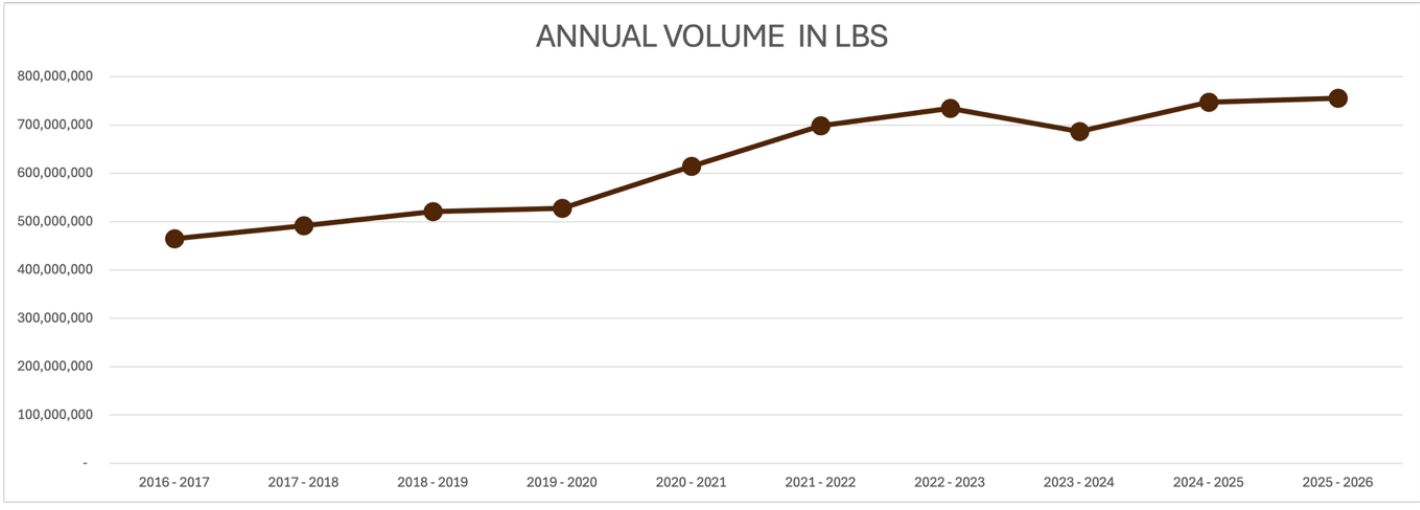


July 31, 2026

ANNUAL REPORT OF THE BLUEBERRIES MARKET IN THE UNITED STATES

The blueberry sector has experienced robust structural growth over the last decade, establishing itself as an increasingly vital category within the U.S. fresh produce market. This growth has been driven primarily by a significant surge in import volumes from Peru and Mexico.
This document outlines the evolution of the blueberry market over the past decade, with a detailed focus on the 2023–2026 period, along with an overview of the top U.S. blueberry export destinations in 2025.
To provide the most up-to-date analysis possible, this report covers the period from July 1, 2025, to June 30, 2026.

TOTAL ANNUAL VOLUME OF BLUEBERRIES BETWEEN 2016 AND 2026



Throughout the decade, the blueberry market has experienced year-over-year internal growth, with only two seasons seeing a brief contraction. The highest market volume of the entire decade was hit during the 2025–2026 season. Despite a slight slowdown in recent years, looking at the broader picture and comparing the 2016–2017 season directly against the 2025–2026 season, overall volume growth has surged by 62.45%.

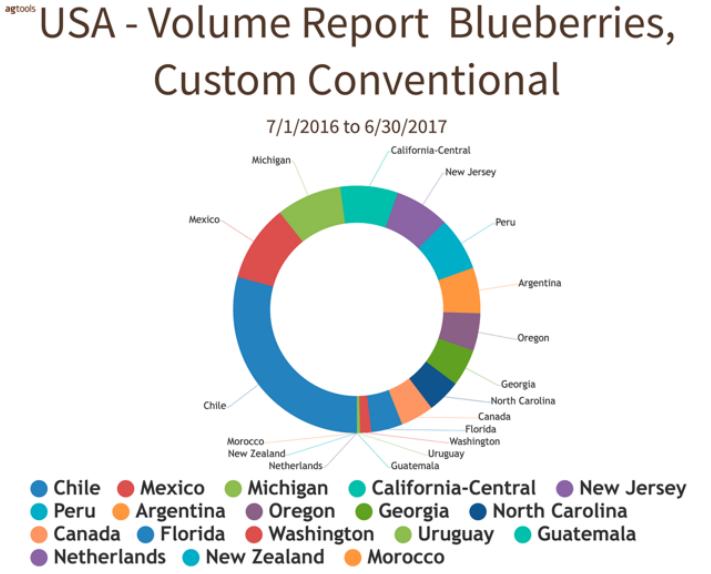
ANNUAL BLUEBERRIES VOLUME BETWEEN 2016 AND 2026

Period	Volume (Lbs)	Growth (%)
2016 - 2017	465,163,231	-4.73%
2017 - 2018	491,817,117	5.73%
2018 - 2019	521,276,091	5.99%
2019 - 2020	527,516,373	3.12%
2020 - 2021	614,976,483	14.41%
2021 - 2022	698,516,685	13.62%
2022 - 2023	734,763,889	5.19%
2023 - 2024	686,358,794	-6.56%
2024 - 2025	747,318,891	8.88%
2025 - 2026	755,642,624	1.16%

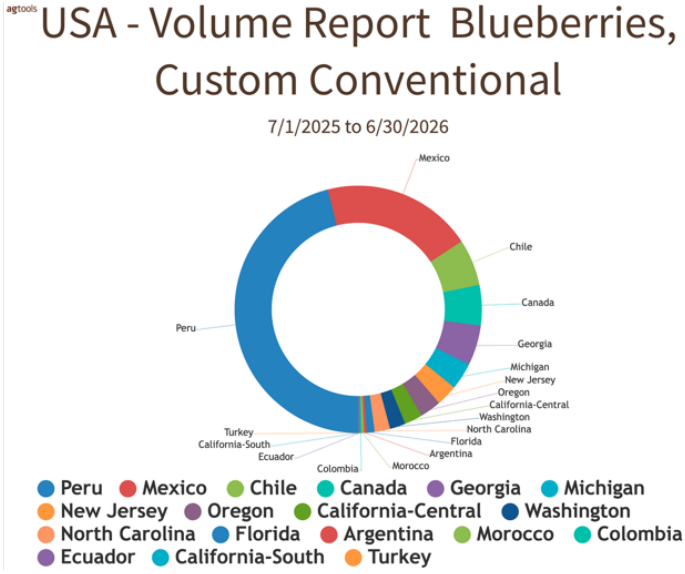
When evaluating the numbers over the last decade, the sharpest volume contraction occurred during the 2023–2024 season, recording a 6.56% drop compared to the previous year and marking the lowest volume floor of the last five years. On the other hand, the market saw jumps of over 10% during both the 2020–2021 and 2021–2022 seasons compared to their respective previous years. Driven by this expansion, the industry has consistently broken through the 650-million-pound mark every year since the 2021–2022 season.

COMPARISON OF MARKET SHARES BY PRODUCING REGION

2016 - 2017



2025 - 2026





In terms of market share over the last decade supplying regions for blueberries in the United States, the market continues to be served by the same 18 producing regions. However, there has been a clear shift within the top five suppliers. While Peru ranked merely as the sixth-largest supplier a decade ago, it closed last season in the number one spot, pushing Chile down to third place. Meanwhile, Central California—which previously held the fourth spot—has dropped to ninth place over the last decade.

GROWTH COMPARATIVE OF TOP 5 REGIONS OF BLUEBERRIES IN 10 YEARS

Region	2016-2017	% Share	2025-2026	% Share	Growth (Lbs)	Growth (%)
Peru	32,387,574	6.96%	347,806,253	46.03%	315,418,679	973.89%
Mexico	46,787,554	10.06%	148,942,928	19.71%	102,155,374	218.34%
Chile	135,990,696	29.24%	45,950,260	6.08%	(90,040,436)	-66.21%
Canada	20,254,897	4.35%	39,919,752	5.28%	19,664,855	97.09%
Georgia	22,578,390	4.85%	39,479,382	5.22%	16,900,992	75%
Rest of the Regions	207,164,120	44.54%	133,544,049	17.68%	(73,620,071)	-35.54%
Total	465,163,231	100%	755,642,624	100%	290,479,393	62.45%

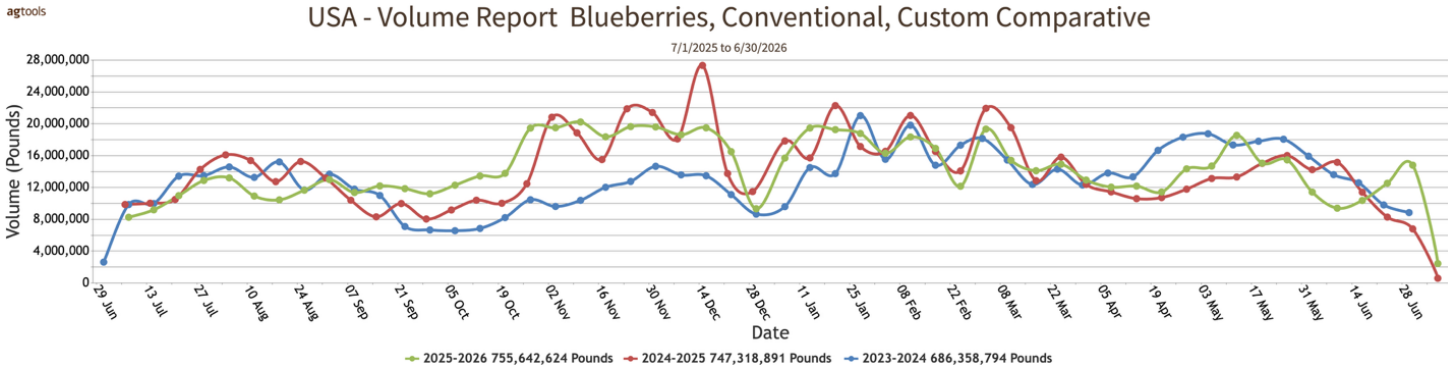
Looking at market share trends over the past ten years, Chile is the only region in the top three that saw a decrease in its market participation, losing more than 23% of its market share. On the other hand, both Peru and Mexico successfully increased their presence, surging in volume by 973.89% and 218.34%, respectively. As for Canada and Georgia, which round out the top five, both regions expanded their volumes by 97.09% and 75%, respectively.

GROWTH OF THE MAIN REGIONS IN 2025-2026

Location	Volume (Lb)	Difference (Lb)	Variance	Var%
Peru	347,806,253	30,823,793	more than same period 2024 - 2025	9.72
Mexico	148,942,928	18,135,450	more than same period 2024 - 2025	13.86
Chile	45,950,260	14,932,700	less than same period 2024 - 2025	-24.53
Canada	39,919,752	13,888,821	less than same period 2024 - 2025	-25.81
Georgia	39,479,382	4,238,541	more than same period 2024 - 2025	12.03
Michigan	26,792,792	2,019,448	less than same period 2024 - 2025	-7.01
New Jersey	20,975,069	8,651,576	more than same period 2024 - 2025	70.20
Oregon	20,795,340	1,385,485	more than same period 2024 - 2025	7.14
California-Central	17,999,902	7,500,839	more than same period 2024 - 2025	71.44
Washington	15,551,478	10,947,023	less than same period 2024 - 2025	-41.31
TOTAL VOLUME	755,642,624	8,687,465	more than same period 2024-2025	1.16%

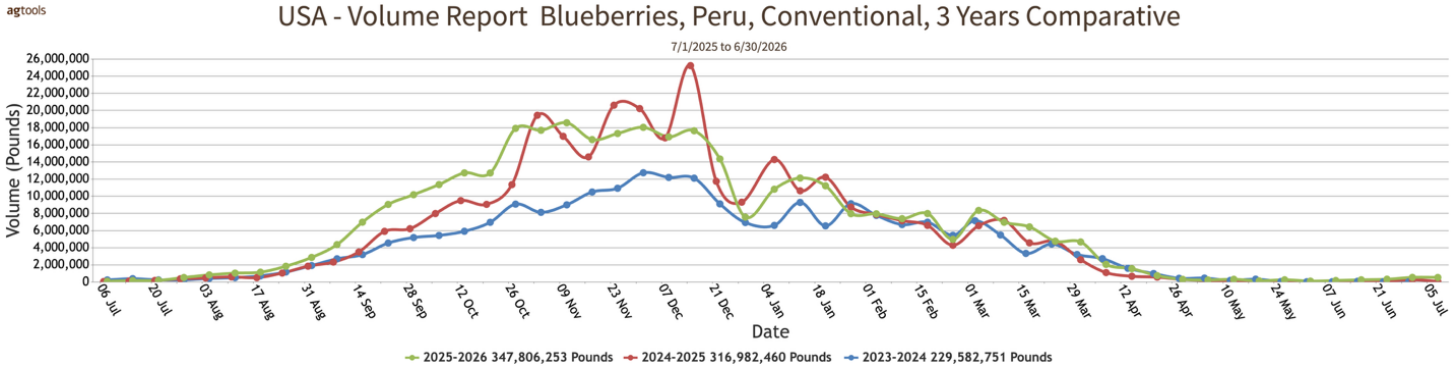
Analyzing the last 12 months, Chile was the only region in the top three that saw a volume decrease, dropping by 24.53% compared to the previous year. The remaining top three regions both posted higher volumes than the year before, with the most notable increase coming from Mexico, which rose by 13.86%. Overall market volume ended up 1.16% higher than in the 2024–2025 season.

3-YEAR COMPARISON OF WEEKLY VOLUME OF THE TOTAL BLUEBERRIES MARKET



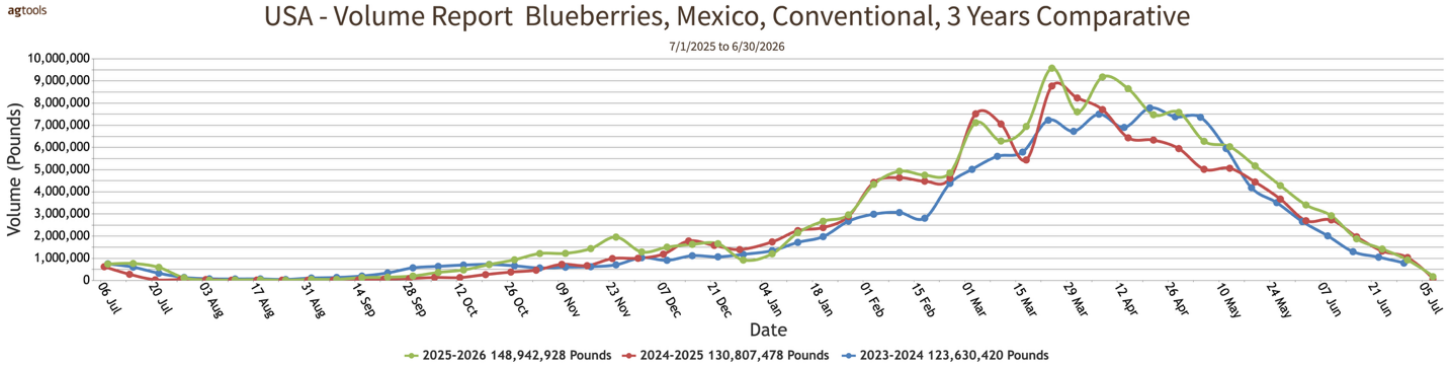
Analyzing the market over the last three years, we can see that the 2025–2026 season reached the highest volume of this period. We have seen a clear upward trend across the last three seasons, as volume has consistently climbed following the last recorded drop in 2023–2024.
A week-by-week analysis reveals that this year's volume growth was concentrated primarily between September and December 2025.

3-YEAR COMPARISON OF PERU BLUEBERRIES WEEKLY VOLUME IN THE U.S. MARKET



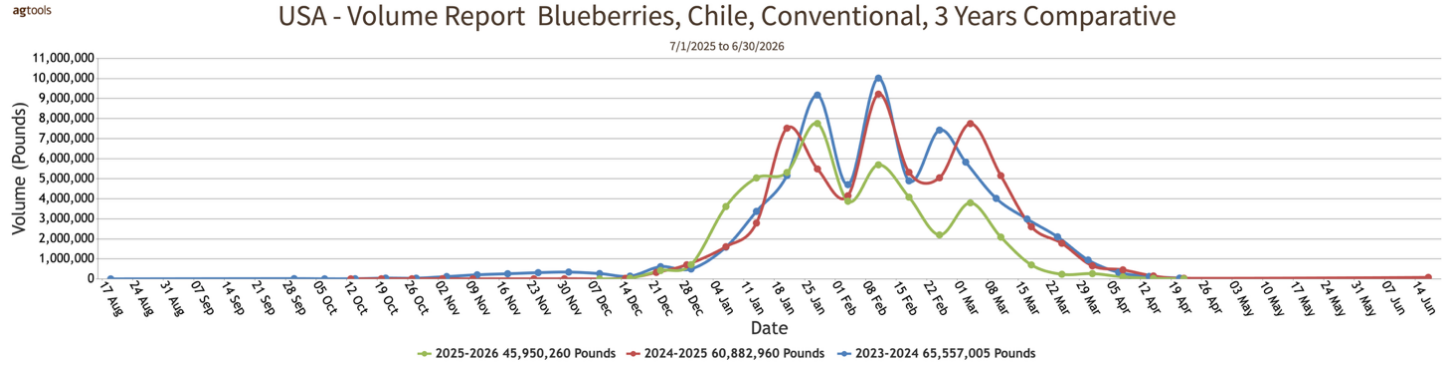
Looking closely at Peru, we can see that its volume broke past 347 million pounds, setting a new record for the region over the last decade. This growth was concentrated primarily from mid-September through late December 2025.
During the rest of the year, Peru maintained a steady pace that aligned with its typical historical patterns. This consistent baseline, combined with the major seasonal peak, is precisely what allowed the region to secure its record-breaking annual total.

3-YEAR COMPARISON OF MEXICO BLUEBERRIES WEEKLY VOLUME IN THE U.S. MARKET



Mexico, on the other hand, saw a 13.86% increase compared to the previous year, reaching its highest volume of the last three years. In fact, the region has grown by more than 6 million pounds year-over-year throughout this three-year period.
Furthermore, a week-by-week analysis reveals that during the fourth week of May 2026, shipments to the United States once again surpassed the 9.5-million-pound mark, a milestone not seen since the first week of May 2023.

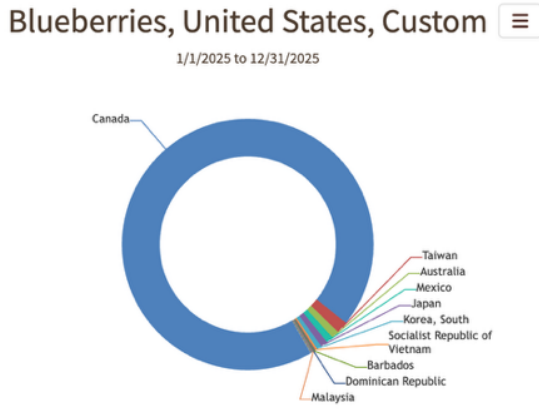
3-YEAR COMPARISON OF CHILE BLUEBERRIES WEEKLY VOLUME IN THE U.S. MARKET



Chile, which rounds out the top three, had a tough 2025–2026 season with a dramatic 24.53% drop in volume. This marks its lowest level in the last ten years and represents the first time Chile has failed to clear the 50-million-pound mark. Since the 2020–2021 season, the region has posted consecutive year-over-year volume declines.
On a week-by-week basis, with the sole exception of the first two weeks of January, weekly volumes throughout the rest of the season consistently trailed behind the levels recorded over the previous two years.

MAJOR INTERNATIONAL DESTINATIONS FOR U.S. BLUEBERRIES SHIPMENTS (2025)

Country	Total Volume Price (USD)	Total Volume (Lb)
Canada	$151,113,516.00	89,199,963.58
Taiwan	$6,283,165.00	1,453,003.31
Australia	$1,326,990.00	939,959.58
Mexico	$2,076,553.00	856,373.62
Japan	$2,287,326.00	855,379.33
Korea, South	$1,659,773.00	592,952.39
Socialist Republic of Vietnam	$889,087.00	217,108.77
Bahamas, The	$624,747.00	136,604.87
Barbados	$438,331.00	103,958.86
Dominican Republic	$277,476.00	82,340.35



When analyzing the top ten destinations for U.S. blueberry exports in 2025, Canada stands out as the absolute leader, accounting for 94.06% of total exports with a volume exceeding 89 million pounds. Taiwan and Australia complement the top three, recording 1.45 million and 930,000 pounds exported to these destinations, respectively. Meanwhile, Mexico and Japan round out the top five, demonstrating that outside of North America, Asian markets position themselves as critical hubs for U.S. blueberry distribution.

In conclusion, the blueberry market has demonstrated strong structural momentum over the past decade, culminating in a record-breaking performance during the 2025–2026 season with total overall growth reaching 62.45% since 2016. This expansion has been fueled primarily by dynamic shifts among top offshore suppliers, as Peru solidified its market dominance with a historical high of over 347 million pounds and Mexico sustained a three-year upward trajectory, effectively offsetting a decade-low contraction from Chile. On the trade side, while U.S. export distribution remains heavily concentrated in North America—with Canada capturing over 94% of total supply—expanding footprints in Taiwan and Japan highlight the growing strategic importance of Asian markets. Moving forward, the industry's ability to consistently break through the 650-million-pound threshold underscores a highly mature, high-demand category poised for continued international alignment.