



# January Delivers Strong Produce Growth in Spain

*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 Spanish marketplace.*

## Spain Marketplace Review

- Economic growth in Spain slowed with the gross domestic product (GDP) growth having been revised downward to 2.1% on a weak Q4 and January. However, expectations for the remainder of the year are optimistic with a target growth rate of 2.4%.
- The rate of inflation in Spain was 2.9% in January 2025, surpassing the forecast and prior months' levels. Food prices experienced far higher increases in January. Year-over-year, food prices grew 10.5%.
- Spain's unemployment rate remained high in January 2025, at 10.4%, according to Eurostat.

Source GDP and inflation: National Statistics Institute

## Sales Performance

The four-week period ending January 26, 2025 delivered just shy of \$900 million in fresh fruit and vegetable sales for the Spanish retailers in the NielsenIQ universe. Vegetables were the slightly bigger seller, at \$445 million versus \$437 million for fruit. Fruit managed robust year-over-year growth, at +16.7%. Over the latest 52 weeks, fruit sales also held the edge over vegetables, with growth of 9.0% versus 5.4%.

Dollar sales (in USD)	Latest 4 weeks		Latest 52 weeks	
	Dollar sales	Dollars vs. year ago	Dollar sales	Dollars vs. year ago
Fresh fruit	\$437.3M	+16.7%	\$6.0B	+9.0%
Fresh vegetables	\$445.4M	+8.4%	\$5.5B	+5.4%

Source: NielsenIQ, Global SnapShot, 5 and 52 weeks ending January 26, 2025

## Commodity Performance — Fruit

Fruit sales displayed large increases year-over-year in January, far ahead of the annual growth rates. This was especially the case for grapes, melons, lemons, cherries, peaches and mangoes.

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>\$437.3M</b>	<b>+16.7%</b>	<b>\$6.0B</b>	<b>+9.0%</b>
Bananas/plantains	\$65.2M	+7.1%	\$890.7M	+9.3%
Apples	\$40.4M	+2.2%	\$494.8M	+5.6%
Oranges	\$40.3M	-1.4%	\$454.3M	-6.6%
Avocados	\$32.2M	+17.1%	\$430.5M	+22.7%
Kiwis	\$29.5M	+16.0%	\$353.3M	+9.5%
Mandarins	\$47.6M	+8.9%	\$337.1M	+2.7%
Grapes	\$38.3M	+86.8%	\$327.6M	+14.6%
Melons	\$8.3M	+17.4%	\$292.4M	+7.0%
Pears	\$16.8M	+8.0%	\$195.4M	+0.7%
Lemon/limes	\$12.7M	+36.6%	\$171.5M	+1.2%
Cherries	\$2.9M	+60.5%	\$142.0M	+27.3%
Peaches	\$132K	+68.8%	\$132.6M	+16.4%
Mangoes	\$8.1M	+36.9%	\$113.0M	+9.1%
Nectarines	\$468K	-45.8%	\$108.3M	+3.4%
Pineapple	\$8.4M	+28.3%	\$92.1M	+10.0%
Plums	\$442K	-19.6%	\$66.8M	+1.4%

Source: NielsenIQ, Global SnapShot, 5 and 52 weeks ending January 26, 2025

In the 52-week period, fruit sales grew by 9% year-on-year, with a big contribution by bananas that are nearly twice as big as the number two seller, apples.

### Commodity Performance — Vegetables

The January weeks delivered growth for potatoes, tomatoes and onions, the three largest sellers in the measured universe. While smaller sellers, garlic, leeks and broccoli also had strong growth. The overall fresh vegetable category reflects commodities that are not individually broken out, such as value-added and salad kits.

In the full-year view, potatoes also show robust growth, along with garlic and leeks. Onions are the only one of the top sellers that lost ground.

Dollar sales (in USD)	Latest 4 weeks		Latest 52 weeks	
	Dollar sales	Dollars vs. year ago	Dollar sales	Dollars vs. year ago
<b>Fresh vegetables</b>	<b>\$482.8M</b>	<b>+0.8%</b>	<b>\$5.5B</b>	<b>+5.4%</b>
Tomatoes	\$69.0M	+6.0%	\$927.0M	+1.9%
Potatoes	\$72.3M	+15.2%	\$889.7M	+11.9%
Onions	\$35.1M	+1.9%	\$448.4M	-2.3%
Salads	\$25.6M	+9.3%	\$372.2M	+2.0%
Peppers	\$25.1M	+9.1%	\$322.3M	+3.0%
Mushrooms	\$22.8M	+9.6%	\$268.7M	+9.4%
Carrots	\$15.3M	+7.0%	\$184.5M	+2.6%
Lettuce	\$11.9M	+5.9%	\$166.8M	-3.0%
Garlic	\$13.0M	+14.8%	\$150.3M	+12.3%
Cucumbers	\$6.9M	+8.5%	\$119.7M	+5.1%
Leeks	\$11.3M	+12.7%	\$113.1M	+13.7%
Broccoli	\$6.2M	+15.0%	\$84.6M	+8.5%
Asparagus	\$7.5M	-2.0%	\$84.1M	+2.9%
Eggplant	\$5.0M	+7.0%	\$59.3M	+1.7%
Cauliflower	\$5.0M	-7.2%	\$54.4M	+0.2%
Cabbage	\$4.8M	+10.8%	\$47.1M	+5.7%
Artichokes	\$6.5M	-11.2%	\$38.8M	+16.6%

Source: NielsenIQ, Global SnapShot, 5 and 52 weeks ending January 26, 2025