



# Vastly Different Unit and Dollar Trends Across Commodities

*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.

Source: National Statistics Institute

## Sales Performance

The four-week period ending November 24<sup>th</sup>, 2024 delivered just under \$103 million in fresh fruit sales and another \$127 million in fresh vegetable sales for Mexican retailers in NielsenIQ's measured universe. Vegetables had the bigger gains, at +16.5% in comparison to the same four weeks in 2023. Over the latest 52 weeks, vegetable sales pulled off double-digit gains of 15.6%.

Dollar sales (in USD)	Latest 4 weeks		Latest 52 weeks	
	Dollar sales	Dollars vs. year ago	Dollar sales	Dollars vs. year ago
Fresh fruit	\$102.7M	+11.3%	\$1.46B	+9.1%
Fresh vegetables	\$126.6M	+16.5%	\$1.60B	+15.6%

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending November 24, 2024

Unit sales provide insight into the impact of inflation and deflation on sales. In the most recent four weeks, unit sales were down for both fruit and vegetables. While this has been the case all year for vegetables, fruit sales paced ahead of last year in the 52-week view by 3.0%.

Unit sales (Transactions)	Latest 4 weeks		Latest 52 weeks	
	Unit sales	Units vs. year ago	Unit sales	Units vs. year ago
Fresh fruit	62.2M	-1.7%	947.8M	+3.0%
Fresh vegetables	79.7M	-7.5%	1.12B	-4.8%

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending November 24, 2024

For fruit, the average price per unit over the latest 52 weeks averaged \$1.54 in U.S. dollars, which was up 5.9% over the same 52 weeks the year prior. Vegetable prices increased far more. While averaging \$1.44 across commodities over the past year, the average price per unit increased by 21.4%. While the unit price can increase in case of a larger volume sold, this is more likely to indicate substantial price inflation as well.

## Commodity Performance – Fruit Dollar Sales

Fresh fruit commodities have experienced vastly different sales patterns over the past year. Bananas, the biggest seller, increased sales by 10.4% during the past year. Bananas also had a strong four-week gain of 11.1%. A look at unit sales below shows the gains in bananas are driven by inflation, rather than being an indication of increased demand.

Several other commodities lost ground compared to the same four weeks in 2023, including lemons and pineapples. Lemons are a good example of the impact of deflationary conditions. While dollar sales were down by double digits, unit sales increased.

Mangoes and grapes had the highest year-over-year growth this month, albeit on a smaller base for mangoes in the last weeks of the season.

Dollar sales (in USD)	Latest 4 weeks		Latest 52 weeks	
	Dollar sales	Dollars vs. year ago	Dollar sales	Dollars vs. year ago
<b>Fresh fruit</b>	<b>\$1102.7M</b>	<b>+11.3%</b>	<b>\$1.46B</b>	<b>+9.1%</b>
Bananas	\$18.0M	+11.1%	\$247.5M	+10.4%
Lemons	\$8.4M	-12.7%	\$130.8M	+0.0%
Grapes	\$7.8M	+30.9%	\$106.4M	+5.0%
Mangoes	\$0.3M	+3462%	\$84.7M	+15.9%
Pineapple	\$4.1M	-12.3%	\$63.0M	-2.0%
Melons	\$4.6M	+14.2%	\$60.3M	+5.2%

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending November 24, 2024

### Commodity Performance – Fruit Unit Sales

Unit sales look very different in the shorter- versus longer-term periods as well. Whereas bananas had positive growth in the 52-week view, unit sales declined by nearly 5% in November. Grapes and mangoes gained ground. While the growth percentage for mangoes is impressive, the base, at 171,000, is very small.

Unit sales (transactions)	Latest 4 weeks		Latest 52 weeks	
	Unit sales	Dollars vs. year ago	Unit sales	Dollars vs. year ago
<b>Fresh fruit</b>	<b>62.2M</b>	<b>-1.7%</b>	<b>947.8M</b>	<b>+3.0%</b>
Bananas	18.1M	-4.9%	227.6M	+0.3%
Lemons	6.0M	+13.7%	76.9M	+7.1%
Grapes	1.6M	+11.0%	33.5M	-9.1%
Mangoes	170K	+97.8%	51.6M	-8.2%
Pineapple	2.5M	-37.9%	48.4M	-10.3%
Melons	3.0M	-4.6%	45.7M	-1.0%

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending November 24, 2024