



Late Easter Delivers a Strong April for Fresh Produce

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 dives into fresh fruit and vegetable sales in the U.K.

U.K. Marketplace Review

- Consumer sentiment in the United Kingdom decreased to -23 points in April 2025 from -19 points in March 2025, according to the GfK Consumer Confidence Index. This marks the lowest level since November 2023, driven by growing concerns over rising living costs and escalating global trade tensions. The index measuring expectations for the economy over the next 12 months fell 8 points to -37, indicating a pessimistic outlook.
- As of March 2025, the Consumer Price Index (CPI) for all items in the UK increased 3.2%. The CPI for food at home was 2.4% higher than in March 2024 (the latest data available).
- The unemployment rate remained unchanged at 4.4% for the period from December 2024 to February 2025, according to the Office for National Statistics (ONS)

Sales Performance

The four-week period ending April 19, 2025 delivered \$742 million in fresh fruit sales and another \$169 million in fresh vegetable sales for U.K. retailers in the Nielsen IQ universe. Compared to the prior four weeks, dollar sales grew for both. However, in comparison to the same four weeks last year, fruit sales increased slightly, whereas vegetable sales declined.

Dollar sales (in USD)	Latest 4 weeks		Latest 52 weeks	
	Dollar sales	Dollars vs. year ago	Dollars vs. prior 4 weeks	Dollar sales vs. year ago
Fresh fruit	\$741.7M	+14.1%	+0.6%	\$9.0B +8.7%
Fresh vegetables	\$168.8M	+1.1%	-1.6%	\$6.0B +7.3%

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending April 19, 2025

Unit sales increased for fruit, but decreased for vegetables in the latest four weeks. In the past year, unit sales increased for both fruit and vegetables, with a higher rate of growth for fruit.

Unit sales (packages)	Latest 4 weeks		Latest 52 weeks	
	Unit sales	Units vs. year ago	Unit sales	Units vs. year ago
Fresh fruit	391.8M	+5.7%	4.89B	+4.7%
Fresh vegetables	326.7M	-2.0%	4.15B	+2.0%

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending April 19, 2025

In addition to greater dollar and unit sales, fruit had far higher volume sales, measured in kilograms. Additionally, fruit sales gained 8.2% year-over-year, while vegetable sales were flat in the four- and 52-week period. The rate of growth for fruit accelerated from +5.0% for the full-year view to 8.2% in the latest four weeks.

Volume sales (in kg)	Latest 4 weeks		Latest 52 weeks	
	Volume sales	Volume vs. year ago	Volume sales	Volume vs. year ago
Fresh fruit	373.4M	+8.2%	4.64B	+5.0%
Fresh vegetables	219.9M	-0.3%	2.67B	0.0%

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending April 19, 2025

Commodity Performance — Fruit

April was a strong month across virtually all commodities, of course keeping in mind that the Easter holiday went up against everyday demand in 2024 and seasons shift as well.

Dollar sales (in USD)	Latest 52 weeks			
	Dollar sales	Dollars vs. year ago	Dollar sales	Dollars vs. year ago
Fresh fruit	\$741.7M	+14.1%	\$9.0B	+8.7%
Fresh prepared fruit	\$69.7M	+28.5%	\$785.5M	+17.8%
Berries	\$263.8M	+22.0%	\$2.9B	+13.9%
Grapes	\$101.1M	+16.5%	\$1.1B	+5.9%
Bananas	\$87.1M	+5.4%	\$1.1B	-0.6%
Apples	\$78.1M	+4.7%	\$984M	+4.8%
Melons	\$21.3M	+7.6%	\$275M	+15.4%
Pears	\$24.2M	+7.4%	\$273M	+1.3%
Oranges	\$22.9M	+2.0%	\$256M	+0.9%
Lemons	\$18.0M	+6.3%	\$222M	+7.0%
Nectarines	\$5.6M	+85.7%	\$156M	+28.7%
Cherries	\$2.1M	-17.3%	\$137M	+16.3%
Kiwis	\$11.8M	+30.4%	\$136M	+35.4%
Plums	\$8.8M	+19.2%	\$98M	+8.0%
Mangoes	\$10.0M	+42.3%	\$95M	+21.2%
Peaches	\$1.0M	+42.1%	\$71M	+21.8%

In weight (kg), fruit grew 8.2% year-on-year in April, with strong contributions by berries, grapes and bananas. Several smaller sellers also geared up, including nectarines, mangoes and peaches.

Volume sales (in kg)	Latest 4 weeks		Latest 52 weeks	
	Volume sales	Volume vs. year ago	Volume sales	Volume vs. year ago
Fresh fruit	373.4M	+8.2%	4.64B	+5.0%
Fresh prepared fruit	6.7M	+17.2%	81.8M	+15.8%
Berries	86.2M	+16.9%	1.0B	+9.0%
Grapes	19.2M	+9.7%	216.6M	+2.2%
Bananas	112.9M	+4.8%	1.4B	+6.1%
Apples	33.2M	-0.2%	422.0M	-0.8%
Melons	6.6M	+3.0%	97.9M	+14.7%
Pears	12.6M	+3.6%	141.0M	-3.7%
Oranges	11.9M	-0.4%	135.8M	-2.2%
Lemons	16.9M	+2.0%	213.4M	+1.5%
Nectarines	2.3M	+73.6%	66.5M	+15.9%
Cherries	0.6M	-19.7%	44.0M	+17.0%
Kiwis	7.5M	+15.3%	81.0M	+17.5%
Plums	4.3M	+17.4%	48.9M	-5.9%
Mangoes	5.7M	+76.7%	56.9M	+13.9%
Peaches	0.3M	+32.7%	33.4M	-1.7%

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending April 19, 2025

Commodity Performance – Vegetables

Vegetables had positive growth dollar growth overall, but individual commodities showed a wide range of performances. Salad type vegetables performed well.

Dollar sales (in USD)	Latest 4 weeks		Latest 52 weeks	
	Dollar sales	Dollars vs. year ago	Dollar sales	Dollars vs. year ago
Fresh vegetables	\$468.8M	+1.1%	\$6.0B	+7.3%
Fresh prepared veg	\$45.4M	+0.4%	\$575.2M	+2.8%
Parsnip	\$2.6M	-4.9%	\$54.2M	+6.7%
Brussel sprouts	\$2.0M	-4.4%	\$37.1M	-0.5%
Mushrooms	\$1.3M	-13.8%	\$25.1M	+0.5%
Peas	\$1.2M	-5.3%	\$16.8M	-3.1%
Kale	\$1.2M	-3.9%	\$14.9M	-0.9%
Broccoli	\$1.2M	+29.6%	\$14.8M	+4.3%
Onion	\$2.6M	-4.9%	\$13.5M	+18.5%
Prepared salad	\$133.5M	+20.3%	\$1.6B	+4.5%
Salad vegetables	\$375.4M	+11.6%	\$4.4B	+8.5%
Tomatoes	\$3.5M	+23.6%	\$39.1M	+6.0%
Peppers	\$1.9M	-4.5%	\$22.7M	-12.6%
Cucumber	\$56.8M	+13.3%	\$668.1M	+13.5%
Avocado	\$43.8M	+13.8%	\$522.3M	+21.2%
Fresh herbs	\$19.4M	+4.9%	\$230.1M	+4.7%
Spinach	\$14.2M	-6.3%	\$183.5M	+0.7%
Celery	\$7.8M	+10.2%	\$99.4M	+16.6%

Volume patterns were very different from the dollar movement. April had an overall vegetable sales decline of 1.2%, with softness for many of the cooking vegetables versus strength for many of the salad vegetables.

Volume sales (in kg)	Latest 4 weeks		Latest 52 weeks	
	Volume sales	Volume vs. year ago	Volume sales	Volume vs. year ago
Fresh vegetables	211.1M	-1.2%	2.7B	0.0%
Fresh prepared veg	10.6M	-0.3%	122.6M	-1.0%
Parsnip	2.9M	-8.2%	25.8M	-0.4%
Brussel sprouts	0.7M	-6.1%	10.8M	-3.6%
Mushrooms	0.3M	-6.9%	4.1M	-1.8%
Peas	0.1M	-18.7%	1.8M	-4.7%
Kale	0.2M	-18.2%	2.6M	-11.2%
Broccoli	0.2M	-9.3%	2.5M	-3.5%
Onion	0.3M	+21.1%	3.9M	+9.7%
Prepared salad	15.2M	+14.5%	180.9M	+0.2%
Salad vegetables	82.3M	+9.3%	1.0B	+3.5%
Cucumber	13.2M	+9.7%	163.8M	-1.7%
Avocado	12.0M	+10.5%	162.0M	+21.9%
Fresh herbs	0.7M	+7.0%	8.4M	+5.9%
Spinach	2.0M	-3.6%	26.7M	-2.1%
Celery	7.0M	+3.0%	90.9M	+1.4%

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending April 19, 2025