



Strong Fruit Sales Gains in November for Spanish Retailers

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 highlights the major trends in the Spanish marketplace.

Spain Marketplace Review

- According to the latest economic outlook for Spain, gross domestic product (GDP) growth has been revised upward to 3.1%. This is due to a stronger-than-expected performance in the third quarter and the slight acceleration in job creation in the fourth quarter.
- The rate of inflation in Spain was 2.4% in November 2024. That reflects a decrease from previous months.
- Spain's unemployment rate remains high as of the third quarter of 2024, at 11.21%, virtually unchanged from 11.27% in the second quarter of the year.

Source: National Statistics Institute

Sales Performance

The four-week period ending November 24th, 2024 delivered nearly \$800 million in fresh fruit and vegetable sales. Vegetables were the slightly bigger seller, at \$399 million versus \$392 million for fruit among Spanish retailers in NielsenIQ's measured universe. Fruit managed robust year-over-year growth, at +9.3%. Over the latest 52 weeks, fruit sales also held the edge over vegetables, at \$5.4 billion versus \$5.1 billion, but both areas accomplished robust growth, at around 7%-9% year-on-year.

Dollar sales (in USD)	Latest 4 weeks		Latest 52 weeks	
	Dollar sales	Dollars vs. year ago	Dollar sales	Dollars vs. year ago
Fresh fruit	\$391.5M	+9.3%	\$5.4B	+8.7%
Fresh vegetables	\$398.5M	+5.9%	\$5.1B	+7.2%

Source: NielsenIQ, Global SnapShot, 5 and 52 weeks ending November 24, 2024

Commodity Performance – Fruit

While fruit had a strong growth performance in the four November weeks, this was not the case for all commodities. Apple sales decreased by double digits, for instance.

Dollar sales (in USD)	Latest 4 weeks		Latest 52 weeks	
	Dollar sales	Dollars vs. year ago	Dollar sales	Dollars vs. year ago
Fresh fruit	\$391.5M	+9.5%	\$5.4B	+8.7%
Bananas/plantains	\$63.0M	+3.1%	\$806.0M	+8.1%
Apples	\$30.4M	-10.5%	\$427.0M	-6.0%
Oranges	\$34.7M	-2.1%	\$447.1M	+8.4%
Mandarins	\$34.9M	+5.3%	\$311.6M	-2.7%
Avocados	\$30.9M	+18.5%	\$390.4M	+25.8%
Kiwis	\$30.8M	+21.8%	\$311.3M	+8.0%
Melons	\$11.8M	+3.0%	\$268.0M	+6.3%
Grapes	\$29.5M	+17.3%	\$294.7M	+19.2%
Pears	\$18.5M	+7.0%	\$180.6M	+1.7%
Lemon/limes	\$12.0M	+14.3%	\$151.2M	-2.2%
Cherries	\$419K	+125.1%	\$126.8M	+19.6%
Peaches	\$2.0M	+5.5%	\$123.6M	+18.4%
Mangoes	\$8.7M	+27.2%	\$97.4M	+3.1%
Nectarines	\$127K	-32.0%	\$96.4M	+5.5%
Pineapple	\$6.0M	+11.2%	\$84.8M	+10.0%
Plums	\$2.1M	-27.9%	\$61.1M	+2.6%

Source: NielsenIQ, Global SnapShot, 5 and 52 weeks ending November 24, 2024

Others, such as avocados, kiwis, grapes and lemon/limes had better-than-average growth. Highly seasonal items, such as cherries experienced a high growth rate due to the very small base related to the very end of the season.

Commodity Performance – Vegetables

Vegetable sales during the latest four and 52 weeks also reflect a variety of movements. Over the past year, potatoes, mushrooms, garlic, leeks, asparagus and artichokes all had double-digit increases in dollar sales. Others, such as onions and prepared salad barely moved the needle in the full year view. Lettuce was the lone commodity with decreasing sales over the past year.

In the latest four weeks, vegetable sales increased by 5.9% to reach \$399 million. Summer vegetables, such as tomatoes and lettuce had a below-average performance. Potatoes and mushrooms and other smaller sellers grew sales by double digits versus November 2023.

Dollar sales (in USD)	Latest 4 weeks		Latest 52 weeks	
	Dollar sales	Dollars vs. year ago	Dollar sales	Dollars vs. year ago
Fresh vegetables	\$398.5M	+5.9%	\$5.1B	+7.2%
Tomatoes	\$62.9M	+4.2%	\$844.0M	+4.2%
Potatoes	\$64.4M	+10.0%	\$805.8M	+11.9%
Onions	\$29.0M	-6.6%	\$414.5M	+0.0%
Salads	\$26.1M	+4.0%	\$369.0M	+0.5%
Peppers	\$21.0M	+3.7%	\$291.9M	+4.8%
Mushrooms	\$22.0M	+3.8%	\$246.5M	+15.4%
Carrots	\$13.3M	+0.8%	\$169.9M	+7.4%
Lettuce	\$11.2M	+0.8%	\$152.3M	-3.3%
Garlic	\$11.0M	+9.7%	\$138.8M	+13.9%
Cucumbers	\$7.1M	+10.4%	\$108.3M	+7.4%
Leeks	\$9.3M	+8.3%	\$102.3M	+15.7%
Broccoli	\$6.9M	+9.0%	\$79.9M	+9.5%
Asparagus	\$6.1M	+4.4%	\$83.5M	+14.7%
Eggplant	\$4.6M	+9.2%	\$53.6M	+2.4%
Cauliflower	\$5.0M	+7.5%	\$50.9M	+4.3%
Cabbage	\$4.3M	+5.9%	\$42.4M	+5.9%
Artichokes	\$1.6M	+108.9%	\$37.5M	+29.7%

Source: NielsenIQ, Global SnapShot, 5 and 52 weeks ending November 24, 2024