



Bananas and Grapes Fuel Growth in March

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 highlights the major trends in the Mexican marketplace.

Methodology Review

- Nielsen IQ assembled the high-level trends in fresh fruit and vegetable sales in Mexico
- In fruit, seven commodities are broken out as well.
- The reporting will continue to expand as more information becomes available.

Sales Performance

In March, fresh fruit sales reached \$130 million in the Nielsen IQ measured universe of Mexican retailers. This reflects an increase of 6.7% year-on-year — slightly lower than the rate of growth for the full-year view. Vegetables continued to lose ground in dollar sales in March, down 5.2%.

| Dollar sales (in USD) | Latest 4 weeks | | Latest 52 weeks | |
|--------------------------|----------------|----------------------|-----------------|----------------------|
| | Dollar sales | Dollars vs. year ago | Dollar sales | Dollars vs. year ago |
| Fresh fruit | \$130.4M | +6.7% | \$1.6B | +8.4% |
| Fresh vegetables | \$123.1M | -5.2% | \$1.7B | +9.6% |

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending February 23, 2025

March and the full year view of unit sales shows quite the opposite. Unit sales for fruit were down for fruit in March and up only slightly in the latest 52 weeks. Vegetable unit sales increased by double digits to reach 99.3 million pounds in March 2025. This reflects a year-over-year increase of 13.8%. Vegetable unit sales over the full year are down just under 3%.

| Unit sales (Transactions) | Latest 4 weeks | | Latest 52 weeks | |
|------------------------------|----------------|-------------------|-----------------|--------------------|
| | Unit sales | Unit vs. year ago | Unit sales | Units vs. year ago |
| Fresh fruit | 71.8M | -2.1% | 938.1M | +1.2% |
| Fresh vegetables | 99.3M | +13.8% | 1.12B | -2.9% |

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending February 23, 2025

Price per Unit

The price per unit for fruit over the latest 52 weeks averaged \$1.69 in U.S. dollars, which was up 7.1% over the same 52 weeks the year prior. Vegetable prices increased far more. While averaging \$1.53 across commodities over the past year, the average price per unit increased by 12.9%.

Commodity Performance — Fruit Dollar Sales

Fresh fruit commodities have experienced widely varying sales patterns over the past year. Bananas, the biggest seller, increased sales by 9.7% during the past year. Grapes were also a big seller with robust growth in the shorter- and longer-term. In contrast, the second-largest seller, lemons, lost ground in March and the full-year view.

| Dollar sales (in USD) | Latest 4 weeks | | Latest 52 weeks | |
|--------------------------|-----------------|----------------------|-----------------|----------------------|
| | Dollar sales | Dollars vs. year ago | Dollar sales | Dollars vs. year ago |
| Fresh fruit | \$130.4M | +6.7% | \$1.6B | +8.4% |
| Bananas | \$22.2M | +9.6% | \$271.7M | +9.7% |
| Lemon | \$11.4M | +6.0% | \$138.7M | -5.1% |
| Grapes | \$8.0M | +18.4% | \$121.6M | +14.4% |
| Mangoes | \$9.4M | -12.1% | \$89.1M | +15.5% |
| Pineapples | \$6.3M | +4.1% | \$68.7M | +0.5% |
| Melon | \$5.1M | +6.0% | \$64.9M | +4.6% |

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending February 23, 2025

Commodity Performance — Fruit Unit Sales

Unit sales show a wide variety of ups and downs in the month of March as well as the full year.

Grapes showed tremendous year-over-year growth in the latest four weeks whereas unit sales for the full year were down by about 1%. Lemons were the only commodity to gain ground in unit sales in the latest 52 weeks.

| Unit sales (transactions) | Latest 4 weeks | | Latest 52 weeks | |
|------------------------------|----------------|----------------------|-----------------|----------------------|
| | Unit sales | Dollars vs. year ago | Unit sales | Dollars vs. year ago |
| Fresh fruit | 71.8M | -2.1% | 927.0M | +1.2% |
| Bananas | 16.8M | -2.7% | 228.0M | -0.5% |
| Lemon | 5.8M | +1.0% | 72.9M | +6.3% |
| Grapes | 1.6M | +24.7% | 34.0M | -0.8% |
| Mangoes | 3.4M | -29.4% | 55.2M | -9.7% |
| Pineapples | 5.8M | +7.9% | 53.2M | -7.6% |
| Melon | 3.1M | +6.7% | 46.7M | -1.3% |

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending February 23, 2025