BLUEBERRIES
CONSUMERS’ TOP BERRY

A whopping 75% of Americans are on the path to purchase blueberries—a 10% increase over 2013. Flavor and health benefits draw consumers to these little blue dynamos, making blueberries a top consumer preference in the berry and overall fruit categories.

Demand on the Rise

More people are primed to buy blueberries now than four years ago.

![Graph showing increase in blueberry consumption from 2013 to 2017.](image)

A Pick Above the Rest

Consumers cite flavor (65%) and health (44%) as top blueberry purchase drivers.

Little Blue Motivators

Blueberries lead to greater interest in menu items and food products.

On Menus

- 52% say blueberries make menu items more appealing
- 65% perceive menu items or snacks with blueberries as healthier or better for them than those without

At the Store

- 50% say blueberries make food items on grocery store shelves more appealing
- 63% say they’re very likely to purchase food products that have a Made with Real Blueberries seal

Blueberry Cravings

More people are eating blueberries in more ways than four years ago. The most popular uses are:

- 80% with yogurt
- 74% in smoothies
- 73% as a topping on cereal
- 68% with pancakes/waffles
- 68% with fruit salads
- 69% on breads/muffins/bagels

Sources:

- ERS/USDA, 1994-2014

Photo Credit: Tone It Up

U.S. Highbush Blueberry Council promotions are increasing demand and consumption far and wide. Contact info@blueberrycouncil.org to tap into those promotions.