

# IFPA's U.S. Produce Retail Point of Sales Results

October 2024 | The five weeks ending 11/3/2024

INTERNATIONAL  
**FRESH  
PRODUCE**  
ASSOCIATION



## October Delivers Big for the Fresh Produce Department

---

*While prices continued to rise a little, fresh produce demand remained incredibly strong, leading to a 3.6% increase for produce pound sales, with strength for weekly staples.*

## WHAT'S NEW

OCTOBER  
IN REVIEW

## Consumer Optimism Rises

- October sales were heavily disrupted in the substantial Southeast region, where hurricanes Helene and Milton left millions of people without power for varying amounts of time. While boosting the sales of some center-store categories, the net result for fresh produce categories varied widely.
- The Consumer Sentiment Index by the University of Michigan remained relatively stable at 70.5 in October 2024. The early November readings show some consumer optimism. The overall sentiment index increased to 73 in November 2024 — the highest in seven months. The expectations index soared to 78.5, the highest since July 2021 and expectations over personal finances climbed by 6%.
- Circana's monthly survey of primary shoppers found that 88% of all meals are home-prepared, whereas the share who have gotten takeout in the past few weeks is down a bit (49%), just like meal delivery (15%). On the other hand, 50% of consumers have gone to a restaurant over the past few weeks.
- The vast majority of purchases continue to happen in-store, with only 12% of consumers in the Circana survey indicating they purchase most or all groceries online. Another 24% purchase some or a little online, leaving 64% of consumers who purchase groceries in-store exclusively.
- 79% of consumers in the Circana survey report they will celebrate Thanksgiving the usual way.

MONTHLY  
SALES REVIEW

## Growth All Five October Weeks

All October weeks experienced dollar growth in comparison to year-ago levels, with a big bump for the week ending October 6<sup>th</sup>. During this week, dollar sales increased 6.5% over the same week in 2023 and volume rose 4.9%.

Volume sales gains were even higher during the week ending November 3<sup>rd</sup> when pounds increased 6.0% year-on-year.

Produce department	Dollar sales	Dollar sales vs. YA	Volume sales vs. YA
October 2024	\$8.5B	+4.3%	+3.6%
W.E. 10-06-24	\$1.783B	+6.5%	+4.9%
W.E. 10-13-24	\$1.697B	+3.0%	+1.3%
W.E. 10-20-24	\$1.687B	+3.6%	+2.8%
W.E. 10-27-24	\$1.680B	+3.7%	+3.4%
W.E. 11-3-24	\$1.665B	+4.4%	+6.0%

## POWER FACTS

## STATE OF PRODUCE

October 2024	Price/Lb. vs. YA	\$ Sales	\$ vs. YA	Lbs. vs. YA
Fresh Fruits	\$1.86   +1.9%	\$4.2B	+6.9%	+4.9%
Fresh Vegetables	\$1.74   -0.6%	\$4.2B	+1.9%	+2.5%

## Share of Dollars

<b>\$8.5B   +4.3%</b>	<b>\$956M   +2.4%</b>	<b>434M   +0.0%</b>	<b>\$658M   -3.4%</b>
Fresh Produce Department	Frozen Fruits and Vegetables	Shelf Stable Fruits	Shelf Stable Vegetables

## TOP GROWTH COMMODITIES (NEW \$)

### 🇺🇸 Absolute \$ gain vs. YA

When regarding absolute dollar growth, berries top the list with an additional \$132 million in sales compared to October 2023. That was more than twice the absolute dollar gain seen in avocados and five times as much as the gain in cucumbers. Nonetheless, the \$26 million gain for cucumbers demonstrates the enormity of the growth in comparison to other big staples, such as lettuce, onions and tomatoes. The list contained an even number of fruit and vegetables this month.

Product	\$ vs. YA	\$ sales vs. YA	Lbs sales vs. YA
Berries	+132M	\$1.1B	+11.9%
Avocados	+65M	\$337M	+9.6%
Cucumbers	+26M	\$197M	+15.0%
Peaches	+24M	\$85M	+40.9%
Kiwis	+23M	\$59M	+58.5%
Peppers	+17M	\$291M	+0.7%
Onions	+14M	\$318M	+2.9%
Lettuce	+13M	\$316M	+0.0%
Tomatoes	+12M	\$417M	+5.0%
Pineapples	+11M	\$115M	+5.0%



### COMMODITY SPOTLIGHT

The produce department generates \$258 million in pumpkin sales annually.

- 65% of sales were generated during the four weeks ending 11/3/2024.
- While sales during October were up 7.1%, the 52-week sales were down 1.1% versus year-ago.
- October had strong unit growth of 8.1%. This illustrates that consumers are still willing to spend a little more to celebrate traditions, holidays or special occasions.
- Retailers carry an average of 9 pumpkin SKUs during October.
- Prices were mostly stable versus last year, at \$0.54 per pound or \$4.41 per unit.

## Inflation Insights

In October 2024 (the five weeks ending 11/3/2024), the price per unit across all foods and beverages in the Circana MULO+ universe stood at \$4.29. This reflects an increase of 2.2% over October 2023. While fresh food (+2.8%) increased more than center-store (+2.0%) prices, the gap narrowed in October compared to the last few quarters. Compared to the pre-pandemic baseline, the average price per unit of \$4.29 is 37.0% higher than the 2019 average of \$3.13. October inflation also accelerated a bit in comparison to the third quarter of the year, when prices increased 1.8% across all food and beverages.

Average price/unit vs. YA	2019	2020	2021	2022	2023	Q3 '23	Q4 '23	Q1 '24	Q2 '24	Q3 '24	Oct 2024
Total food & beverages	+2.0 %	+5.7 %	+5.5 %	+12.5 %	+6.1%	+4.0%	+2.4%	+1.2%	+1.5%	+1.8%	+2.2%

“I continue to be in awe of the impact of social media on sales, with now the third month of double-digit volume gains for cucumbers. At the same time, we need to continue to wow and inspire people in-store with quality and eye-catching displays to lock in planned purchases and drive impulse sales. Pumpkins clearly demonstrates that in-store displays are powerful in their own way.

November and December are the biggest months of the year and the more we can create a 360-degree inspiration and information loop between digital, social and in-store, the bigger those months will be for fresh produce.”

- Joe Watson, IFPA's VP of Retail, Foodservice and Wholesale0

## FUTURE OUTLOOK

### What's Next

The two biggest holidays of the year are upon us.

- Thanksgiving is the second-largest holiday of the year, behind only Christmas. The two weeks leading up to Thanksgiving 2023 reflected a sales lift of \$2.4 billion (+6%) versus the average weekly sales throughout the year.
- The week leading up to and the week of the holiday account for 82% of the Thanksgiving sales uplift. Yet, early purchases can lead to repeat purchases and incremental items.
- Retailers increased the number of promotions for typical Thanksgiving basket items, but the depth of the discounts in 2023 was just a few percentage points higher than the discounts seen throughout the year. Leveraging secondary locations and holiday sets can help optimize the purchase.
- Nearly 80% of the main Thanksgiving meal is completely homemade, and 34% of respondents in Circana's survey of primary shoppers say they expect to pay more for Thanksgiving groceries but will purchase the same amount this year.
- Today's prices for the typical Thanksgiving basket compared to 2023 point to approximate 2% inflation. However, today's typical Thanksgiving ring will be around 26% higher than 2020 prices.

For any questions, please reach out to Joe Watson, IFPA's VP of Retail, Foodservice, and Wholesale at [jwatson@freshproduce.com](mailto:jwatson@freshproduce.com)

## METRICS

October 2024 sales	\$ Sales	\$ vs. YA	Lbs. vs. YA
<b>Fresh Fruits and Vegetables</b>	<b>\$8.5B</b>	<b>+4.3%</b>	<b>+3.6%</b>
<b>Fresh fruit</b>	<b>\$4.2B</b>	<b>+6.9%</b>	<b>+4.9%</b>
Berries	\$1.1B	+14.2%	+11.9%
Grapes	\$579M	+1.0%	+19.0%
Apples	\$509M	+1.8%	+4.3%
Bananas	\$363M	+1.8%	+5.4%
Avocados	\$337M	+23.9%	+9.6%
Melons	\$281M	+1.8%	+0.4%
Mandarins	\$215M	-2.0%	-10.9%
Pineapples	\$115M	+9.9%	+5.0%
Mixed fruit	\$100M	+8.0%	+5.3%
Lemons	\$94M	+3.3%	+0.4%
	<b>Dollars</b>	<b>\$ vs. YA</b>	<b>Lbs vs. YA</b>
<b>Fresh vegetables</b>	<b>\$4.2B</b>	<b>+1.9%</b>	<b>+2.5%</b>
Tomatoes	\$417M	+3.0%	+5.0%
Potatoes	\$407M	-3.6%	+1.5%
Onions	\$318M	+4.7%	+2.9%
Lettuce	\$316M	+4.1%	+0.0%
Peppers	\$291M	+6.1%	+0.7%
Salad kits	\$290M	-5.2%	-0.4%
Pumpkins	\$200M	+3.2%	+4.6%
Cucumbers	\$197M	+15.2%	+15.0%
Carrots	\$164M	+4.4%	+1.5%
Broccoli	\$145M	+4.5%	+7.2%
October 2024 sales	\$ Sales	\$ vs. YA	Units vs. YA
<b>Frozen Fruits and Vegetables</b>	<b>\$956M</b>	<b>+2.4%</b>	<b>+2.7%</b>
<b>Shelf Stable Fruits</b>	<b>\$434M</b>	<b>+0.0%</b>	<b>-3.6%</b>
<b>Shelf Stable Vegetables</b>	<b>\$658M</b>	<b>-3.4%</b>	<b>-5.3%</b>
Meat department	\$10.0B	+5.4%	+3.4%
Dairy aisle	\$9.8B	+9.2%	+1.7%
Deli department	\$5.3B	+2.0%	+2.2%
Bakery department	\$5.3B	-0.6%	-0.8%

For more information, please reference IFPA's full consumption data at <https://www.freshproduce.com/resources/Commodities/>