



Category Development Full Year 2025



Whole Fruit Category Total US Performance



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% | 0.1% |
| GRAPES | 2 | \$1,970 | -3.6% | \$4,428,206,968 | -1.5% | 11.1% | -0.6% |
| APPLES | 3 | \$1,794 | 1.9% | \$4,344,479,456 | 3.7% | 10.9% | 0.0% |
| BANANAS | 4 | \$1,654 | 1.8% | \$3,800,185,899 | 4.3% | 9.5% | 0.0% |
| AVOCADOS | 5 | \$1,599 | 4.5% | \$3,324,841,797 | 3.1% | 8.3% | -0.1% |
| BLUEBERRIES | 6 | \$1,505 | 3.8% | \$3,305,230,094 | 6.4% | 8.3% | 0.2% |
| CHERRIES | 7 | \$1,110 | 5.6% | \$1,172,191,379 | 7.6% | 2.9% | 0.1% |
| MANDARINS | 8 | \$1,042 | 2.3% | \$2,330,889,446 | 5.4% | 5.8% | 0.1% |
| RASPBERRIES | 9 | \$780 | 5.7% | \$1,364,221,922 | 6.3% | 3.4% | 0.1% |
| WATERMELONS | 10 | \$743 | -1.5% | \$1,439,506,192 | 0.5% | 3.6% | -0.1% |
| ORANGES | 11 | \$647 | 9.0% | \$1,449,076,154 | 11.3% | 3.6% | 0.2% |
| BLACKBERRIES | 12 | \$547 | 5.2% | \$1,021,629,259 | 8.9% | 2.6% | 0.1% |
| PEACHES | 13 | \$489 | -0.8% | \$649,410,173 | -1.1% | 1.6% | -0.1% |
| LIMES | 14 | \$453 | -2.7% | \$962,637,710 | -0.9% | 2.4% | -0.1% |
| LEMONS | 15 | \$449 | 4.9% | \$1,040,073,046 | 5.4% | 2.6% | 0.0% |
| MANGOS | 16 | \$333 | 3.8% | \$583,332,461 | 8.5% | 1.5% | 0.1% |
| PINEAPPLES | 17 | \$301 | 4.3% | \$549,404,446 | 4.5% | 1.4% | 0.0% |
| KIWI | 18 | \$284 | 31.4% | \$487,426,875 | 36.8% | 1.2% | 0.3% |
| NECTARINES | 19 | \$277 | -2.3% | \$326,218,167 | -4.3% | 0.8% | -0.1% |
| PEARS | 20 | \$254 | -4.6% | \$479,409,000 | -1.1% | 1.2% | -0.1% |
| CANTALOUPE | 21 | \$236 | -0.8% | \$416,216,935 | -1.0% | 1.0% | -0.1% |
| SPECIALTY FRUITS | 22 | \$233 | 19.9% | \$318,695,672 | 18.5% | 0.8% | 0.1% |
| DIPPED / COVERED FRUIT | 23 | \$209 | -4.7% | \$116,809,791 | -6.7% | 0.3% | 0.0% |
| PAPAYAS | 24 | \$209 | 8.6% | \$228,611,808 | 13.2% | 0.6% | 0.0% |
| PLUMS | 25 | \$198 | -1.9% | \$290,175,096 | -2.9% | 0.7% | -0.1% |



Whole Mango Division Performance

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% |

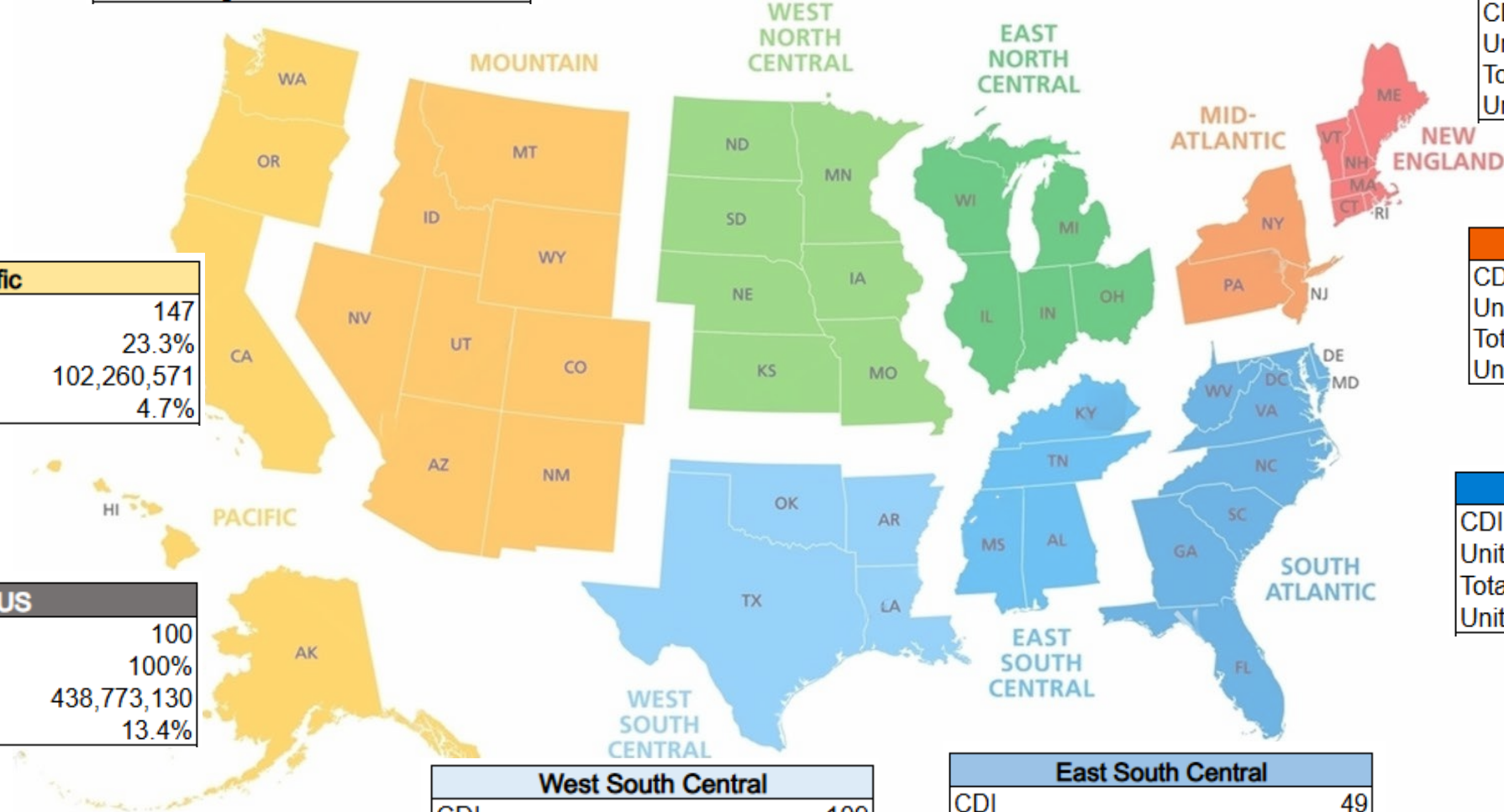
| New England | |
|--------------------|------------|
| CDI | 125 |
| Units Contribution | 5.6% |
| Total Units | 24,788,865 |
| Units% Chg YoY | 10.5% |

| Middle Atlantic | |
|--------------------|------------|
| CDI | 93 |
| Units Contribution | 11.6% |
| Total Units | 50,954,654 |
| Units% Chg YoY | 12.0% |

| South Atlantic | |
|--------------------|------------|
| CDI | 97 |
| Units Contribution | 19.8% |
| Total Units | 87,069,278 |
| Units% Chg YoY | 15.7% |

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

| Total US | |
|--------------------|-------------|
| CDI | 100 |
| Units Contribution | 100% |
| Total Units | 438,773,130 |
| Units% Chg YoY | 13.4% |



| 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

| | 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% |



*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.***

