



USHBC Blueberry Category Retail Sales Report Period 8

4 Weeks Ending Saturday, August 9, 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)

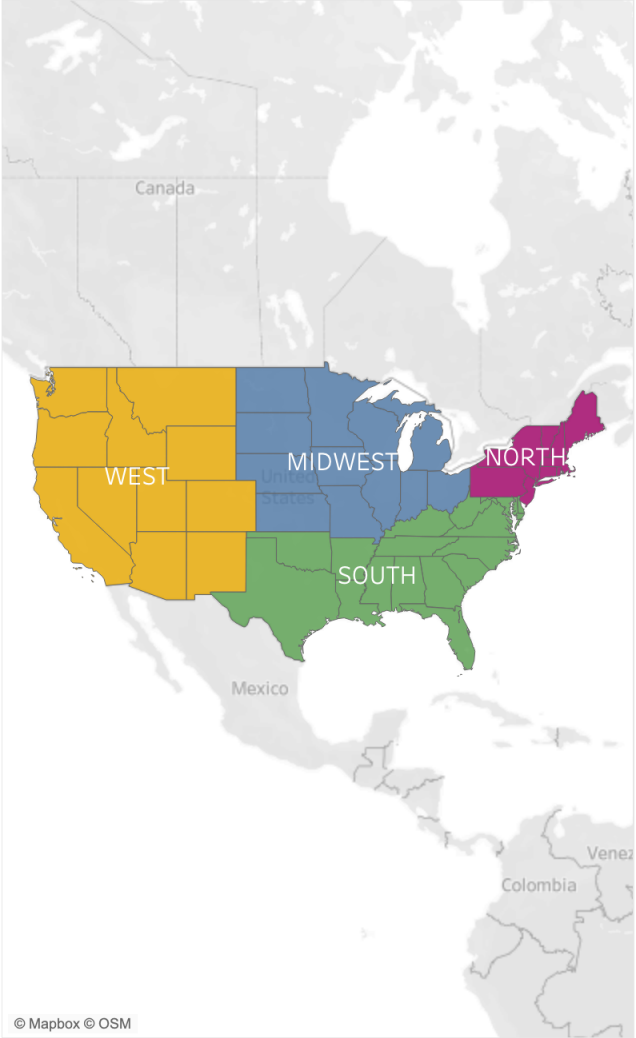
- Over 6.9 million frozen blueberries were sold from the berry patch, making them the most popular berry. Frozen blueberries remain the market leader despite a **2.18%** decline.
- The largest size, 48 ounces, has grown **9.59%** in price. This size accounts for 70% of frozen blueberry sales.
- Frozen 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 YAgO	Dollar Share	Sum of Units	Unit % Change vs YAgO	Unit Share	Sum of Pounds	Pounds % Change vs YAgO	Pound Share
TOTAL US - MULO	160,127K	-56.7%	100.0%	39,651K	-59.9%	100.0%	38,138K	-58.8%	100.0%
MIDWEST	27,206K	-32.6%	17.0%	7,447K	-44.7%	18.8%	6,491K	-51.4%	17.0%
NORTHEAST	42,147K	-51.6%	26.3%	10,173K	-56.8%	25.7%	11,370K	-50.0%	29.8%
SOUTH	61,842K	-55.2%	38.6%	15,479K	-60.3%	39.0%	14,731K	-57.9%	38.6%
WEST	28,931K	-72.2%	18.1%	6,552K	-71.4%	16.5%	5,548K	-74.2%	14.5%



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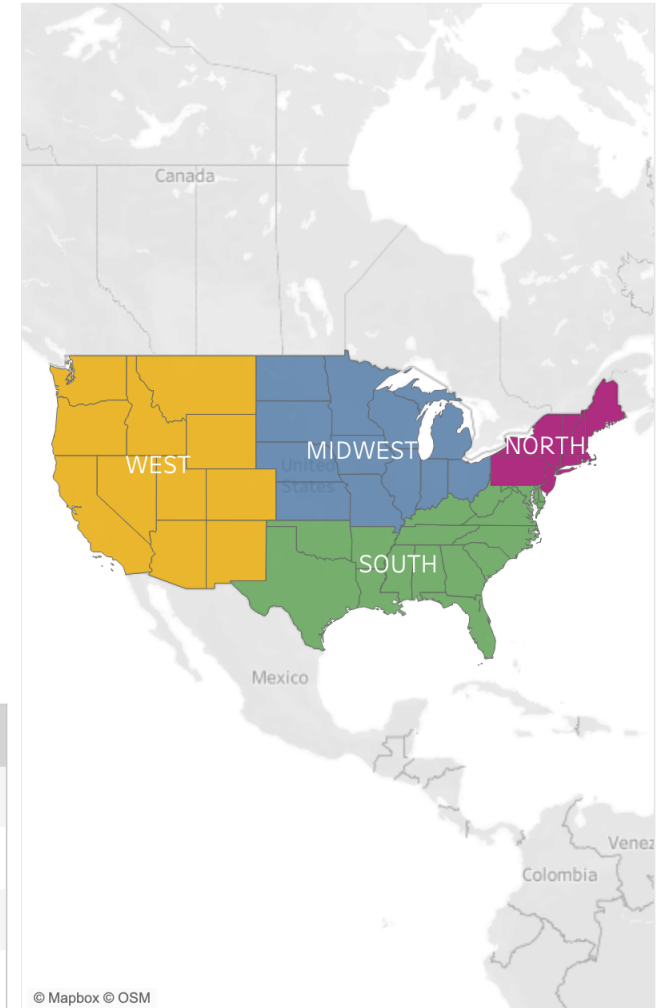
Blueberry Sales By Geography

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	\$155,125K	-56.56%	100.00%	39,069K	-60.04%	100.00%	37,066K	-58.85%	100.00%
MIDWEST	\$26,679K	-32.73%	17.20%	7,384K	-44.86%	18.90%	6,384K	-51.79%	17.22%
NORTHEAST	\$40,210K	-51.31%	25.92%	9,923K	-57.02%	25.40%	10,932K	-49.83%	29.49%
SOUTH	\$60,368K	-55.18%	38.92%	15,323K	-60.39%	39.22%	14,405K	-57.96%	38.86%
WEST	\$27,869K	-72.18%	17.97%	6,439K	-71.51%	16.48%	5,345K	-74.26%	14.42%

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 - ..	5,002K	-59.73%	100.00%	581,213	-50.62%	100.00%	1,072,462	-57.76%	100.00%
MIDWEST	528K	-22.25%	10.55%	63,109	-12.38%	10.86%	106,828	-15.12%	9.96%
NORTHEAST	1,937K	-56.52%	38.73%	250,322	-48.87%	43.07%	437,688	-54.43%	40.81%
SOUTH	1,475K	-56.73%	29.49%	155,163	-45.57%	26.70%	325,659	-55.51%	30.37%
WEST	1,062K	-72.62%	21.23%	112,618	-65.92%	19.38%	202,288	-71.93%	18.86%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
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Blueberry Sales By Segment

CONVENTIONAL & ORGANIC BLUEBERRIES BREAKOUT

		Sum of Dollars	Dollars % Change YAgO	Sum of Units	Units % Change YAgO	Sum of Pounds	Pounds % Change YAgO
TOTAL FRESH AND FROZEN		160,127,017	-56.67%	39,650,634	-59.92%	38,138,429	-58.82%
FRESH FRUIT - BLUEBERRY	Total	155,125,326	-56.56%	39,069,422	-60.04%	37,065,967	-58.85%
	CONVENTIONAL	125,715,025	-54.99%	33,423,282	-59.45%	32,232,059	-57.77%
	ORGANIC	29,410,301	-62.21%	5,646,140	-63.21%	4,833,908	-64.84%
FZ FRUIT - BLUEBERRIES	Total	5,001,691	-59.73%	581,213	-50.62%	1,072,462	-57.76%
	CONVENTIONAL	4,529,803	-58.68%	524,229	-48.31%	1,006,565	-56.96%
	ORGANIC	471,888	-67.65%	56,984	-65.03%	65,897	-67.14%

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, August 9, 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	485	-50.33%	0.00%	20	-73.39%	0.00%	121	-73.39%	0.00%	\$4.00	86.64%
9.8 OUNCE	9,813,784	-38.11%	6.33%	1,634,393	-36.47%	4.18%	1,001,066	-36.47%	2.70%	\$9.80	-2.58%
9.3 OUNCE	335	-88.47%	0.00%	90	-89.15%	0.00%	52	-89.15%	0.00%	\$6.38	6.28%
9 OUNCE	2	-88.11%	0.00%	1	-66.67%	0.00%	1	-66.67%	0.00%	\$4.07	-64.33%
80 OUNCE	50,682	-90.31%	0.03%	2,564	-91.55%	0.01%	12,822	-91.55%	0.03%	\$3.95	14.76%
8 OUNCE	137,190	-97.92%	0.09%	25,581	-98.32%	0.07%	12,790	-98.32%	0.03%	\$10.73	23.93%
7.6 OUNCE	68		0.00%	10		0.00%	5		0.00%	\$14.64	
64 OUNCE	316,848	-39.56%	0.20%	36,336	-41.22%	0.09%	145,344	-41.22%	0.39%	\$2.18	2.81%
6.5 OUNCE	116	-54.04%	0.00%	11	-54.35%	0.00%	4	-54.35%	0.00%	\$27.08	0.67%
6 OUNCE	7,467,125	-71.05%	4.81%	2,232,276	-69.81%	5.71%	837,103	-69.81%	2.26%	\$8.92	-4.11%

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	364	-90.68%	0.01%	11	-91.58%	0.00%	55	-91.58%	0.01%	\$6.68	10.75%
8 OUNCE	30,492	-71.64%	0.61%	5,118	-70.25%	0.88%	2,559	-70.25%	0.24%	\$11.92	-4.69%
64 OUNCE	209,340	-53.47%	4.19%	15,253	-52.71%	2.62%	61,012	-52.71%	5.69%	\$3.43	-1.61%
48 OUNCE	3,274,069	-60.86%	65.46%	240,112	-60.38%	41.31%	720,335	-60.38%	67.17%	\$4.55	-1.22%
40 OUNCE	74,767	-60.70%	1.49%	6,738	-62.54%	1.16%	16,844	-62.54%	1.57%	\$4.44	4.91%
36 OUNCE	12,049	-76.74%	0.24%	1,209	-76.84%	0.21%	2,720	-76.84%	0.25%	\$4.43	0.41%
32 OUNCE	318,345	-68.27%	6.36%	27,697	-67.75%	4.77%	55,394	-67.75%	5.17%	\$5.75	-1.63%
28 OUNCE	52,343	-74.02%	1.05%	3,259	-74.44%	0.56%	5,704	-74.44%	0.53%	\$9.18	1.66%
24 OUNCE	1,176	-88.25%	0.02%	81	-88.05%	0.01%	122	-88.05%	0.01%	\$9.67	-1.66%
20 OUNCE	138		0.00%	40		0.01%	50		0.00%	\$2.79	

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 YAgO	Sum of Pounds	Price \$/lb
Grand Total		482,509,977	-55.51%	128,810,394	\$3.75
FRESH BERRIES	Total	471,460,913	-55.36%	126,515,267	\$3.73
	CONVENTIONAL	389,706,046	-53.38%	112,858,627	\$3.45
	ORGANIC	81,754,867	-62.88%	13,656,639	\$5.99
FROZEN BERRIES	Total	11,049,064	-60.91%	2,295,127	\$4.81
	CONVENTIONAL	9,939,094	-60.06%	2,142,150	\$4.64
	ORGANIC	1,109,969	-67.21%	152,977	\$7.26

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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	471,460,913	-55.36%	126,515,267
	FRESH FRUIT - STRAWBERRIES	207,279,147	-54.54%	74,806,839
	FRESH FRUIT - BLUEBERRY	155,125,326	-56.56%	37,065,967
	FRESH FRUIT - RASPBERRIES	67,482,718	-53.40%	9,583,239
	FRESH FRUIT - BLACKBERRIES	41,549,298	-57.65%	5,056,872
	FRESH FRUIT - OTHER BERRIES	24,423	-85.44%	2,350
	FROZEN BERRIES	Total	11,049,064	-60.91%
FZ FRUIT - BLUEBERRIES		5,001,691	-59.73%	1,072,462
FZ FRUIT - MIXED BERRIES		3,518,465	-63.27%	688,577
FZ FRUIT - STRAWBERRIES		1,909,973	-58.47%	437,179
FZ FRUIT - RASPBERRIES		451,470	-63.46%	66,471
FZ FRUIT - BLACKBERRIES		138,503	-57.72%	27,033
FZ FRUIT - OTHER BERRIES		28,962	-72.67%	3,405

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.

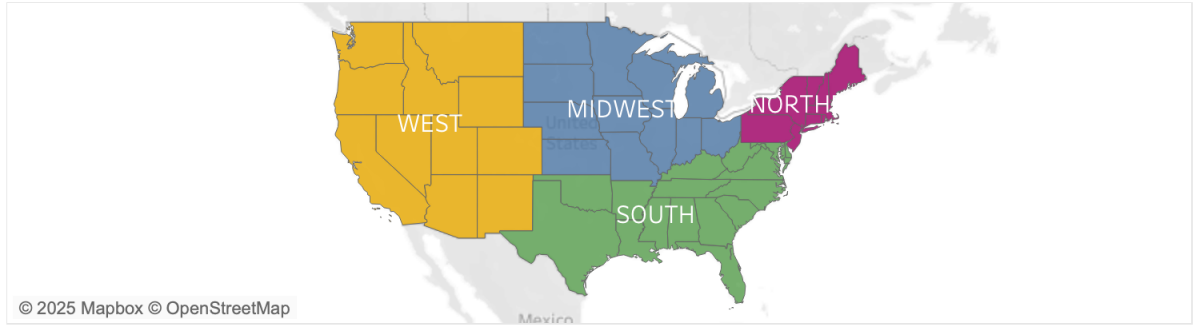
	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	245,473,159	-51.78%	89,790,042	-52.60%
FRESH FRUIT - BLUEBERRY	180,263,769	-53.74%	42,993,477	-58.23%
RASPBERRIES	81,609,377	-49.72%	12,083,155	-39.99%
MANDARINS - REGULAR / OTHER	69,729,093	-43.69%	40,747,739	-44.76%
BLACKBERRIES	48,583,222	-54.31%	5,933,922	-57.53%
SMOOTHIE / SHAKE / NECTAR	32,631,188	-51.20%	10,949,402	-57.21%
LEMONS - REGULAR / OTHER	26,394,207	-52.96%	13,122,139	-52.62%
PINEAPPLE	25,629,853	-30.87%	14,787,920	-36.22%

SOUTH

	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	86,377,190	-51.28%	32,526,592	-50.60%
FRESH FRUIT - BLUEBERRY	60,367,575	-55.18%	14,405,010	-57.96%
MANDARINS - REGULAR / OTHER	24,163,111	-52.12%	14,402,612	-52.32%
RASPBERRIES	21,599,444	-50.27%	2,775,768	-41.17%
BLACKBERRIES	17,465,667	-57.92%	2,151,563	-61.14%
ORANGES - NAVEL / REGULAR	11,407,376	-29.88%	8,150,100	-32.36%
SMOOTHIE / SHAKE / NECTAR	11,126,028	-52.12%	3,682,196	-59.18%
LEMONS - REGULAR / OTHER	10,825,661	-49.17%	5,492,334	-48.86%

WEST

	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	35,801,642	-72.24%	11,712,756	-74.97%
FRESH FRUIT - BLUEBERRY	27,869,402	-72.18%	5,345,404	-74.26%
RASPBERRIES	12,596,781	-72.84%	1,394,431	-70.40%
MANDARINS - REGULAR / OTHER	11,865,880	-61.04%	6,553,147	-60.35%
BLACKBERRIES	7,506,554	-71.41%	860,871	-71.59%
SMOOTHIE / SHAKE / NECTAR	5,068,506	-76.11%	1,845,521	-77.12%
GREEN GRAPES - SEEDLESS	3,689,596	-71.30%	1,319,273	-73.11%
CHERRIES - REGULAR / OTHER	3,265,804	-69.46%	1,378,330	-73.21%



NORTHEAST

	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	48,625,808	-51.60%	16,965,905	-49.31%
FRESH FRUIT - BLUEBERRY	40,209,668	-51.31%	10,931,821	-49.83%
RASPBERRIES	16,438,359	-53.70%	1,869,258	-46.36%
MANDARINS - REGULAR / OTHER	11,258,843	-42.32%	5,886,680	-43.16%
BLACKBERRIES	9,654,393	-53.49%	1,119,510	-54.97%
SMOOTHIE / SHAKE / NECTAR	5,632,137	-52.57%	1,814,866	-57.16%
CHERRIES - REGULAR / OTHER	5,249,652	-41.24%	1,745,828	-40.71%
LEMONS - REGULAR / OTHER	5,030,376	-54.83%	2,462,210	-54.02%

MIDWEST

	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	36,474,508	-25.99%	13,601,586	-29.30%
FRESH FRUIT - BLUEBERRY	26,678,681	-32.73%	6,383,731	-51.79%
RASPBERRIES	16,848,134	-13.56%	3,543,782	-1.95%
MANDARINS - REGULAR / OTHER	9,811,655	-16.30%	6,210,991	-23.43%
BLACKBERRIES	6,922,685	-27.88%	924,928	-35.35%
SMOOTHIE / SHAKE / NECTAR	4,369,593	-7.57%	1,420,771	-21.42%
PINEAPPLE	4,157,804	10.26%	2,484,203	3.87%
LEMONS - REGULAR / OTHER	3,889,404	-30.67%	1,894,255	-29.20%

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.

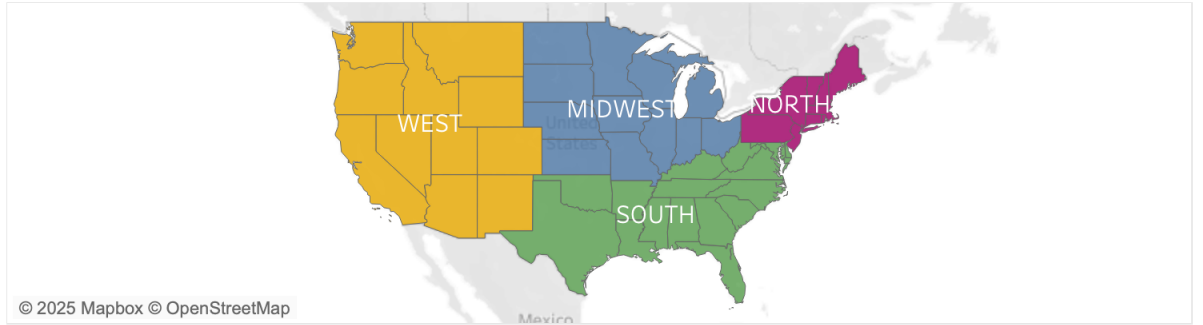
	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change
FZ FRUIT - BLUEBERRIES	5,269,479	-53.73%	1,149,312	-51.87%
FZ FRUIT - MIXED BERRIES	3,897,524	-58.09%	806,140	-55.49%
FZ FRUIT - MIXED FRUIT	3,817,504	-48.26%	804,043	-48.87%
FZ FRUIT - OTHER	3,713,445	-56.00%	868,035	-58.36%
FZ FRUIT - STRAWBERRIES	2,045,133	-52.80%	488,737	-51.43%
FZ FRUIT - ACAI	1,287,280	-55.56%	178,374	-54.36%
FZ FRUIT - SMOOTHIE KITS	1,272,168	-80.71%	164,222	-84.36%
FZ FRUIT - MANGO	1,134,479	-50.04%	341,731	-36.97%

SOUTH

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change
FZ FRUIT - OTHER	2,125,275	-55.99%	547,168	-57.52%
FZ FRUIT - MIXED FRUIT	1,531,500	-46.48%	323,636	-47.47%
FZ FRUIT - BLUEBERRIES	1,474,754	-56.73%	325,659	-55.51%
FZ FRUIT - MIXED BERRIES	1,319,782	-62.99%	261,433	-62.18%
FZ FRUIT - STRAWBERRIES	626,144	-52.79%	151,010	-53.99%
FZ FRUIT - ACAI	547,377	-55.39%	76,614	-53.89%
FZ FRUIT - SMOOTHIE KITS	485,029	-83.49%	64,405	-86.91%
FZ FRUIT - PASSIONFRUIT	275,319	-48.96%	57,671	-49.82%

WEST

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change
FZ FRUIT - BLUEBERRIES	1,061,992	-72.62%	202,288	-71.93%
FZ FRUIT - MIXED BERRIES	570,681	-75.16%	104,042	-75.32%
FZ FRUIT - MIXED FRUIT	376,898	-72.84%	72,613	-72.72%
FZ FRUIT - OTHER	346,572	-73.72%	65,727	-74.22%
FZ FRUIT - SMOOTHIE KITS	260,148	-83.76%	27,357	-85.70%
FZ FRUIT - ACAI	257,787	-74.07%	34,868	-72.48%
FZ FRUIT - STRAWBERRIES	224,902	-76.88%	38,986	-78.51%
FZ FRUIT - MANGO	149,850	-71.33%	26,473	-74.51%



NORTHEAST

	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
FZ FRUIT - BLUEBERRIES	1,937,240	-56.52%	437,688	-54.43%
FZ FRUIT - MIXED FRUIT	1,475,221	-50.88%	325,540	-51.52%
FZ FRUIT - MIXED BERRIES	1,262,133	-60.27%	256,516	-59.72%
FZ FRUIT - OTHER	879,604	-56.69%	183,188	-61.36%
FZ FRUIT - STRAWBERRIES	782,650	-58.30%	187,613	-58.39%
FZ FRUIT - MANGO	414,891	-60.73%	97,268	-60.34%
FZ FRUIT - SMOOTHIE KITS	292,119	-81.08%	42,967	-83.39%
FZ FRUIT - ACAI	249,690	-57.17%	32,639	-60.23%

MIDWEST

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change
FZ FRUIT - BLUEBERRIES	527,705	-22.25%	106,828	-15.12%
FZ FRUIT - MIXED BERRIES	365,869	-32.10%	66,585	-29.09%
FZ FRUIT - MIXED FRUIT	277,319	-6.85%	50,716	-7.92%
FZ FRUIT - STRAWBERRIES	276,277	-34.65%	59,571	-31.33%
FZ FRUIT - OTHER	153,858	-7.20%	29,570	-12.45%
FZ FRUIT - SMOOTHIE KITS	139,365	-67.20%	18,091	-71.87%
FZ FRUIT - ACAI	107,889	-17.35%	16,018	-1.76%
FZ FRUIT - MANGO	106,449	-36.66%	23,006	-32.64%

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	\$4.20	\$2.78	\$7.34
FRESH FRUIT Total	\$4.19	\$2.77	\$7.45
CONVENTIONAL	\$3.90	\$2.60	\$6.88
ORGANIC	\$6.08	\$4.43	\$11.10
FZ FRUIT Total	\$4.66	\$4.37	\$5.27
CONVENTIONAL	\$4.50	\$4.19	\$5.09
ORGANIC	\$7.16	\$7.14	\$7.41

BERRY PATCH PROMOTION PRICING

	Price \$/lb	Rma Price \$/lb Promo Any	Rma Price \$/lb Promo No
Grand Total	\$3.75	\$3.42	\$4.13
FRESH FRUIT Total	\$3.73	\$3.41	\$4.11
CONVENTIONAL			
OTHER BERRIES	\$10.36	\$9.69	\$10.45
MIXED BERRIES	\$7.73	\$7.51	\$7.76
BLACKBERRIES	\$7.68	\$6.94	\$8.15
RASPBERRIES	\$6.45	\$5.91	\$7.29
BLUEBERRIES	\$3.90	\$3.34	\$4.89
STRAWBERRIES	\$2.60	\$2.52	\$2.69
ORGANIC			
OTHER BERRIES	\$58.66		\$58.66
BLACKBERRIES	\$11.36	\$11.09	\$11.41
RASPBERRIES	\$10.94	\$9.30	\$12.00
BLUEBERRIES	\$6.08	\$5.67	\$6.82
STRAWBERRIES	\$4.43	\$3.96	\$5.05
FZ FRUIT Total	\$4.81	\$4.56	\$4.86
CONVENTIONAL			
FZ FRUIT - OTHER BERRIES	\$8.51	\$7.19	\$8.63
FZ FRUIT - RASPBERRIES	\$6.35	\$5.45	\$6.53
FZ FRUIT - MIXED BERRIES	\$4.98	\$4.60	\$5.03
FZ FRUIT - BLUEBERRIES	\$4.50	\$4.22	\$4.54
FZ FRUIT - BLACKBERRIES	\$4.46	\$4.02	\$4.51
FZ FRUIT - STRAWBERRIES	\$4.19	\$4.07	\$4.22
ORGANIC			
FZ FRUIT - RASPBERRIES	\$9.63	\$8.20	\$11.11
FZ FRUIT - BLACKBERRIES	\$7.42	\$6.41	\$8.13
FZ FRUIT - BLUEBERRIES	\$7.16	\$6.94	\$7.21
FZ FRUIT - STRAWBERRIES	\$7.14	\$6.25	\$7.36
FZ FRUIT - MIXED BERRIES	\$6.97	\$6.56	\$7.04
FZ FRUIT - OTHER BERRIES			

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, August 9, 2025

Conventional Fresh Blueberry Trend over Time

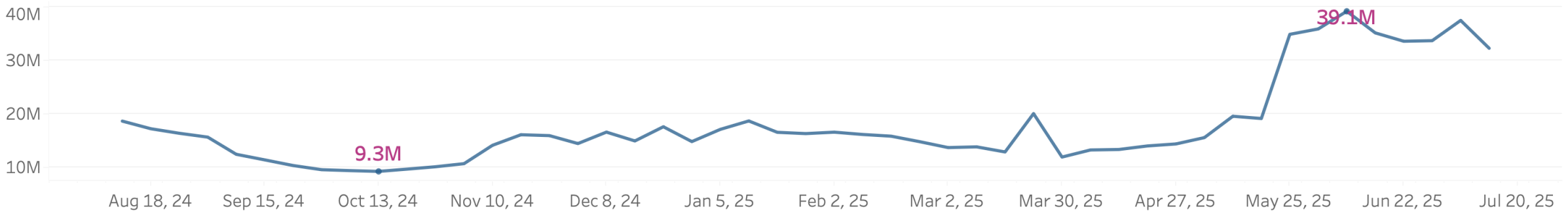
Retail Price in \$USD/lb



Retail Dollars in \$USD



Retail Volume in Pounds



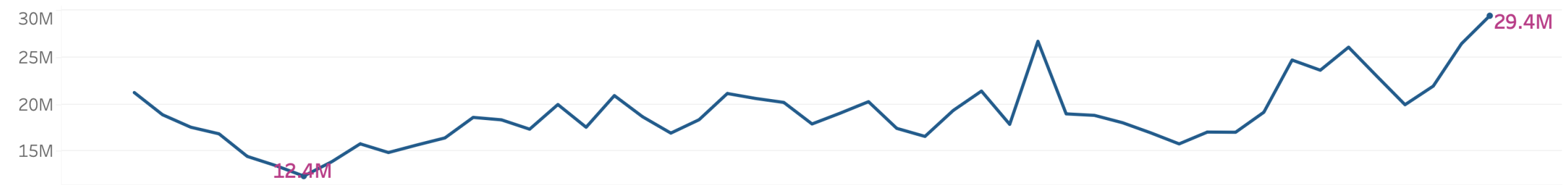
Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, August 9, 2025

Organic Fresh Blueberry 52 Week Trend

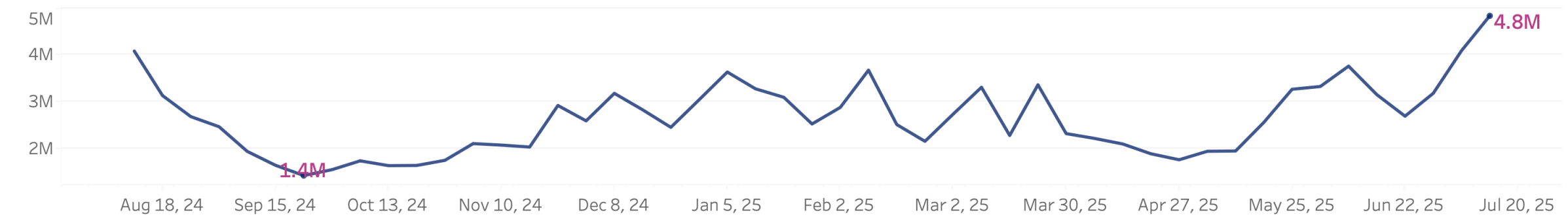
Retail Price in \$USD/lb



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, August 9, 2025

Frozen Blueberry 52 Week Trend

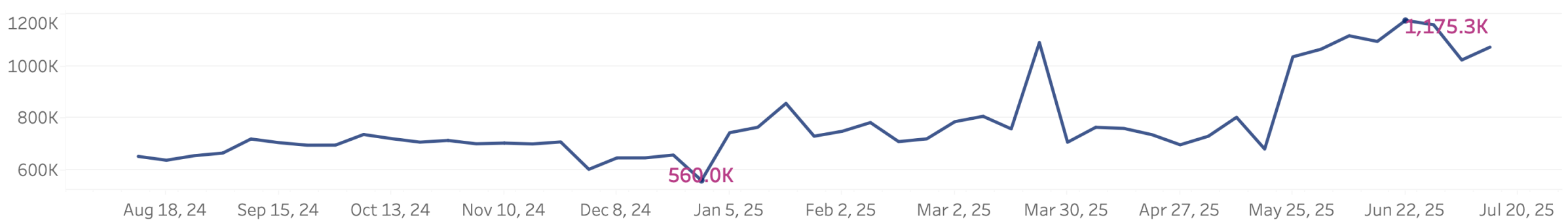
Retail Price in \$USD/lb



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, August 9, 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 ..