



USHBC Blueberries in Retail Report: Q1 2021

The total blueberry category, inclusive of both fresh and frozen blueberries, are **up +9% in dollars and nearly +7% in volume** for the first quarter of 2021 as compared to the same timeframe in 2020.

Market Situation: The first quarter of 2021 was defined by the initial phases of COVID vaccinations, the slow migration back to more normal patterns (social engagement, travel, and business), and the reopening of the foodservice channel. The results below show year-ago change versus the first quarter of 2020, which marked the onset of the COVID-19 pandemic, including stay-at-home mandates and associated grocery channel stock-up behaviors which produced a marked increase in the consumption of frozen blueberries.



Fresh & Frozen Blueberries: Q1 2020 vs. Q1 2021

Category	Dollars (\$) (Q1 2020 vs. Q1 2021)	Dollar % Chg	Volume (Lbs) (Q1 2020 vs. Q1 2021)	Volume % Chg
Total	\$ 589,727,833	+ 9.1%	129,201,729	+ 6.7%
Fresh	\$ 508,643,880	+ 9.9%	104,857,534	+ 8.0%
Frozen	\$ 81,083,952	+ 3.9%	24,344,194	+ 1.4%

Fresh Highlights: Fresh blueberry retail volume sales in 2021 are also lapping a year of strong category growth in 2020. **They continue to grow: up +8% in volume and +10% in dollars in Q1 2021 as compared to the same timeframe last year.**

Frozen Highlights: Frozen blueberry dollar and volume sales remained stable in Q1 2021 compared to the same timeframe last year (+4% and +1%, respectively). While this is single-digit growth compared to double-digit increases seen in 2020, current weekly sales levels are similar to those seen during the 'stock up and lockdown' timeframe, where shoppers hurried to brick-and-mortar retailers to stock up on shelf-stable and frozen foods in anticipation of extended stay-at-home orders.

Prior to the pandemic, weekly frozen blueberry sales averaged around 1.7M lbs. per week. While frozen blueberry sales have tapered a bit as the country slowly regains aspects of normalcy, they remain at elevated levels relative to pre-pandemic years. Average weekly sales volume of frozen blueberries in March 2021 was more than 2M lbs., running about 18% ahead of pre-pandemic sales levels.

For more research, explore blueberry-specific [Nielsen Reports](#) and [consumer & shopper insights](#).

Free Sales-Driving Resources: Grab a Boost of Blue in Your Stores

Featuring the [Grab a Boost of Blue](#) messaging and call to action in your stores resonates with shoppers and can lead to driving blueberry purchases and increasing your bottom line, according to our recent [consumer research](#).

After exposure to the Grab A Boost of Blue branding:

- **87% of shoppers** indicated they would **purchase fresh blueberries on their next grocery trip**¹
- **68% of shoppers** indicated they would **purchase frozen blueberries on their next grocery trip**¹
- **57% of shoppers** indicated they intend to **buy fresh blueberries at least once a week**²
- **43% of shoppers** indicated they intend to **buy frozen blueberries at least once a week**²

To help you move more blueberries, explore USHBC's retailer toolkits and resources to drive demand in store and online. And don't forget to promote the upcoming health and blueberry-inspired events in your stores this summer to drive sales!

- June – [Brain Health Month Toolkit](#)
- July – [National Blueberry Month Toolkit](#)
- For all marketing content and resources to help you promote blueberries, check out the [Grab a Boost of Blue Toolkit](#)

Consider USHBC your advertising agency at your fingertips for all things blueberries!

Blueberries Boost Consumer Demand

With health and well-being a top priority today, blueberries are the go-to fruit. Recent [consumer trackers](#) indicate that blueberries are considered the perfect embodiment of fresh fruit's simplicity, sweet enjoyment and healthfulness:

- **93% of blueberry consumers agree** that **"blueberries are a health food"**³
- **60% agree** that they are **"healthier than other fruits."**⁴
- **83% agree** that they are the **"best source for antioxidants."**⁵

For more information and inspiration, visit the [USHBC Retailer Hub](#) or contact retail@blueberry.org for inquiries. To get the latest and greatest of blueberries in retail straight in your inbox, [sign-up](#) for our monthly retail newsletter today!



Source:

¹⁻²FoodMinds Strategic Insights, USHBC Boost of Blue Communication Check, September 2020

³⁻⁵Blueberry Customer Segmentation, April 2019 and Winter 2020, Topline U&A Study Wave 2, Jan/Feb 2020

GrabABoostOfBlue.com

 **blueberries**
U.S. Highbush Blueberry Council