

Data Harvest



TOP 10 COMMODITY TRENDS—FRUITS

According to United Fresh and its FreshFacts on Retail Q2 2018 report, higher prices impacted a number of fruit categories. However, growth of premium priced products such as Honeycrisp apples and blueberries prove people will still pay more for their favorite produce.



TOP FRUIT CATEGORIES Q2 2018 SALES	HOUSEHOLDS BUYING ANNUALLY	DOLLARS	% CHANGE VS Q2 2017	POUNDS	% CHANGE VS Q2 2017	AVERAGE RETAIL PRICE	% CHANGE VS Q2 2017
APPLES	45%	\$885M	-5.6%	520M	-6.3%	\$1.70	0.8%
STRAWBERRIES	67%	\$872M	0.2%	376M	-0.1%	\$2.32	0.4%
BANANAS	20%	\$824M	-6.2%	1,435M	-5.3%	\$0.57	-1.0%
GRAPES	40%	\$757M	-5.4%	311M	-9.5%	\$2.44	4.4%
WATERMELONS	23%	\$617M	-1.2%	1,220M	-5.3%	\$0.51	4.3%
AVOCADOS	13%	\$566M	0.8%	261M	24.0%	\$2.17	-18.7%
BLUEBERRIES	43%	\$462M	4.6%	92M	1.3%	\$5.03	3.2%
MANDARINS	48%	\$377M	-5.9%	236M	-8.6%	\$1.60	3.0%
ORANGES	22%	\$302M	12.5%	237M	1.0%	\$1.28	11.4%
CHERRIES	13%	\$269M	-32.4%	67M	-39.0%	\$3.99	10.8%



TOP 10 COMMODITY TRENDS—VEGETABLES

Lettuce accounted for 73 percent of the dollar declines in total vegetables. However, that impact did not spread to the packaged salads as they grew in this time period.



TOP VEGETABLE CATEGORIES Q2 2018 SALES	HOUSEHOLDS BUYING ANNUALLY	DOLLARS	% CHANGE VS Q2 2017	POUNDS	% CHANGE VS Q2 2017	AVERAGE RETAIL PRICE	% CHANGE VS Q2 2017
PRE-PACKAGED SALADS	79%	\$1,215M	0.7%	293M	1.2%	\$4.15	-0.5%
TOMATOES	57%	\$932M	-1.8%	439M	-6.2%	\$2.12	4.6%
POTATOES	75%	\$781M	-0.8%	1,038M	-7.7%	\$0.75	7.4%
ONIONS	51%	\$476M	-1.9%	474M	-5.1%	\$1.01	3.4%
LETTUCE	62%	\$400M	-15.1%	249M	-6.5%	\$1.61	-9.2%
BELL PEPPERS	23%	\$383M	2.8%	148M	-1.6%	\$2.60	4.5%
CARROTS	74%	\$300M	-1.7%	232M	-2.2%	\$1.29	0.5%
CUCUMBERS	18%	\$283M	1.1%	222M	-2.1%	\$1.27	3.2%
MUSHROOMS	45%	\$279M	2.5%	67M	0.9%	\$4.17	1.6%
BROCCOLI	22%	\$232M	1.5%	113M	7.9%	\$2.06	-6.0%

SOURCE: NIELSEN TOTAL FOOD VIEW, TOTAL U.S. XAOC, 13 WEEKS ENDING 6/30/18, UPC-CODED AND RANDOM-WEIGHT/NON-UPC DATA

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