



Avocados Are Winning Hearts at U.K. Retail

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 UK economy was flat in July 2025, with monthly GDP showing no growth, following a 0.4% increase in June. Over the three months to July, real GDP grew by about 0.2%, down from ~0.3% in the previous quarter, according to the Office for National Statistics.
- Full-year 2025 GDP growth is still expected to be modest, forecast around 1.0%-1.2%, as first-half strength fades under pressures from weaker mid-year momentum and global headwinds, according to the CBI for National Statistics.
- The unemployment rate was 4.7% in the April-to-June 2025 period, up slightly as job vacancies continued to decline and hiring slowed, per the Office for National Statistics.
- The Bank of England cut its base rate in August by 25 basis points to 4.0%, continuing a gradual easing cycle in response to slowing growth and still-elevated inflation.
- Business sentiment remains weak, with July data showing flat activity overall. Manufacturing/production output has declined, offsetting modest gains in services and construction.

Sales Performance

Fruit delivered the win for the U.K. retailers in the Nielsen IQ-measured universe. In the four-week period spanning from mid-July to the second week of August, fresh fruit sales were close to double that of vegetables. Additionally, fruit sales grew 3.2% over the same four weeks last year, whereas vegetable sales grew 1.3%. The patterns in the 52-week view were similar.

Dollar sales (in USD)	Latest 4 weeks		Latest 52 weeks	
	Dollar sales	Dollars vs. year ago	Dollar sales	Dollars vs. year ago
Fresh fruit	\$787.9M	+3.2%	\$9.3B	+9.2%
Fresh vegetables	\$427.0M	+1.3%	\$6.1B	+4.3%

Unit sales showed a similar pattern: fruit sales were both higher and grew, whereas vegetable unit sales declined year-on-year in the quad-week view.

Unit sales (packages)	Latest 4 weeks		Latest 52 weeks	
	Unit sales	Units vs. year ago	Unit sales	Units vs. year ago
Fresh fruit	412.1M	+0.9%	4.95B	+4.4%
Fresh vegetables	287.0M	-0.9%	4.20B	+0.3%

Fruit's dollar success was a combination of inflation and demand growth. Volume sales measured in kilograms increased 1.1% in the quad-week period and 4.7% during the latest 52 weeks.

Volume sales (in kg)	Latest 4 weeks		Latest 52 weeks	
	Volume sales	Volume vs. year ago	Volume sales	Volume vs. year ago
Fresh fruit	394.0M	+1.1%	4.7B	+4.7%
Fresh vegetables	179.0M	-0.8%	2.6B	-1.5%

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending August 9, 2025

Commodity Performance — Fruit

Prepared fruit continued to grow, as did berries, grapes and bananas. Some of the smaller commodities experienced flat-to-down results, including apples, melons, nectarines and plums. In the 52-week view, berries show their true power, at \$3.1 billion, yet growing 14.2% year-on-year.

Dollar sales (in USD)	Latest 4 weeks		Latest 52 weeks	
	Dollar sales	Dollars vs. year ago	Dollar sales	Dollars vs. year ago
Fresh fruit	\$787.9M	+3.2%	\$9.29B	+9.2%
Fresh prepared fruit	\$72.4M	+8.4%	\$833M	+18.3%
Berries	\$280.6M	+3.2%	\$3.1B	+14.2%
Grapes	\$85.3M	+5.7%	\$1.2B	+9.2%
Bananas	\$85.5M	+1.3%	\$1.0B	+1.5%
Apples	\$74.6M	-0.9%	\$992M	+3.0%
Melons	\$33.3M	-0.1%	\$298M	+15.5%
Pears	\$18.3M	+2.3%	\$278M	+1.9%
Oranges	\$16.3M	+3.8%	\$264M	+3.7%
Lemons	\$16.8M	+0.4%	\$229M	+7.2%
Nectarines	\$24.0M	-6.0%	\$156M	+17.4%
Kiwis	\$12.2M	+39.0%	\$152M	+39.6%
Cherries	\$35.3M	+14.1%	\$143M	+6.4%
Mangoes	\$8.5M	+31.3%	\$106M	+33.2%
Plums	\$7.9M	-4.0%	\$99M	+6.0%
Limes	\$5.8M	+1.3%	\$71M	+7.1%

Fruit's 1.1% growth in kilograms was supported by prepared fruit, grapes, bananas, melons, pears and a few smaller commodities. Among the bigger categories, berries had a down month, as did apples and lemons. In the latest 52 weeks, berries grew volume 9.6%.

Volume sales (in kg)	Latest 4 weeks		Latest 52 weeks	
	Volume sales	Volume vs. year ago	Volume sales	Volume vs. year ago
Fresh fruit	394.0M	+1.1%	4.7B	+4.7%
Fresh prepared fruit	7.1M	+5.1%	85M	+14.0%
Berries	97.1M	-0.7%	1.0B	+9.6%
Grapes	16.2M	+3.8%	221M	+4.0%
Bananas	110.5M	+2.9%	1.4B	+4.2%
Apples	30.0M	-3.0%	423M	-0.3%
Melons	13.9M	+5.2%	104M	+10.8%
Pears	9.2M	+4.3%	143M	-0.7%
Oranges	8.7M	+1.3%	138M	+0.4%
Lemons	15.1M	-4.6%	213M	+0.4%
Nectarines	10.4M	-13.2%	64M	+8.3%
Kiwis	6.3M	+8.5%	84M	+16.9%
Cherries	13.1M	+24.3%	46M	+5.6%
Mangoes	5.5M	+50.4%	65M	+44.1%
Plums	3.7M	-8.4%	48M	-3.1%
Limes	7.9M	-3.1%	98M	+2.4%

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending August 9, 2025

Commodity Performance — Vegetables

The vegetable performance in the latest four weeks was far more mixed. Parsnip and onions had a strong month, whereas salad vegetables fell due to substantial declines in tomatoes and peppers.

Dollar sales (in USD)	Latest 4 weeks		Latest 52 weeks	
	Dollar sales	Dollars vs. year ago	Dollar sales	Dollars vs. year ago
Fresh vegetables	\$427.0M	+1.3%	\$6.1B	+4.3%
Fresh prepared veg	\$40.6M	+3.1%	\$583.0M	+2.2%
Parsnip	\$2.2M	+10.1%	\$56M	+12.9%
Brussel sprouts	\$37.1M	-3.6%	\$2M	-14.1%
Mushrooms	\$25.2M	-1.5%	\$1.7M	-0.7%
Peas	\$17.0M	-4.3%	\$1.3M	-1.3%
Kale	\$14.7M	-3.4%	\$1.1M	-6.4%
Broccoli	\$14.5M	-2.5%	\$1.0M	-6.3%
Onion	\$14.3M	+22.8%	\$1.1M	+18.4%
Prepared salad	\$137.5M	-10.7%	\$1.55B	+2.9%
Salad vegetables	\$371.0M	-2.7%	\$4.53B	+6.8%
Tomatoes	\$3.2M	-18.4%	\$38.6M	+4.8%
Peppers	\$2.0M	-20.5%	\$22.1M	-13.8%
Cucumber	\$56.6M	-1.6%	\$687.3M	+9.8%
Avocado	\$42.2M	+4.9%	\$538.8M	+16.5%
Fresh herbs	\$17.5M	-0.4%	\$233.0M	+2.8%
Spinach	\$13.7M	-2.4%	\$180.8M	-3.4%
Celery	\$7.0M	-5.1%	\$101.3M	+12.7%

The difference in volume sales for prepared salads versus salad vegetables is quite striking, as is the popularity and growth of avocados.

Volume sales (in kg)	Latest 4 weeks		Latest 52 weeks	
	Volume sales	Volume vs. year ago	Volume sales	Volume vs. year ago
Fresh vegetables	179.0M	-0.8%	2.6B	-1.5%
Fresh prepared veg	7.8M	-5.7%	121M	-2.6%
Parsnip	764K	+2.9%	27M	+10.4%
Brussel sprouts	557K	-21.2%	11M	-7.3%
Mushrooms	275K	-7.4%	4M	-5.1%
Peas	130K	-10.1%	1.7M	-7.4%
Kale	175K	-11.3%	2.5M	-12.3%
Broccoli	187K	+2.3%	2.5M	-5.9%
Onion	557K	-21.2%	10.5M	-7.3%
Prepared salad	16M	-10.7%	178.4M	-0.2%
Salad vegetables	82M	-4.0%	1.0B	+3.8%
Cucumber	14M	-1.5%	167.5M	+3.4%
Avocado	13M	+3.1%	165.9M	+16.9%
Fresh herbs	665K	+8.0%	8.6M	+6.2%
Spinach	2M	-2.3%	25.2M	-4.7%
Celery	6M	-10.1%	89.9M	-0.5%

Source: NielsenIQ, Global SnapShot, 4 and 52 weeks ending August 9, 2025