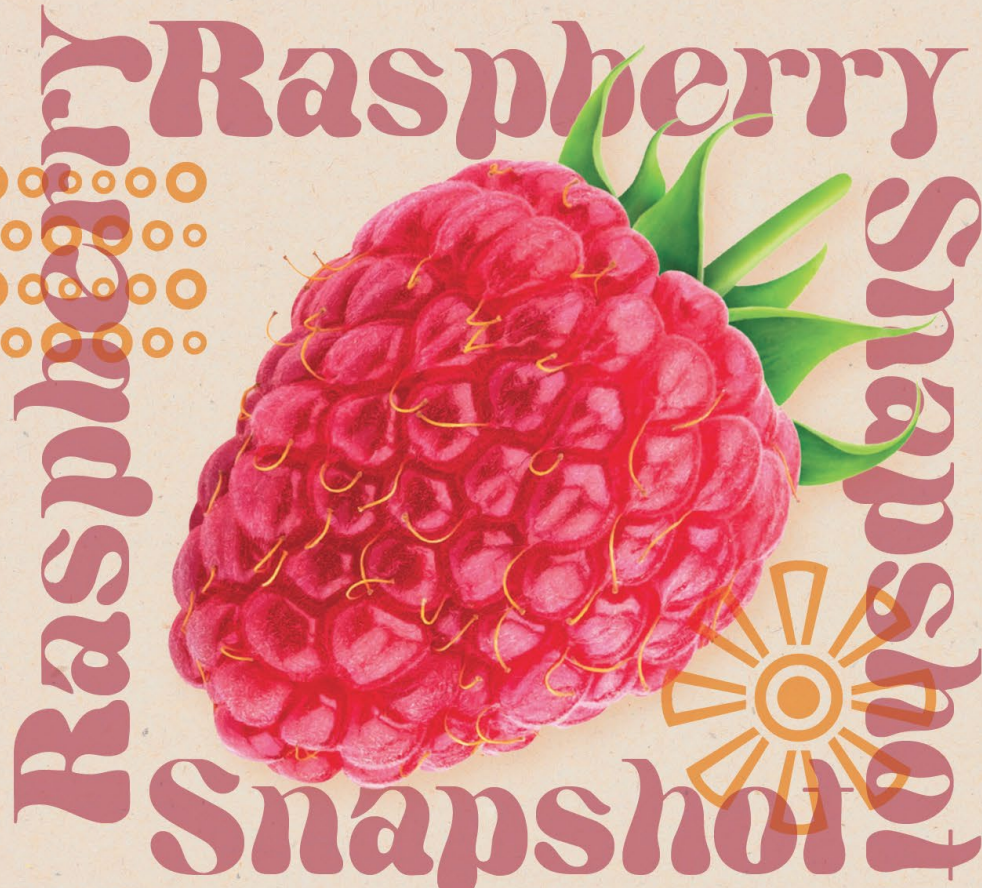


# Raspberry Snapshot



We all know that berries bring in the big bucks, and raspberries are no exception. Nothing quite says fresh the way that a table flush with raspberries does as the consumer walks into their local store. If the destination could talk, it might say, "Let me set the standard in your basket." But, as produce displays have yet to find vocal chords, let us assist you with the help of Category Partners Powered by Nielsen...



# Performance

Conventional and Organic



## CONVENTIONAL

PACKAGE TYPE	TOTAL	SHARE
6 oz	\$535,351,855	66%
12 oz	\$241,791,645	30%
9 oz	\$19,606,658	2%
1 oz	\$6,248,464	1%
24 oz	\$4,043,573	0.5%
8 oz	\$2,657,999	0.3%
16 oz	\$1,879,884	0.2%
40 oz	\$1,150,626	0.1%
5.6 oz	\$958,984	0.1%
1.25 oz	\$821,511	0.1%



Cumulative Total **\$816,823,685**

## ORGANIC

PACKAGE TYPE	TOTAL	SHARE
6 oz	\$147,119,382	79%
12 oz	\$21,322,958	11%
10 oz	\$8,118,513	4%
16 oz	\$3,018,075	2%
32 oz	\$2,502,393	1%
9 oz	\$2,214,397	1%
8 oz	\$690,459	0.4%
1 oz	\$533,862	0.3%
1.3 oz	\$303,230	0.2%
24 oz	\$33,154	0.02%


Cumulative Total **\$185,895,706**

# Performance

## Grand Total

	TOTAL U.S. ALL OUTLET COMBINED	CONVENTIONAL	ORGANIC
SUM OF [\$]	\$1,002,719,391	\$816,823,685	\$185,895,706
SUM OF [\$ YA]	\$909,206,959	\$743,689,561	\$165,517,398
% CHANGE	10.3%	9.8%	12.3%
SHARE	100%	81%	19%
VOLUME	139,312,193	120,241,198	19,070,995
VOLUME YA	119,663,110	104,373,334	15,289,776
% CHANGE SHARE	16.4%	15.2%	24.7%
SHARE	100%	87%	13%

## GRAND TOTAL



PACKAGE TYPE	TOTAL	SHARE
6 oz	\$682,471,238	68.1%
12 oz	\$263,114,603	26.2%
9 oz	\$21,821,055	2.2%
10 oz	\$8,529,941	0.9%
1 count	\$6,782,326	0.7%
16 oz	\$4,897,959	0.5%
24 oz	\$4,076,727	0.4%
8 oz	\$3,348,458	0.3%
32 oz	\$3,011,019	0.3%
40 oz	\$1,150,626	0.1%

Cumulative Total **\$1,002,719,391**

Source: Category Partners Powered by Nielsen, Total U.S. xAOC, 52 Weeks to 4/11/2020 vs. A Year Ago

The latest Nielsen U.S. scan of the food and grocery category, which is inclusive of total grocery stores, drug stores, mass merchandisers, select dollar stores, select warehouse clubs, and military commissaries (DeCA)