



Fruit Had Demand-Driven Growth in February

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

- In February 2025, the UK consumer sentiment, as measured by the GfK Consumer Confidence index, increased to -20 points from -22 points in January 2025. This improvement was due to all five core measures being up compared to the previous month, with the biggest increase seen in how consumers view their personal finances for the coming year, rising four points.
- As of February 2025, the UK unemployment rate for people aged 16 years and over was estimated at 4.4% in the period between October and December 2024, which represents a moderate increase on the quarter and the year.
- The consumer price index (CPI) for the UK increased by 0.2% in February 2025, which was slightly below expectations. Food inflation rose to 3.3% for the month.

Source: Food and Drink Federation (FDF)

Sales Performance

The four-week period ending February 22, 2025 delivered \$674 million in fresh fruit sales and another \$470 million in fresh vegetable sales for U.K. retailers in the Nielsen IQ universe. Compared to the prior four weeks, fruit sales increased, whereas vegetable sales declined. However, in comparison to the same four weeks last year, dollar sales grew for both.

Dollar sales (in USD)	Latest 4 weeks			Latest 52 weeks	
	Dollar sales	Dollars vs. year ago	Dollars vs. prior 4 weeks	Dollar sales	Dollars vs. year ago
Fresh fruit	\$674.1M	+6.6%	+4.5%	\$8.5B	+7.9%
Fresh vegetables	\$469.7M	+4.3%	-3.4%	\$5.8B	+8.7%

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending February 22, 2025

In the latest 52 weeks, unit sales increased 3% to 4% for fruit and vegetables. In the latest 4 weeks, fruit managed to grow unit sales slightly, whereas vegetable units were flat year-on-year.

Unit sales (packages)	Latest 4 weeks		Latest 52 weeks	
	Unit sales	Units vs. year ago	Unit sales	Units vs. year ago
Fresh fruit	372.4M	+0.8%	4.8B	+4.4%
Fresh vegetables	3322M	-0.2%	4.2B	+2.9%

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending February 22, 2025

While fruit and vegetable unit sales (in packages) are fairly similar, fruit has far higher volume sales, measured in kilograms. Fruit also had higher growth in the past year and over the past four weeks. Vegetables, at 2.7 billion kilograms in the yearlong view, experienced 0.9% growth, but sales were down slightly in February, whereas fruit sales accelerated.

Volume sales (in kg)	Latest 4 weeks		Latest 52 weeks	
	Volume sales	Volume vs. year ago	Volume sales	Volume vs. year ago
Fresh fruit	352.7M	+1.1%	4.6B	+4.6%
Fresh vegetables	211.1M	-1.2%	2.7B	+0.9%

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending February 22, 2025

Commodity Performance — Fruit

Berries are the number one selling fruit in the U.K., much like they are in the U.S. Berries are more than twice the size of grapes and bananas, and continued to grow at a fast rate in February.

Dollar sales (in USD)	Latest 4 weeks			Latest 52 weeks	
	Dollar sales	Dollars vs. year ago	Dollars vs. prior 4 wks	Dollar sales	Dollars vs. year ago
Fresh fruit	\$674.1M	+6.6%	+4.5%	\$8.5B	+7.9%
Fresh prepared fruit	\$59.5M	+19.4%	+12.0%	\$734.5M	+15.1%
Berries	\$208.2M	+8.2%	+7.0%	\$2.8M	+13.6%
Grapes	\$91.2M	+8.9%	+4.7%	\$1.1M	+4.2%
Banana	\$81.0M	+0.2%	+4.5%	\$1.0M	-1.2%
Apple	\$74.3M	-0.1%	+1.5%	\$947M	+4.9%
Melons	\$16.0M	+18.9%	+1.8%	\$263M	+16.0%
Pear	\$22.2M	-1.5%	+5.3%	\$262M	+0.6%
Orange	\$24.6M	+3.0%	-2.7%	\$247M	+0.6%
Lemons	\$16.7M	-1.2%	-3.0%	\$212M	+6.8%
Nectarines	\$9.6M	+39.2%	+20.8%	\$144M	+20.3%
Cherries	\$10.7M	+6.3%	+23.3%	\$131M	+19.1%
Kiwis	\$12.2M	+32.7%	+4.1%	\$125M	+32.7%
Plums	\$6.0M	+1.6%	+26.4%	\$93M	+7.3%
Mangoes	\$7.3M	+77.4%	+7.8%	\$86M	+10.4%
Peaches	\$2.3M	+85.7%	+31.5%	\$67M	+18.2%

In weight (kg), fruit grew 2.1% year-on-year in February, with strong contributions by berries, grapes and bananas, the three biggest sellers. Sales also accelerated from the prior four weeks. Nectarines, cherries, plums and peaches also started to gear up in February.

Volume sales (in kg)	Latest 4 weeks			Latest 52 weeks	
	Volume sales	Volume vs. year ago	Volume vs. prior 4 wks	Volume sales	Volume vs. year ago
Fresh fruit	68.7M	2.1%	+6.7%	4.6B	+4.6%
Fresh prepared fruit	5.9M	17.1%	+11.0%	79.9M	+14.7%
Berries	68.7M	2.1%	+6.7%	980.9M	+8.5%
Grapes	17.7M	3.7%	+9.8%	214.6M	+2.4%
Bananas	107.0M	-0.1%	+4.1%	1.4BM	+6.9%
Apples	32.9M	-3.3%	-2.0%	422.6M	-1.0%
Pears	5.4M	11.3%	+0.9%	97.8M	+16.6%
Melons	11.8M	-4.3%	+3.8%	140.5M	-4.8%
Oranges	13.0M	-0.3%	-3.1%	135.0M	-2.8%
Lemons	16.1M	-8.0%	-2.5%	210.7M	+0.8%
Nectarines	3.7M	25.2%	+17.9%	64.0M	+10.1%
Cherries	4.0M	4.5%	+46.9%	43.6M	+19.4%
Kiwis	7.1M	5.4%	+6.2%	78.7M	+16.3%
Plums	3.1M	-0.7%	+30.1%	48.1M	-9.4%
Mango	4.6M	98.5%	+2.6%	51.1M	-4.6%
Peaches	794K	64.8%	+19.9%	33.1M	-3.7%

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending February 22, 2025

Commodity Performance — Vegetables

Vegetables had positive growth dollar growth overall, but not all commodities grew. Parsnip had a strong month, as did onions and salad.

Dollar sales (in USD)	Latest 4 weeks		Latest 52 weeks	
	Dollar sales	Dollars vs. year ago	Dollar sales	Dollars vs. year ago
Fresh vegetables	\$469.7M	+4.3%	\$5.6B	+9.5%
Fresh prepared veg	\$48.8M	+4.1%	\$556.8M	+3.3%
Parsnip	\$5.1M	+12.6%	\$51.5M	+2.8%
Brussel sprouts	\$2.8M	-1.5%	\$36.5M	+1.3%
Mushrooms	\$2.2M	+1.9%	\$24.5M	+1.0%
Peas	\$1.4M	-0.6%	\$16.6M	-1.9%
Kale	\$1.2M	-1.2%	\$14.5M	+0.1%
Broccoli	\$1.2MM	-3.5%	\$14.5M	+6.7%
Onion	\$1.2M	+30.6%	\$12.5M	+14.1%
Prepared salad	\$99.2M	+4.2%	\$1.5B	+2.8%
Salad vegetables	\$312.4M	+4.2%	\$4.2B	+8.4%
Tomatoes	\$2.5M	+7.5%	\$37.1M	+1.2%
Peppers	\$1.2M	-20.1%	\$22.5M	-10.0%
Cucumber	\$45.7M	+3.5%	\$637.4M	+14.6%
Avocado	\$41.6M	+18.5%	\$493.7M	+21.35
Fresh herbs	\$16.9M	+0.6%	\$221.5M	+4.9%
Spinach	\$14.2M	-3.8%	\$179.4M	+2.7%
Celery	\$7.8M	+14.7%	\$94.9M	+17.1%

Volume patterns were very different from the dollar movement. February had an overall vegetable sales decline of 1.2%, with softness in parsnip, onions, kale, etc. Salad vegetables did gain, especially avocados.

Volume sales (in kg)	Latest 4 weeks		Latest 52 weeks	
	Volume sales	Volume vs. year ago	Volume sales	Volume vs. year ago
Fresh vegetables	211.1	-1.2%	2.7B	+0.9%
Fresh prepared veg	10.6	-0.3%	123.5M	-0.3%
Parsnip	800K	-11.1%	24.5M	-10.0%
Brussel sprouts	365K	+1.6%	11.0M	-2.0%
Mushrooms	164K	+6.3%	4.2M	-0.1%
Peas	210K	-7.2%	1.8M	-2.7%
Kale	207K	-10.0%	2.7M	-9.6%
Broccoli	347K	+17.7%	2.5M	-1.3%
Onion	800K	-11.1%	3.8M	+6.6%
Prepared salad	11.6M	-0.6%	178.4M	-1.4%
Salad vegetables	73.9M	+2.6%	998.6M	+2.9%
Cucumber	12.2M	+0.5%	162.1M	-3.2%
Avocado	12.8M	+23.0%	163.0M	+22.1%
Fresh herbs	654K	+4.0%	8.3M	+6.3%
Spinach	2.1M	-1.0%	25.8M	-1.1%
Celery	7.2M	+1.1%	90.6M	+1.7%

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending February 22, 2025