



USHBC Blueberry Category Retail Sales Report Period 9

4 Weeks Ending Saturday, September 6, 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 **+11.24%**.
- Fresh Conventional and Organic dollar sales increased and fell **+9.58%** and **-22.69%** respectively.
- The 12-ounce, the best selling fresh blueberry item this period, had a **+14.87%** increase in dollar sales and a **+5.88%** increase in units this period.
- Fresh blueberry volume (pounds), both conventional and organic, increased by **+3.08%**.

Frozen Blueberries (Produce Department)

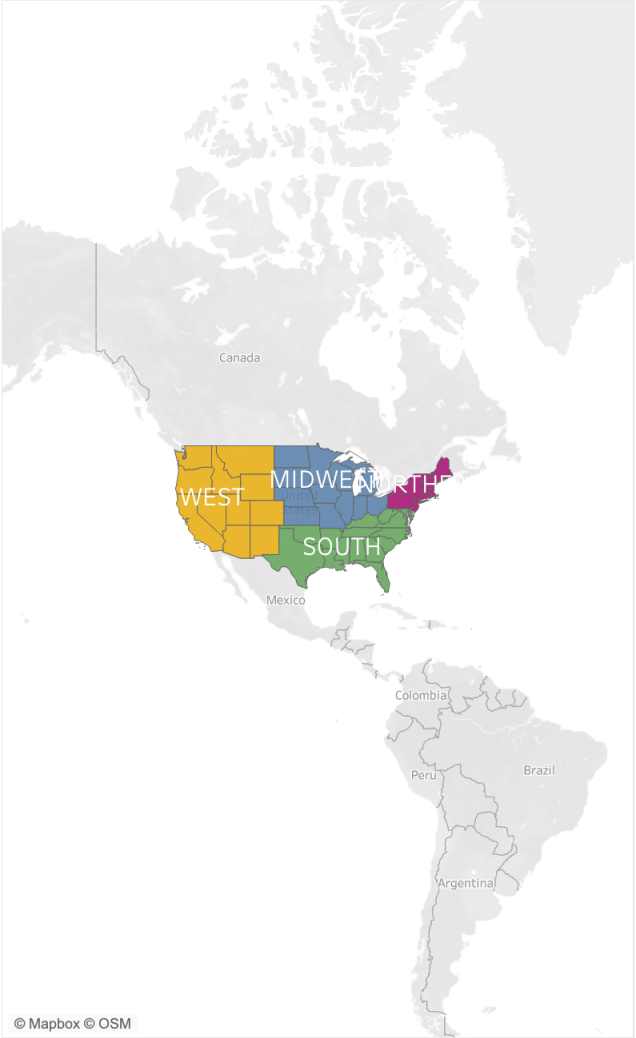
- Over **\$19 million** frozen blueberries were sold in this period, making them the most popular berry and market leader with a sales incline of **+4.57%** from last year.
- The largest size, 48 ounces, has risen **+9.76%** in dollar sales. This size accounts for **70.27%** of frozen blueberry sales.
- Frozen blueberries are the top-selling frozen fruit in the US, growing **+15.36%** in the Midwest and **+11.09%** in the Northeast.
- Frozen Organic blueberry sales fell **-0.03%**, while Conventional blueberry sales increased **+4.19%**.

* 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	\$583.6M	3.1%	100.0%	146.0M	1.8%	100.0%	125.9M	-1.4%	100.0%
MIDWEST	\$98.7M	5.8%	16.9%	28.4M	-1.4%	19.4%	23.0M	-4.5%	18.2%
NORTHEAST	\$157.1M	10.5%	26.9%	37.9M	6.1%	25.9%	34.9M	5.0%	27.7%
SOUTH	\$236.9M	4.0%	40.6%	61.0M	6.4%	41.7%	52.4M	1.9%	41.6%
WEST	\$90.9M	-11.6%	15.6%	18.8M	-13.2%	12.9%	15.7M	-17.8%	12.5%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, September 6, 2025

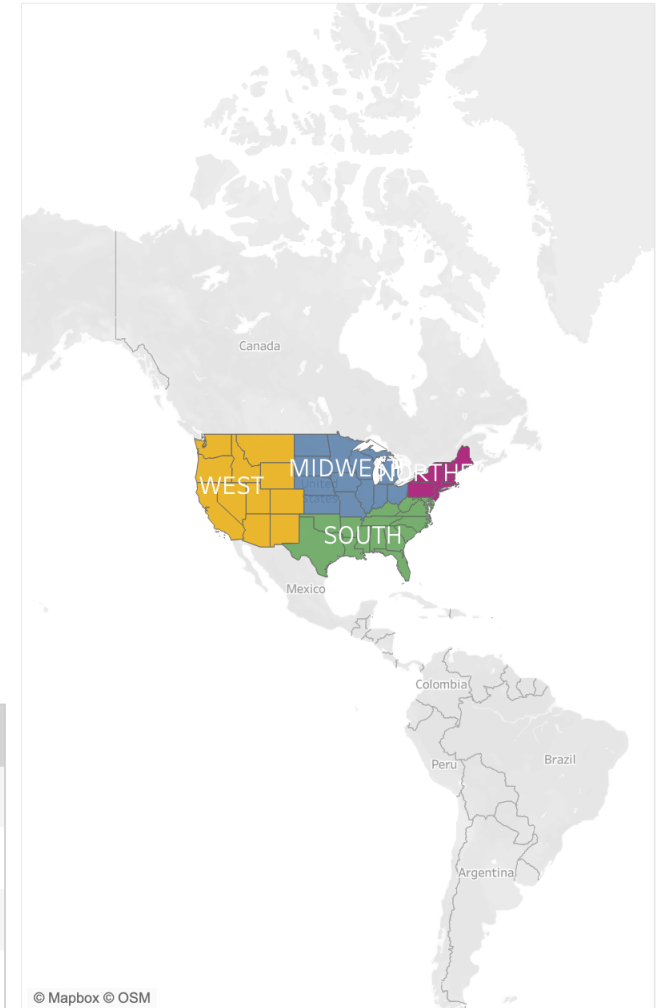
Blueberry Sales By Geography

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	\$563.9M	3.08%	100.00%	143.9M	1.64%	100.00%	121.8M	-1.62%	100.00%
MIDWEST	\$96.6M	5.65%	17.13%	28.2M	-1.49%	19.57%	22.6M	-4.76%	18.52%
NORTHEAST	\$149.9M	11.24%	26.58%	37.0M	6.12%	25.69%	33.3M	5.44%	27.34%
SOUTH	\$230.5M	3.86%	40.88%	60.3M	6.20%	41.92%	51.0M	1.59%	41.85%
WEST	\$86.9M	-12.15%	15.41%	18.5M	-13.61%	12.83%	15.0M	-18.48%	12.28%

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 - ..	\$19.71M	4.57%	100.00%	2.1M	13.63%	100.00%	4.14M	3.95%	100.00%
MIDWEST	\$2.11M	15.36%	10.71%	0.2M	14.95%	11.02%	0.42M	13.33%	10.07%
NORTHEAST	\$7.21M	-2.57%	36.57%	0.9M	6.95%	41.81%	1.55M	-3.66%	37.53%
SOUTH	\$6.42M	11.09%	32.59%	0.6M	23.30%	29.60%	1.45M	13.20%	34.94%
WEST	\$3.97M	3.36%	20.13%	0.4M	14.69%	17.57%	0.72M	-0.17%	17.45%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, September 6, 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		\$583.64M	3.13%	146.0M	1.79%	125.9M	-1.45%
FRESH FRUIT - BLUEBERRY	Total	\$563.93M	3.08%	143.9M	1.64%	121.8M	-1.62%
	CONVENTIONAL	\$478.82M	9.58%	126.8M	5.45%	108.7M	2.69%
	ORGANIC	\$85.11M	-22.69%	17.1M	-19.82%	13.1M	-27.06%
FZ FRUIT - BLUEBERRIES	Total	\$19.71M	4.57%	2.1M	13.63%	4.1M	3.95%
	CONVENTIONAL	\$17.85M	4.71%	1.9M	14.89%	3.9M	3.78%
	ORGANIC	\$1.86M	3.23%	0.2M	3.82%	0.3M	6.44%

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, September 6, 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
12 OUNCE	\$168.7M	14.87%	29.91%	50.0M	5.88%	34.75%	37.5M	5.88%	30.81%	\$4.50	8.49%
18 OUNCE	\$132.3M	-25.05%	23.45%	25.3M	-23.00%	17.60%	28.5M	-23.00%	23.40%	\$4.64	-2.66%
11 OUNCE	\$70.4M	18.70%	12.48%	22.0M	14.56%	15.30%	15.1M	14.56%	12.43%	\$4.65	3.61%
9.8 OUNCE	\$61.7M	49.58%	10.95%	10.7M	51.70%	7.46%	6.6M	51.70%	5.40%	\$9.39	-1.40%
16 OUNCE	\$47.5M	20.98%	8.42%	13.1M	14.70%	9.11%	13.1M	14.70%	10.77%	\$3.62	5.48%
6 OUNCE	\$26.9M	-13.58%	4.77%	7.2M	-13.61%	5.01%	2.7M	-13.61%	2.22%	\$9.95	0.03%
10 OUNCE	\$12.6M	18.20%	2.23%	3.9M	17.79%	2.69%	2.4M	17.79%	1.98%	\$5.19	0.35%
18.63 OUNCE	\$11.0M	4.91%	1.95%	3.0M	-17.86%	2.06%	3.4M	-17.86%	2.83%	\$3.19	27.72%
4.4 OUNCE	\$10.5M	1.68%	1.85%	3.4M	1.30%	2.36%	0.9M	1.30%	0.77%	\$11.21	0.38%
48 OUNCE	\$5.9M	-44.97%	1.05%	1.9M	-35.20%	1.30%	5.6M	-35.20%	4.61%	\$1.05	-15.08%

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, September 6, 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	\$13.85M	9.76%	70.27%	1,041.8K	11.54%	49.62%	3,125.4K	11.54%	75.55%	\$4.43	-1.59%
10 OUNCE	\$1.66M	97.47%	8.45%	407.3K	163.50%	19.40%	254.6K	163.50%	6.15%	\$6.54	-25.06%
15 OUNCE	\$1.62M	4.60%	8.24%	325.7K	1.76%	15.52%	305.4K	1.76%	7.38%	\$5.32	2.79%
32 OUNCE	\$1.20M	-4.45%	6.11%	110.4K	-1.83%	5.26%	220.7K	-1.83%	5.34%	\$5.45	-2.67%
12 OUNCE	\$0.66M	-10.38%	3.36%	143.9K	-11.90%	6.86%	107.9K	-11.90%	2.61%	\$6.14	1.73%
40 OUNCE	\$0.32M	-0.01%	1.64%	29.7K	-1.16%	1.41%	74.2K	-1.16%	1.79%	\$4.36	1.17%
28 OUNCE	\$0.19M	-9.53%	0.98%	12.2K	-9.13%	0.58%	21.3K	-9.13%	0.52%	\$9.04	-0.45%
8 OUNCE	\$0.11M	-9.94%	0.56%	18.3K	-9.68%	0.87%	9.1K	-9.68%	0.22%	\$12.04	-0.29%
36 OUNCE	\$0.04M	-25.52%	0.18%	3.5K	-22.00%	0.17%	7.9K	-22.00%	0.19%	\$4.53	-4.51%
64 OUNCE	\$0.02M	-98.29%	0.08%	1.1K	-98.47%	0.05%	4.4K	-98.47%	0.11%	\$3.72	11.51%

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 Y Ago	Sum of Pounds	Price \$/lb
Grand Total		\$1,791,078.2K	5.92%	435.5M	\$4.11
FRESH BERRIES	Total	\$1,746,604.7K	5.98%	426.3M	\$4.10
	CONVENTIONAL	\$1,414,161.9K	5.88%	371.4M	\$3.81
	ORGANIC	\$332,442.8K	6.42%	54.9M	\$6.06
FROZEN BERRIES	Total	\$44,473.5K	3.78%	9.3M	\$4.80
	CONVENTIONAL	\$40,285.8K	4.19%	8.7M	\$4.64
	ORGANIC	\$4,187.7K	-0.03%	0.6M	\$7.24

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	\$1,746.6M	5.98%	426.27M
	FRESH FRUIT - STRAWBERRIES	\$762.1M	5.77%	252.12M
	FRESH FRUIT - BLUEBERRY	\$563.9M	3.08%	121.79M
	FRESH FRUIT - RASPBERRIES	\$245.4M	7.53%	30.58M
	FRESH FRUIT - BLACKBERRIES	\$175.0M	15.11%	21.76M
	FRESH FRUIT - OTHER BERRIES	\$0.2M	-15.63%	0.02M
	FROZEN BERRIES	Total	\$44.5M	3.78%
	FZ FRUIT - BLUEBERRIES	\$19.7M	4.57%	4.14M
	FZ FRUIT - MIXED BERRIES	\$14.5M	0.63%	2.93M
	FZ FRUIT - STRAWBERRIES	\$7.8M	7.23%	1.81M
	FZ FRUIT - RASPBERRIES	\$1.7M	2.45%	0.25M
	FZ FRUIT - BLACKBERRIES	\$0.6M	14.74%	0.11M
	FZ FRUIT - OTHER BERRIES	\$0.1M	22.06%	0.02M

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.

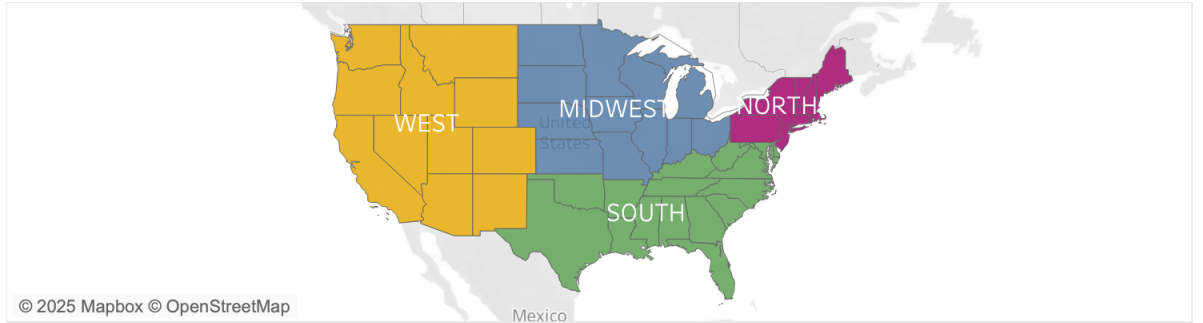
	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	\$896.6M	5.21%	301.7M	4.59%
FRESH FRUIT - BLUEBERRY	\$649.1M	2.51%	141.5M	-1.84%
RASPBERRIES	\$295.3M	8.02%	38.4M	12.13%
BLACKBERRIES	\$202.6M	14.56%	25.6M	20.31%
MANDARINS - REGULAR / OTHER	\$164.7M	-33.03%	88.3M	-41.62%
LEMONS - REGULAR / OTHER	\$101.6M	10.28%	49.1M	5.58%
MANDARINS - CLEMENTINE	\$100.7M	3.95%	66.3M	0.22%
PEACHES	\$98.0M	5.18%	41.6M	6.03%

SOUTH

	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	\$331.7M	7.70%	113.3M	8.11%
FRESH FRUIT - BLUEBERRY	\$230.5M	3.86%	51.0M	1.59%
RASPBERRIES	\$81.0M	3.98%	8.8M	-0.48%
BLACKBERRIES	\$79.1M	17.04%	9.7M	20.37%
MANDARINS - REGULAR / OTHER	\$67.6M	-31.47%	37.0M	-40.16%
MANDARINS - CLEMENTINE	\$49.9M	4.01%	33.8M	-2.99%
PEACHES	\$42.3M	5.30%	18.2M	4.82%
APPLES - GALA	\$42.1M	5.32%	29.5M	10.35%

WEST

	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	\$211.0M	1.08%	68.8M	-0.89%
FRESH FRUIT - BLUEBERRY	\$142.0M	-9.08%	25.8M	-12.94%
RASPBERRIES	\$74.9M	6.21%	7.8M	3.64%
BLACKBERRIES	\$48.9M	6.57%	5.6M	0.35%
MANDARINS - REGULAR / OTHER	\$41.2M	-34.25%	21.7M	-39.97%
PEACHES	\$19.2M	4.27%	7.6M	5.55%
LEMONS - REGULAR / OTHER	\$19.0M	4.70%	8.7M	-6.90%
GREEN GRAPES - SEEDLESS	\$17.6M	-32.32%	7.5M	-31.93%



NORTHEAST

	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	\$175.5M	8.17%	55.2M	8.76%
FRESH FRUIT - BLUEBERRY	\$149.9M	11.24%	33.3M	5.44%
RASPBERRIES	\$58.8M	5.20%	6.2M	5.32%
BLACKBERRIES	\$37.7M	16.64%	4.5M	23.61%
MANDARINS - REGULAR / OTHER	\$33.7M	-10.79%	16.7M	-17.62%
APPLES - GALA	\$19.2M	28.38%	13.1M	29.57%
LEMONS - REGULAR / OTHER	\$18.6M	8.12%	8.8M	8.32%
MANDARINS - CLEMENTINE	\$16.1M	12.98%	10.8M	16.58%

MIDWEST

	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	\$126.8M	2.43%	43.1M	-0.61%
FRESH FRUIT - BLUEBERRY	\$96.6M	5.65%	22.6M	-4.76%
RASPBERRIES	\$58.5M	16.29%	10.8M	29.98%
BLACKBERRIES	\$27.7M	17.94%	4.2M	42.35%
MANDARINS - REGULAR / OTHER	\$17.1M	-47.12%	9.6M	-56.49%
LEMONS - REGULAR / OTHER	\$15.2M	11.64%	7.3M	7.53%
APPLES - HONEYCRISP	\$14.3M	-19.33%	5.3M	-48.07%
PEACHES	\$14.0M	4.89%	6.1M	5.58%

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.

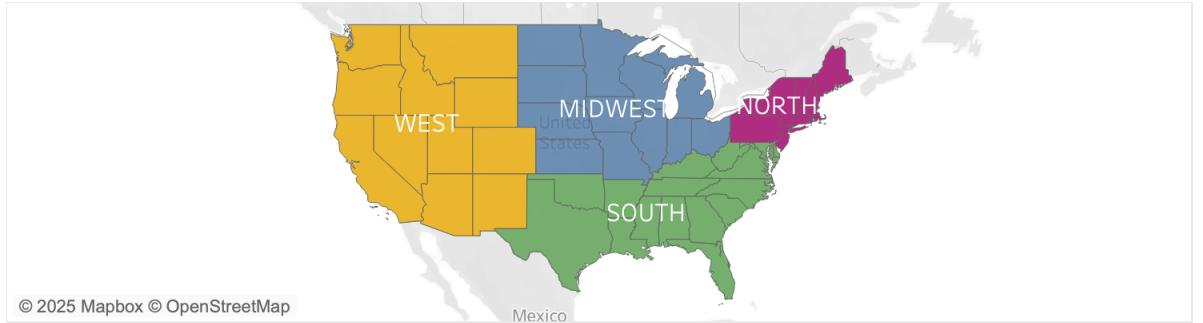
	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change
FZ FRUIT - BLUEBERRIES	\$20.7M	5.54%	4.4M	4.87%
FZ FRUIT - MIXED FRUIT	\$20.7M	66.18%	4.3M	61.69%
FZ FRUIT - OTHER	\$16.2M	14.65%	3.6M	3.41%
FZ FRUIT - MIXED BERRIES	\$16.0M	0.38%	3.4M	2.02%
FZ FRUIT - STRAWBERRIES	\$8.5M	4.09%	2.0M	1.54%
FZ FRUIT - SMOOTHIE KITS	\$4.9M	-47.28%	0.7M	-53.40%
FZ FRUIT - ACAI	\$4.8M	3.16%	0.7M	1.28%
FZ FRUIT - MANGO	\$4.3M	18.58%	1.2M	44.08%

SOUTH

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change
FZ FRUIT - OTHER	\$9.4M	16.18%	2.3M	6.55%
FZ FRUIT - MIXED FRUIT	\$9.0M	81.61%	1.9M	74.40%
FZ FRUIT - BLUEBERRIES	\$6.4M	11.09%	1.4M	13.20%
FZ FRUIT - MIXED BERRIES	\$5.8M	0.15%	1.2M	5.47%
FZ FRUIT - STRAWBERRIES	\$2.8M	21.69%	0.7M	17.57%
FZ FRUIT - ACAI	\$2.1M	5.71%	0.3M	2.88%
FZ FRUIT - SMOOTHIE KITS	\$2.1M	-48.27%	0.3M	-52.79%
FZ FRUIT - PASSIONFRUIT	\$1.4M	47.24%	0.3M	33.56%

WEST

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change
FZ FRUIT - BLUEBERRIES	\$5.9M	5.13%	1.1M	2.33%
FZ FRUIT - MIXED BERRIES	\$4.0M	-2.07%	0.9M	-5.74%
FZ FRUIT - MIXED FRUIT	\$3.8M	88.44%	0.8M	103.42%
FZ FRUIT - OTHER	\$2.0M	-2.86%	0.4M	-12.72%
FZ FRUIT - STRAWBERRIES	\$1.8M	-11.73%	0.4M	-17.28%
FZ FRUIT - SMOOTHIE KITS	\$1.4M	-30.29%	0.2M	-33.85%
FZ FRUIT - MANGO	\$1.3M	97.80%	0.5M	263.76%
FZ FRUIT - ACAI	\$1.3M	-6.82%	0.2M	-5.40%



NORTHEAST

	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
FZ FRUIT - BLUEBERRIES	\$7.2M	-2.57%	1.6M	-3.66%
FZ FRUIT - MIXED FRUIT	\$6.0M	27.85%	1.3M	21.42%
FZ FRUIT - MIXED BERRIES	\$5.0M	0.18%	1.0M	3.10%
FZ FRUIT - OTHER	\$4.0M	20.95%	0.8M	3.59%
FZ FRUIT - STRAWBERRIES	\$3.0M	5.14%	0.7M	6.09%
FZ FRUIT - MANGO	\$1.7M	4.43%	0.4M	8.51%
FZ FRUIT - PASSIONFRUIT	\$1.0M	58.26%	0.2M	38.82%
FZ FRUIT - SMOOTHIE KITS	\$1.0M	-56.30%	0.2M	-61.65%

MIDWEST

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change
FZ FRUIT - BLUEBERRIES	\$2.1M	15.36%	416.7K	13.33%
FZ FRUIT - MIXED FRUIT	\$1.7M	87.58%	320.5K	88.48%
FZ FRUIT - MIXED BERRIES	\$1.5M	6.78%	279.2K	6.63%
FZ FRUIT - STRAWBERRIES	\$1.2M	-0.56%	247.7K	-3.54%
FZ FRUIT - OTHER	\$0.7M	25.21%	130.2K	9.74%
FZ FRUIT - SMOOTHIE KITS	\$0.5M	-45.03%	72.5K	-52.46%
FZ FRUIT - MANGO	\$0.4M	17.79%	95.1K	19.27%
FZ FRUIT - ACAI	\$0.4M	14.39%	60.0K	14.82%

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	\$4.63	\$3.03	\$7.86
FRESH FRUIT Total	\$4.63	\$3.02	\$8.03
CONVENTIONAL	\$4.40	\$2.81	\$7.39
ORGANIC	\$6.51	\$4.45	\$11.05
FZ FRUIT Total	\$4.76	\$4.33	\$5.11
CONVENTIONAL	\$4.61	\$4.17	\$4.93
ORGANIC	\$6.97	\$7.17	\$7.60

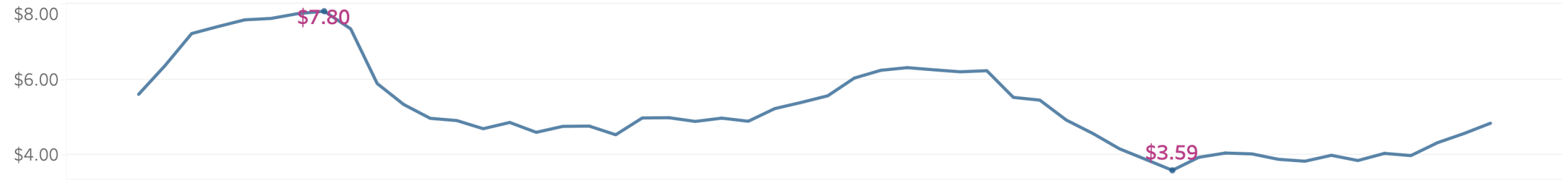
BERRY PATCH PROMOTION PRICING

	Price \$/lb	Rma Price \$/lb Promo Any	Rma Price \$/lb Promo No
Grand Total	\$4.12	\$3.75	\$4.36
FRESH FRUIT Total	\$4.10	\$3.75	\$4.34
CONVENTIONAL			
OTHER BERRIES	\$11.65	\$8.42	\$11.71
MIXED BERRIES	\$7.77	\$7.04	\$8.12
BLACKBERRIES	\$7.46	\$6.79	\$8.00
RASPBERRIES	\$7.32	\$6.11	\$7.96
BLUEBERRIES	\$4.40	\$3.81	\$5.15
STRAWBERRIES	\$2.81	\$2.54	\$2.95
ORGANIC			
OTHER BERRIES	\$54.08		\$54.08
MIXED BERRIES	\$12.74	\$10.52	\$12.86
RASPBERRIES	\$11.60	\$10.53	\$12.33
BLACKBERRIES	\$10.41	\$9.36	\$11.28
BLUEBERRIES	\$6.51	\$6.06	\$6.82
STRAWBERRIES	\$4.45	\$4.03	\$4.67
FZ FRUIT Total	\$4.80	\$3.97	\$5.06
CONVENTIONAL			
FZ FRUIT - OTHER BERRIES	\$8.59	\$7.63	\$8.66
FZ FRUIT - RASPBERRIES	\$6.31	\$5.18	\$6.54
FZ FRUIT - MIXED BERRIES	\$4.82	\$3.93	\$5.11
FZ FRUIT - BLUEBERRIES	\$4.61	\$3.83	\$4.83
FZ FRUIT - BLACKBERRIES	\$4.46	\$3.87	\$4.62
FZ FRUIT - STRAWBERRIES	\$4.17	\$3.69	\$4.37
ORGANIC			
FZ FRUIT - RASPBERRIES	\$10.16	\$7.61	\$11.21
FZ FRUIT - BLACKBERRIES	\$8.03	\$6.07	\$9.61
FZ FRUIT - STRAWBERRIES	\$7.17	\$6.41	\$7.33
FZ FRUIT - MIXED BERRIES	\$7.04	\$6.42	\$7.13
FZ FRUIT - BLUEBERRIES	\$6.97	\$5.77	\$7.30

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, September 6, 2025

Conventional Fresh Blueberry Trend over Time

Retail Price in \$USD/lb



Retail Dollars in \$USD



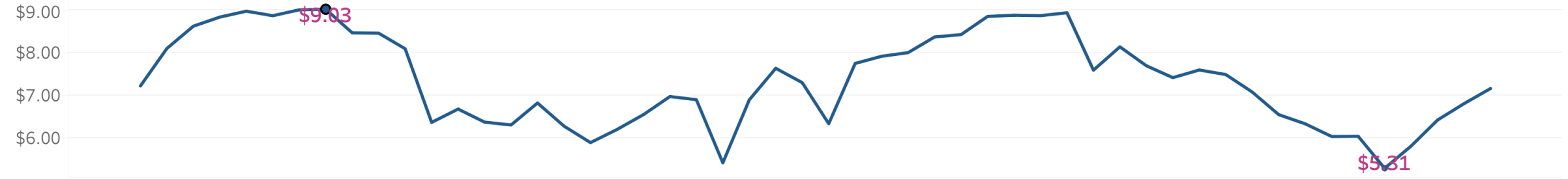
Retail Volume in Pounds



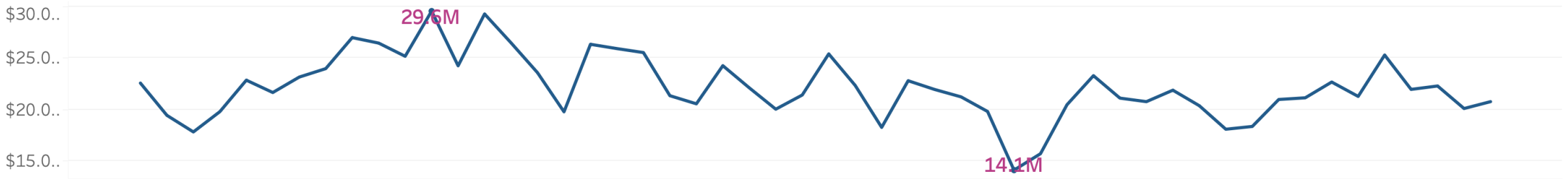
Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, September 6, 2025

Organic Fresh Blueberry 52 Week Trend

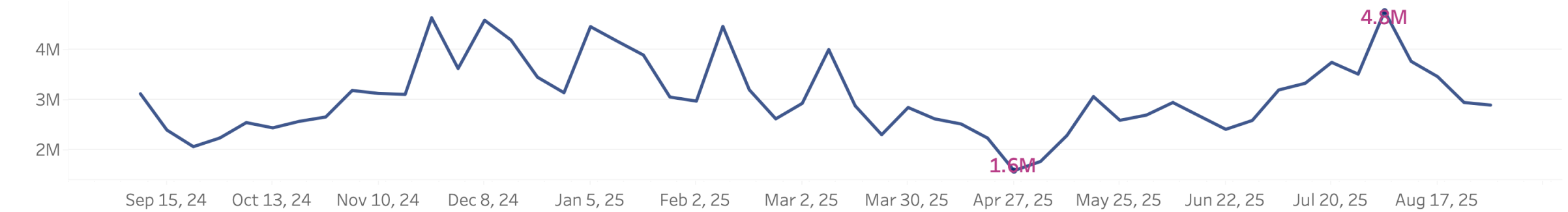
Retail Price in \$USD/lb



Retail Dollars in \$USD



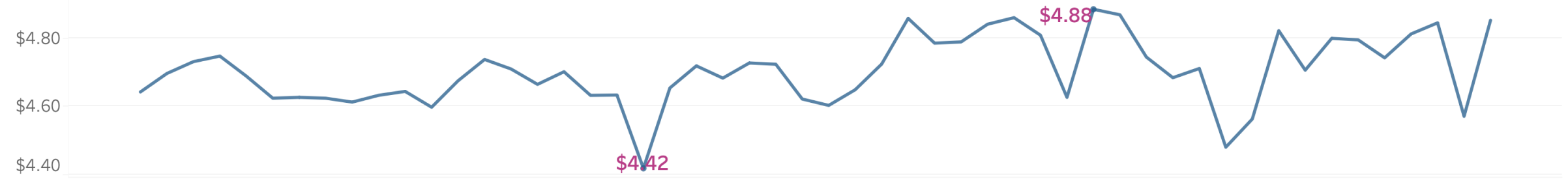
Retail Volume in Pounds



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, September 6, 2025

Frozen Blueberry 52 Week Trend

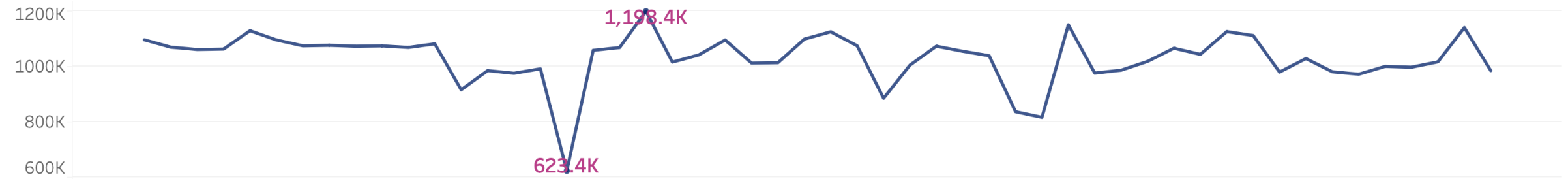
Retail Price in \$USD/lb



Retail Dollars in \$USD



Retail Volume in Pounds



Sep 29, 24

Nov 10, 24

Dec 22, 24

Feb 2, 25

Mar 16, 25

Apr 27, 25

Jun 8, 25

Jul 20, 25

Aug 31, 25

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, September 6, 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 ..