

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

November 2023 | The Four weeks ending 11/26/2023

INTERNATIONAL  
**FRESH  
PRODUCE**  
ASSOCIATION



## Produce Department Emerges as the Strongest Perimeter Department

---

*Where consumers had been starting earlier on holiday preparations, this year they waited for the deep price points closer into Thanksgiving — leading to strong sales the final two weeks of November.*

## WHAT'S NEW

SUBDUED  
CONFIDENCE**Consumer spending and confidence remains subdued**

Consumer Confidence remains subdued, according to the University of Michigan. Consumer confidence is one of the key indicators to help forecast the future strength of the U.S. economy and consumer spending along with it.

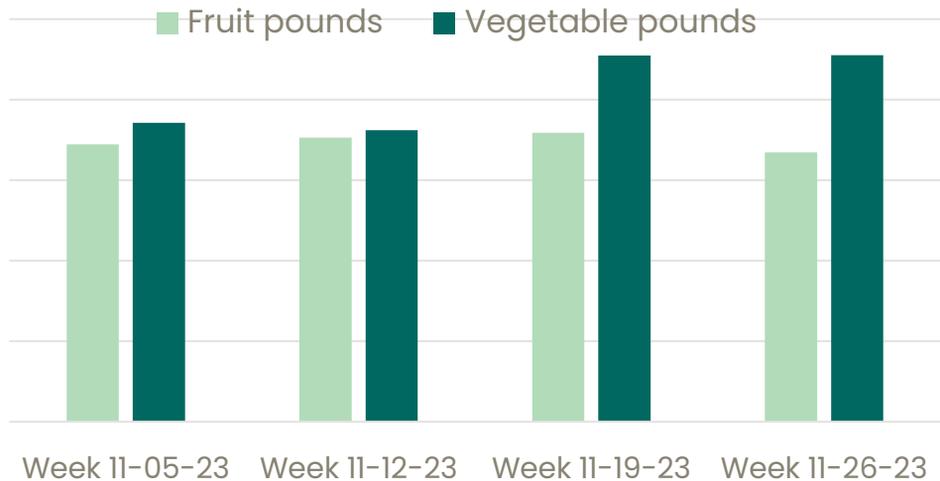
Kansas State University found similar marketplace sentiment in their November tracker study. Only 15% of consumers consider their household finances better than last year, leading to an ongoing emphasis on price in the purchase decision.

Additionally, the Kansas State University research found an increased share of lunch and dinner consumed at home. The continued home-landscape favors food retail.

However, with value top of mind, the Circana monthly tracker continues to find high focus on money-saving measures with consumers moving around dollars between brands, items, amounts and stores.

MARKET  
IMPACT**Fruit sales patterns are fairly stable throughout the month, but vegetables show the impact of the holiday with two very big weeks.**

*Rising share of pounds and dollars sold on merchandising:*

**Strength for produce in monthly trips.**

November 2023 fresh produce sales reached \$5.6 billion. Just like October, November sales fell slightly behind year-ago levels in pounds but dollars stayed ahead. Fresh produce sales benefitted from an increase in the number of times shoppers purchased fresh fruit or vegetables (+0.4%), while spending slightly less per trip (-0.3%) as they buy less during one visit.

## POWER FACTS

## STATE OF PRODUCE

October 2023	Price/Lb.	\$ Sales	\$ vs. YA	Lbs. vs. YA
Fresh Fruits	\$1.86   +4.5%	\$2.6B	+5.0%	+0.5%
Fresh Vegetables	\$1.81   -2.0%	\$3.0B	-2.9%	-0.8%

## Share of Dollars



## TOP GROWTH COMMODITIES (NEW \$)

## \$ Absolute \$ gain vs. YA

Berries	+\$59.6M
Grapes	+\$44.4M
Melons	+\$18.3M
Mandarins	+\$12.1M
Limes	+\$8.5M
Herbs	+\$6.7M
Carrots	+\$6.6M
Plums	+\$4.8M
Pineapples	+\$4.4M
Sweet potatoes/yams	+\$4.3M

## SEASONAL COMMODITIES – November 2023

Product	Dollars	\$ vs. YA	Lbs vs. YA
Potatoes	\$360M	-3.3%	-2.2%
Celery	\$101M	+1.9%	-1.4%
Mushrooms	\$101M	-4.8%	-4.8%
Fresh herbs	\$97M	+7.5%	-0.7%
Pineapples	\$72M	+6.5%	+9.0%
Cranberries	\$29M	-5.8%	-4.0%
Squash	\$71M	-5.8%	-4.5%



## SEASONAL COMMODITY SPOTLIGHT

Sweet potatoes generated \$94 million in November and \$641 million during the past year.

Consumers bought more this year, with gains for dollars, units and pounds both in November and the full-year view.

	\$	Units	Lbs
Nov.	+3.7%	+1.2%	+1.7%
L-52	+4.8%	+1.2%	+1.5%

## WHAT THIS MEANS

### Fresh share

Fresh produce prices have remained much more stable than prices of frozen and canned fruit and vegetables that have inflated by double digits. As a result, the fresh share of dollars remains below-average, however, the pound share has remained stable.

### Holiday commodities

Performances continue to be very inconsistent with declines in dollars, units and pounds for some commodities whereas others are generating big gains over year ago levels. Likewise, price movement is very inconsistent as well.

Fresh herbs and pineapples gained in year-over-year pound sales, whereas other seasonal powerhouses such as potatoes, mushrooms, cranberries and celery lost ground.

“During the November period deflation in several of the top 10 vegetable categories impacted overall dollar volume. Key categories such as onions, potatoes, cauliflower and lettuce, contributed to the pressure on overall dollar sales due to deflation in those categories. Now that seasonal transition of vegetable production to the desert growing regions is complete, and provided weather doesn't create unforeseen challenges in supply, December could be a strong conclusion to 2023..”

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

## FUTURE OUTLOOK

### Expected Consumer Behavior

The majority of consumers expect to celebrate the end-of-year holidays in similar fashion as they did last year.

This includes similar expectations for the size and nature of home-cooked meals for family and friends. While unit pressure has had a profound impact on grocery sales for the past two years, holidays are an important reason to include more premium items and treats – underscoring the importance of suggestive selling in-store, online and utilizing social media.



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

November sales	\$ Sales	\$ vs. YA	Lbs. vs. YA
<b>Fresh Fruits and Vegetables</b>	<b>\$5.7B</b>	<b>+1.4%</b>	<b>-0.4%</b>
<b>Fresh Fruit</b>	<b>\$2.6B</b>	<b>+5.0%</b>	<b>+0.5%</b>
Berries	\$622M	+10.6%	-0.8%
Apples	\$356M	-5.7%	+2.78%
Grapes	\$348M	+14.6%	-9.9%
Bananas	\$247M	+0.5%	-2.6%
Avocados	\$161M	+0.6%	-2.9%
Melons	\$155M	+13.4%	+28.1%
Mandarins	\$151M	+8.7%	+6.5%
Oranges	\$79M	-3.4%	-5.0%
Mixed fruit	\$74M	+4.0%	+4.1%
Pineapples	\$72M	+6.5%	+9.0%
<b>Fresh Vegetables</b>	<b>\$3.0B</b>	<b>+0.6%</b>	<b>-0.3%</b>
Potatoes	\$360M	-3.3%	-2.2%
Tomatoes	\$279M	-5.1%	+1.7%
Onions	\$246M	-3.6%	-0.5%
Lettuce	\$215M	-11.3%	-6.6%
Salad kits	\$202M	-5.4%	-2.8%
Peppers	\$189M	+0.6%	+1.0%
Carrots	\$122M	+5.7%	+0.8%
Cucumbers	\$105M	+0.6%	+0.9%
Celery	\$101M	+1.9%	-1.4%
Mushrooms	\$101M	-4.8%	-4.8%
November sales	\$ Sales	\$ vs. YA	Units vs. YA
<b>Frozen Fruits and Vegetables</b>	<b>\$676M</b>	<b>+6.0%</b>	<b>-3.8%</b>
<b>Shelf Stable Fruits</b>	<b>\$448M</b>	<b>-2.5%</b>	<b>-4.6%</b>
<b>Shelf Stable Vegetables</b>	<b>\$473M</b>	<b>+0.4%</b>	<b>-1.2%</b>
<b>Meat</b>	\$7.1B	-0.7%	-3.1%
<b>Dairy</b>	\$6.0B	-5.1%	+0.1%
<b>Deli</b>	\$3.5B	-0.5%	-0.8%
<b>Bakery</b>	\$3.5B	+0.2%	-2.5%
<b>Seafood</b>	\$417M	-5.7%	-1.5%

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