Four and 52 weeks ending May 17, 2026

May Vegetable Sales Post Inflation- and Demand-Driven Growth

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 vegetable sales trends in Italy.

Italy — Marketplace Review (May 2026)

- Italy's consumer price index rose +3.2% year over year in May, up from +2.8% in April. The acceleration was driven primarily by higher energy prices, along with rising transportation and recreation-related service costs. Core inflation remained comparatively moderate at +1.7%.
- Inflation expectations for full-year 2026 edged higher following the May increase. Current forecasts generally project inflation of around +3.2% for 2026.
- Labor market conditions remained resilient despite a modest decline in employment during May. The unemployment rate fell to 5.0%, remaining near historic lows.
- Economic activity continued to expand modestly. Italy's economy grew +0.3% quarter over quarter in the first quarter of 2026, supported by domestic demand and investment, although elevated energy costs and global uncertainty continued to weigh on the outlook.
- Current medium-term forecasts continue to point to modest economic growth. Most major institutions expect Italy's GDP to increase by approximately +0.5% in 2026, matching 2025 growth, with investment supported by Recovery and Resilience Plan funding while consumer spending remains constrained by higher inflation.

Sales Performance — Dollars

Vegetable sales continued to improve going into May. Overall, vegetable sales grew 8.8% year over year compared with an annual growth rate of 2.6%. Mixed salad, tomatoes and potatoes together generated nearly $250 million in the April/May 2026 time period. The fastest-growing vegetables were tomatoes, peppers, asparagus and broccoli among the mid-sized commodities. Among the smaller ones, cucumbers, radishes and beets continued to grow by double digits.

Dollar sales (in USD)	Latest 4 weeks		Latest 52 weeks	
	Dollar sales	Dollars vs. year ago	Dollar sales	Dollars vs. year ago
Fresh vegetables	**$441.5M**	**+8.8%**	**$4.8B**	**+2.6%**
Salad	$98.0M	+1.9%	$1.1B	+0.1%
Tomatoes	$90.7M	+18.7%	$858.5M	+6.2%
Potatoes	$49.4M	+0.3%	$626.9M	-3.5%
Onions	$23.6M	+9.8%	$275.7M	+3.6%
Carrots	$21.9M	+7.4%	$258.7M	+2.9%
Mushrooms	$11.9M	+8.5%	$165.0M	+1.5%
Lettuce	$10.8M	+9.8%	$123.9M	+7.5%
Peppers	$8.8M	+17.7%	$97.5M	+7.2%
Asparagus (green)	$33.0M	+11.7%	$93.5M	+8.0%
Broccoli	$7.1M	+22.1%	$86.9M	+0.9%
Artichokes	$2.7M	-6.1%	$42.4M	-2.5%
Celery	$2.9M	+2.2%	$39.6M	+3.4%
Cucumbers	$4.1M	+21.3%	$36.9M	+25.2%
Radishes	$2.1M	+15.6%	$16.7M	+12.8%
Beets	$1.2M	+19.7%	$14.5M	+14.4%
Turnips	$748K	+22.8%	$12.8M	+9.8%

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending May 17,2026

Sales Performance — Volume

The robust gains in fresh vegetable dollar sales were a combination of inflation and demand-driven growth. Volume sales, measured in kilograms, grew 6.3% year over year in June, which was a vast improvement from the already strong annual increase of 3.8%. Potatoes had a very strong month, posting sales of nearly 32 million kilograms, up 12.1% year over year. Monthly gains were strongest for potatoes, mushrooms, cucumbers, radishes, beets and turnips. Tomatoes, with substantial inflation, was among the few commodities with volume declines in the monthly view.

Volume (in kg)	Latest 4 weeks		Latest 52 weeks	
	Volume sales	Volume vs. year ago	Volume sales	Volume vs. year ago
Fresh vegetables	**103.5M**	**+6.3%**	**1.2B**	**+3.8%**
Salad	13.0M	+3.2%	151.9M	+1.7%
Tomatoes	15.4M	-1.4%	174.8M	+3.4%
Potatoes	31.7M	+12.1%	398.4M	+4.3%
Onions	8.7M	+8.8%	107.0M	+4.4%
Carrots	10.7M	+3.0%	137.0M	+4.1%
Mushrooms	1.8M	+11.7%	23.1M	+1.1%
Lettuce	1.8M	+6.5%	23.0M	+9.8%
Peppers	1.5M	+8.5%	18.6M	+2.7%
Asparagus (green)	4.0M	+2.7%	11.0M	+7.5%
Broccoli	1.7M	-4.3%	23.8M	-2.7%
Artichokes	260K	-10.2%	3.5M	-1.0%
Celery	711K	+5.7%	9.5M	+2.3%
Cucumbers	748K	+28.4%	6.3M	+23.9%
Radishes	390K	+16.4%	3.1M	+14.4%
Beets	465K	+24.0%	5.5M	+15.6%
Turnips	89K	+32.5%	1.6M	+15.1%
Rucola	89K	-12.2%	1.1M	-19.6%

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending May 17,2026