



Mexican Produce Sales Grew in January

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

The four-week period ending January 28th, 2025 delivered just shy of \$110 million in fresh fruit sales and another \$127 million in fresh vegetable sales for Mexican retailers in NielsenIQ's measured universe. Fruit sales gained +9.1% in comparison to the same four weeks in 2024, whereas vegetable sales were flat. Over the latest 52 weeks, vegetable sales increased by double-digits.

Dollar sales (in USD)	Latest 4 weeks		Latest 52 weeks	
	Dollar sales	Dollars vs. year ago	Dollar sales	Dollars vs. year ago
Fresh fruit	\$108.2M	+9.1%	\$1.5B	+8.5%
Fresh vegetables	\$127.3M	-0.4%	\$1.6B	+13.3%

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending January 26, 2025

Unit sales show that the dollar gains were driven by inflation, especially on the fruit side. While fruit dollar sales increased 9.1%, unit sales were down 2.3% in January. Units did remain positive in the 52-week view. Vegetable units grew in January, but dropped year-on-year in the 52-week view.

Unit sales (Transactions)	Latest 4 weeks		Latest 52 weeks	
	Unit sales	Unit vs. year ago	Unit sales	Units vs. year ago
Fresh fruit	62.5M	-2.3%	943M	+2.0%
Fresh vegetables	85.8M	+1.6%	1.1B	-5.5%

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending January 26, 2025

For fruit, the average price per unit over the latest 52 weeks averaged \$1.59 in U.S. dollars, which was up 6.4% over the same 52 weeks the year prior. Vegetable prices increased far more. While averaging \$1.48 across commodities over the past year, the average price per unit increased by 20.0%.

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 9.9% during the past year. Grapes were also a big seller with robust growth in the shorter- and longer-term. In contrast, the third-largest seller, lemons, lost ground in January 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	\$108.2M	+9.1%	\$1.5B	+8.5%
Lemon	\$8.2M	-11.6%	\$129.9M	-4.7%
Bananas	\$17.1M	+2.1%	\$253.0M	+9.9%
Grapes	\$13.8M	+108.4%	\$113.2M	+13.0%
Melon	\$3.9M	+7.2%	\$62.2M	+5.0%
Mangoes	\$1.9M	-11.7%	\$86.9M	+18.0%
Pineapples	\$5.0M	+7.6%	\$65.0M	-0.6%

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending January 26, 2025

Commodity Performance — Fruit Unit Sales

Unit sales show a wide variety of ups and downs in the month of January as well as the full year. Lemons, grapes and melons had a strong month, whereas the unit volume of bananas was flat and mangoes and pineapples lost ground.

Unit sales (transactions)	Latest 4 weeks		Latest 52 weeks	
	Unit sales	Dollars vs. year ago	Unit sales	Dollars vs. year ago
Fresh fruit	62.5M	-2.3%	943.1M	+2.0%
Lemon	5.8M	+7.2%	77.7M	+7.7%
Bananas	17.6M	+0.1%	228.4M	+1.0%
Grapes	3.5M	+95.8%	33.3M	-6.7%
Melon	2.1M	+3.8%	45.5M	-2.6%
Mangoes	539K	-11.8%	51.8M	-7.0%
Pineapples	3.5M	-5.5%	48.4M	-9.1%

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending January 26, 2025