IFPA's Global Produce Performance Series

United Kingdom

Four and 52 weeks ending June 13, 2026

Fruit and Salad Vegetables Deliver Growth in June

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.

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United Kingdom Marketplace Review (June 2026)

- The U.K. economy continued to expand modestly through June, supported by resilient consumer spending and steady services-sector activity, though business investment remained cautious amid ongoing global uncertainty and weaker manufacturing output.
- Current forecasts place 2026 GDP growth between +1.1% and +1.3%, with expectations for moderate expansion over the remainder of the year, supported by household spending and gradually improving financial conditions.
- Headline inflation eased further in June, with the Consumer Price Index rising approximately +3.0% year over year, down from +3.3% in May.
- Labor market conditions continued to soften gradually. The unemployment rate edged up to 5.3%, job vacancies continued to decline, and hiring remained subdued, though wage growth continued to outpace inflation and support household purchasing power.
- The Bank Rate remained at 3.75% during its June meeting, citing persistent inflation pressures alongside signs of moderating economic growth and a cooling labor market.
- Consumer confidence improved modestly in June, supported by continued real wage gains.

Sales Performance

Fruit and vegetable sales in the U.K. NielsenIQ universe followed a very different trajectory. Fruit sales gained nearly 8% year over year, whereas vegetable sales were virtually unchanged.

Dollar sales (in USD)	**Latest 4 weeks**		**Latest 52 weeks**	
	Dollar sales	**Dollars vs. year ago**	**Dollar sales**	**Dollars vs. year ago**
Fresh fruit	$877.3M	+7.9%	$9.7B	+6.6%
Fresh vegetables	$467.6M	-0.1%	$6.1B	+1.0%

Fruit unit sales were substantially higher than vegetables, by 138 million. Additionally, fruit transactions grew in June, whereas vegetable unit sales dropped by 3.5%. This pattern is the same 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	438.0M	+4.2%	5.08B	+3.3%
Fresh vegetables	300.1M	-3.5%	4.16B	-1.4%

Volume, measured in kilogram, also shows a superior performance for fruit, with vegetable volume sales down 5%, quite the opposite from the 4.7% growth in fruit volume sales.

Volume sales (in kg)	**Latest 4 weeks**		**Latest 52 weeks**	
	Volume sales	**Volume vs. year ago**	**Volume sales**	**Volume vs. year ago**
Fresh fruit	420.7M	+4.7%	4.84B	+3.5%
Fresh vegetables	178.7M	-5.0%	2.53B	-2.1%

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending June 13, 2026

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Commodity Performance — Fruit

Fruit gains were supported by quite a number of commodities. Berries, bananas and apples were the largest contributors to growth, with an off month for grapes. Cut fruit also continued to perform well, with about 12% growth in the four- and 52 week periods.

Dollar sales (in USD)	Latest 4 weeks		Latest 52 weeks	
	Dollar sales	Dollars vs. year ago	Dollar sales	Dollars vs. year ago
Fresh fruit	**$877.3M**	**+7.9%**	**$9.72B**	**+6.6%**
Fresh prepared fruit	**$83.8M**	**+12.3%**	**$905.2M**	**+11.9%**
Berries	$349.2M	+10.7%	$3.3B	+9.0%
Grapes	$85.4M	-2.7%	$1.2B	+3.0%
Bananas	$90.9M	+1.1%	$1.1B	+1.4%
Apples	$83.4M	+8.0%	$1.0B	+3.8%
Melons	$37.1M	+18.9%	$316.8M	+10.4%
Pears	$23.1M	+6.0%	$281.4M	+2.5%
Oranges	$20.9M	+9.4%	$263.1M	+1.1%
Lemons	$20.8M	+16.2%	$244.8M	+9.5%
Kiwis	$17.0M	+33.7%	$196.5M	+37.5%
Nectarines	$22.4M	+14.0%	$169.1M	+22.8%
Cherries	$15.7M	+5.3%	$165.7M	+7.2%
Mangoes	$10.5M	-7.8%	$105.2M	+3.8%
Plums	$5.7M	-3.2%	$98.0M	-0.9%
Limes	$11.2M	+25.8%	$76.7M	+11.6%

Volume sales are free of the effects of deflation and inflation and show that fruit enjoyed robust demand growth, at +4.7%. Prepared fruit resumed growth. Berries, bananas, apples and melons were big contributors to growth in June.

Volume sales (in kg)	Latest 4 weeks		Latest 52 weeks	
	Volume sales	Volume vs. year ago	Volume sales	Volume vs. year ago
Fresh fruit	**420.7M**	**+4.7%**	**4.8B**	**+3.5%**
Fresh prepared fruit	**7.4M**	**+1.2%**	**87.8M**	**+5.9%**
Berries	113.7M	+5.9%	1.1B	+6.5%
Grapes	15.5M	-6.3%	220.6M	+0.4%
Bananas	121.0M	+7.0%	1.4B	+3.9%
Apples	34.3M	+4.6%	421.8M	-0.6%
Melons	12.6M	+13.6%	112.1M	+11.2%
Pears	11.5M	+2.3%	140.6M	-1.0%
Oranges	10.8M	+2.4%	137.2M	+0.0%
Lemons	16.9M	+2.8%	211.2M	-0.8%
Kiwis	8.1M	+20.3%	96.2M	+16.4%
Nectarines	5.9M	+0.7%	51,.3M	+16.6%
Cherries	5.8M	-2.3%	65.1M	-0.6%
Mangoes	7.2M	-4.4%	67.3M	+8.7%
Plums	2.5M	-10.6%	46.1M	-6.0%
Limes	4.5M	+11.3%	33.7M	+4.2%

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending June 13, 2026

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Commodity Performance — Vegetables

The improvement in vegetable sales over the past few months came to halt in June. Year over year, sales were virtually unchanged, at $468 million. Salad vegetables had a strong month, with robust growth in cucumbers, avocado and fresh herb sales.

Dollar sales (in USD)	Latest 4 weeks		Latest 52 weeks	
	Dollar sales	Dollars vs. year ago	Dollar sales	Dollars vs. year ago
Fresh vegetables	**$467.6M**	**-0.1%**	**$6.1B**	**+1.0%**
Fresh prepared veg	**$42.6M**	**-1.7%**	**$597.7M**	**+3.0%**
Parsnip	$2.0M	-32.0%	$54.9M	-2.8%
Brussel sprouts	$1.9M	-22.0%	$34.4M	-7.2%
Mushrooms	$2.4M	+26.7%	$26.8M	+7.3%
Peas	$1.6M	+21.1%	$19.9M	+10.4%
Broccoli	$1.6M	+15.6%	$18.1M	+3.9%
Onion	$1.1M	+0.7%	$15.2M	+8.4%
Kale	$865K	-15.6%	$12.3M	-9.1%
Salad vegetables	**$435.4M**	**+12.2%**	**$4.7B**	**+4.0%**
Cucumbers	$71.6M	+19.9%	$724.0M	+6.9%
Avocado	$46.7M	+7.0%	$557.0M	+5.3%
Fresh herbs	$19.6M	+7.6%	$239.2M	+3.6%
Spinach	$13.8M	+2.5%	$185.2M	+2.6%
Celery	$7.5M	-2.3%	$98.1M	-2.3%
Tomato	$4.2M	-0.6%	$45.0M	-0.4%

Volume sales, in kilograms, dropped below year ago levels with year over year declines in prepared and cooking vegetables. Salad vegetables did achieve volume growth, with robust gains for cucumbers and fresh herbs.

Volume sales (in kg)	Latest 4 weeks		Latest 52 weeks	
	Volume sales	Volume vs. year ago	Volume sales	Volume vs. year ago
Fresh vegetables	**178.7M**	**-5.0%**	**2.5B**	**-2.1%**
Fresh prepared veg	**7.9M**	**-7.3%**	**116.0M**	**-4.6%**
Parsnip	794K	-21.7%	27.8M	+3.8%
Brussel sprouts	542K	-21.3%	9.6M	-9.8%
Mushrooms	299K	+0.2%	4.1M	+1.0%
Peas	259K	+8.6%	3.4M	+7.7%
Onion	133K	+1.3%	1.7M	-4.9%
Kale	300K	-4.6%	4.2M	+4.5%
Broccoli	161K	-9.8%	2.3M	-6.1%
Salad vegetables	**89.8M**	**+4.4%**	**994.6M**	**+0.7%**
Cucumber	15.2M	+13.1%	159.9M	+2.2%
Avocado	13.7M	+1.8%	159.4M	+2.2%
Fresh herbs	703K	+10.8%	8.7M	+9.7%
Spinach	1.9M	+0.4%	25.7M	+1.2%
Celery	6.6M	-1.4%	88.0M	-2.6%

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending June 13, 2026