



Category Development

Full Year 2025



Whole Fruit Category Total US Performance

2025 Whole Fruit Unit Velocity Ranking



In 2025, whole mango grew **8.4% in units** and became a **top 10 of fruit in unit velocity** (tied with cherries) and contributed 2.1% to the fruit category.



	Rank	Units/Store/Week	Units/Store/Week % Chg YOY	Units Sold	Unit % Chg YOY	Unit Share [% of Total]	Unit Share PP Chg YOY
TOTAL FRUIT		10,256	1.8%	20,614,522,243	3.3%	100.0%	
BANANAS	1	2,620	0.1%	6,018,655,523	2.6%	29.2%	-0.2%
AVOCADOS	2	1,037	6.5%	2,157,129,662	5.0%	10.5%	0.2%
LIMES	3	847	2.9%	1,800,684,742	4.8%	8.7%	0.1%
GRAPES	4	647	-5.6%	1,454,759,227	-3.5%	7.1%	-0.5%
APPLES	5	646	-4.6%	1,563,274,646	-2.9%	7.6%	-0.5%
STRAWBERRIES	6	500	-0.5%	1,141,215,772	1.6%	5.5%	-0.1%
LEMONS	7	400	3.8%	925,753,828	4.2%	4.5%	0.0%
BLUEBERRIES	8	327	2.8%	717,603,718	5.4%	3.5%	0.1%
ORANGES	9	294	6.9%	657,475,380	9.1%	3.2%	0.2%
MANGOS	10	250	8.4%	438,575,316	13.4%	2.1%	0.2%
CHERRIES	10	250	-2.4%	263,826,379	-0.5%	1.3%	0.0%
PEACHES	12	233	24.0%	310,253,662	23.5%	1.5%	0.2%
WATERMELONS	12	233	-3.6%	450,642,574	-1.6%	2.2%	-0.1%
MANDARINS	14	212	4.7%	474,717,737	7.9%	2.3%	0.1%
RASPBERRIES	15	195	8.8%	340,538,420	9.4%	1.7%	0.1%
PAPAYAS	16	152	9.3%	166,309,465	13.9%	0.8%	0.1%
BLACKBERRIES	17	148	5.9%	276,135,535	9.6%	1.3%	0.1%
PINEAPPLES	18	114	-4.7%	207,483,877	-4.5%	1.0%	-0.1%
NECTARINES	19	110	16.9%	129,539,803	14.5%	0.6%	0.1%
PEARS	20	106	-9.7%	199,579,498	-6.3%	1.0%	-0.1%
CANTALOUPE	21	95	-4.2%	168,296,474	-4.5%	0.8%	-0.1%
KIWI	22	89	18.5%	153,200,578	23.4%	0.7%	0.1%
PLUMS	23	80	23.9%	116,842,192	22.6%	0.6%	0.1%
SPECIALTY FRUITS	24	77	12.3%	104,745,441	11.0%	0.5%	0.0%
POMEGRANATE	25	60	8.6%	46,361,317	12.8%	0.2%	0.0%



*In 2025, the whole mango category **grew 3.8% in dollar sales**, ranked **16th** in dollar velocity, and contributed **1.5%** to the fruit category.*



Rank	\$/Store/ Week	\$/Store/ Week % Chg YOY	\$ Sales	\$ Sales % Chg YOY	\$ Share [% of Total]	\$ Share PP Chg YOY
	\$21,029	2.7%	\$39,914,112,525	4.1%	100.0%	
STRAWBERRIES	1	\$1,977	2.9%	\$4,511,508,039	5.1%	11.3%
GRAPES	2	\$1,970	-3.6%	\$4,428,206,968	-1.5%	11.1%
APPLES	3	\$1,794	1.9%	\$4,344,479,456	3.7%	10.9%
BANANAS	4	\$1,654	1.8%	\$3,800,185,899	4.3%	9.5%
AVOCADOS	5	\$1,599	4.5%	\$3,324,841,797	3.1%	8.3%
BLUEBERRIES	6	\$1,505	3.8%	\$3,305,230,094	6.4%	8.3%
CHERRIES	7	\$1,110	5.6%	\$1,172,191,379	7.6%	2.9%
MANDARINS	8	\$1,042	2.3%	\$2,330,889,446	5.4%	5.8%
RASPBERRIES	9	\$780	5.7%	\$1,364,221,922	6.3%	3.4%
WATERMELONS	10	\$743	-1.5%	\$1,439,506,192	0.5%	3.6%
ORANGES	11	\$647	9.0%	\$1,449,076,154	11.3%	3.6%
BLACKBERRIES	12	\$547	5.2%	\$1,021,629,259	8.9%	2.6%
PEACHES	13	\$489	-0.8%	\$649,410,173	-1.1%	1.6%
LIMES	14	\$453	-2.7%	\$962,637,710	-0.9%	2.4%
LEMONS	15	\$449	4.9%	\$1,040,073,046	5.4%	2.6%
MANGOS	16	\$333	3.8%	\$583,332,461	8.5%	1.5%
PINEAPPLES	17	\$301	4.3%	\$549,404,446	4.5%	1.4%
KIWI	18	\$284	31.4%	\$487,426,875	36.8%	1.2%
NECTARINES	19	\$277	-2.3%	\$326,218,167	-4.3%	0.8%
PEARS	20	\$254	-4.6%	\$479,409,000	-1.1%	1.2%
CANTALOUPE	21	\$236	-0.8%	\$416,216,935	-1.0%	1.0%
SPECIALTY FRUITS	22	\$233	19.9%	\$318,695,672	18.5%	0.8%
DIPPED / COVERED FRUIT	23	\$209	-4.7%	\$116,809,791	-6.7%	0.3%
PAPAYAS	24	\$209	8.6%	\$228,611,808	13.2%	0.6%
PLUMS	25	\$198	-1.9%	\$290,175,096	-2.9%	0.7%



Whole Mango Division Performance

Mountain	
CDI	118
Units Contribution	9.1%
Total Units	39,836,581
Units% Chg YoY	27.2%

West North Central	
CDI	51
Units Contribution	3.3%
Total Units	14,385,294
Units% Chg YoY	21.7%

East North Central	
CDI	75
Units Contribution	10.6%
Total Units	46,379,221
Units% Chg YoY	19.7%

New England	
CDI	125
Units Contribution	5.6%
Total Units	24,788,865
Units% Chg YoY	10.5%

Pacific	
CDI	147
Units Contribution	23.3%
Total Units	102,260,571
Units% Chg YoY	4.7%



West South Central	
CDI	109
Units Contribution	13.8%
Total Units	60,458,197
Units% Chg YoY	13.4%

East South Central	
CDI	49
Units Contribution	2.9%
Total Units	12,640,469
Units% Chg YoY	15.6%



Fresh Cut Category Total US Performance



In 2025, fresh cut mango only segment **grew 41.2%** in dollar sales, ranked **13th** in dollar velocity, and contributed 3.3% to the fruit category.



	Rank	\$/Store/Week	\$/Store/Week % Chg YOY	\$ Sales	\$ Sales % Chg YOY	\$ Share [% of Total]	\$ Share PP Chg YOY
TOTAL FRUIT		\$6,210	9.5%	\$4,786,349,790	4.8%	100.0%	
WATERMELONS	1	\$775	2.7%	\$1,217,981,492	4.7%	25.4%	0.0%
BLUEBERRIES	2	\$666	2.2%	\$71,949,336	19.3%	1.5%	0.2%
MIXED FRUIT	3	\$553	2.3%	\$1,303,175,762	3.3%	27.2%	-0.4%
PINEAPPLES	4	\$368	5.2%	\$627,878,311	3.7%	13.1%	-0.1%
PLUMS	5	\$303	3512.8%	\$1,645	19,531.8%	0.0%	0.0%
SPECIALTY MELONS	6	\$299	8.5%	\$176,681,328	5.9%	3.7%	0.0%
BLACKBERRIES	7	\$262	61.7%	\$4,941,980	95.9%	0.1%	0.0%
REMAINING FRUIT	8	\$261	3.2%	\$95,266,081	5.7%	2.0%	0.0%
REMAINING BERRIES	9	\$227	-26.4%	\$8,875,999	-34.0%	0.2%	-0.1%
CANTALOUPE	10	\$219	3.8%	\$300,728,200	5.8%	6.3%	0.1%
MIXED BERRIES	11	\$166	12.5%	\$136,383,451	0.2%	2.8%	-0.1%
FRUIT SALAD	12	\$154	-14.7%	\$116,352,600	-12.7%	2.4%	-0.5%
MANGOS ONLY	13	\$134	28.7%	\$159,815,966	41.2%	3.3%	0.9%
POMEGRANATE	14	\$125	27.2%	\$87,536,604	41.6%	1.8%	0.5%
STRAWBERRIES	15	\$116	-1.2%	\$60,319,274	-3.6%	1.3%	-0.1%
APPLES	16	\$112	1.7%	\$122,167,518	2.0%	2.6%	-0.1%
FRUIT COCKTAIL	17	\$112	-18.2%	\$1,763,052	-19.3%	0.0%	0.0%
BANANAS	18	\$110	-6.9%	\$3,305,839	36.3%	0.1%	0.0%
PAPAYAS	19	\$105	12.8%	\$11,852,074	8.9%	0.2%	0.0%
CRANBERRIES	20	\$100	-6.4%	\$1,109,931	11.5%	0.0%	0.0%
TROPICAL FRUIT MIXES	21	\$88	2.2%	\$85,802,140	-8.1%	1.8%	-0.3%
HONEYDEW	22	\$87	6.0%	\$59,197,391	-1.7%	1.2%	-0.1%
VA MANGO MIX	23	\$87	971.9%	\$100,169	6,893.8%	0.0%	0.0%
TANGERINES	24	\$72	6.5%	\$4,556,398	11.4%	0.1%	0.0%
JACKFRUIT	25	\$66	24.6%	\$829,957	21.8%	0.0%	0.0%