Everybody Says Yes

Canned Fruit Category Update

Data to 28.12.24

Total Market Category Highlights

Category Value - £150m

Established stable category in slight YoY growth.

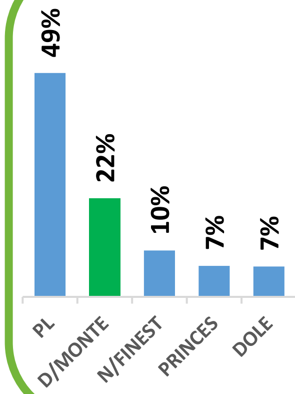
MAT Change

Value **+1.5% / £2.3m**

Units **+0.2% / 200k Units**

Top 4 Fruit Types account for 69% of all sales.

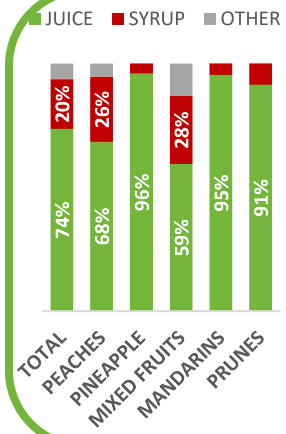
Del Monte No.1 brand in each of Peaches, Pineapple and Mixed Fruits.



Del Monte No.1 Brand

Private Label accounts for almost half of all sales.

Del Monte sales over **double** nearest branded competitor.



Juice Dressing is consumer preference.

'In Juice' accounts for 3/4 of sales and continues to grow

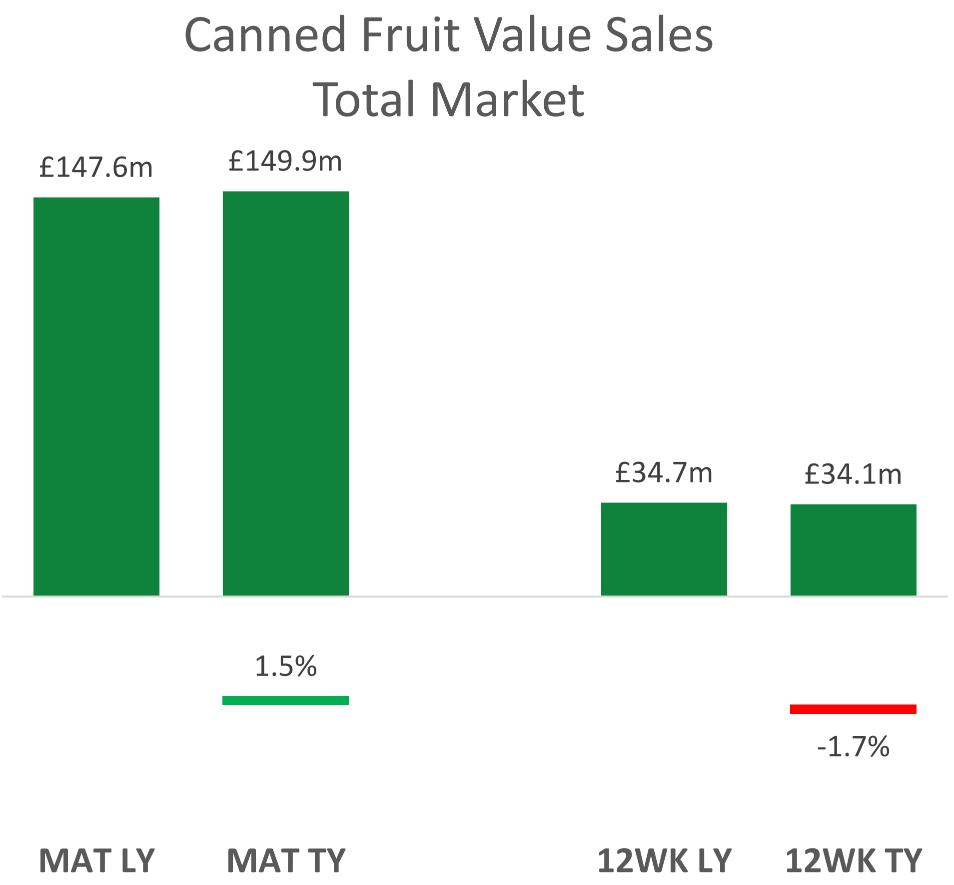
'In Juice' **+3.4%/£3.5m**

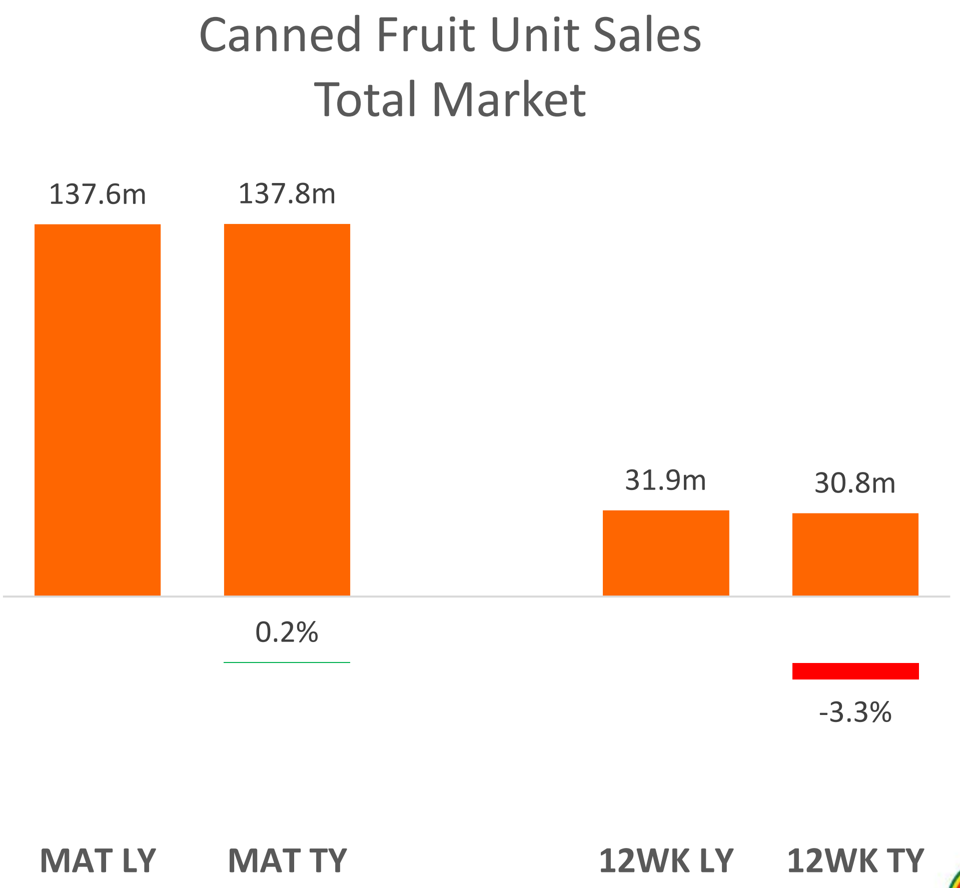
'In Syrup' **-1.9%/£568k**

Top 5 Branded SKUs in the market

** Source | AC Nielsen 52 w.e 28.12.24*

Total category had been growing, but has seen a downturn in recent months falling into decline in both Value and Units.

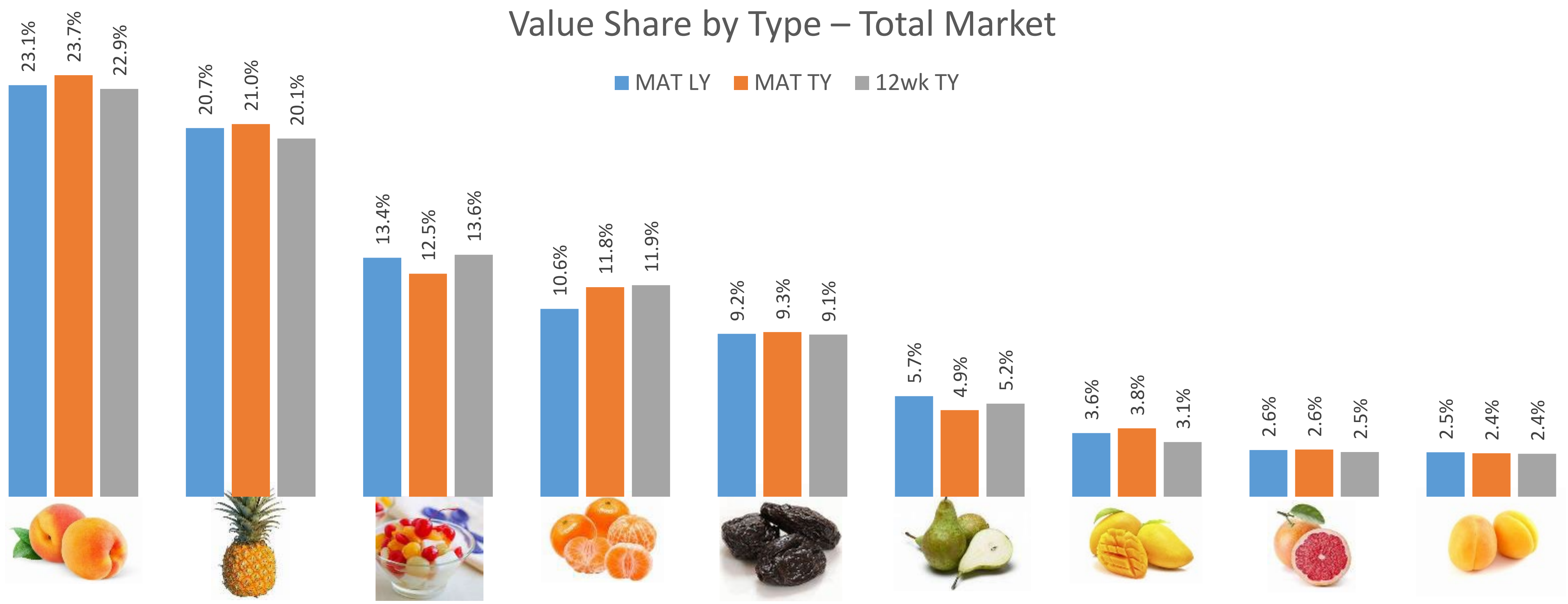




** Source | AC Nielsen 52 w.e 28.12.24*

Mixed performance across major fruit types on MAT basis, some in growth, Mixed Fruits and Pears seeing declines.

FRUIT TYPE

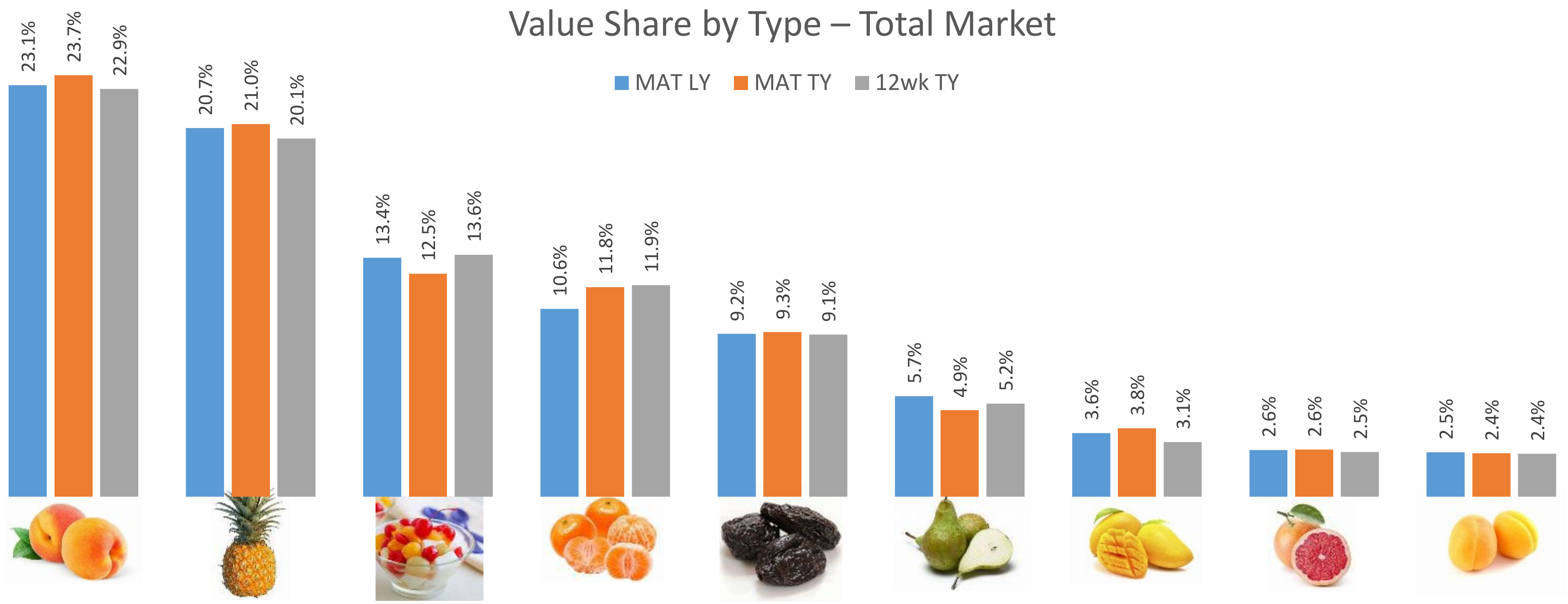


£ Change MAT	4.0%/£1.4m	2.7%/£826k	-5.2%/-£1.0m	13.3%/£2.1m	2.7%/£361k	-12.7%/-£1.1m	8.9%/£471k	2.1%/£83k	-0.7%/-£27k
Units Change MAT	2.9%/1.2m	4.4%/1.3m	-6.4%/-1.0m	10.9%/1.6m	-2.7%/-295k	-15.3%/-1.2m	9.8%/301k	-15.6%/-640k	-3.8%/-130k

** Source | AC Nielsen 52 w.e 28.12.24*

But in the latest 12wks, almost all are down vs SPLY.
Mardarins the exception, Nature’s Finest driving £300k upside, with Dole +£160k and Private Label £150k

FRUIT TYPE

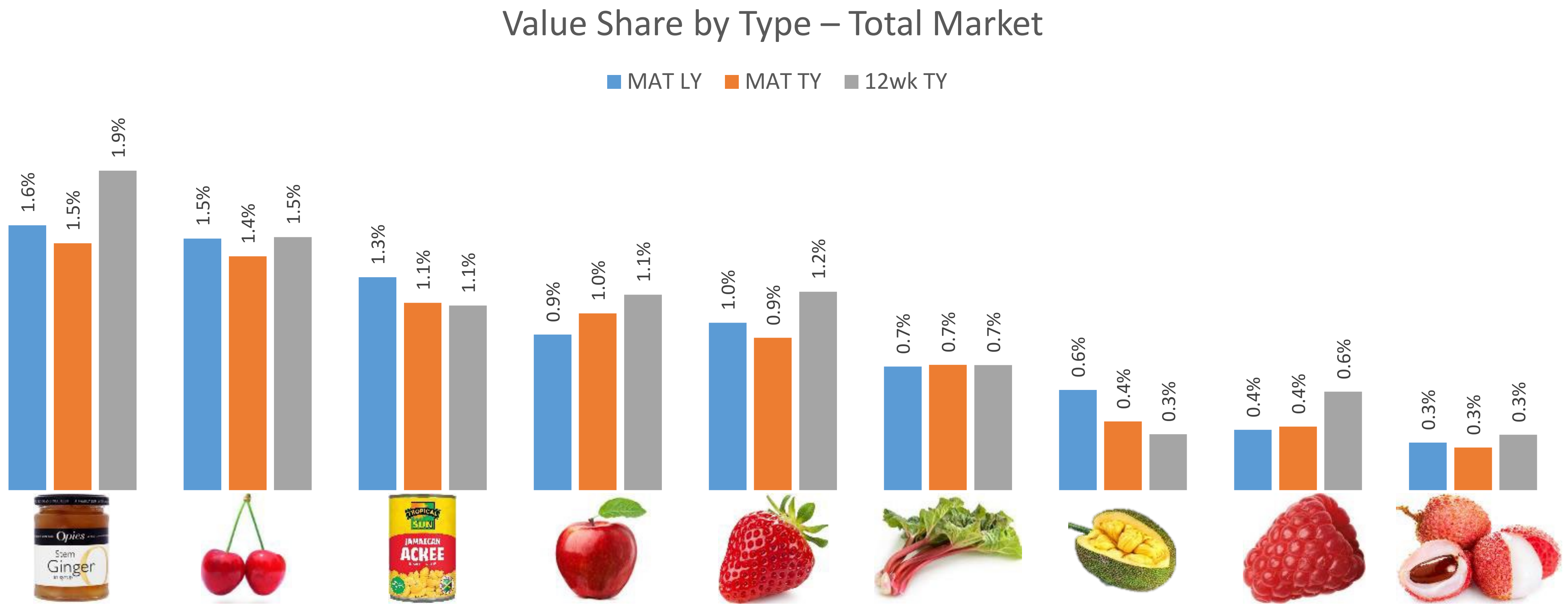


£ Change L12wks	-0.9%/-£70k	-0.6%/-£44k	-3.0%/-£146k	15.8%/£554k	-5.0%/-£165k	-6.9%/-£132k	-9.3%/-£108k	3.9%/£32k	-4.6%/-£40k
Units Change L12wks	-8.2%/-767k	-0.1%/-7k	-0.9%/-36k	17.2%/571k	-6.9%/-178k	-7.7%/-129k	-10.8%/-76k	-19.2%/-164k	-3.2%/-24k

*** Source | AC Nielsen 52 w.e 28.12.24***

Most of the smaller fruit types in decline over MAT timeframe, Apples sales increasing through Princes and Private Label

FRUIT TYPE

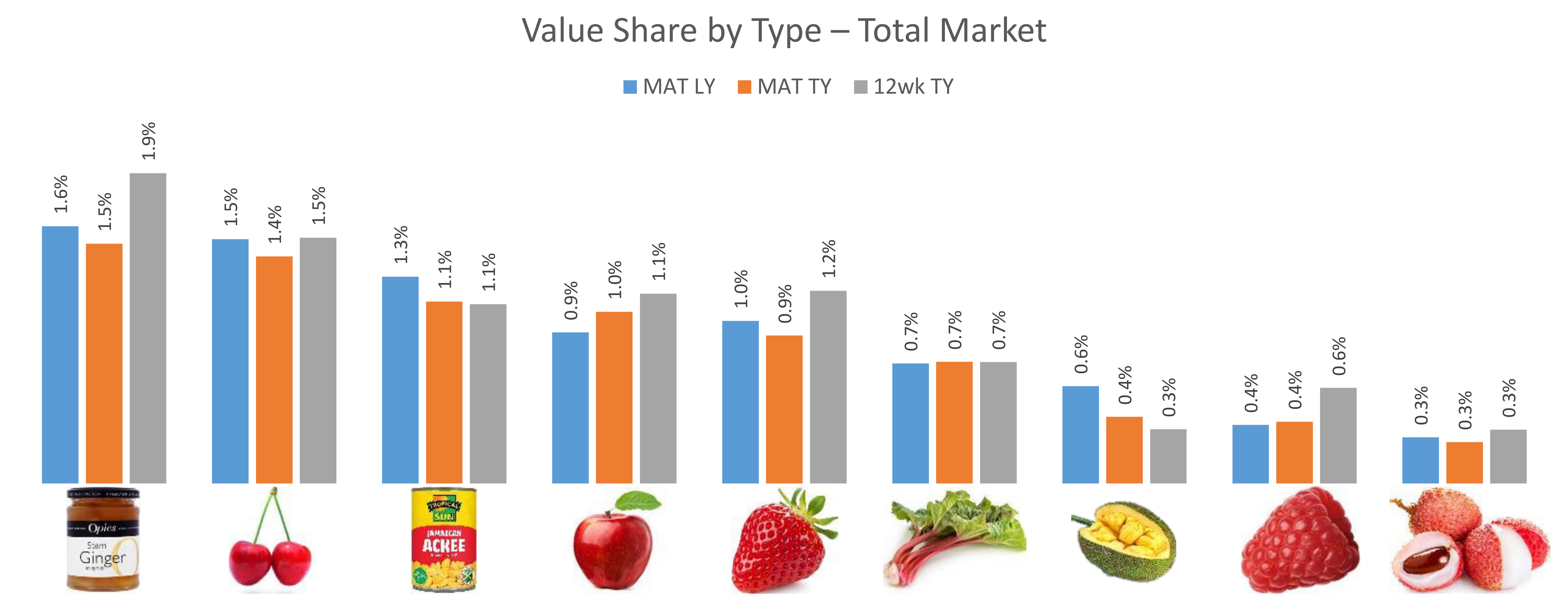


£ Change MAT	-5.4%/-£123k	-5.7%/-£124k	-10.6%/-£196k	15.4%/£208k	-7.6%/-£110k	2.9%/£31k	-30.5%/-£266k	7.2%/£37k	-9.1%/-£37k
Units Change MAT	-3.3%/-25k	-4.3%/-51k	-9.1%/-34k	5.0%/60k	-12.2%/-136k	-25.6%/-244k	-41.0%/-235k	2.8%/9k	-14.1%/-41k

** Source | AC Nielsen 52 w.e 28.12.24*

In latest 12wks, Apple continues to outperform, with Raspberries and Lychees also seeing sales up vs SPLY

FRUIT TYPE



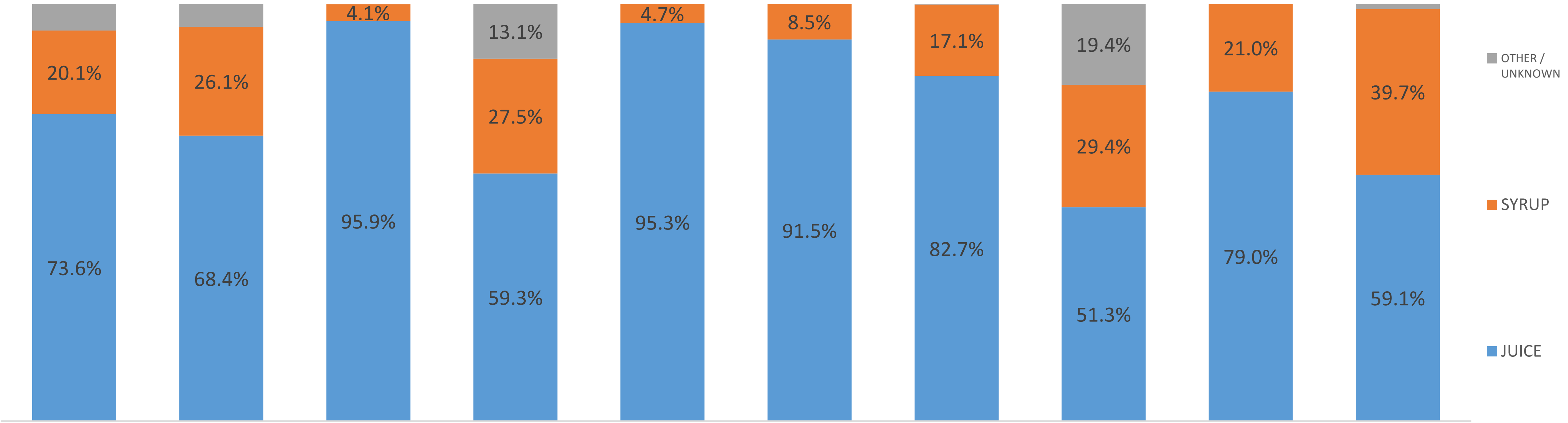
£ Change 12wks	-17.4%/-£135k	-28.4%/-£202k	-14.6%/-£63k	9.4%/£34k	-20.4%/-£102k	-1.8%/-£5k	-9.9%/-£12k	18.6%/£31k	7.4%/£8k
Units Change 12wks	-13.9%/-36k	-19.7%/-76k	-16.4%/-14k	3.6%/11k	-23.7%/-86k	-16.9%/-32k	-9.6%/-6k	17.9%/17k	6.8%/5k

** Source | AC Nielsen 52 w.e 28.12.24*

Juice accounts for 3/4 of all sales, and consumers continue to opt for healthier Juice options as a rule. Pears the exception - PL Juice SKUs decline, and Del Monte providing growth in Syrup.

JUICE V. SYRUP

Value Share by Dressing – Total Market



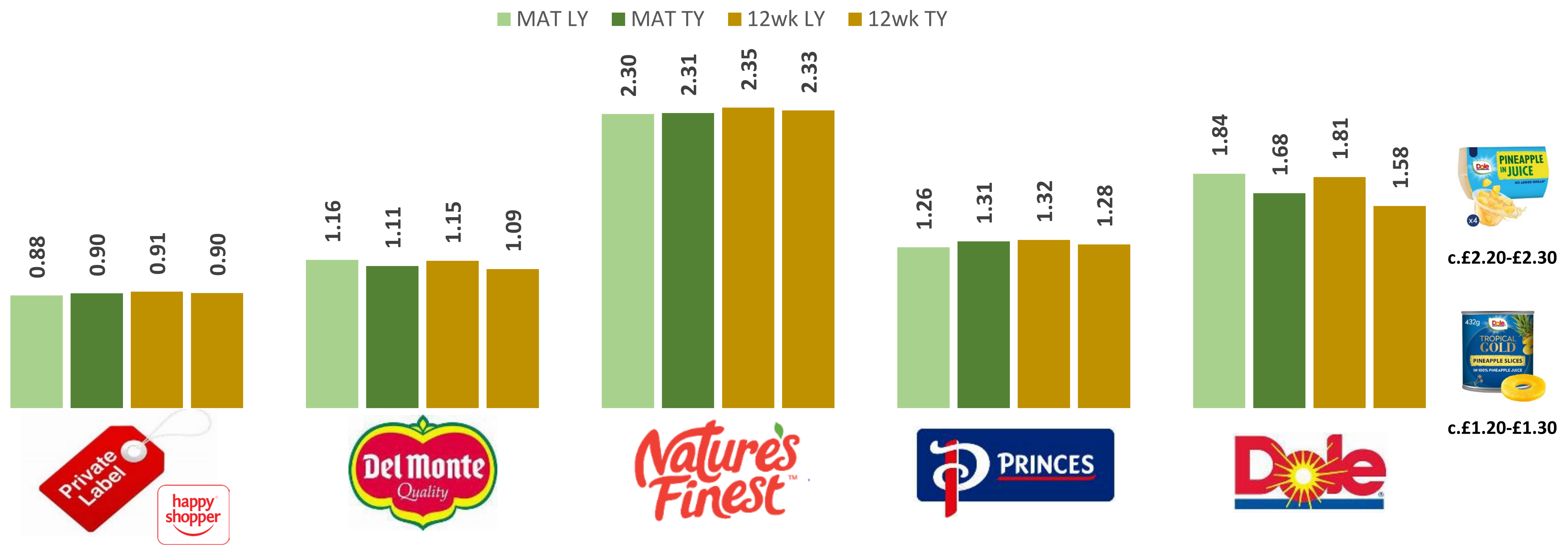
	TOTAL	PEACHES	PINEAPPLE	MIXED FRUITS	MANDARINS	PRUNES	PEAR	MANGO	GRAPEFRUIT	APRICOT
Juice	3.4%/£3576k	3.3%/£780k	3.8%/£1095k	-3.7%/-£430k	16.0%/£2318k	3.0%/£372k	-15.9%/-£1144k	15.8%/£403k	5.9%/£174k	-3.7%/-£83k
Syrup	-1.9%/-£568k	9.6%/£814k	-17.9%/-£278k	-11.5%/-£673k	-22.7%/-£241k	-0.9%/-£11k	7.1%/£83k	6.7%/£107k	-9.8%/-£91k	6.7%/£91k

** Source | AC Nielsen 52 w.e 28.12.24*

High inflationary price rises have now normalised. Del Monte growth of 227g SKUs, and Dole launch of 432g driving avg unit prices down with lower selling points vs other SKUs in ranges.

AVERAGE UNIT PRICE

Average Unit Price – Total Market

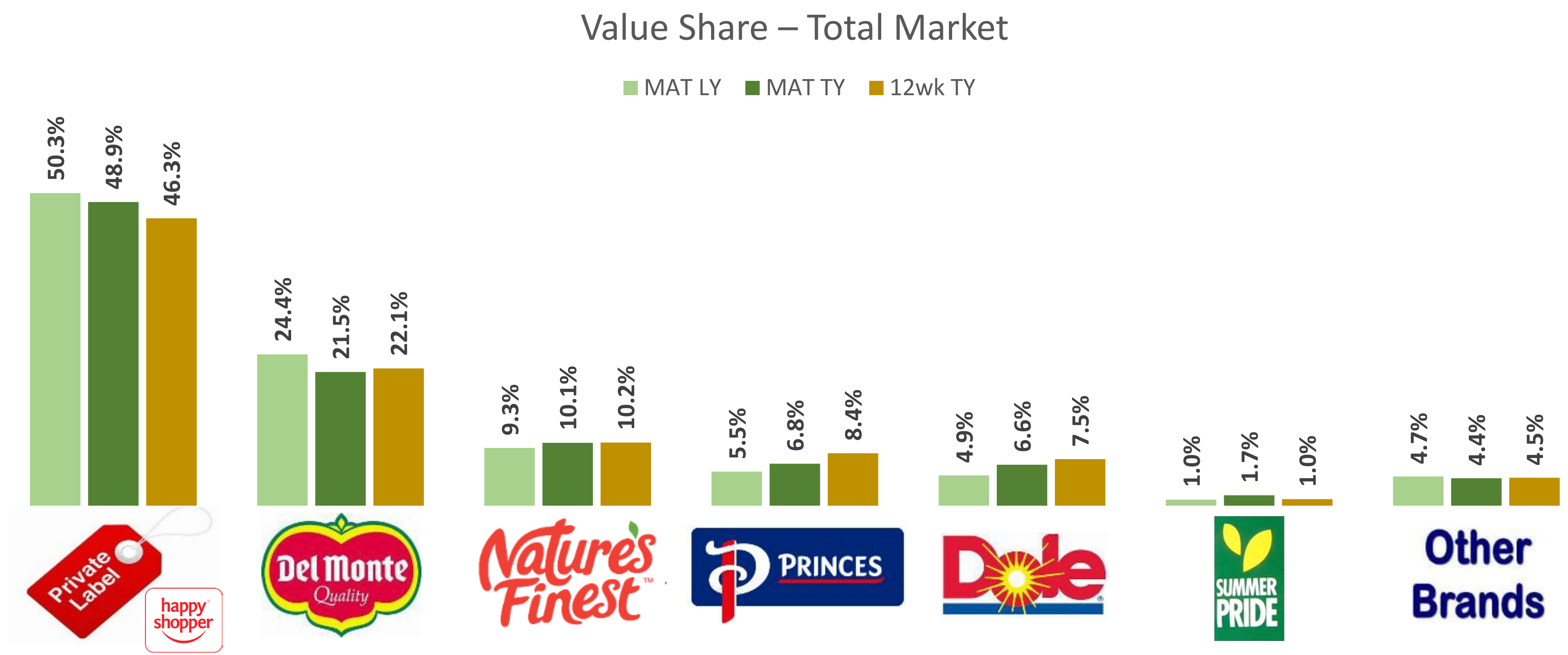


% Change MAT	+1.8%	-4.1%	+0.3%	+3.7%	-8.3%

** Source | AC Nielsen 52 w.e 28.12.24*

Del Monte remains No.1 brand despite losses due to Pineapple. Princes & Dole primarily gained through Pineapple gains.

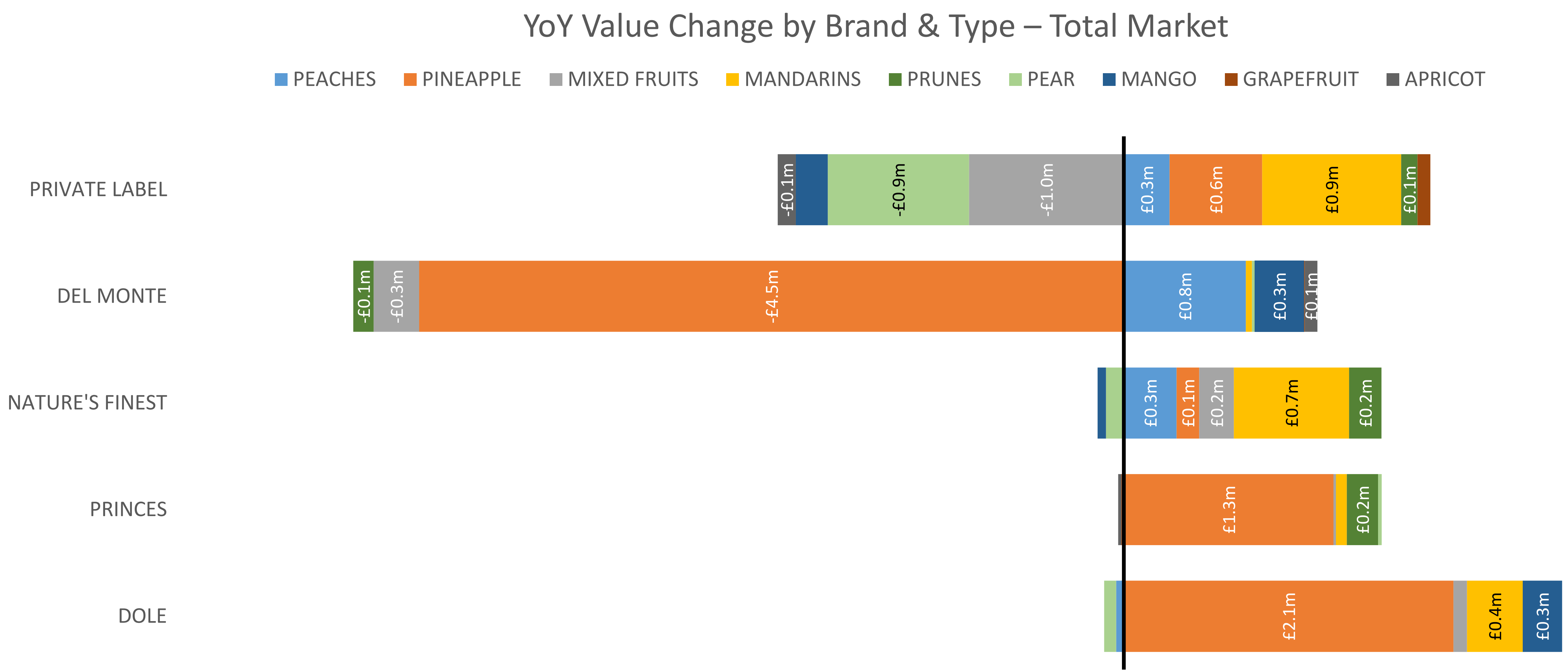
VALUE SALES



% Change MAT	-1.3%	-10.3%	10.8%	25.3%	37.2%	70.4%
£ Change MAT	-£962k	-£3.7m	£1.5m	£2.0m	£2.7m	£1.0m
Pineapple	+£593k	-£4.5m	+£146k	+£1.3m	+£2.1m	+£1.1m
Other Types	-£1.6m	+£814k	+£1.4m	+£700k	+£570k	-£84k

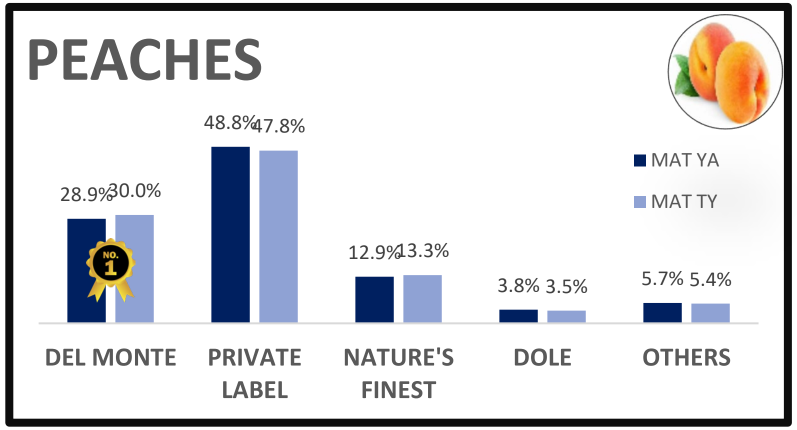
** Source | AC Nielsen 52 w.e 28.12.24*

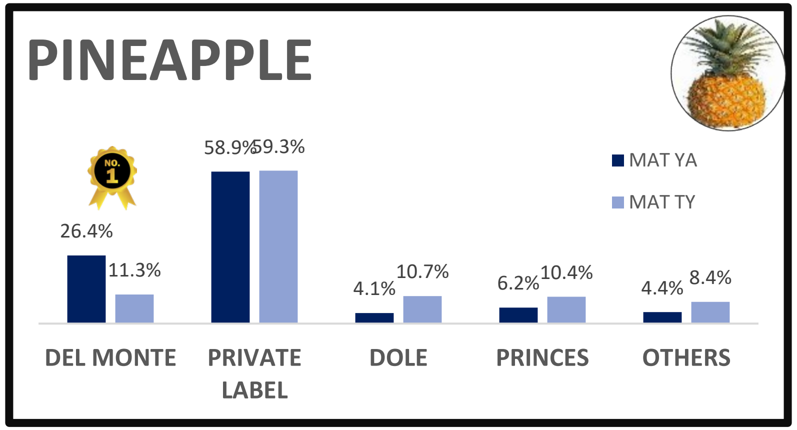
Del Monte Pineapple impacted brand, with Princes and Dole main gainers.

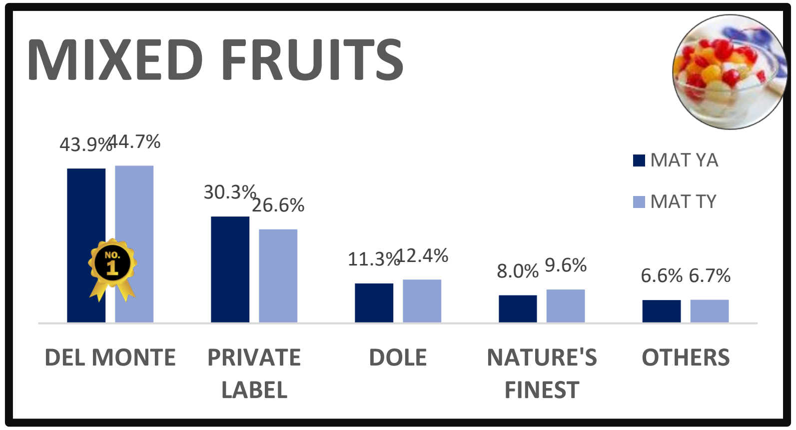


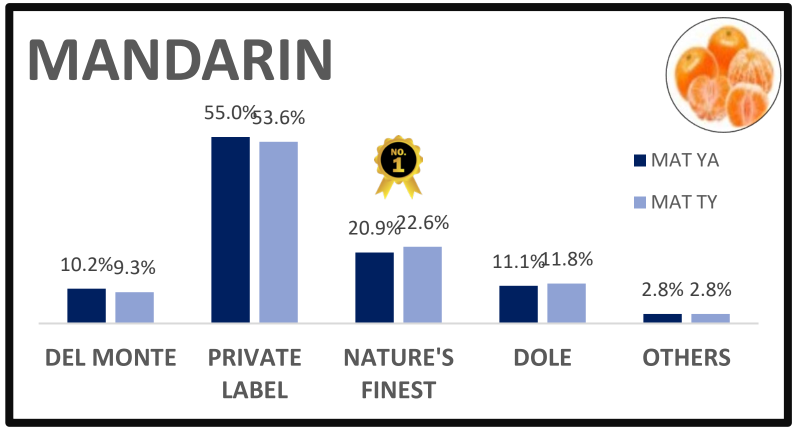
** Source | AC Nielsen 52 w.e 28.12.24*

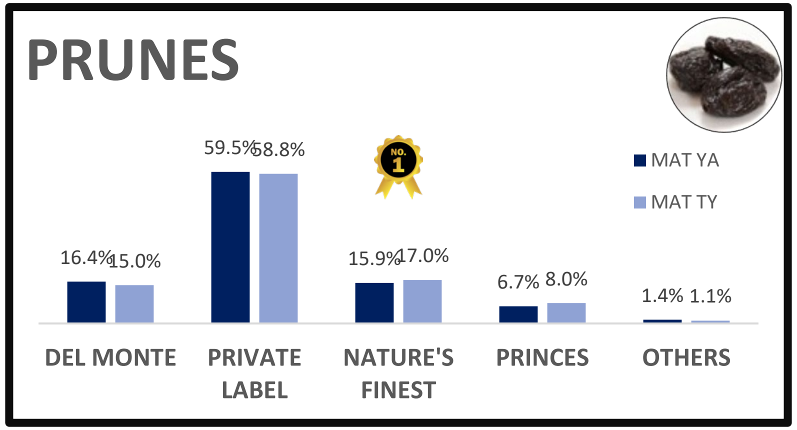
Del Monte No.1 brand in 4 of top 6 fruit types

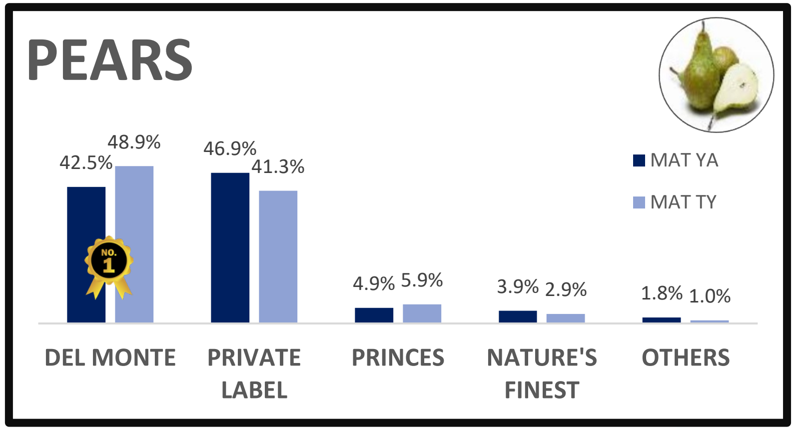












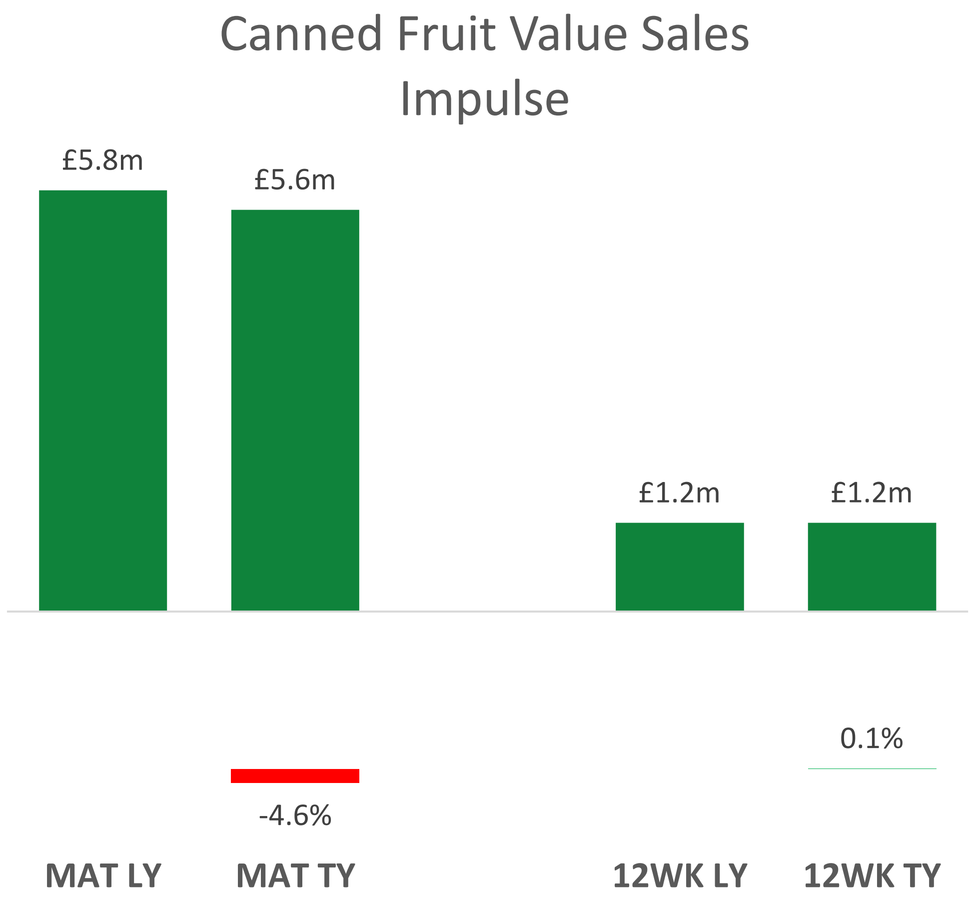
** Source | AC Nielsen 52 w.e 28.12.24*

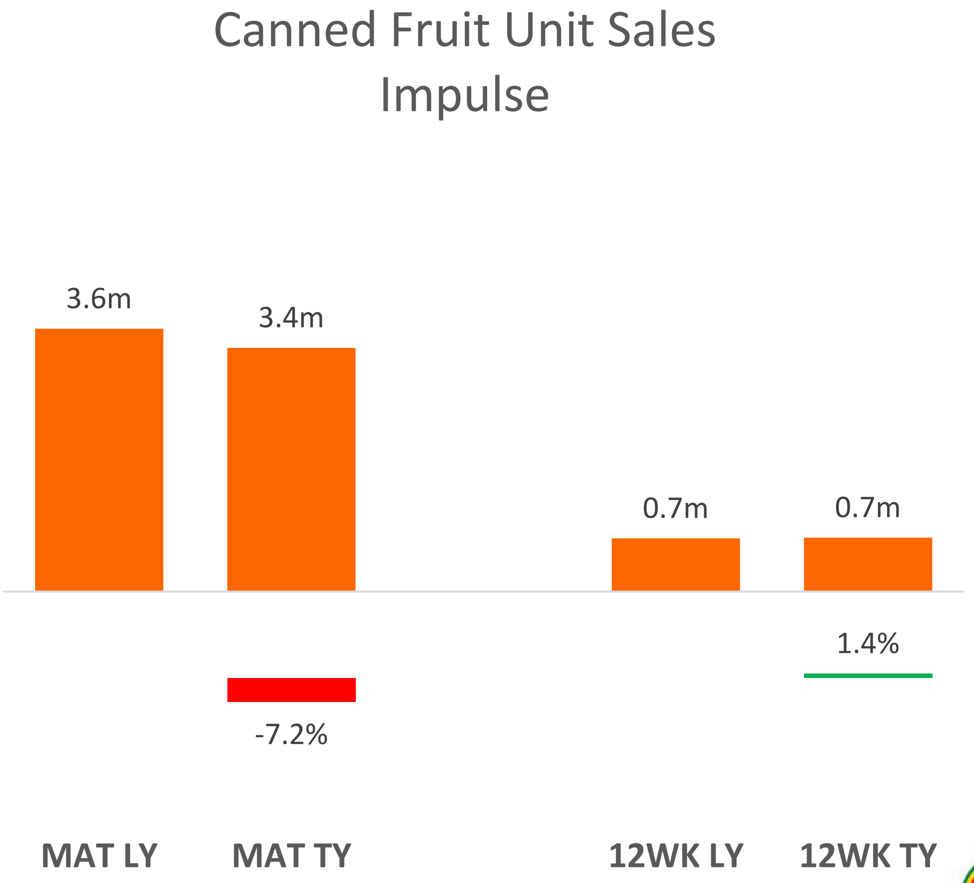
Everybody Says Yes

Canned Fruit
Impulse Channel

Data to 28.12.24

Impulse channel seeing the reverse of overall market, with sales down over MAT, but seeing some return to growth in last quarter.

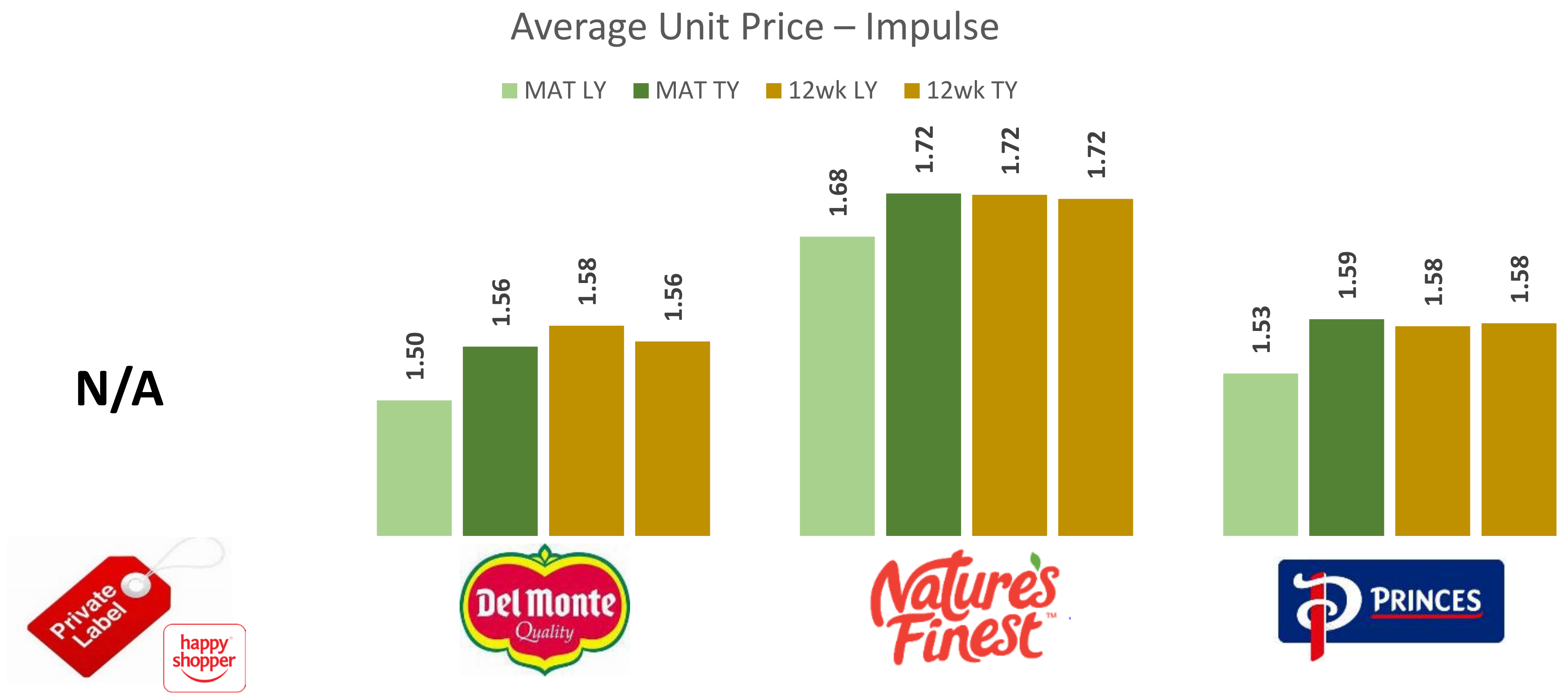




** Source | AC Nielsen 52 w.e 28.12.24*

Average Unit Prices in Impulse have now flattened out.

AVERAGE UNIT PRICE

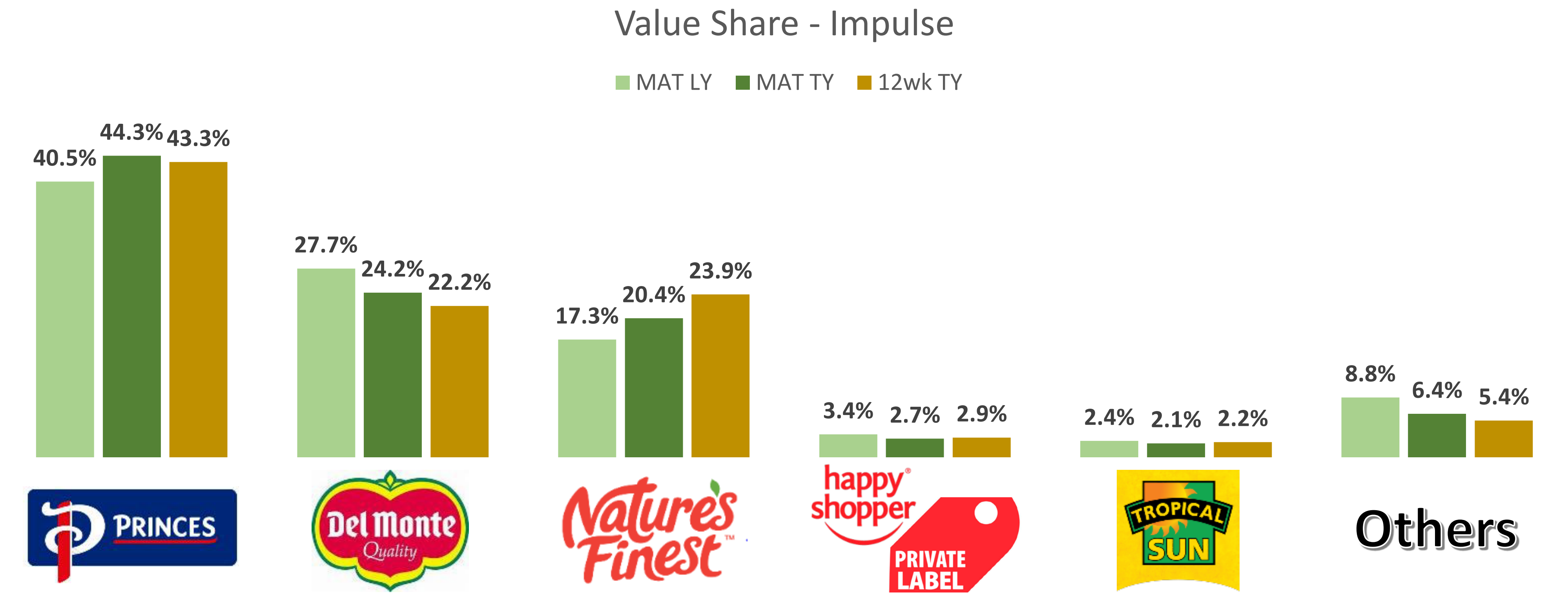


	MAT	12wk	MAT	12wk	MAT	12wk	MAT	12wk
% Change	N/A	N/A	4%	-1%	3%	0%	4%	0%

** Source | AC Nielsen 52 w.e 28.12.24*

Nature's Finest share growth driven by growing volume on 200g pots. Del Monte continues to slip with volume down on a number of SKUs

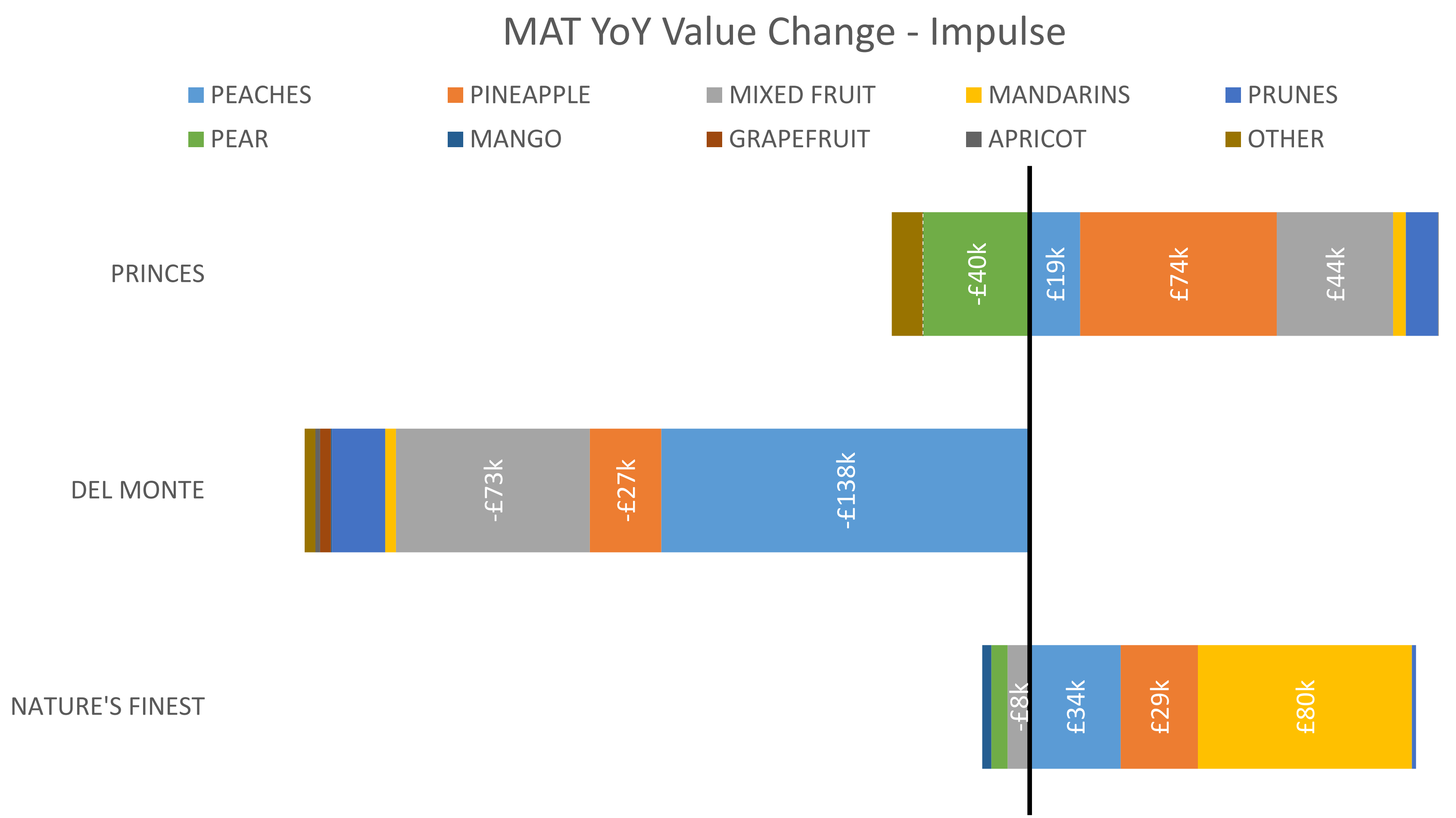
VALUE SALES



% Change MAT	4.3%	-16.8%	12.6%	-22.6%	-18.6%	
Value Change MAT	£102k	-£272k	£127k	-£44k	-£26k	

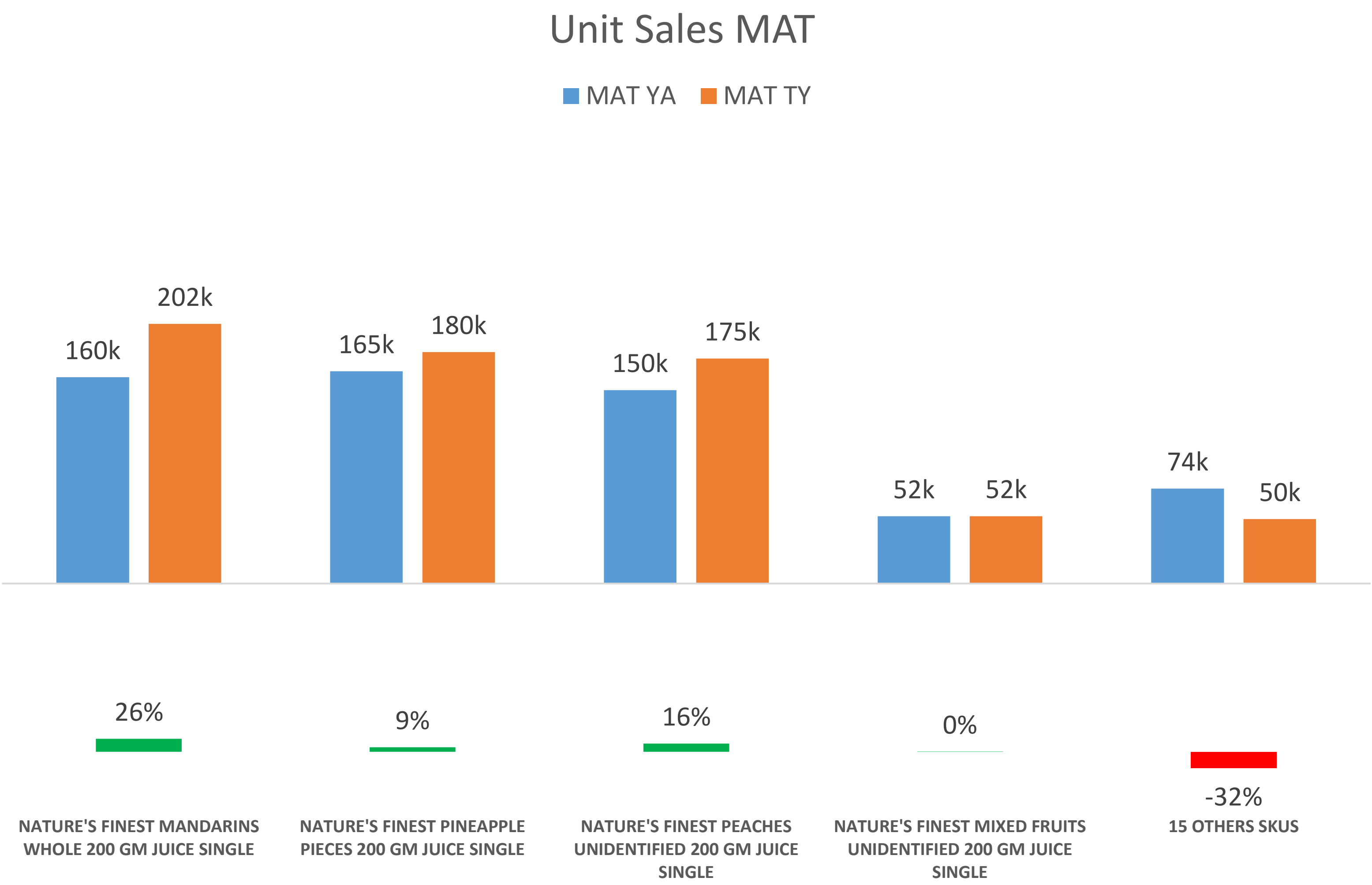
** Source | AC Nielsen 52 w.e 28.12.24*

Del Monte seeing decline across all fruit types.
Nature's Finest see over half of growth from Mandarins.



** Source | AC Nielsen 52 w.e 28.12.24*

Nature’s Finest growth continues to be driven by 3 x 200g Snackpots in Impulse



** Source | AC Nielsen 52 w.e 28.12.24*

Top sellers | Peaches | Total Market

Rank		52 weeks	% change vs LY
1	DEL MONTE PEACHES SLICES JUICE 415 GM SINGLE	£6,259,626	7.0%
2	PRIVATE LABEL PEACHES SLICES JUICE 411 GM SINGLE	£3,819,056	-6.6%
3	PRIVATE LABEL PEACHES SLICES JUICE 410 GM SINGLE	£2,855,628	37.4%
4	PRIVATE LABEL PEACHES SLICES SYRUP 411 GM SINGLE	£2,455,795	-5.4%
5	DEL MONTE PEACHES SLICES SYRUP 420 GM SINGLE	£2,369,119	0.9%
6	NATURE'S FINEST PEACHES SLICES JUICE 700 GM SINGLE	£2,094,484	5.3%
7	PRIVATE LABEL PEACHES SLICES UNIDENTIFIED 411 GM SINGLE	£1,724,223	-7.9%
8	NATURE'S FINEST PEACHES SLICES JUICE 400 GM SINGLE	£1,635,737	12.0%
9	DOLE PEACHES UNIDENTIFIED JUICE 113 GM 4 PACK	£1,237,200	-3.1%
10	PRIVATE LABEL PEACHES SLICES SYRUP 410 GM SINGLE	£1,095,785	181.5%

Top 2 Branded Peach SKUs

** Source | AC Nielsen 52 w.e 28.12.24*

Top sellers | Pineapple | Total Market

Rank		52 weeks	% change vs LY
1	PRIVATE LABEL PINEAPPLE SLICES JUICE 432 GM SINGLE	£3,127,988	-10.8%
2	PRIVATE LABEL PINEAPPLE PIECES JUICE 425 GM SINGLE	£2,551,608	3.1%
3	PRIVATE LABEL PINEAPPLE SLICES JUICE 425 GM SINGLE	£2,476,251	22.4%
4	PRIVATE LABEL PINEAPPLE SLICES JUICE 565 GM SINGLE	£1,893,296	-4.7%
5	PRIVATE LABEL PINEAPPLE PIECES JUICE 567 GM SINGLE	£1,663,015	26.8%
6	PRINCES PINEAPPLE SLICES JUICE 227 GM SINGLE	£1,533,662	91.1%
7	PRIVATE LABEL PINEAPPLE SLICES JUICE 227 GM SINGLE	£1,284,804	0.0%
8	PRIVATE LABEL PINEAPPLE PIECES JUICE 425 GM SINGLE	£1,025,399	-1.6%
9	DOLE PINEAPPLE PIECES JUICE 113 GM 4 PACK	£913,454	22.3%
10	DEL MONTE PINEAPPLE SLICES JUICE 432 GM SINGLE	£894,177	-65.7%

Top 3 Branded Pineapple SKUs

** Source | AC Nielsen 52 w.e 28.12.24*

Top sellers | Mixed Fruit | Total Market

Rank		52 weeks	% change vs LY
1	DEL MONTE MIXED FRUITS PIECES JUICE 415 GM SINGLE	£5,205,078	-5.2%
2	DEL MONTE MIXED FRUITS PIECES SYRUP 420 GM SINGLE	£2,545,726	-5.9%
3	DOLE MIXED FRUITS UNIDENTIFIED UNIDENTIFIED 113 GM 4 PACK	£1,510,428	1.5%
4	PRIVATE LABEL MIXED FRUITS PIECES SYRUP 411 GM SINGLE	£1,067,143	-17.2%
5	PRIVATE LABEL MIXED FRUITS PIECES JUICE 411 GM SINGLE	£940,677	-12.9%
6	PRIVATE LABEL MIXED FRUITS PIECES JUICE 410 GM SINGLE	£882,915	-34.6%
7	DOLE MIXED FRUITS UNIDENTIFIED UNIDENTIFIED 113 GM 4 PACK	£814,949	9.6%
8	NATURE'S FINEST MIXED FRUITS PIECES JUICE 400 GM SINGLE	£667,494	107.6%
9	NATURE'S FINEST MIXED FRUITS UNIDENTIFIED JUICE 700 GM SINGLE	£626,140	2.5%
10	PRIVATE LABEL MIXED FRUITS UNIDENTIFIED JUICE 410 GM SINGLE	£538,568	-4.3%

Top 2 Mixed Fruits SKUs

** Source | AC Nielsen 52 w.e 28.12.24*

Top sellers | Mandarin| Total Market

Rank		52 weeks	% change vs LY
1	PRIVATE LABEL MANDARINS SEGMENTS JUICE 300 GM SINGLE	£3,068,097	-7.9%
2	PRIVATE LABEL MANDARINS SEGMENTS JUICE 298 GM SINGLE	£2,793,840	13.0%
3	NATURE'S FINEST MANDARINS SEGMENTS JUICE 390 GM SINGLE	£2,258,831	20.2%
4	DOLE MANDARINS SEGMENTS JUICE 113 GM 4 PACK	£2,081,339	20.7%
5	DEL MONTE MANDARINS WHOLE JUICE 298 GM SINGLE	£1,633,844	2.4%
6	PRIVATE LABEL MANDARINS SEGMENTS JUICE 113 GM 4 PACK	£1,222,745	597.3%
7	NATURE'S FINEST MANDARINS WHOLE JUICE 700 GM SINGLE	£739,930	56.7%
8	PRIVATE LABEL MANDARINS UNIDENTIFIED JUICE ESTIMATED WEIGHT SINGLE	£666,354	-14.1%
9	NATURE'S FINEST MANDARINS SEGMENTS JUICE 113 GM 4 PACK	£655,224	18.2%
10	PRIVATE LABEL MANDARINS PIECES SYRUP 312 GM SINGLE	£651,733	-24.5%

Top 3 Branded Mandarin SKUs

** Source | AC Nielsen 52 w.e 28.12.24*

Top sellers | Prunes | Total Market

Rank		52 weeks	% change vs LY
1	PRIVATE LABEL PRUNES WHOLE JUICE 410 GM SINGLE	£2,916,028	-1.6%
2	PRIVATE LABEL PRUNES WHOLE JUICE 290 GM SINGLE	£2,329,992	9.5%
3	NATURE'S FINEST PRUNES WHOLE JUICE 700 GM SINGLE	£2,247,497	12.2%
4	DEL MONTE PRUNES UNIDENTIFIED JUICE 410 GM SINGLE	£2,050,735	-6.3%
5	PRIVATE LABEL PRUNES WHOLE JUICE 410 GM SINGLE	£1,290,865	-3.1%
6	PRIVATE LABEL PRUNES WHOLE SYRUP 420 GM SINGLE	£991,599	2.6%
7	PRINCES PRUNES WHOLE JUICE 410 GM SINGLE	£770,393	28.5%
8	PRIVATE LABEL PRUNES WHOLE JUICE 410 GM SINGLE	£632,869	-2.3%
9	PRINCES PRUNES WHOLE JUICE UNIDENTIFIED SINGLE	£215,757	14.0%
10	PRINCES PRUNES WHOLE SYRUP 420 GM SINGLE	£120,517	3.1%

Top 2 Branded Prune SKUs

** Source | AC Nielsen 52 w.e 28.12.24*