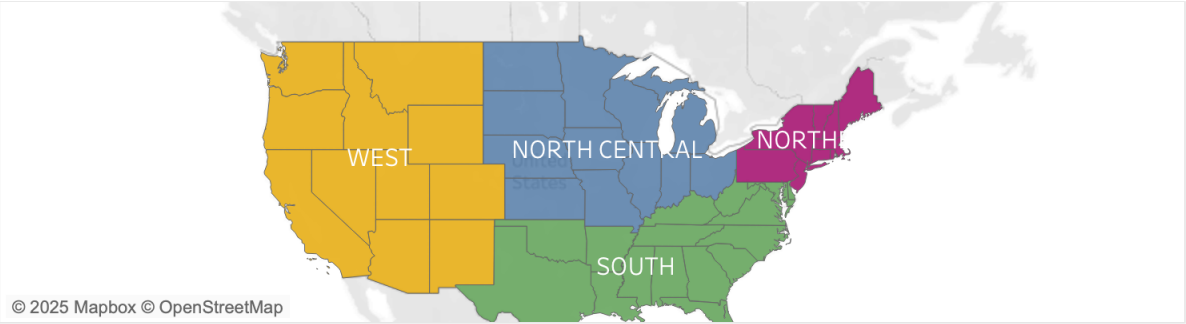
Top Fresh Fruits, Dollar Sales By Geography

TOTAL U.S. MULO & CENSUS REGIONS

TOTAL U.S.				
	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	1,079,328,637	79.83%	401,096,781	64.49%
FRESH FRUIT - BLUEBERRY	767,609,951	80.49%	180,307,973	81.50%
RASPBERRIES	343,852,218	91.84%	48,230,824	108.53%
MANDARINS - REGULAR / OTHER	326,818,217	87.49%	189,428,362	94.94%
BLACKBERRIES	223,568,610	71.33%	29,599,776	49.41%
SMOOTHIE / SHAKE / NECTAR	130,337,833	92.45%	43,623,191	73.34%
ORANGES - NAVEL / REGULAR	116,792,534	103.80%	87,813,630	92.48%
LEMONS - REGULAR / OTHER	113,655,192	80.97%	56,546,052	72.11%

SOUTH				
	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	371,422,189	82.36%	141,349,446	62.10%
FRESH FRUIT - BLUEBERRY	250,511,724	74.85%	58,461,237	70.53%
MANDARINS - REGULAR / OTHER	116,363,480	77.16%	68,703,908	86.32%
RASPBERRIES	89,409,875	94.50%	10,920,676	102.78%
BLACKBERRIES	80,030,314	65.99%	10,552,604	36.26%
ORANGES - NAVEL / REGULAR	54,003,413	104.41%	39,840,151	88.07%
LEMONS - REGULAR / OTHER	47,182,894	81.11%	23,759,969	74.48%
SMOOTHIE / SHAKE / NECTAR	44,751,343	96.15%	14,939,069	73.65%

WEST				
	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	249,041,134	74.16%	88,797,307	67.06%
FRESH FRUIT - BLUEBERRY	180,439,637	76.42%	32,500,054	77.41%
MANDARINS - REGULAR / OTHER	86,777,875	93.24%	49,823,618	106.45%
RASPBERRIES	83,635,006	72.24%	9,464,975	82.81%
BLACKBERRIES	52,155,526	73.82%	6,441,394	69.78%
SMOOTHIE / SHAKE / NECTAR	38,737,654	82.91%	13,368,062	68.01%
GREEN GRAPES - SEEDLESS	25,729,988	80.08%	9,109,385	62.46%
PEACHES	19,474,996	315.17%	7,676,390	469.12%



NORTHEAST				
	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	212,061,601	84.59%	75,474,372	84.92%
FRESH FRUIT - BLUEBERRY	165,379,679	81.88%	43,679,815	106.40%
RASPBERRIES	68,275,985	80.77%	7,546,542	81.75%
MANDARINS - REGULAR / OTHER	51,965,668	95.29%	26,264,668	94.51%
BLACKBERRIES	39,924,373	68.54%	4,798,315	52.15%
ORANGES - NAVEL / REGULAR	23,381,496	88.69%	17,517,715	83.31%
SMOOTHIE / SHAKE / NECTAR	22,462,490	88.95%	7,194,795	72.24%
LEMONS - REGULAR / OTHER	20,887,190	76.17%	10,231,045	63.55%

NORTH CENTRAL				
	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	85,577,671	6.88%	34,203,941	-7.34%
FRESH FRUIT - BLUEBERRY	57,853,299	16.63%	15,554,733	8.16%
RASPBERRIES	34,208,241	31.52%	6,781,528	47.06%
MANDARINS - REGULAR / OTHER	26,164,904	21.55%	16,443,399	24.52%
BLACKBERRIES	17,495,759	10.15%	2,673,831	-5.73%
PINEAPPLE	10,439,009	73.97%	6,235,635	78.50%
LEMONS - REGULAR / OTHER	9,466,257	13.19%	4,880,393	5.63%
APPLES - HONEYCRISP	9,305,052	-7.68%	3,401,970	-42.72%

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Sunday, July 13, 2025

Top Frozen Fruits, Dollar Sales By Geography

TOTAL U.S. MULO & CENSUS REGIONS

TOTAL U.S.

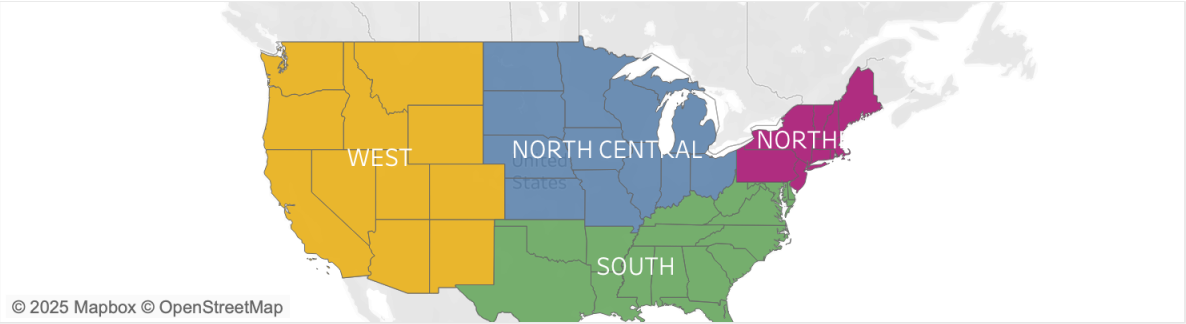
	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change
FZ FRUIT - BLUEBERRIES	23,313,244	69.98%	5,019,884	78.94%
FZ FRUIT - MIXED BERRIES	17,278,206	63.18%	3,674,706	77.62%
FZ FRUIT - MIXED FRUIT	16,288,240	103.02%	3,524,531	109.25%
FZ FRUIT - OTHER	14,935,410	72.12%	3,431,159	62.59%
FZ FRUIT - STRAWBERRIES	9,114,009	82.07%	2,136,062	91.43%
FZ FRUIT - SMOOTHIE KITS	5,567,648	-30.42%	710,586	-42.44%
FZ FRUIT - ACAI	5,397,099	70.97%	752,850	73.96%
FZ FRUIT - MANGO	4,944,385	61.69%	1,401,466	97.26%

SOUTH

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change
FZ FRUIT - OTHER	8,478,506	77.35%	2,140,099	69.01%
FZ FRUIT - MIXED FRUIT	6,665,665	136.15%	1,538,120	157.02%
FZ FRUIT - BLUEBERRIES	6,303,479	85.74%	1,490,096	106.10%
FZ FRUIT - MIXED BERRIES	5,714,476	56.28%	1,252,972	70.85%
FZ FRUIT - STRAWBERRIES	2,718,504	104.19%	684,241	109.85%
FZ FRUIT - ACAI	2,188,705	77.25%	310,793	75.61%
FZ FRUIT - SMOOTHIE KITS	1,975,496	-43.62%	262,727	-54.04%
FZ FRUIT - PASSIONFRUIT	1,163,186	117.53%	242,711	113.67%

WEST

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change
FZ FRUIT - BLUEBERRIES	6,079,788	47.48%	1,155,395	52.31%
FZ FRUIT - MIXED BERRIES	4,198,573	78.27%	965,433	124.10%
FZ FRUIT - MIXED FRUIT	2,185,803	53.55%	426,530	58.32%
FZ FRUIT - OTHER	2,124,876	55.67%	403,645	51.71%
FZ FRUIT - MANGO	1,752,680	194.17%	637,970	429.08%
FZ FRUIT - STRAWBERRIES	1,657,157	80.49%	375,701	131.16%
FZ FRUIT - SMOOTHIE KITS	1,554,885	-9.92%	161,779	-24.24%
FZ FRUIT - ACAI	1,490,514	53.44%	200,331	60.70%



NORTHEAST

	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
FZ FRUIT - BLUEBERRIES	7,735,178	69.77%	1,725,107	73.20%
FZ FRUIT - MIXED FRUIT	5,760,432	91.45%	1,252,975	84.59%
FZ FRUIT - MIXED BERRIES	5,075,630	53.16%	1,026,676	53.79%
FZ FRUIT - OTHER	3,371,761	69.06%	703,131	50.83%
FZ FRUIT - STRAWBERRIES	3,138,704	60.27%	737,649	58.28%
FZ FRUIT - MANGO	1,625,247	47.31%	380,659	50.56%
FZ FRUIT - SMOOTHIE KITS	1,136,149	-27.24%	166,920	-34.56%
FZ FRUIT - ACAI	1,016,413	73.56%	137,956	70.91%

NORTH CENTRAL

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change
FZ FRUIT - BLUEBERRIES	886,019	11.52%	187,559	13.39%
FZ FRUIT - MIXED BERRIES	653,903	4.64%	128,113	5.06%
FZ FRUIT - MIXED FRUIT	503,957	18.72%	91,023	25.22%
FZ FRUIT - STRAWBERRIES	335,705	0.21%	67,667	-0.75%
FZ FRUIT - OTHER	330,345	-1.12%	62,453	-10.12%
FZ FRUIT - SMOOTHIE KITS	314,353	-55.28%	41,993	-63.26%
FZ FRUIT - ACAI	257,106	16.77%	38,381	20.58%
FZ FRUIT - MANGO	129,830	-2.60%	28,764	-3.97%

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Sunday, July 13, 2025

Berry Price Per Pound

CATEGORY SEGMENT PERFORMANCE

		BLUEBERRIES	STRAWBERRIES	ALL OTHER BERRIES
		Price \$/lb	Price \$/lb	Price \$/lb
Grand Total		\$4.36	\$2.71	\$7.68
FRESH FRUIT	Total	\$4.36	\$2.70	\$7.86
	CONVENTIONAL	\$4.09	\$2.52	\$7.32
	ORGANIC	\$6.55	\$4.11	\$10.90
FZ FRUIT	Total	\$4.61	\$4.21	\$4.83
	CONVENTIONAL	\$4.44	\$4.18	\$4.89
	ORGANIC	\$7.38	\$4.38	\$4.49

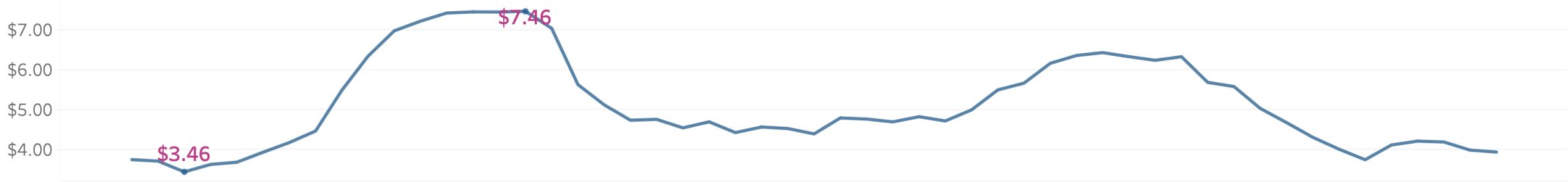
BERRY PATCH PROMOTION PRICING

			Price \$/lb	Rma Price \$/lb Promo Any	Rma Price \$/lb Promo No
Grand Total			\$3.73	\$3.41	\$4.16
FRESH FRUIT	Total		\$3.72	\$3.40	\$4.14
	CONVENTIONAL	OTHER BERRIES	\$11.80	\$12.64	\$11.75
		MIXED BERRIES	\$7.83	\$7.47	\$7.93
		RASPBERRIES	\$7.33	\$6.76	\$8.10
		BLACKBERRIES	\$7.28	\$6.52	\$7.91
		BLUEBERRIES	\$4.09	\$3.67	\$4.79
		STRAWBERRIES	\$2.52	\$2.43	\$2.64
	ORGANIC	OTHER BERRIES	\$48.58		\$48.58
		RASPBERRIES	\$11.12	\$10.03	\$11.99
		BLACKBERRIES	\$10.56	\$10.67	\$10.54
		BLUEBERRIES	\$6.55	\$6.05	\$7.25
		STRAWBERRIES	\$4.11	\$3.78	\$4.78
	Total		\$4.62	\$4.09	\$4.79
FZ FRUIT	CONVENTIONAL	FZ FRUIT - OTHER BERRIES	\$8.36	\$7.13	\$8.51
		FZ FRUIT - RASPBERRIES	\$6.30	\$5.26	\$6.54
		FZ FRUIT - MIXED BERRIES	\$4.75	\$3.97	\$5.02
		FZ FRUIT - BLACKBERRIES	\$4.51	\$3.87	\$4.61
		FZ FRUIT - BLUEBERRIES	\$4.44	\$3.97	\$4.59
		FZ FRUIT - STRAWBERRIES	\$4.18	\$3.80	\$4.35
	ORGANIC	FZ FRUIT - RASPBERRIES	\$10.28	\$8.41	\$11.57
		FZ FRUIT - BLUEBERRIES	\$7.38	\$6.87	\$7.48
		FZ FRUIT - BLACKBERRIES	\$7.38	\$6.26	\$7.95
		FZ FRUIT - STRAWBERRIES	\$4.38	\$6.30	\$4.21
		FZ FRUIT - MIXED BERRIES	\$3.99	\$5.14	\$3.85

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Sunday, July 13, 2025

Conventional Fresh Blueberry Trend over Time

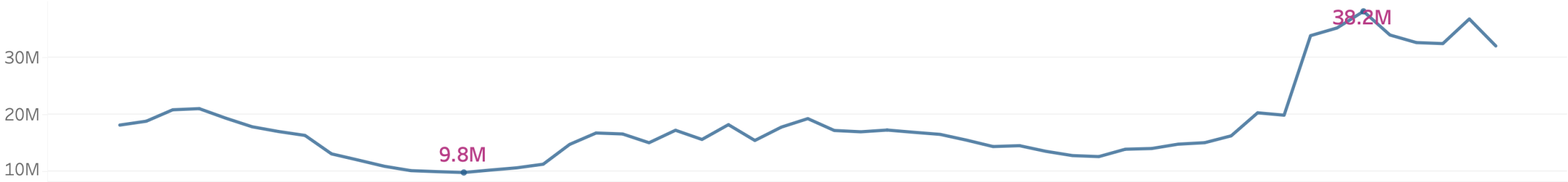
Retail Price in \$USD/lb



Retail Dollars in \$USD



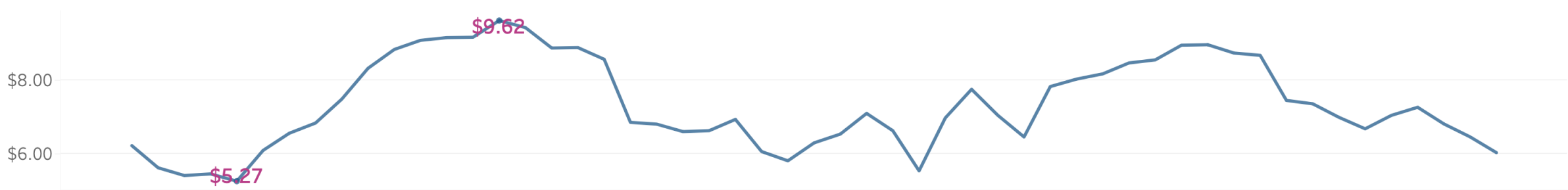
Retail Volume in Pounds



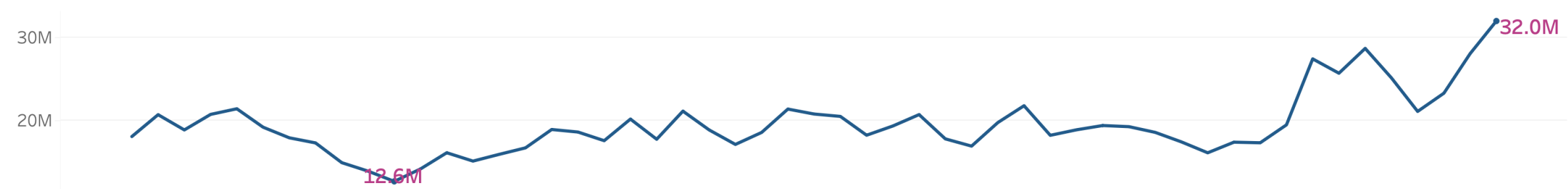
Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Sunday, July 13, 2025

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 Sunday, July 13, 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 Sunday, July 13, 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 ..