



Fruit Had a Strong Start to 2026, Offsetting Softer Vegetable Sales

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 dives into fresh fruit and vegetable sales in the U.K.

U.K. Marketplace Review

- The U.K. economy showed soft but stable activity entering 2026. Monthly indicators suggest flat or slightly positive growth in January, with full-year 2025 growth finalized around 1.2%, and forecasts for 2026 pointing to a subdued pace near 1.0% to 1.3%.
- Headline Consumer Price Index inflation moderated slightly in January 2026, with the official rate around 3.3% year-on-year, still above the Bank of England's target but showing continued easing as earlier energy and supply-driven pressures fade. Core inflation remained relatively steady at about 4.0%.
- The labor market showed signs of further softening at the start of 2026. Job vacancies and hiring activity declined in January, while unemployment held near 5.0%. Wage growth continued to slow, reflecting reduced labor demand.
- Employment and wage indicators suggest ongoing cooling in the jobs market, with fewer vacancies and more moderate pay growth, keeping the Bank of England cautious in balancing support for activity with inflation containment.
- The Bank of England's Monetary Policy Committee maintained Bank Rate at 3.75% in January 2026, signaling a careful approach to further easing as inflation trends downward and growth remains uneven.

Sales Performance

Fruit sales exceeded vegetable sales in the latest four weeks by \$203 million. Additionally, fruit sales gained 6.2% year-over-year while vegetable sales grew a mere 1.1% year-over-year. The January growth rates were similar to those seen in the 52-week view.

Dollar sales (in USD)	Latest 4 weeks		Latest 52 weeks	
	Dollar sales	Dollars vs. year ago	Dollar sales	Dollars vs. year ago
Fresh fruit	\$717.9M	+6.2%	\$9.6B	+8.3%
Fresh vegetables	\$514.8M	+1.1%	\$6.1B	+0.4%

Fruit and vegetable's unit performances were also very different. Whereas unit sales grew by 2.8% for fruit, vegetable units fell by 1.7% in January. The patterns were similar in the full-year view.

Unit sales (packages)	Latest 4 weeks		Latest 52 weeks	
	Unit sales	Units vs. year ago	Unit sales	Units vs. year ago
Fresh fruit	370.2M	+2.8%	5.0B	+3.8%
Fresh vegetables	339.9M	-1.7%	4.2B	-1.7%

Volume patterns mirrored unit sales, with gains for fruit, but decreases for vegetables. The January performance for fruit and vegetables was very similar to the full-year trends.

Volume sales (in kg)	Latest 4 weeks		Latest 52 weeks	
	Volume sales	Volume vs. year ago	Volume sales	Volume vs. year ago
Fresh fruit	351.5M	+2.7%	4.8B	+4.0%
Fresh vegetables	205.3M	-2.2%	2.55B	-2.5%

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending January 25, 2026

Commodity Performance – Fruit

Berries were easily the biggest seller in January, at \$218 million, followed by grapes and apples. Smaller commodities had much higher growth rates, including lemons, kiwis and cherries. In the 52-week view, prepared fruit shows its growth potential in today's marketplace.

Dollar sales (in USD)	Latest 4 weeks		Latest 52 weeks	
	Dollar sales	Dollars vs. year ago	Dollar sales	Dollars vs. year ago
Fresh fruit	\$717.9M	+6.2%	\$9.63B	+8.3%
Fresh prepared fruit	\$60.0M	+7.8%	\$880M	+15.9%
Berries	\$218.1M	+7.0%	\$3.2B	+12.1%
Grapes	\$94.4M	+3.4%	\$1.2B	+8.5%
Bananas	\$81.0M	-0.3%	\$1.1B	+1.7%
Apples	\$82.3M	+7.5%	\$1.0B	+1.7%
Melons	\$17.4M	+5.7%	\$305.8M	+11.6%
Pears	\$23.3M	+5.7%	\$281.6M	+2.5%
Oranges	\$26.0M	-2.0%	\$267.5M	+3.5%
Lemons	\$19.9M	+10.4%	\$239.2M	+7.5%
Kiwis	\$16.2M	+31.6%	\$174.7M	+36.2%
Nectarines	\$9.0M	+8.9%	\$162.7M	+9.8%
Cherries	\$12.9M	+41.9%	\$161.6M	+18.3%
Mangoes	\$6.8M	-4.2%	4109.7M	+26.6%
Plums	\$5.0M	+0.2%	\$99.4M	+1.9%
Limes	\$5.4M	+6.9%	\$72.9M	+7.6%

January's volume performances were a mix. Berries and grapes posted robust gains, whereas bananas and apple volume sales was mostly flat. Kiwis and cherries had the highest growth.

Volume sales (in kg)	Latest 4 weeks		Latest 52 weeks	
	Volume sales	Volume vs. year ago	Volume sales	Volume vs. year ago
Fresh fruit	351.5M	+2.7%	4.8B	+4.0%
Fresh prepared fruit	5.4M	+2.0%	86.9M	+10.3%
Berries	68.7M	+6.7%	1.0B	+8.7%
Grapes	17.1M	+5.7%	224.2M	+4.4%
Bananas	103.6M	+0.8%	1.4B	+2.1%
Apples	33.7M	+0.4%	416.0M	-1.6%
Melons	5.8M	+8.5%	107.8M	+10.6%
Pears	11.2M	-1.3%	141.5M	+0.3%
Oranges	13.0M	-2.8%	138.6M	+2.6%
Lemons	16.2M	-1.6%	213.1M	+0.5%
Kiwis	7.7M	+15.3%	90.1M	+15.1%
Nectarines	3.3M	+4.9%	63.6M	+0.5%
Cherries	4.3M	+57.5%	50.7M	+16.8%
Mangoes	4.3M	-4.1%	68.1M	+39.6%
Plums	2.2M	-6.7%	48.0M	-0.2%
Limes	7.5M	+5.8%	99.0M	+2.8%

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending January 25, 2026

Commodity Performance – Vegetables

Vegetables' January performance was far more mixed than that of fruit. Whereas prepared vegetables gained, parsnip and Brussels sprouts lost ground. Salad vegetables had a generally strong month and year.

Dollar sales (in USD)	Latest 4 weeks		Latest 52 weeks	
	Dollar sales	Dollars vs. year ago	Dollar sales	Dollars vs. year ago
Fresh vegetables	\$514.8M	+1.1%	\$6.1B	+0.4%
Fresh prepared veg	\$52.8M	+1.7%	\$605.9M	+3.8%
Parsnip	\$5.9M	-5.1%	\$56.2M	+5.2%
Brussel sprouts	\$3.3M	-7.2%	\$36.2M	-5.5%
Mushrooms	\$2.3M	+3.1%	\$26.1M	+2.0%
Peas	\$1.4M	+0.5%	\$17.5M	+0.8%
Onion	\$1.3M	+5.4%	\$15.4M	+20.0%
Kale	\$1.2M	-10.3%	\$14.3M	-6.5%
Broccoli	\$1.5M	+14.4%	\$15.4M	+2.8%
Salad vegetables	\$340.0M	+3.6%	\$4.6B	+4.5%
Cucumbers	\$51.4M	+5.9%	\$703.7M	+5.6%
Avocado	\$44.1M	+3.1%	\$556.1M	+9.1%
Fresh herbs	\$19.7M	+5.6%	\$237.8M	+2.4%
Spinach	\$16.1M	+5.0%	\$185.0M	-1.9%
Tomatoes	\$2.6M	-5.9%	\$43.5M	-0.9%
Peppers	\$1.5M	+16.8%	\$25.2M	-1.5%

Volume sales reflect an even greater mix of performances in both time periods. Mushrooms, onions and broccoli were among the few commodities that gained ground in volume sales in January. Parsnip showed better results in the 52-week view.

Volume sales (in kg)	Latest 4 weeks		Latest 52 weeks	
	Volume sales	Volume vs. year ago	Volume sales	Volume vs. year ago
Fresh vegetables	205.3M	-2.2%	2.55B	-2.5%
Fresh prepared veg	10.3M	-5.3%	118.8M	-3.7%
Parsnip	2.2M	-5.2%	27.3M	+11.6%
Brussel sprouts	919K	-7.6%	10.0M	-10.0%
Mushrooms	360K	+0.8%	4.1M	-1.9%
Peas	131K	-7.7%	1.7M	-6.3%
Onion	356K	+4.3%	4.3M	+14.9%
Kale	209K	-4.4%	2.4M	-9.2%
Broccoli	243K	+13.8%	2.6M	+4.4%
Salad vegetables	74.7M	-0.4%	1.0B	+2.6%
Cucumber	11.8M	-0.3%	161.4M	+1.1%
Avocado	13.1M	-6.8%	159.8M	+7.7%
Fresh herbs	730K	+10.5%	8.7M	+8.3%
Spinach	2.2M	+2.6%	25.6M	-1.4%
Celery	134K	-4.6%	2.2M	+1.3%

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending January 25, 2026