

GO BIG

with Blueberry Profitability



Blueberries attract high-value shoppers, and drive bigger baskets.

2.3X HIGHER SPEND PER TRIP⁵



\$43.81

without blueberries



\$101.24

with blueberries

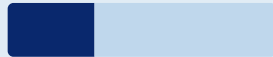
Higher-income families are **2x more** likely to put blueberries in their carts.

68.4%



\$100k+ income

32%



>\$25k income⁶

■ Purchase fresh blueberries

THE CATEGORY IS BUILT FOR GROWTH

Total U.S. blueberry supply

~1.39
BILLION POUNDS

+21.5%
increase
versus 2023¹



606M +6.9%
pounds sold in 2025 YoY⁴

U.S. per capita blueberry consumption



~2.3lbs
per person
annually²

+8.6% growth³



YoY dollar growth

Among top Fruit & Vegetable categories

+6.6% growth³



RANKED FRUIT

\$3.4
BILLION

In dollar sales across all Fruits & Vegetables⁴

5th highest
volume growth among top fruits⁴



¹International Blueberry Organization (IBO) – 2025 Report

²Nielsen/52 Week ending 12/27/2025, International Blueberry Organization (IBO)

³Per capita consumption +8.6% was in the Category Partner deck.

⁴Nielsen/52 Week ending 12/27/2025

⁵SPINS Household Panel Purchase Data, SPINS Revenue at Retail, North American Blueberry Council (NABC)

Consumer Household Panel Data

⁶The Packer – Fresh Trends 2024