



# Substantial Inflation Hampered 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 highlights the major trends in the Mexican marketplace.*

## Methodology Review

- Nielsen IQ assembled the high-level trends in fresh fruit and vegetable sales in Mexico.
- Seven fruit commodities are shown in greater detail.
- The reporting will continue to expand as more information becomes available.

## Marketplace Review (March 2026)

- Headline inflation in Mexico accelerated further in March 2026, with the annual consumer price index rising approximately +4.0% year over year versus +3.8% in February. Core inflation remained elevated near +4.2%, reflecting ongoing price pressure in services, housing and prepared food categories.
- Banco de México continued its easing cycle in March, lowering the benchmark interest rate by another 50 basis points to 6.0%.
- Economic activity remained sluggish during the first quarter of 2026. Industrial production, manufacturing activity and consumer spending indicators continued to show limited momentum in March amid weaker domestic demand and uncertainty surrounding trade relations with the United States. Current forecasts place 2026 GDP growth in a range of approximately +0.2% to +0.6%.
- Labor market conditions remained relatively stable in March. Mexico's unemployment rate held near 2.6% to 2.7%, remaining low by historical standards, though formal job creation continued to slow compared with year-ago levels as employers responded to weaker economic growth.
- The medium-term outlook continues to point to gradual improvement. Current projections suggest Mexico's GDP growth could strengthen to approximately +1.0% to +1.5% in 2027.

## Sales Performance

Substantial inflation pushed March vegetable dollar sales 17.6% above year-ago levels. Dollar gains were milder for fruit, at +8.7%. Both fruit and vegetable gains were ahead of 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	\$163.7M	+8.7%	\$163.7M	+6.0%
Fresh vegetables	\$171.6M	+17.6%	\$2.0B	-1.1%

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending March 22, 2026

Fruit gains were a combination of inflation and demand growth, with unit sales up 5.7% versus year ago in March. Vegetables, on the other hand, experienced unit declines of -6.6% in March amid a 25.9% increase in fresh vegetable prices.

Unit sales (Transactions)	Latest 4 weeks		Latest 52 weeks	
	Unit sales	Unit vs. year ago	Unit Sales	Units vs. year ago
Fresh fruit	\$76.9M	+5.7%	\$963.7M	+3.1%
Fresh vegetables	\$95.3M	-6.6%	\$1.2B	+8.7%

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending March 22, 2026

Mexico

**Price per Unit**

The average price per unit across all vegetables tracked in the NielsenIQ database reflect inflation of 25.9% for vegetables in the latest four weeks versus deflation of 9% in the full-year view. Fruit prices were more stable, especially in the latest four weeks.

Price per unit	Latest 4 weeks		Latest 52 weeks	
	Price per unit	Change vs. YA	Price per unit	Change vs. YA
Fresh fruit	\$2.13	+2.8%	\$1.76	-3.7%
Fresh vegetables	\$1.80	+25.9%	\$1.60	-9.0%

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending March 22, 2026

**Commodity Performance – Fruit Dollar Sales**

March was a good month for bananas, lemons and grapes. Bananas, by far the biggest commodity in the Mexican marketplace, gained +8.7%, while lemons, grapes and mangoes had substantial gains that far exceeded the annual growth rate.

Dollar sales (in USD)	Latest 4 weeks		Latest 52 weeks	
	Dollar sales	Dollars vs. year ago	Dollar sales	Dollars vs. year ago
<b>Fresh fruit</b>	<b>\$163.7M</b>	<b>+8.7%</b>	<b>2.0B</b>	<b>+6.0%</b>
Bananas	\$27.1M	+4.3%	\$314.4	+2.0%
Lemon	\$17.0M	+30.4%	\$165.0M	+4.2%
Grapes	\$10.5M	+14.6%	\$148.0M	+6.3%
Mangoes	\$11.9M	-0.5%	\$109.4M	+6.4%
Pineapples	\$7.4M	-1.4%	\$89.6M	+13.9%
Melon	\$5.6M	-8.5%	\$76.8M	+2.4%

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending March 22, 2026

**Commodity Performance – Fruit Unit Sales**

Fruit's double-digit unit growth was supported by all the larger commodities. Bananas, with 17 million units sold in February, grew modestly, at 0.4% year over year. Grapes and mangoes enjoyed double-digit growth over year-ago levels. Pineapples enjoyed strong sales all year, but sales fell below year-ago levels in March.

Unit sales (transactions)	Latest 4 weeks		Latest 52 weeks	
	Unit sales	Units vs. year ago	Unit sales	Units vs. year ago
<b>Fresh fruit</b>	<b>\$76.9M</b>	<b>+5.7%</b>	<b>\$963.7M</b>	<b>+3.1%</b>
Bananas	\$17.4M	+0.4%	\$234.2M	+3.3%
Lemon	\$6.2M	+6.0%	\$482.0M	+5.1%
Grapes	\$1.8M	+10.9%	\$32.8M	-3.9%
Mangoes	\$4.5M	+22.2%	\$53.1M	+5.8%
Pineapples	\$5.5M	-7.6%	\$57.7M	+16.9%
Melon	\$3.3M	+0.9%	\$47.9M	+2.4%

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending March 22, 2026