Four and 52 weeks ending May 17, 2026

Grapes and Lemons Drove Dollar and Unit Growth in April/May 2026

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.

INTERNATIONAL FRESH PRODUCE ASSOCIATION

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 (May 2026)

- Headline inflation in Mexico eased in May 2026, with the annual consumer price index rising +3.9% year over year, down from +4.3% in April.
- Core inflation also moderated, though it remained elevated due to persistent price pressures in services. Banco de México continued its easing cycle in May, lowering the benchmark interest rate by 50 basis points to 5.5%.
- Economic activity remained subdued through May. Industrial production, manufacturing activity, and consumer spending continued to show limited momentum amid soft domestic demand and uncertainty surrounding trade relations.
- Labor market conditions remained relatively stable in May. Mexico's unemployment rate held near 2.6%, remaining low by historical standards, although formal job creation continued to soften as employers responded to weaker economic growth.
- The medium-term outlook continues to point to gradual improvement. Most forecasters expect Mexico's economy to strengthen during the second half of 2026, with GDP growth projected at approximately +1.0% to +1.5% for the full year.

Sales Performance

The very different sales trajectories for fruit and vegetables continued into May. Fruit dollar sales dipped below year-ago levels, while vegetable sales grew by more than 15%. This is up substantially from 1.9% in the full-year 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	$151,.5M	-3.3%	$1.89B	+3.9%
Fresh vegetables	$170.4M	+15.1%	$2.00B	+1.9%

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

While fresh vegetable dollar sales gained in May, this was due to inflation. Unit sales, reflecting the number of transactions, declined by 7.7% year over year. Fruit sales also fell compared with May 2025, but at a slightly milder rate, at -4.2%. In the 52-week view, unit sales growth remained positive for both fruit and vegetables.

Unit sales (Transactions)	Latest 4 weeks		Latest 52 weeks	
	Unit sales	Unit vs. year ago	Unit Sales	Units vs. year ago
Fresh fruit	79.1M	-4.2%	957.9M	+2.5%
Fresh vegetables	84.2M	-7.7%	1.23B	+6.7%

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

Price per Unit

The average price per unit across all vegetables tracked in the NielsenIQ database reflects mild inflation for fruit versus substantial inflation for vegetables.

Price per unit	Latest 4 weeks		Latest 52 weeks	
	Price per unit	Change vs. YA	Price per unit	Change vs. YA
Fresh fruit	$1.92	+1.0%	$1.97	+1.4%
Fresh vegetables	$2.03	+24.7%	$1.64	-4.6%

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

Commodity Performance — Fruit Dollar Sales

Fruit sales were hampered by substantial declines in mango, pineapple and melon sales. Lemon and grapes were among the few commodities to have dollar gains in May. In the full-year view, lemon, grape and pineapple sales tracked ahead of year-ago levels.

Dollar sales (in USD)	Latest 4 weeks		Latest 52 weeks	
	Dollar sales	Dollars vs. year ago	Dollar sales	Dollars vs. year ago
Fresh fruit	**$151.5M**	**-3.3%**	**$1.88B**	**+3.9%**
Bananas	$25.0M	-3.7%	$310.5M	+0.0%
Lemon	$14.3M	+0.9%	$165.8M	+4.0%
Grapes	$9.5M	+7.4%	$146.3M	+3.4%
Mangoes	$15.0M	-13.6%	$104.5M	-1.5%
Pineapples	$7.3M	-19.2%	$85.7M	+6.3%
Melon	$5.8M	-13.9%	$74.4M	-1.5%

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

Commodity Performance — Fruit Unit Sales

Unit sales were also a mixed bag in April/May. Bananas, by far the largest commodity in the Mexican marketplace, posted a slight 1.3% decline in unit sales. The remaining commodities were a mix of increases and decreases. Lemons and grapes had a good month, whereas mango unit sales were down by more than 25% year over year. Pineapples also had a tough month.

Unit sales (transactions)	Latest 4 weeks		Latest 52 weeks	
	Unit sales	Units vs. year ago	Unit sales	Units vs. year ago
Fresh fruit	**79.1M**	**-4.2%**	**957.6M**	**+2.5%**
Bananas	19.3M	-1.3%	235.0M	+4.5%
Lemon	6.4M	+5.0%	82.2M	+5.5%
Grapes	1.7M	+10.8%	32.4M	-7.3%
Mangoes	6.9M	-25.5%	49.1M	-7.6%
Pineapples	5.4M	-13.6%	56.0M	+11.6%
Melon	4.2M	-0.3%	47.7M	+2.9%

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