



Fruit Pound Sales Accelerated While Vegetable Sales Slowed

Building onto years of performance reporting for fresh fruit and vegetable sales at retail in the United States, IFPA is launching a global report series to provide insight into trends around the world. This report dives into fresh fruit and vegetable sales in the U.K.

U.K. Marketplace Review

- The Consumer Confidence Index (CCI) of the United Kingdom was a negative 18 points, according to the GfK survey. While confidence remained subdued, this represents a three-point increase from the October reading.
- There was a notable rise in major purchase intentions. The improvement in consumer confidence can be attributed to the easing of economic uncertainty, falling inflation, and rising real wages, which have alleviated pressure on consumer spending power.
- Job security and unemployment did remain a cause for concern, with consumers growing more pessimistic compared to the third quarter.

Sales Performance

The four-week period ending November 30th, 2024 delivered \$560million in fresh fruit sales and another \$443 million in fresh vegetable sales for U.K. retailers in the Nielsen universe. Compared to the prior four weeks, fruit sales decreased, whereas vegetable sales grew. However, in comparison to the same four weeks last year, the growth trends were the opposite. Vegetables had a stronger performance in the 52-week view, up 9.8% in U.S. dollars, though fruit remained the larger seller.

Dollar sales (in USD)	Latest 4 weeks			Latest 52 weeks	
	Dollar sales	Dollars vs. year ago	Dollars vs. prior 4 weeks	Dollar sales	Dollars vs. year ago
Fresh fruit	\$560.3M	+10.7%	-3.2%	\$8.1B	+8.0%
Fresh vegetables	\$442.6M	-3.2%	+9.9%	\$5.6B	+9.8%

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending November 30, 2024

In the latest 52 weeks, unit sales increased between 3% and 4% for both fruit and vegetables. In the latest 4 weeks, fruit had far higher unit growth than vegetables.

Unit sales (packages)	Latest 4 weeks		Latest 52 weeks	
	Unit sales	Units vs. year ago	Unit sales	Units vs. year ago
Fresh fruit	338.1M	+5.8%	4.8B	+4.3%
Fresh vegetables	328.7M	+2.9%	4.2B	+3.6%

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending November 30, 2024

While fruit and vegetable unit sales (in packages) are fairly similar, fruit has far higher volume sales, measured in kilograms. Fruit also had higher growth in the past year and over the past four weeks. Vegetables, at 2.7 billion kilograms in the yearlong view, experienced flat sales in November, whereas fruit sales accelerated.

Volume sales (in kg)	Latest 4 weeks		Latest 52 weeks	
	Volume sales	Volume vs. year ago	Volume sales	Volume vs. year ago
Fresh fruit	331.9M	+6.8%	4.6B	+4.4%
Fresh vegetables	208.0M	-0.4%	2.7B	+1.4%

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending November 30, 2024

Commodity Performance – Fruit

Berries are the number one selling fruit in the U.K., much like they are in the U.S. Berries are more than twice the size of grapes and bananas, and continued to grow at a fast rate in November.

Dollar sales (in USD)	Latest 4 weeks			Latest 52 weeks	
	Dollar sales	Dollars vs. year ago	Dollars vs. prior 4 weeks	Dollar sales	Dollars vs. year ago
Fresh fruit	\$560.3M	+10.7%	-4.0%	\$8.1B	+8.0%
Fresh prepared fruit	\$50.5M	+20.7%	-5.1%	\$685.0M	+13.0%
Berries	\$157.4M	+26.3%	-12.2%	\$2.6B	+14.6%
Grapes	\$74.3M	-0.1%	-9.1%	\$1.0B	+2.9%
Banana	\$76.0M	+2.1%	-1.2%	\$999M	+0.4%
Apple	\$71.1M	+8.6%	+0.9%	\$912M	+6.3%
Pear	\$16.7M	+0.2%	+9.5%	\$236M	-1.6%
Melons	\$21.2M	+2.4%	+8.5%	\$254M	+2.5%
Orange	\$14.8M	+7.8%	+0.5%	\$202M	+7.2%
Lemons	\$14.6M	+17.7%	-6.0%	\$249M	+15.4%
Nectarines	\$3.7M	+30.6%	+132.9%	\$122M	+15.9%
Cherries	\$10.0M	+47.1%	+3.0%	\$113M	+28.3%
Kiwis	\$3.5M	+4.5%	+7.0%	\$134M	+15.1%
Plums	\$6.2M	+47.3%	+6.5%	\$77M	-0.7%
Mangoes	\$6.6M	+5.8%	-29.8%	\$89M	+5.9%
Peaches	\$4.1M	+5.2%	-3.1%	\$62M	+2.8%
Limes	\$3.1M	+17.9%	-1.3%	\$48M	+15.4%
Pineapple	\$1.9M	+4.3%	-3.0%	\$25M	+3.7%

Some commodities grew by as much as 25% in November, whereas others, such as grapes and pears, lost ground. Comparing the dollar to volume trends also reflects vastly different inflationary and deflationary patterns.

Volume sales (in kg)	Latest 4 weeks			Latest 52 weeks	
	Volume sales	Volume vs. year ago	Volume vs. prior 4 weeks	Volume sales	Volume vs. year ago
Fresh fruit	321.9M	+6.8%	-3.0%	4.6B	+4.4%
Fresh prepared fruit	5.6M	+21.1%	-34.1%	77.8M	+12.6%
Berries	56,862,614	+25.3%	-12.4%	966.2M	+8.9%
Grapes	14,659,697	-4.8%	-12.9%	213.4M	+2.4%
Bananas	103,181,378	+8.4%	-1.3%	1.4B	+7.4%
Apples	33,420,673	+2.5%	0.4%	424.6M	-0.9%
Pears	9,619,311	-6.4%	13.4%	135.3M	-4.3%
Melons	11,894,378	-2.3%	8.4%	141.2M	-6.4%
Oranges	15,234,871	+0.6%	0.9%	211.35M	+1.2%
Lemons	5,195,630	+7.9%	-5.0%	96.7M	+16.5%
Nectarines	862,260	+21.3%	128.9%	42.4M	+14.1%
Cherries	5,830,050	+25.0%	2.3%	77.8M	+16.4%
Kiwis	1,106,781	+3.0%	-22.5%	62.5M	+6.2%
Plums	4,504,631	+62.7%	12.9%	46.6M	-19.3%
Mango	3,773,154	-9.6%	-25.4%	48.4M	-11.9%
Peaches	6,208,633	+1.5%	-7.1%	96.3M	+4.8%
Limes	2,216,484	+10.4%	-3.6%	37.0M	+13.8%
Pineapple	2,844,303	-6.1%	1.5%	58.8M	+8.1%

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending November 30, 2024

Commodity Performance – Vegetables

While this quad week was slightly smaller than the preceding one, sales did increase year-over-year for many categories. Parsnip, onions, cauliflower and avocados stand out as big areas of growth.

Dollar sales (in USD)	Latest 4 weeks			Latest 52 weeks	
	Dollar sales	Dollars vs. year ago	Dollars vs. prior 4 weeks	Dollar sales	Dollars vs. year ago
Fresh vegetables	\$442.6M	+9.9%	-3.2%	\$5.6B	+9.5%
Fresh prepared veg	\$45.4M	+3.4%	+2.3%	\$536.7M	+3.7%
Parsnip	\$5.4M	+10.8%	+11.3%	\$48.6M	+2.1%
Brussels sprouts	\$3.3M	-7.0%	+13.3%	\$36.1M	+6.0%
Mushrooms	\$1.9M	-3.6%	-0.9%	\$23.6M	+0.7%
Peas	\$1.1M	-1.9%	-2.2%	\$16.2M	-2.2%
Broccoli	\$1.1M	-4.0%	-3.4%	\$14.2M	+12.9%
Kale	\$1.1M	+5.0%	+2.0%	\$14.1M	-1.4%
Onions	\$1.1M	+23.7%	+2.6%	\$11.5M	+7.6%
Sweet corn	\$274K	+2.0%	-55.3%	\$8.9M	+14.5%
Cabbage	\$183K	+0.3%	+10.0%	\$2.7M	+33.6%
Cauliflower	\$162K	+52.4%	-13.5%	\$2.0M	+30.0%
Prepared salad	\$87.3M	+4.8%	-6.8%	\$1.4B	+2.8%
Salad vegetables	\$275.8M	+10.2%	-2.8%	\$4.1B	+9.9%
Tomatoes	\$2.3M	+22.7%	-1.2%	\$35.4M	-1.1%
Peppers	\$1.2M	-12.8%	-5.4%	\$23.6M	-3.6%
Cucumber	\$40.9M	+18.2%	-5.2%	\$611M	+17.5%
Avocado	\$34.5M	+25.2%	-1.6%	\$460M	+20.9%
Fresh herbs	\$15.3M	+4.7%	-1.5%	\$217M	+6.4%
Spinach	\$12.8M	+4.1%	+2.2%	\$177M	+6.1%
Celery	\$7.0M	+20.0%	-0.7%	\$89M	+14.4%

Volume patterns were very different from the dollar movement as well as between the shorter- and longer-term views. Salad vegetables performed well in both time periods, while other sales powerhouses, such as parsnip and Brussels sprouts lag last year's performance.

Volume sales (in kg)	Latest 4 weeks			Latest 52 weeks	
	Volume sales	Volume vs. year ago	Volume vs. prior 4 weeks	Volume sales	Volume vs. year ago
Fresh vegetables	208.0M	-0.4%	+1.1%	2.7B	+1.4%
Fresh prepared veg	10.6M	-1.5%	+1.7%	125.4M	+0.6%
Parsnip	2.2M	-4.6%	+12.5%	24.0M	-9.9%
Brussels sprouts	1.0M	-11.0%	+10.5%	11.4M	+2.7%
Mushrooms	332K	-8.2%	-1.1%	4.2M	+0.7%
Peas	126K	-2.0%	-2.2%	1.8M	-3.4%
Broccoli	185K	-17.3%	-8.7%	2.6M	+6.1%
Kale	201K	-9.0%	+1.6%	2.7M	-8.7%
Onion	333K	+12.7%	+2.8%	3.7M	+3.9%
Sweet corn	66K	-3.4%	-64.8%	2.5M	+12.5%
Cabbage	65K	-0.5%	+8.4%	1.0M	+34.5%
Cauliflower	79K	+64.9%	-20.5%	983K	+80.8%

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United Kingdom

Volume sales (in kg)	Latest 4 weeks			Latest 52 weeks	
	Volume sales	Volume vs. year ago	Volume vs. prior 4 weeks	Volume sales	Volume vs. year ago
Fresh vegetables	208.0M	-0.4%	+1.1%	2.7B	+1.4%
Prepared salad	10.7M	-0.3%	-6.8%	177.8M	-1.6%
Salad vegetables	69.7M	+6.7%	-0.4%	1.0B	+3.5%
Tomatoes	127K	+20.6%	-1.0%	2.0M	-5.6%
Peppers	54K	-16.8%	-6.1%	1.0M	-7.8%
Cucumber	12.6K	+5.5%	-3.0%	180.6M	-2.6%
Avocado	12.4M	+34.7%	+10.6%	156.3M	+22.6%
Fresh herbs	607K	+7.8%	-0.9%	8.2M	+8.0%
Spinach	1.9M	+3.6%	+4.5%	26.0M	+1.0%
Celery	6.4M	-2.1%	-5.7%	90.4M	+1.6%

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending November 30, 2024