



USHBC Blueberry Category Retail Sales Report Period 11

4 Weeks Ending Saturday, November 1, 2025

Key Insights

Fresh Blueberries (Produce Department)

- Fresh Blueberry sales have increased in dollar value in almost every region, with the Northeast region leading in growth by **+18.80%**.
- Fresh Conventional and Organic dollar sales changed **+13.35%** and **-12.28%** respectively.
- The 18-ounce, the best selling fresh blueberry item this period, had a **+13.16%** increase in dollar sales and a **+38.48%** increase in units this period.
- Fresh blueberry volume (pounds), both conventional and organic, increased by **+9.03%**.

Frozen Blueberries (Produce Department)

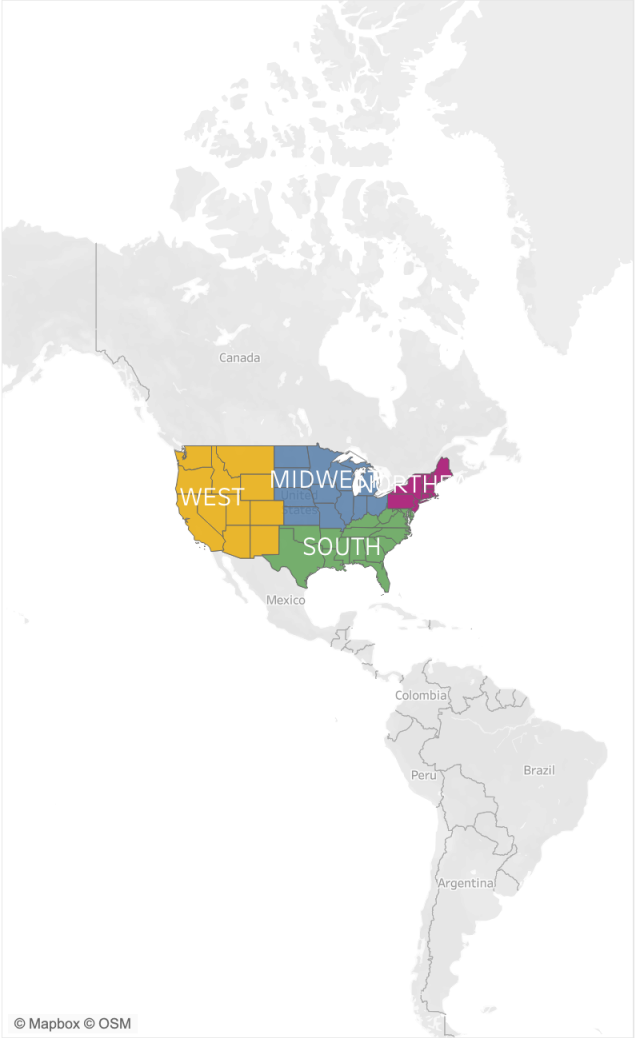
- Over **\$20 million** frozen blueberries were sold in this period, making them the most popular berry and market leader with a sales incline of **+0.78%** from last year.
- The largest size, 48 ounces, has risen **+15.10%** in dollar sales. This size accounts for **11.86%** of frozen blueberry sales.
- Frozen blueberries are the top-selling frozen fruit in the US, growing **+21.24%** in the Midwest but falling by **-9.44%** in the Northeast.
- Frozen Organic blueberry sales increased **+0.96%**, and Conventional blueberry sales increased **+0.76%**.

* all comparison periods are vs a year ago

Blueberry Sales By Geography

TOTAL FRESH AND FROZEN BLUEBERRIES

	Sum of Dollars	Dollar % Change vs YAg0	Dollar Share	Sum of Units	Unit % Change vs YAg0	Unit Share	Sum of Pounds	Pounds % Change vs YAg0	Pound Share
TOTAL US - MULO	\$613.7M	8.7%	100.0%	115.0M	26.3%	100.0%	92.0M	25.3%	100.0%
MIDWEST	\$94.1M	9.8%	15.3%	19.2M	32.1%	16.7%	14.2M	30.3%	15.4%
NORTHEAST	\$159.9M	17.2%	26.1%	27.9M	35.3%	24.3%	23.8M	33.2%	25.9%
SOUTH	\$255.1M	7.6%	41.6%	49.0M	25.5%	42.6%	40.0M	24.5%	43.4%
WEST	\$104.6M	-0.5%	17.1%	18.9M	12.4%	16.4%	14.0M	11.6%	15.2%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, November 1, 2025

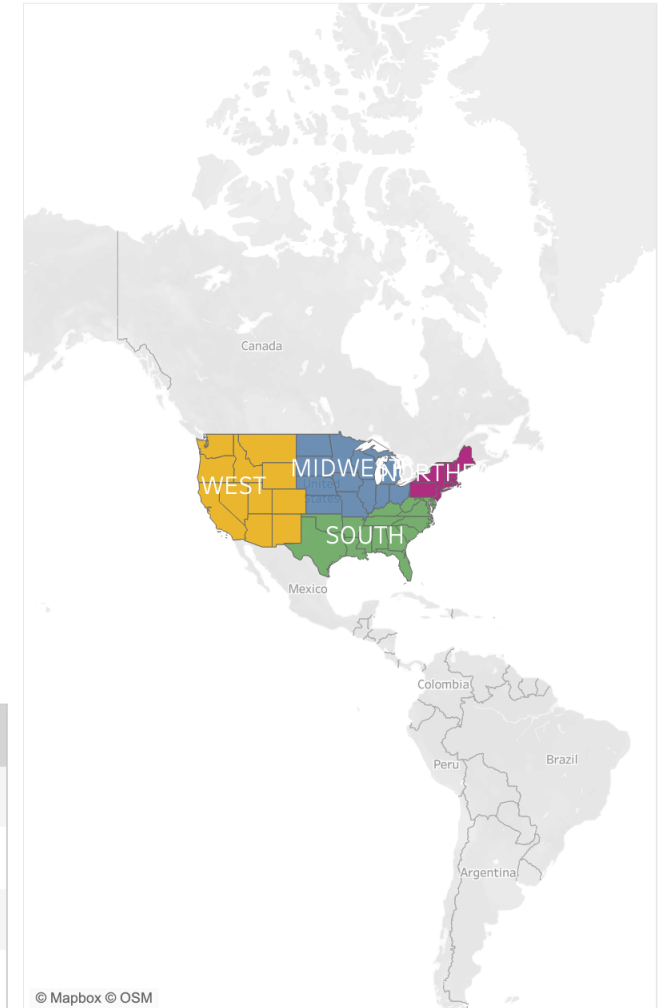
Blueberry Sales By Geography

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	\$593.3M	9.03%	100.00%	113.1M	27.04%	100.00%	87.8M	27.12%	100.00%
MIDWEST	\$91.5M	9.47%	15.43%	19.0M	32.45%	16.78%	13.7M	30.64%	15.58%
NORTHEAST	\$152.9M	18.80%	25.77%	27.1M	37.47%	24.01%	22.3M	38.57%	25.44%
SOUTH	\$248.3M	7.59%	41.85%	48.4M	25.78%	42.80%	38.5M	25.48%	43.85%
WEST	\$100.6M	-0.46%	16.96%	18.6M	12.74%	16.41%	13.3M	12.61%	15.13%

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 - ..	\$20.46M	0.78%	100.00%	2.0M	-4.24%	100.00%	4.21M	-3.83%	100.00%
MIDWEST	\$2.56M	21.24%	12.53%	0.3M	10.42%	13.57%	0.52M	21.52%	12.40%
NORTHEAST	\$7.07M	-9.44%	34.56%	0.8M	-12.70%	39.98%	1.50M	-15.27%	35.70%
SOUTH	\$6.78M	7.60%	33.15%	0.6M	3.43%	29.54%	1.45M	3.27%	34.56%
WEST	\$4.04M	-0.77%	19.76%	0.3M	-4.92%	16.91%	0.73M	-4.61%	17.34%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, November 1, 2025

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		\$613.73M	8.74%	115.0M	26.34%	92.0M	25.28%
FRESH FRUIT - BLUEBERRY	Total	\$593.28M	9.03%	113.1M	27.04%	87.8M	27.12%
	CONVENTIONAL	\$512.87M	13.35%	99.3M	31.61%	77.9M	32.38%
	ORGANIC	\$80.41M	-12.28%	13.7M	1.48%	9.9M	-3.20%
FZ FRUIT - BLUEBERRIES	Total	\$20.46M	0.78%	2.0M	-4.24%	4.2M	-3.83%
	CONVENTIONAL	\$18.46M	0.76%	1.7M	-4.92%	3.9M	-4.21%
	ORGANIC	\$1.99M	0.96%	0.2M	0.95%	0.3M	1.86%

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
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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
18 OUNCE	\$133.1M	13.16%	22.43%	19.7M	38.48%	17.45%	22.2M	38.48%	25.27%	\$6.00	-18.28%
12 OUNCE	\$129.1M	-6.81%	21.76%	27.8M	17.90%	24.56%	20.8M	17.90%	23.71%	\$6.20	-20.96%
9.8 OUNCE	\$108.9M	25.37%	18.35%	21.8M	43.95%	19.24%	13.3M	43.95%	15.17%	\$8.17	-12.91%
11 OUNCE	\$85.9M	79.39%	14.48%	14.5M	82.46%	12.81%	10.0M	82.46%	11.34%	\$8.63	-1.68%
16 OUNCE	\$55.5M	-3.11%	9.35%	10.5M	13.51%	9.24%	10.5M	13.51%	11.90%	\$5.31	-14.65%
6 OUNCE	\$47.0M	-20.71%	7.93%	12.2M	-3.70%	10.75%	4.6M	-3.70%	5.19%	\$10.32	-17.67%
4.4 OUNCE	\$9.2M	94.58%	1.55%	2.0M	122.73%	1.81%	0.6M	122.73%	0.64%	\$16.37	-12.64%
18.6 OUNCE	\$6.7M	142.56%	1.14%	1.3M	144.50%	1.13%	1.5M	144.50%	1.69%	\$4.55	-0.79%
10 OUNCE	\$6.6M	-33.44%	1.12%	1.4M	-24.16%	1.25%	0.9M	-24.16%	1.00%	\$7.55	-12.24%
48 OUNCE	\$2.9M	-45.84%	0.48%	0.5M	-26.54%	0.46%	1.6M	-26.54%	1.77%	\$1.84	-26.27%

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, November 1, 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
48 OUNCE	\$15.10M	11.86%	73.80%	1,099.2K	6.71%	56.31%	3,297.7K	6.71%	78.41%	\$4.58	4.83%
15 OUNCE	\$1.81M	0.95%	8.84%	360.2K	-4.61%	18.45%	337.7K	-4.61%	8.03%	\$5.36	5.84%
32 OUNCE	\$1.24M	-15.23%	6.05%	111.0K	-16.29%	5.69%	222.1K	-16.29%	5.28%	\$5.58	1.27%
10 OUNCE	\$0.86M	5.09%	4.20%	152.8K	0.71%	7.83%	95.5K	0.71%	2.27%	\$8.99	4.36%
12 OUNCE	\$0.67M	-23.26%	3.27%	148.7K	-20.78%	7.62%	111.5K	-20.78%	2.65%	\$6.00	-3.13%
40 OUNCE	\$0.38M	7.23%	1.87%	35.7K	10.56%	1.83%	89.2K	10.56%	2.12%	\$4.30	-3.01%
28 OUNCE	\$0.19M	-20.69%	0.95%	12.3K	-21.38%	0.63%	21.5K	-21.38%	0.51%	\$9.03	0.87%
8 OUNCE	\$0.12M	-22.12%	0.60%	20.0K	-24.00%	1.03%	10.0K	-24.00%	0.24%	\$12.21	2.47%
36 OUNCE	\$0.04M	-4.49%	0.19%	3.8K	7.04%	0.20%	8.6K	7.04%	0.21%	\$4.52	-10.77%
16 OUNCE	\$0.02M	-41.45%	0.08%	5.5K	-18.61%	0.28%	5.5K	-18.61%	0.13%	\$2.99	-28.06%

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, November 1, 2025

Berry Patch Performance By Berry Type

BERRY PATCH (BLUEBERRY, STRAWBERRY, BLACKBERRY, RASPBERRY, BERRY OTHER/MIXED)

		Sum of Dollars	Dollar % Change vs YAgg	Sum of Pounds	Price \$/lb
Grand Total		\$1,624,832.0K	-1.60%	327.9M	\$4.96
FRESH BERRIES	Total	\$1,581,482.8K	-1.66%	319.1M	\$4.96
	CONVENTIONAL	\$1,313,266.3K	-0.70%	282.2M	\$4.65
	ORGANIC	\$268,216.5K	-6.11%	36.9M	\$7.27
FROZEN BERRIES	Total	\$43,349.1K	0.85%	8.8M	\$4.93
	CONVENTIONAL	\$39,008.4K	0.95%	8.2M	\$4.76
	ORGANIC	\$4,340.8K	-0.03%	0.6M	\$7.29

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
FRESH BERRIES	Total	\$1,581.5M	-1.66%	319.09M
	FRESH FRUIT - BLUEBERRY	\$593.3M	9.03%	87.82M
	FRESH FRUIT - STRAWBERRIES	\$590.5M	-11.26%	173.43M
	FRESH FRUIT - RASPBERRIES	\$234.9M	-6.05%	35.97M
	FRESH FRUIT - BLACKBERRIES	\$162.4M	9.57%	21.83M
	FRESH FRUIT - OTHER BERRIES	\$0.4M	-1.97%	0.04M
	FROZEN BERRIES	Total	\$43.3M	0.85%
	FZ FRUIT - BLUEBERRIES	\$20.5M	0.78%	4.21M
	FZ FRUIT - MIXED BERRIES	\$13.4M	-3.25%	2.65M
	FZ FRUIT - STRAWBERRIES	\$7.1M	6.19%	1.56M
	FZ FRUIT - RASPBERRIES	\$1.7M	11.45%	0.25M
	FZ FRUIT - BLACKBERRIES	\$0.5M	10.63%	0.10M
	FZ FRUIT - OTHER BERRIES	\$0.1M	15.93%	0.01M

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.

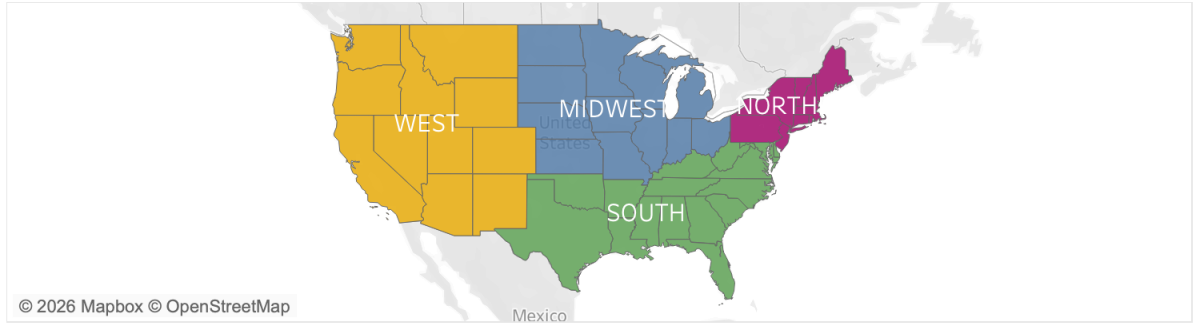
	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	\$691.4M	-12.25%	207.0M	-16.37%
FRESH FRUIT - BLUEBERRY	\$671.6M	8.08%	100.6M	26.50%
RASPBERRIES	\$279.9M	-6.39%	43.9M	7.89%
MANDARINS - REGULAR / OTHER	\$194.2M	-30.12%	103.4M	-34.45%
BLACKBERRIES	\$189.6M	10.70%	26.1M	36.86%
MANDARINS - CLEMENTINE	\$116.3M	-7.26%	76.3M	-0.09%
APPLES - HONEYCRISP	\$114.3M	-6.55%	58.7M	-10.85%
GREEN GRAPES - SEEDLESS	\$103.0M	-18.49%	41.7M	-24.80%

SOUTH

	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	\$264.2M	-10.15%	80.2M	-11.27%
FRESH FRUIT - BLUEBERRY	\$247.9M	7.42%	38.5M	25.35%
RASPBERRIES	\$81.1M	-9.24%	13.3M	14.54%
MANDARINS - REGULAR / OTHER	\$73.4M	-29.68%	39.8M	-33.68%
BLACKBERRIES	\$72.8M	12.76%	9.6M	27.95%
MANDARINS - CLEMENTINE	\$57.5M	-1.68%	38.1M	4.97%
APPLES - GALA	\$45.4M	-6.31%	39.2M	1.29%
APPLES - HONEYCRISP	\$43.3M	-6.99%	22.4M	-7.56%

WEST

	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	\$161.1M	-15.45%	48.9M	-16.54%
FRESH FRUIT - BLUEBERRY	\$152.5M	-2.35%	20.6M	10.46%
RASPBERRIES	\$70.1M	-11.92%	8.7M	-3.88%
BLACKBERRIES	\$46.5M	2.66%	6.2M	29.61%
MANDARINS - REGULAR / OTHER	\$45.2M	-36.94%	23.7M	-39.21%
MANDARINS - CLEMENTINE	\$21.7M	-1.17%	13.8M	4.94%
APPLES - HONEYCRISP	\$19.2M	-7.77%	9.4M	-13.74%
GREEN GRAPES - SEEDLESS	\$17.6M	-55.67%	6.5M	-61.32%



NORTHEAST

	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
FRESH FRUIT - BLUEBERRY	\$152.8M	18.71%	22.3M	38.50%
STRAWBERRIES	\$134.6M	-6.73%	36.7M	-10.90%
RASPBERRIES	\$56.4M	-1.20%	7.1M	6.12%
MANDARINS - REGULAR / OTHER	\$46.0M	-8.30%	22.4M	-10.55%
BLACKBERRIES	\$34.5M	8.13%	4.2M	25.57%
APPLES - HONEYCRISP	\$19.3M	0.14%	8.5M	-7.95%
APPLES - GALA	\$18.4M	9.17%	14.9M	10.01%
MANDARINS - CLEMENTINE	\$18.2M	-15.37%	11.9M	-4.10%

MIDWEST

	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	\$92.8M	-17.84%	27.4M	-29.86%
FRESH FRUIT - BLUEBERRY	\$91.4M	9.31%	13.7M	30.49%
RASPBERRIES	\$53.3M	-1.98%	10.3M	10.13%
BLACKBERRIES	\$26.9M	17.87%	4.5M	68.79%
MANDARINS - REGULAR / OTHER	\$22.6M	-37.10%	13.0M	-43.03%
APPLES - HONEYCRISP	\$21.3M	-7.17%	11.9M	-12.34%
GREEN GRAPES - SEEDLESS	\$18.5M	10.28%	7.9M	11.41%
APPLES - GALA	\$14.3M	-1.51%	13.2M	3.27%

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.

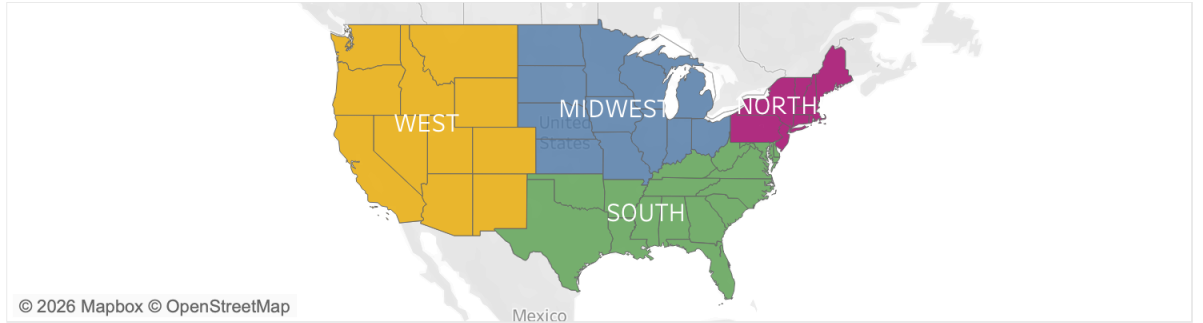
	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change
FZ FRUIT - BLUEBERRIES	\$21.4M	2.62%	4.5M	-1.82%
FZ FRUIT - MIXED FRUIT	\$18.0M	45.59%	3.7M	36.68%
FZ FRUIT - OTHER	\$15.5M	13.89%	3.4M	-0.98%
FZ FRUIT - MIXED BERRIES	\$14.9M	-3.56%	3.1M	-6.59%
FZ FRUIT - STRAWBERRIES	\$7.7M	5.93%	1.8M	-0.46%
FZ FRUIT - SMOOTHIE KITS	\$4.3M	-30.65%	0.6M	-31.45%
FZ FRUIT - MANGO	\$3.5M	12.62%	0.9M	17.98%
FZ FRUIT - ACAI	\$3.5M	-18.30%	0.5M	-19.52%

SOUTH

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change
FZ FRUIT - OTHER	\$8.9M	12.80%	2.1M	0.03%
FZ FRUIT - MIXED FRUIT	\$7.8M	50.53%	1.6M	37.40%
FZ FRUIT - BLUEBERRIES	\$6.8M	7.60%	1.5M	3.27%
FZ FRUIT - MIXED BERRIES	\$5.3M	-5.36%	1.1M	-7.33%
FZ FRUIT - STRAWBERRIES	\$2.6M	11.55%	0.6M	4.13%
FZ FRUIT - ACAI	\$1.6M	-10.76%	0.2M	-12.77%
FZ FRUIT - SMOOTHIE KITS	\$1.6M	-34.92%	0.2M	-31.13%
FZ FRUIT - PASSIONFRUIT	\$1.3M	50.32%	0.3M	36.70%

WEST

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change
FZ FRUIT - BLUEBERRIES	\$5.9M	0.38%	1.1M	-2.96%
FZ FRUIT - MIXED BERRIES	\$3.7M	-7.35%	0.8M	-13.00%
FZ FRUIT - MIXED FRUIT	\$3.4M	74.32%	0.7M	91.86%
FZ FRUIT - OTHER	\$1.8M	-6.34%	0.3M	-18.33%
FZ FRUIT - STRAWBERRIES	\$1.8M	-4.26%	0.4M	-9.76%
FZ FRUIT - SMOOTHIE KITS	\$1.3M	-15.01%	0.1M	-10.48%
FZ FRUIT - MANGO	\$1.0M	37.93%	0.3M	93.71%
FZ FRUIT - CHERRIES	\$0.9M	-13.54%	0.3M	-20.99%



NORTHEAST

	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
FZ FRUIT - BLUEBERRIES	\$7.1M	-9.44%	1.5M	-15.27%
FZ FRUIT - MIXED FRUIT	\$5.2M	16.10%	1.1M	4.75%
FZ FRUIT - MIXED BERRIES	\$4.5M	-4.23%	0.9M	-6.11%
FZ FRUIT - OTHER	\$4.1M	27.62%	0.8M	5.24%
FZ FRUIT - STRAWBERRIES	\$2.5M	5.30%	0.6M	-0.25%
FZ FRUIT - MANGO	\$1.4M	-0.60%	0.3M	-4.63%
FZ FRUIT - CHERRIES	\$1.1M	4.61%	0.2M	1.39%
FZ FRUIT - PASSIONFRUIT	\$1.0M	51.53%	0.2M	30.18%

MIDWEST

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change
FZ FRUIT - BLUEBERRIES	\$2.6M	21.24%	521.5K	21.52%
FZ FRUIT - MIXED FRUIT	\$1.5M	64.79%	283.0K	61.39%
FZ FRUIT - MIXED BERRIES	\$1.5M	9.37%	280.4K	8.63%
FZ FRUIT - STRAWBERRIES	\$1.1M	9.69%	232.2K	4.19%
FZ FRUIT - OTHER	\$0.7M	24.61%	122.6K	6.05%
FZ FRUIT - SMOOTHIE KITS	\$0.5M	-34.13%	65.1K	-39.06%
FZ FRUIT - CHERRIES	\$0.5M	13.86%	79.4K	11.56%
FZ FRUIT - MANGO	\$0.4M	12.05%	89.6K	8.65%

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	\$6.67	\$3.42	\$6.80
FRESH FRUIT Total	\$6.76	\$3.40	\$6.88
CONVENTIONAL	\$6.58	\$3.16	\$6.37
ORGANIC	\$8.14	\$5.56	\$9.73
FZ FRUIT Total	\$4.86	\$4.54	\$5.24
CONVENTIONAL	\$4.70	\$4.36	\$5.06
ORGANIC	\$7.13	\$7.28	\$7.49

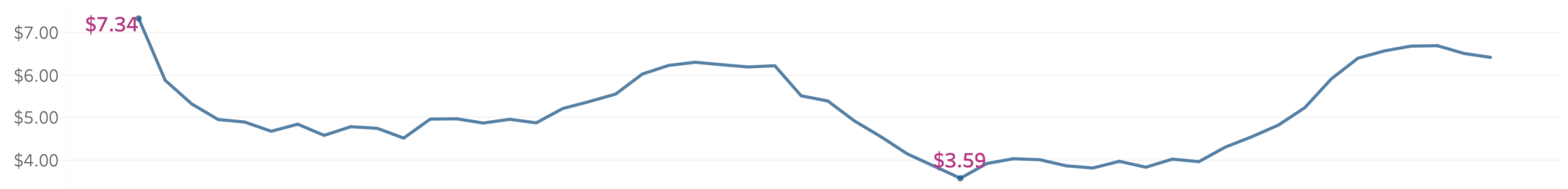
BERRY PATCH PROMOTION PRICING

	Price \$/lb	Rma Price \$/lb Promo Any	Rma Price \$/lb Promo No
Grand Total	\$4.96	\$4.52	\$5.28
FRESH FRUIT Total	\$4.96	\$4.53	\$5.28
CONVENTIONAL OTHER BERRIES	\$11.40	\$8.58	\$11.82
MIXED BERRIES	\$7.34	\$6.52	\$8.63
BLACKBERRIES	\$7.21	\$6.58	\$7.70
BLUEBERRIES	\$6.58	\$6.04	\$6.98
RASPBERRIES	\$5.88	\$5.53	\$7.02
STRAWBERRIES	\$3.16	\$2.71	\$3.45
ORGANIC MIXED BERRIES	\$16.60		\$16.60
OTHER BERRIES	\$11.83	\$10.54	\$12.21
RASPBERRIES	\$11.41	\$10.25	\$12.76
BLACKBERRIES	\$8.25	\$8.47	\$8.19
BLUEBERRIES	\$8.14	\$7.35	\$8.30
STRAWBERRIES	\$5.56	\$4.63	\$5.75
FZ FRUIT Total	\$4.93	\$4.37	\$5.12
CONVENTIONAL FZ FRUIT - OTHER BERRIES	\$8.68	\$7.76	\$8.75
FZ FRUIT - RASPBERRIES	\$6.34	\$5.08	\$6.63
FZ FRUIT - MIXED BERRIES	\$4.95	\$4.30	\$5.17
FZ FRUIT - BLUEBERRIES	\$4.70	\$4.29	\$4.85
FZ FRUIT - BLACKBERRIES	\$4.63	\$3.95	\$4.69
FZ FRUIT - STRAWBERRIES	\$4.36	\$4.10	\$4.43
ORGANIC FZ FRUIT - RASPBERRIES	\$10.60	\$8.32	\$11.32
FZ FRUIT - BLACKBERRIES	\$9.33	\$8.07	\$9.62
FZ FRUIT - STRAWBERRIES	\$7.28	\$5.88	\$7.61
FZ FRUIT - BLUEBERRIES	\$7.13	\$5.80	\$7.38
FZ FRUIT - MIXED BERRIES	\$6.76	\$5.37	\$7.47
FZ FRUIT - OTHER BERRIES	\$6.46		\$6.46

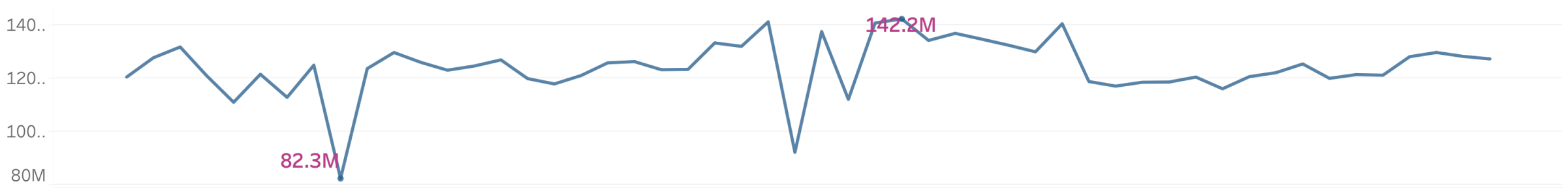
Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, November 1, 2025

Conventional Fresh Blueberry Trend over Time

Retail Price in \$USD/lb



Retail Dollars in \$USD



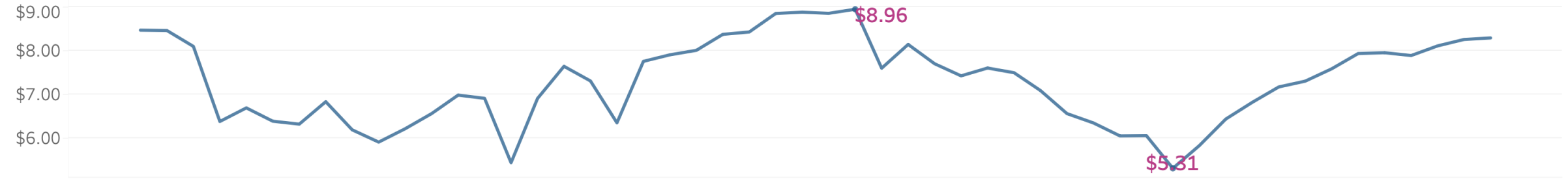
Retail Volume in Pounds



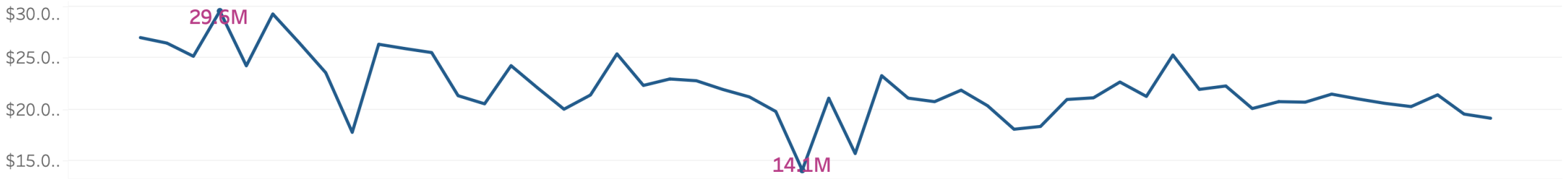
Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, November 1, 2025

Organic Fresh Blueberry 52 Week Trend

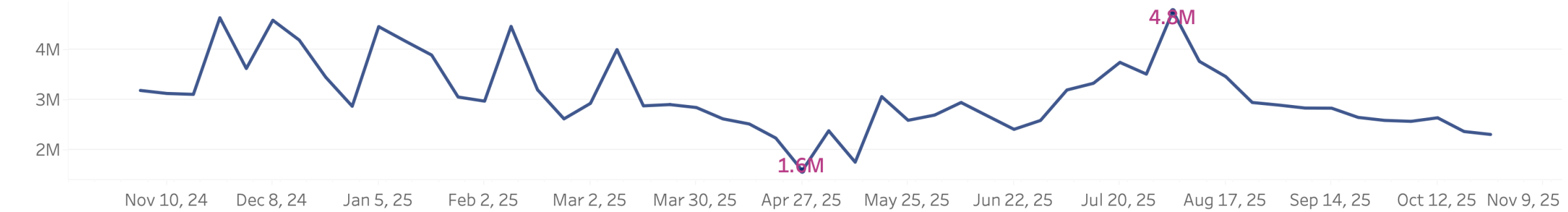
Retail Price in \$USD/lb



Retail Dollars in \$USD



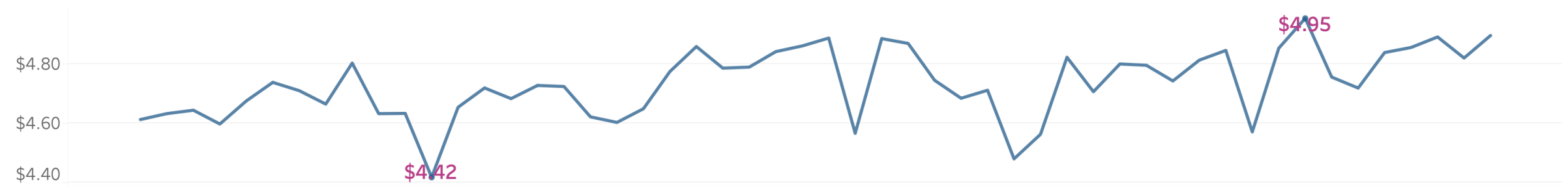
Retail Volume in Pounds



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, November 1, 2025

Frozen Blueberry 52 Week Trend

Retail Price in \$USD/lb



Retail Dollars in \$USD



Retail Volume in Pounds



Nov 24, 24

Jan 5, 25

Feb 16, 25

Mar 30, 25

May 11, 25

Jun 22, 25

Aug 3, 25

Sep 14, 25

Oct 26, 25

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, November 1, 2025

Appendix - MULO Universe Included Retailers

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
- 99 Cent Only Stores ..