

## IFPA's U.S. Produce Retail Point of Sales Results

April 2026 | The four weeks ending 4/26/2026

Written by:

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# Easter Shift Prompts a Tough Month for Fresh Produce Comps

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*Easter 2026 fell on April 5 resulting in purchases between split between March and April this year. Last year, Easter fell on April 20. The mismatch led to a complex month in which comp sales showed many ups and downs. Viral trends, including yams and kiwis, continued to drive sales spikes.*

WHAT'S NEW

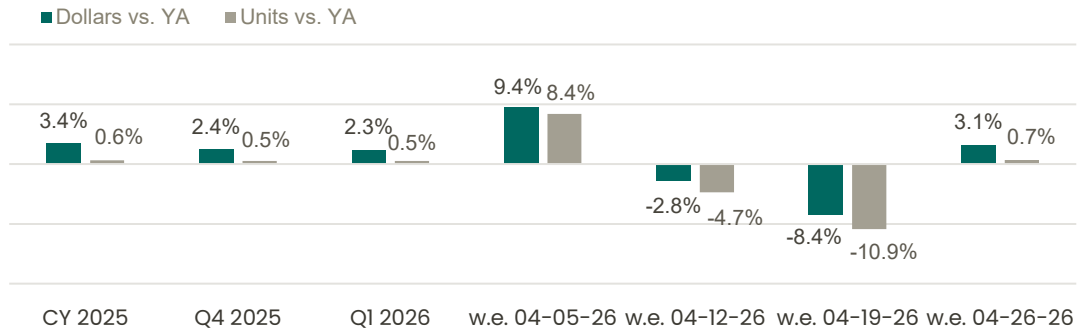
MONTH IN REVIEW



March Brings Volume Stabilization

- Consumer sentiment declined by 3.5 index points in March/April 2026, according to the University of Michigan. At 49.8, sentiment is now comparable to the trough recorded in June 2022. Declines were seen across income, age and education levels.
- Ongoing geopolitical tensions have pushed up energy, shipping/transportation and fertilizer costs. Gas prices climbed to an average of \$4.13 per gallon by late April, up from \$2.98 in February.
- On a more positive note, year-to-date tax refunds continue to pace ahead of year-ago levels, up 11% (IRS).
- Demonstrating resilience amid rising costs, total food and beverage spending at retail during the first four months of 2026 increased 2% versus the same period last year, according to Circana (MULO+ universe). However, unit sales were unchanged, suggesting consumers continue to protect essential purchases while focusing on buying only what they need. At the same time, restaurant trips declined by 1% in April, according to Circana.
- Monthly averages mask substantial week-to-week volatility resulting from the shift in Easter timing.

Total food and beverage dollar and unit sales at retail



MONTHLY SALES REVIEW



Week-to-Week Volatility Due to Easter Timing Shift

The earlier Easter led to a substantial sales increase during the first week of the month, whereas the week going up against Easter last year fell short 7.2% in pounds. The final week, the week ending April 26, is the best one to judge everyday demand.

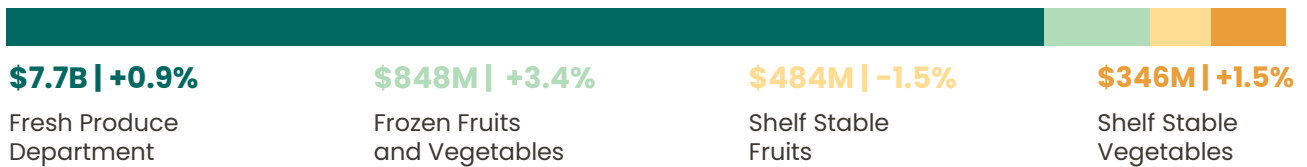
	Dollars	\$ vs. YA	Lbs vs. YA
April 2026	\$7.7B	+0.9%	-0.8%
W.E. 04-05-26	\$2.0B	+5.3%	+6.1%
W.E. 04-12-26	\$1.9B	-1.3%	-2.3%
W.E. 04-19-26	\$1.9B	-3.7%	-7.2%
W.E. 04-26-26	\$1.9B	+3.7%	+0.6%

## POWER FACTS

## STATE OF PRODUCE

April 2026	Price/Lb. vs. YA	\$ Sales	\$ vs. YA	Lbs. vs. YA
Fresh Fruits	\$1.82   +0.3%	\$3.9B	-0.4%	-0.6%
Fresh Vegetables	\$2.10   +3.3%	\$3.6B	+2.3%	-1.0%

## Share of Dollars



## TOP GROWTH COMMODITIES (NEW \$)

### \$ Absolute \$ gain vs. YA

The combination of robust volume growth and inflation boosted tomatoes to the number one commodity in the absolute dollar growth chart. Tomatoes grew sales by \$55 million, far ahead of grapes, that gained \$18 million.

Cucumbers, peppers, sweet potatoes and lettuce were other vegetables to make the top 10. This is in complete contrast from 2025 when the top 10 in absolute dollar growth was dominated by fruit.

Product	\$ vs. YA	\$ sales vs. YA	Lbs sales vs. YA
Tomatoes	<b>+\$54.8M</b>	<b>\$441M</b>	<b>+3.5%</b>
Grapes	+\$17.7M	\$471M	-2.8%
Cucumbers	+\$17.5M	\$195M	+6.5%
Peppers	+\$14.6M	\$263M	+1.0%
Sweet potatoes	+\$14.6M	\$87M	+18.7%
Lettuce	+\$14.0M	\$286M	-1.1%
Limes	+\$12.3M	\$85M	+6.0%
Kiwis	+\$9.6M	\$42M	+23.0%
Tangerines	+\$9.4M	\$36M	+31.6%
Lemons	+\$7.3M	\$102M	+3.5%



### COMMODITY SPOTLIGHT

- Tomato sales reached \$4.9 billion in the past year, reflecting an increase of 0.7% year-over-year.
- Volume sales reached 2.1 billion pounds, which was virtually unchanged compared to last year. However, volume was up 4.0% versus two years ago and 7.3% versus three years ago – reflecting sustained elevated demand.
- Grape tomatoes were the biggest seller, at \$1.2 billion.
- Cherry tomatoes were the fastest growth area.

## Inflation Insights

Retail food and beverage price growth remained mild at 2.0% year-over-year in April 2026. This was up slightly from 1.5% year-over-year inflation in March.

However, this overall increase masked a growing divergence: center-store items continued to see meaningful inflation, while perishable departments experienced slight deflation.

- Center-store prices averaged \$4.09 per unit, up 4.3% year-over-year.
- Perishable prices averaged \$4.37 per unit, down 0.3% versus April 2025.

Food & bev.	2019	2020	2021	2022	2023	2024	2025	Q2 2025	Q3 2025	Q4 2025	Q1 2026	Apr. 2026
PPU	\$3.13	\$3.31	\$3.49	\$3.93	\$4.17	\$4.24	\$4.29	\$4.30	\$4.31	\$4.32	\$4.32	\$4.34
Change	+2.0%	+5.7%	+5.5%	+13%	+6.1%	+1.7%	+2.6%	+2.7%	+3.0%	+1.8%	+1.8%	+2.0%



“Kiwi sales reached \$303 million and is enjoying impressive growth in the past few months. Pound sales increased 31.6% in April, following double-digit growth in March and February. The hashtag #kiwi has amassed over 61,000 videos and millions of views with individual videos reaching up to 3.1 million views. This is yet another example of the power of social media, with viral hits driving both sales spikes and sustained elevated demand.”

– Joe Watson, IFPA's VP of Retail, Foodservice and Wholesale

## FUTURE OUTLOOK

- Convenience store sales, excluding fuel sales, hit \$341 billion in 2025, according to the National Association of Convenience Stores (NACS). This reflected an increase of 1.7% over 2024. Foodservice represented 28.5% of total sales. The category has grown significantly over the past two decades, up from 11.9% in 2005, and contributed 38.9% of in-store gross profit dollars.
- Convenience store foodservice sales include hot and cold prepared foods as well as dispensed beverages. Prepared food, including pizza, chicken, burgers, wraps and salads, remained the largest segment, representing 73.9% of foodservice sales, up from 66.4% in 2021.
- Functional beverages, drinks as snacks and AI-driven personalization are reshaping the beverage landscape. Consumers increasingly seek specific outcomes tied to health, lifestyle and personal needs, rather than choosing beverages solely for taste or hydration. This behavior is especially strong among consumers on GLP-1 medications.
- More than two-thirds (68%) of consumers sometimes enjoy a beverage as a snack, up seven percentage points from 2021, according to Circana. Advances in AI are enabling personalized discovery matched to individual health goals, taste preferences and occasions.

For any questions, please reach out to Joe Watson, IFPA's VP of Retail, Foodservice, and Wholesale at [jwatson@freshproduce.com](mailto:jwatson@freshproduce.com)

## METRICS

April 2026 sales	\$ Sales	\$ vs. YA	Lbs vs. YA
<b>Fresh Fruits and Vegetables</b>	<b>\$7.7B</b>	<b>+0.9%</b>	<b>-0.6%</b>
<b>Fresh fruit</b>	<b>\$3.9B</b>	<b>-0.4%</b>	<b>-0.6%</b>
Berries	\$1.1B	-1.6%	-2.4%
Grapes	\$471B	+3.9%	-2.8%
Apples	\$415M	+1.5%	+2.6%
Bananas	\$316M	-3.1%	-2.6%
Melons	\$286M	+0.9%	-8.8%
Avocados	\$278M	-11.0%	+19.2%
Mandarins	\$225M	-6.2%	-3.3%
Oranges	\$150M	-6.3%	-1.1%
Pineapples	\$109M	-5.3%	-5.6%
Lemons	\$102M	+7.7%	+3.5%
	<b>Dollars</b>	<b>\$ vs. YA</b>	<b>Lbs vs. YA</b>
<b>Fresh vegetables</b>	<b>\$3.6B</b>	<b>+2.3%</b>	<b>-1.0%</b>
Tomatoes	\$441M	+14.2%	+3.5%
Salad kits	\$346M	-0.2%	+1.1%
Potatoes	\$311M	-5.0%	-2.2%
Lettuce	\$286M	+5.1%	-1.1%
Peppers	\$263M	+5.9%	+1.0%
Onions	\$253M	-0.7%	+3.1%
Cucumbers	\$195M	+9.9%	+6.5%
Carrots	\$138M	+3.3%	-2.1%
Broccoli	\$130M	+3.5%	-3.9%
Mushrooms	\$106M	-5.4%	-4.6%
<b>April 2026 sales</b>	<b>\$ Sales</b>	<b>\$ vs. YA</b>	<b>Lbs vs. YA</b>
Meat dpt.	\$8.7B	+3.2%	-1.4%
Refrigerated dpt.	\$7.8B	-7.8%	+0.0%*
Deli dpt.	\$4.2B	+0.8%	+0.1%*
Bakery	\$3.7B	-1.2%	-3.5%*
Seafood dpt.	\$679M	+0.6%	-3.9%

Source: Circana Integrated Fresh, Total U.S., MULO+, fixed and random weight items combined into department views \* = unit sales

For more information, please reference IFPA's full consumption data at <https://www.freshproduce.com/resources/Commodities/>