

Beetroot Comprehensive Review 2026



What is Homescan?

Nielsen IQ Homescan® is a continuous panel of 10,000 households who record all take-home packed and fresh grocery from all retail outlets. The sample is demographically and geographically representative of the Australian household population.

Each household is equipped with a small handheld terminal through which details of all purchasing are entered - product, quantity, price and outlet. This information, along with the date of purchase, is linked with demographic details of the household and the household purchasing history. Data are projected for the population as a whole.

Estimates produced from Nielsen IQ Homescan® are subject to sampling variation which means that every number reported has a standard error associated with it. For example, at a Total National level, a 40% share of trade number, will be subject to a 1% standard error at a 95% confidence interval. This implies there is a 95% chance that the true value of the estimate lies between 39 to 41%.

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Analysis Parameters

Time Periods

52 weeks to 22/02/2026

Data Source

NIQ Homescan™

Markets

AUS

Major Supermarkets (Coles, Woolworths, Aldi)

Other Supermarkets (Costco, Asian Grocers and all other full-service supermarkets)

Non-Supermarkets (Greengrocers, Markets and Speciality Stores)

Measures

Value (\$), Volume (kg)

Demographic Definitions

LIFESTAGE

SENIOR COUPLES | 2 or more adults 60+
(19% of population)

ESTABLISHED COUPLES | 2 or more adults 35-59
(22% of population)

INDEPENDENT SINGLES | 1 adult >35 with no children
(21% of population)

YOUNG TRANSITIONALS | Adults <35 with no children
(8% of population)

BUSTLING FAMILIES | Oldest Child 12-17
(14% of population)

SMALL SCALE FAMILIES | Oldest Child 6-12
(10% of population)

START UP FAMILIES | Oldest Child <6
(6% of population)

HOUSEHOLD INCOME

LOW HOUSEHOLD INCOME | Household income up to \$50K per annum.

MEDIUM HOUSEHOLD INCOME | Household income between \$50K & \$100K per annum.

HIGH HOUSEHOLD INCOME | Household income over \$100K per annum.

Inclusions

Section #	Report Sections
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1	Beetroot vs Comparable Vegetables
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2	Sales Drivers
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3	Retailer Performance
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4	Format Performance In major supermarkets (Woolworths, Coles, Aldi)
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5	Profiling Beetroot Shoppers
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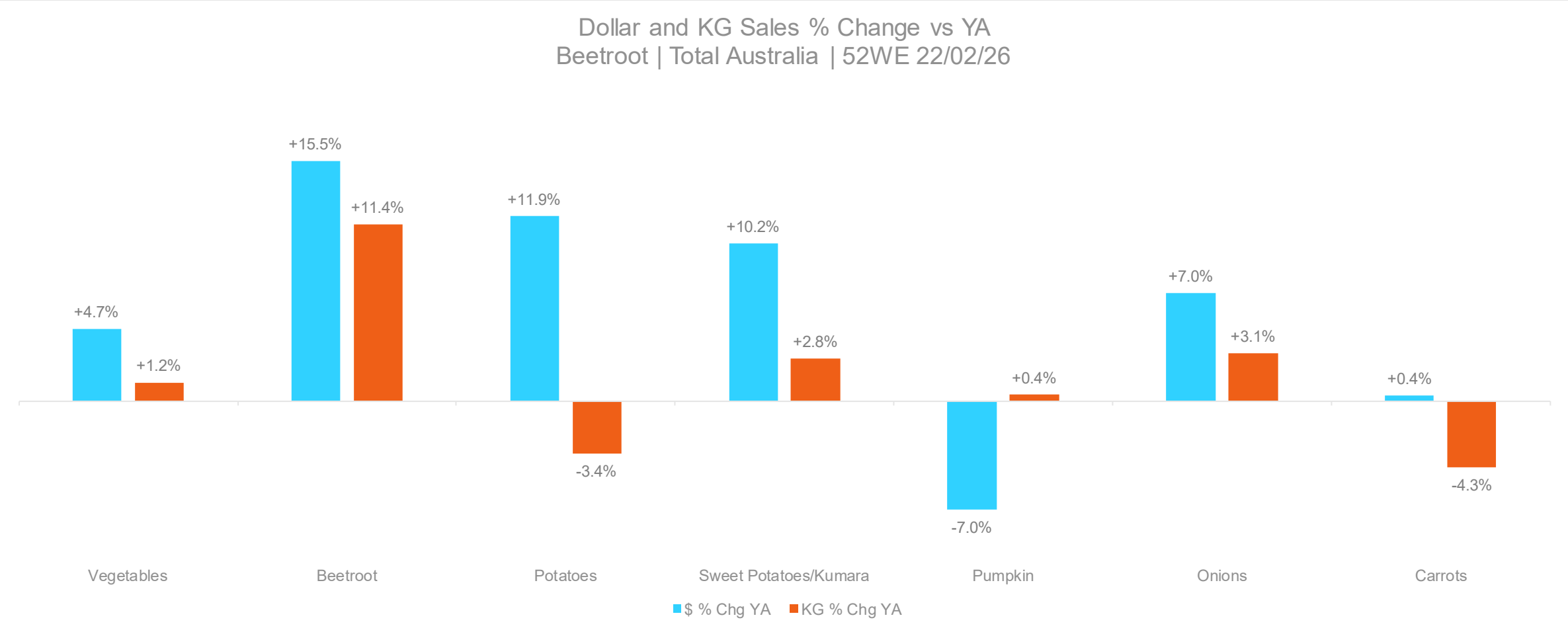
Performance summary – Beetroot

	Key Insights
1 Beetroot vs comparable vegetables	<ul style="list-style-type: none"> • Well ahead of the fresh vegetable market average of +4.7%, beetroot dollar sales grew by +15.5% this year • At +11.4%, retail volumes also grew ahead of the market and all comparable vegetables • Beetroot prices grew by +3.7%, while aligned with total market during this period, the average price per kilogram grew faster across most comparable categories
2 Sales drivers	<ul style="list-style-type: none"> • Retail volume growth was driven by more beetroot shopping occasions, resulting in households purchasing 200g more compared to last year • Buyer reach remained stable at 23%, well below the penetration levels of all comparable vegetables
3 Retailer Performance	<ul style="list-style-type: none"> • Compared to last year, fresh vegetable volumes are flat across the major supermarket channel however these stores registered the strongest beetroot dollar sales and volume growth of +12.3% and +16.2%
4 Format Performance	<ul style="list-style-type: none"> • Now representing half of all volume sold across major supermarkets, loose beetroots led growth, as shoppers purchased more often this year
5 Profiling Beetroot Shoppers	<ul style="list-style-type: none"> • In comparison to the average fresh vegetable shopper, beetroot buying households are more likely to be adult homes without children • Beetroot volumes are ahead of last year across most household types however growth was behind the national average amongst senior couples, singles and young transitionals - losses are evident across families with babies and young children
What does this mean?	<ul style="list-style-type: none"> • Beetroot needs to win more shoppers, with the biggest gaps amongst families with children. Capture new buyers via clearer usage ideas, simpler preparation cues and value options that fit everyday meals • Retain current engagement levels by focusing supply, quality and availability on loose beetroot across major supermarkets

Beetroot vs Comparable Vegetables

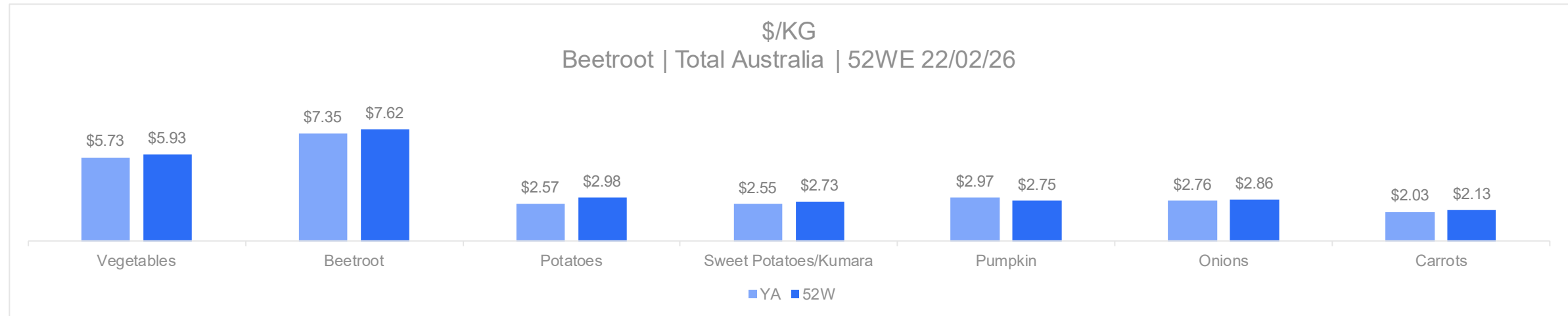
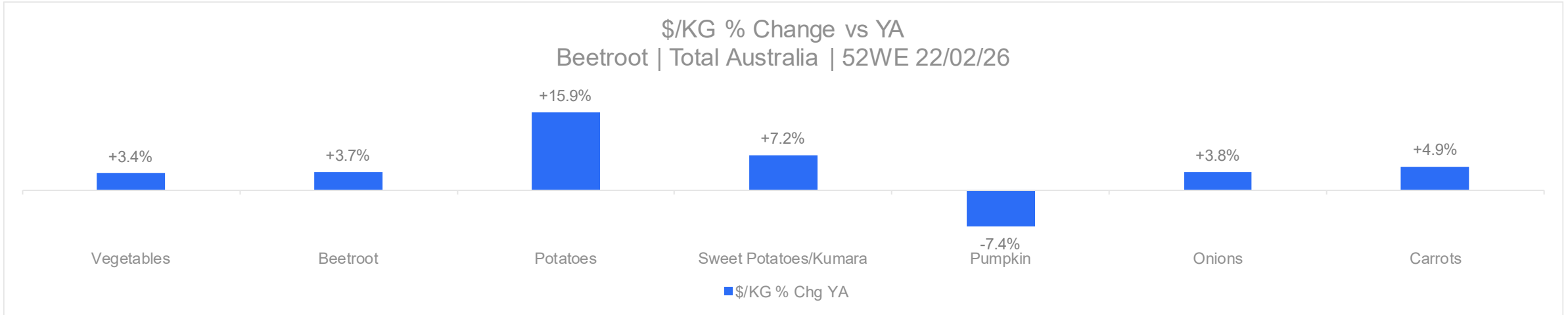


With growth of +15.5% and +11.4%, fresh beetroot dollar sales and retail volumes grew the fastest in the reporting period, outperforming total market and all comparable vegetables during this period.



Source: NielsenIQ

Beetroot prices grew by +3.7% - this growth is in line with the average across the market during this period however was more competitive vs potatoes, sweet potato and carrots, where prices grew faster.



Source: NielsenIQ

Sales Drivers



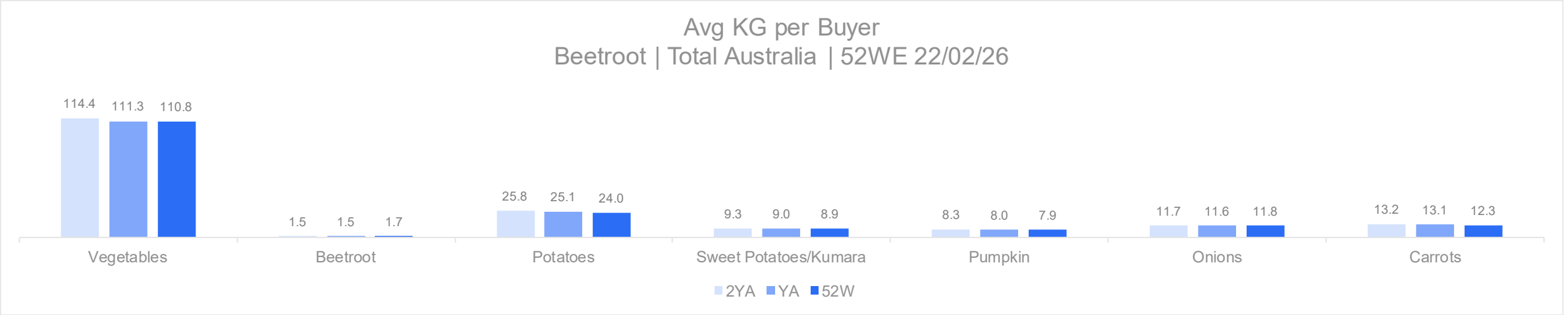
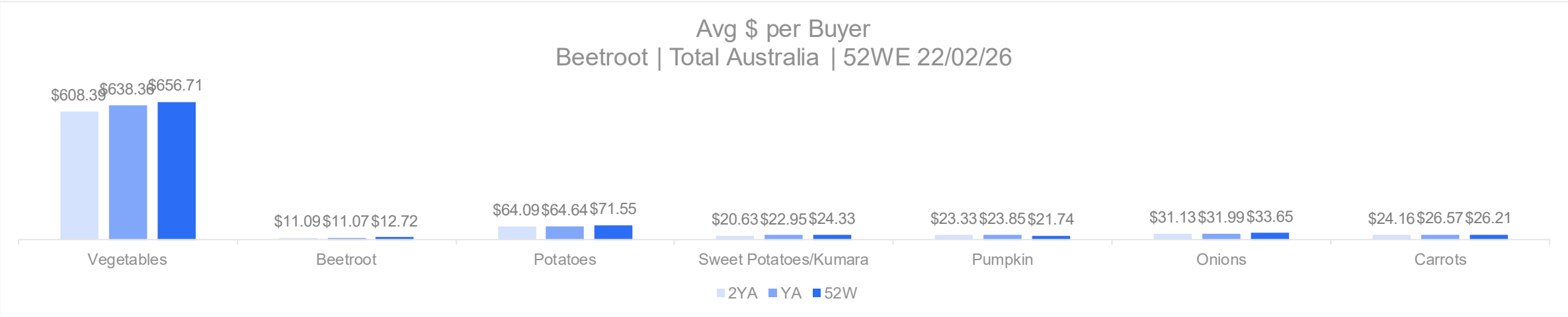
Beetroot penetration levels remain stable at 23%, with sales growth driven by more shopping occasions in the last 12 months, compared to one year ago.

While frequency of purchase has trended positively across the last 3 years, beetroot levels are very low relative to comparable vegetables, as is buyer reach.



Source: NielsenIQ

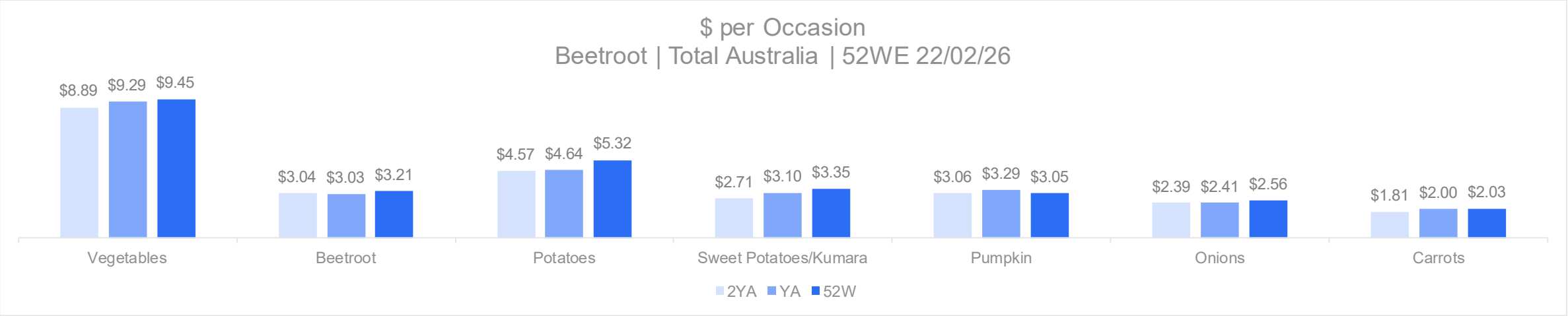
Frequency gains delivered growth across annual purchase volumes this year, with the average shopper purchasing 200g more compared to last year.



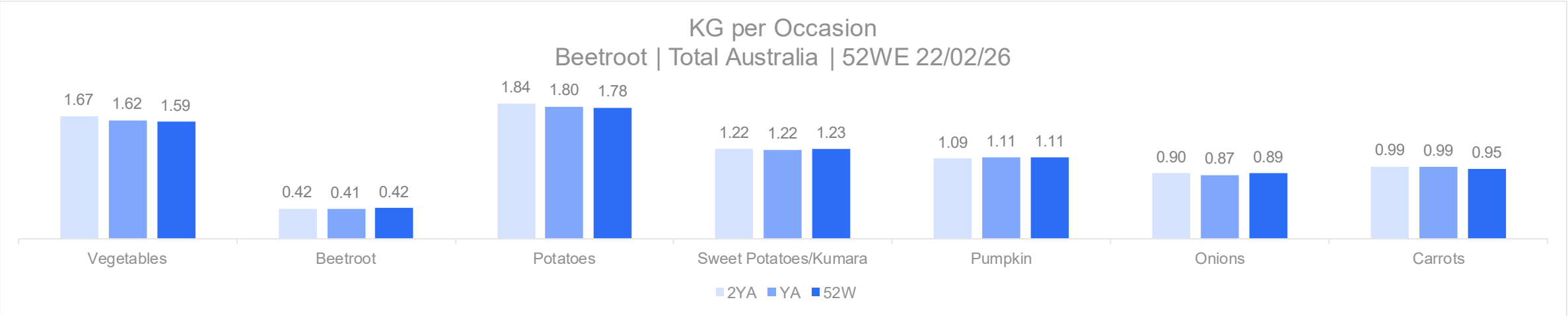
Source: NielsenIQ

Shoppers spent slightly more per occasion this year however volume per trip remained stable.

\$ per Occasion
Beetroot | Total Australia | 52WE 22/02/26



KG per Occasion
Beetroot | Total Australia | 52WE 22/02/26

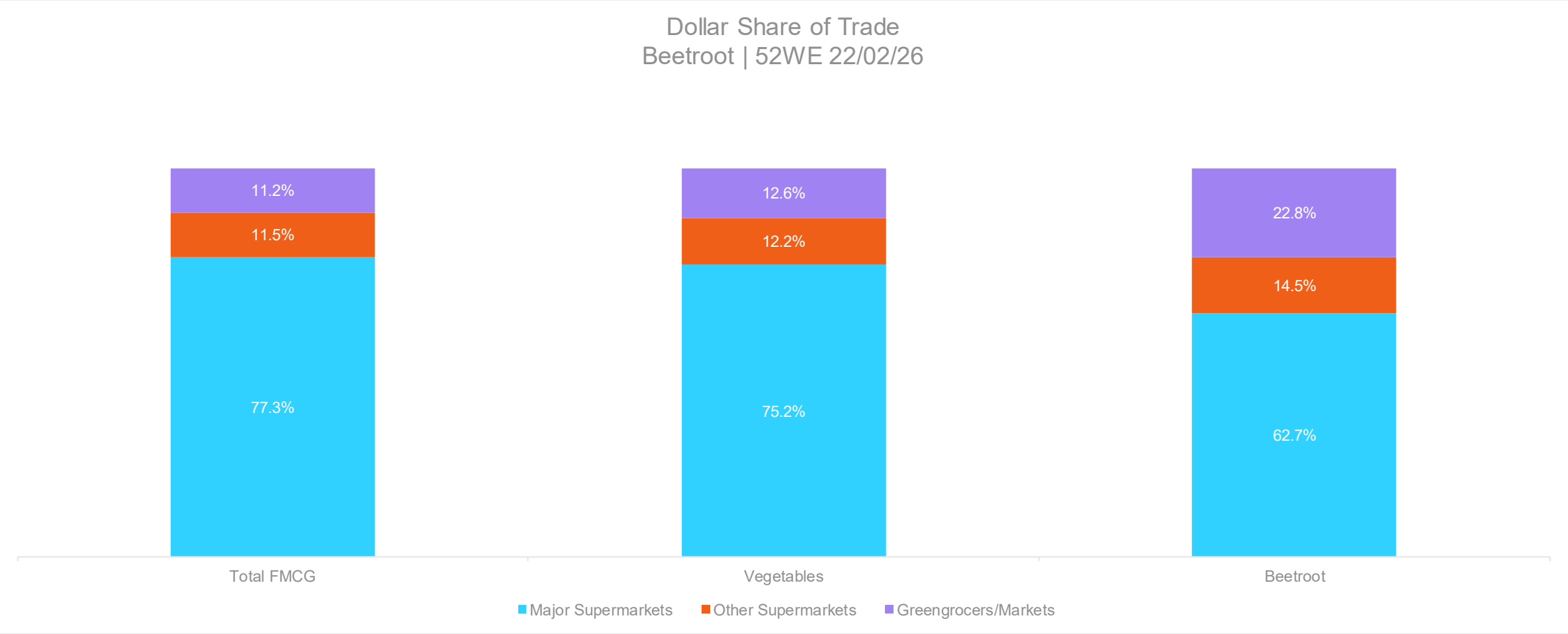


Source: NielsenIQ

Retailer Performance

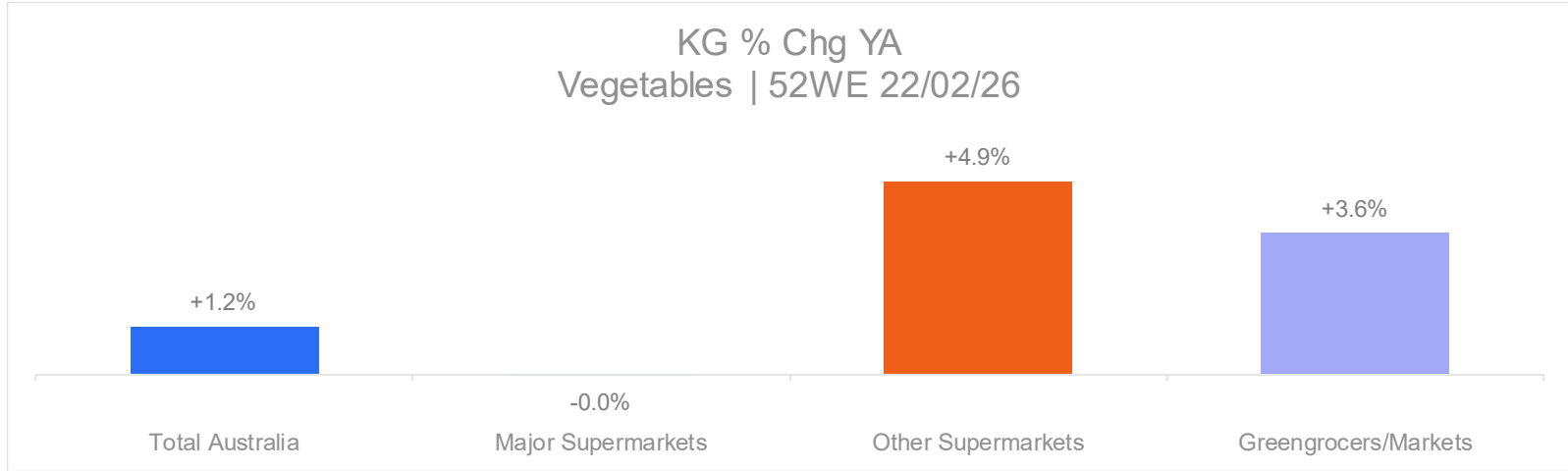
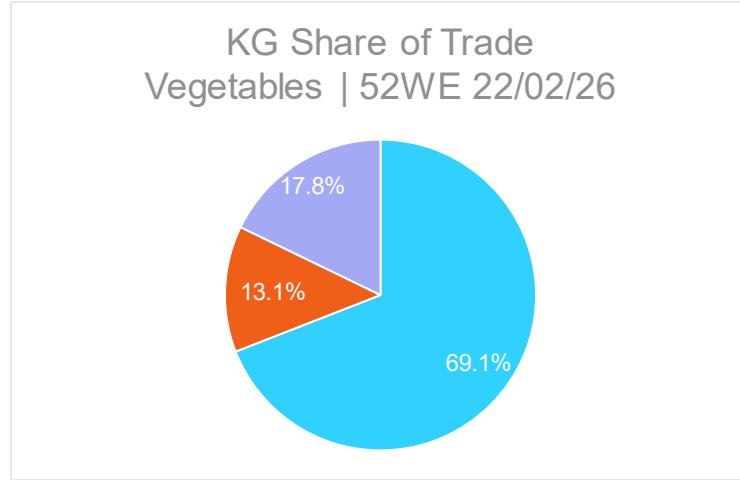
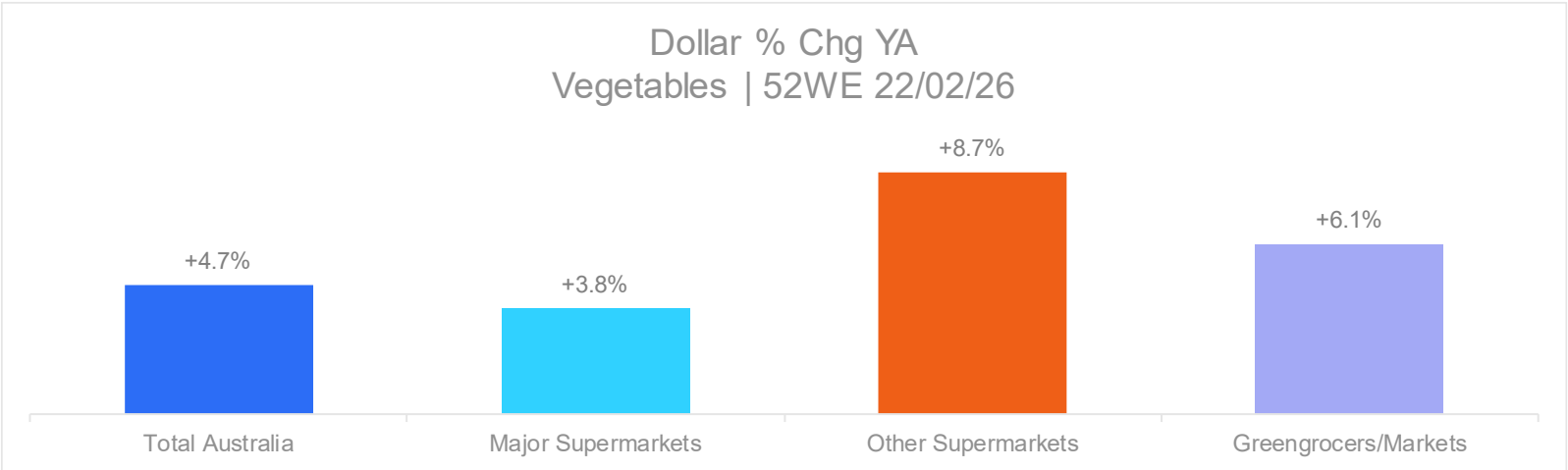
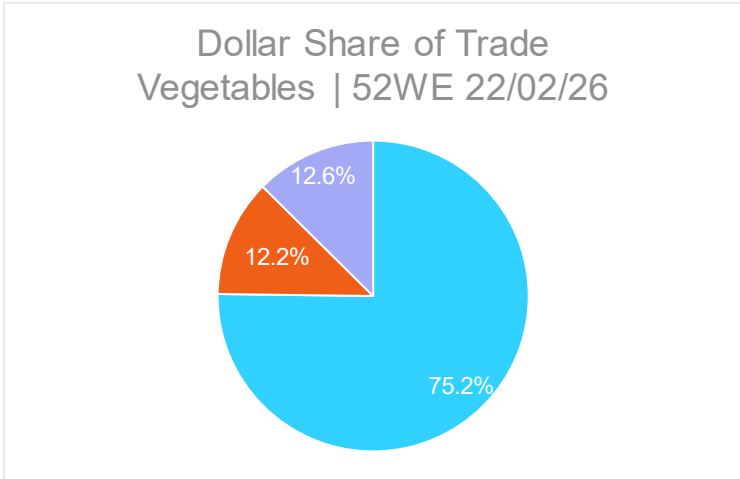


Major supermarkets under-trade in beetroot sales, when compared to the fresh vegetables and total grocery markets.



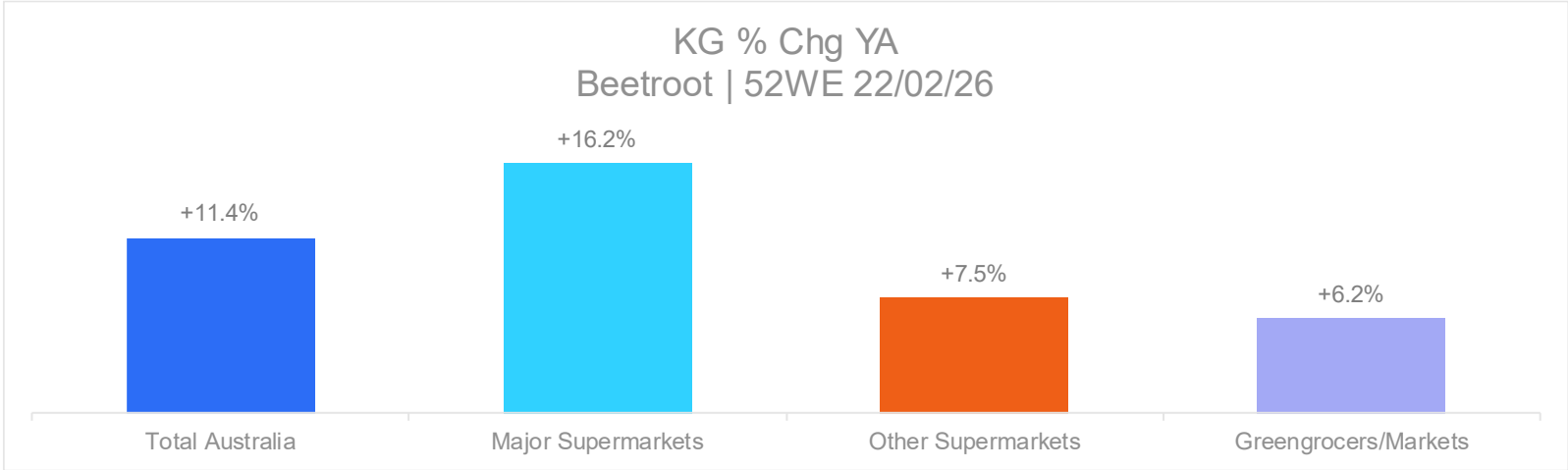
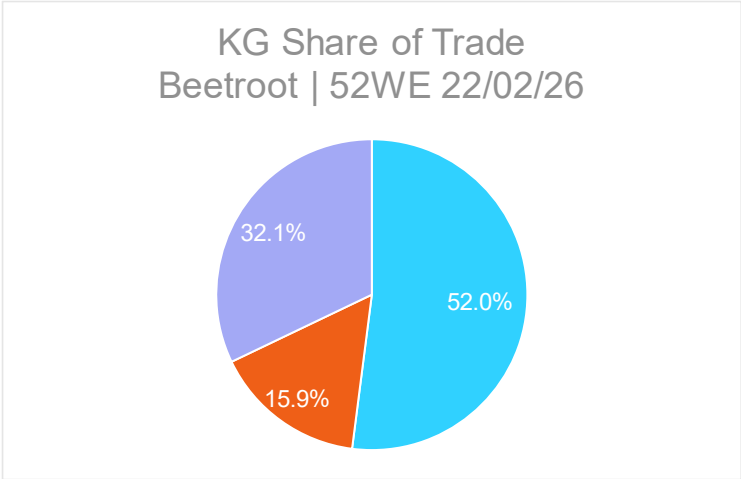
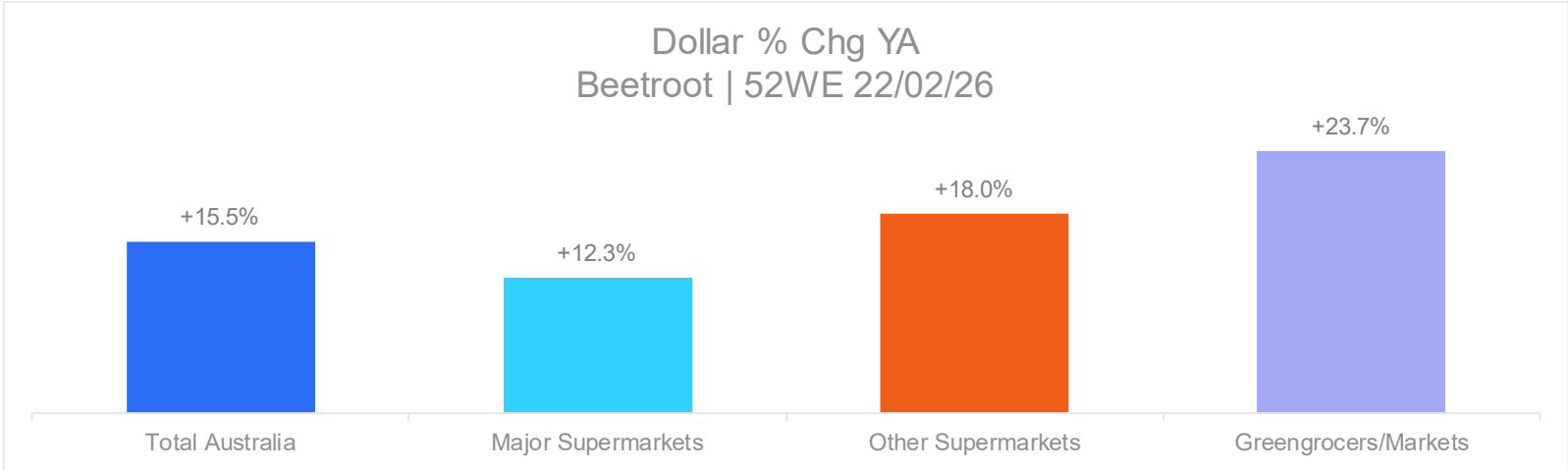
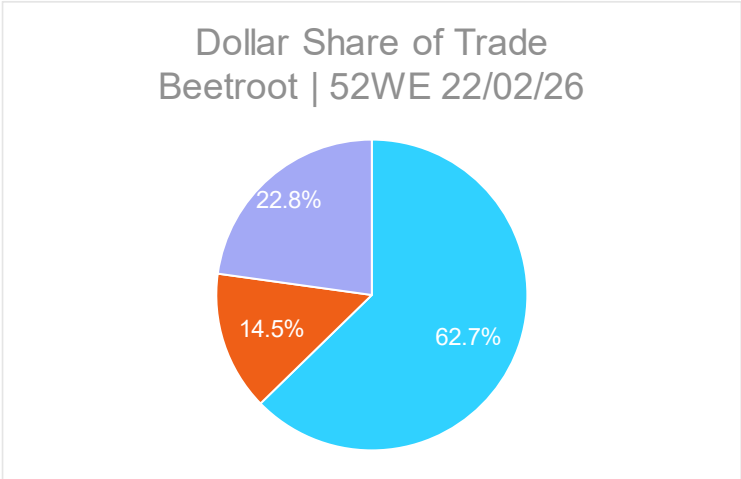
Source: NielsenIQ

Limiting national growth, fresh vegetable volumes remain flat across the major supermarket channel, compared to one year ago.



Source: NielsenIQ

All retail channels registered beetroot volume growth this year, however the major supermarkets led the market with double digit growth of +16.2%.



Source: NielsenIQ

Format Performance

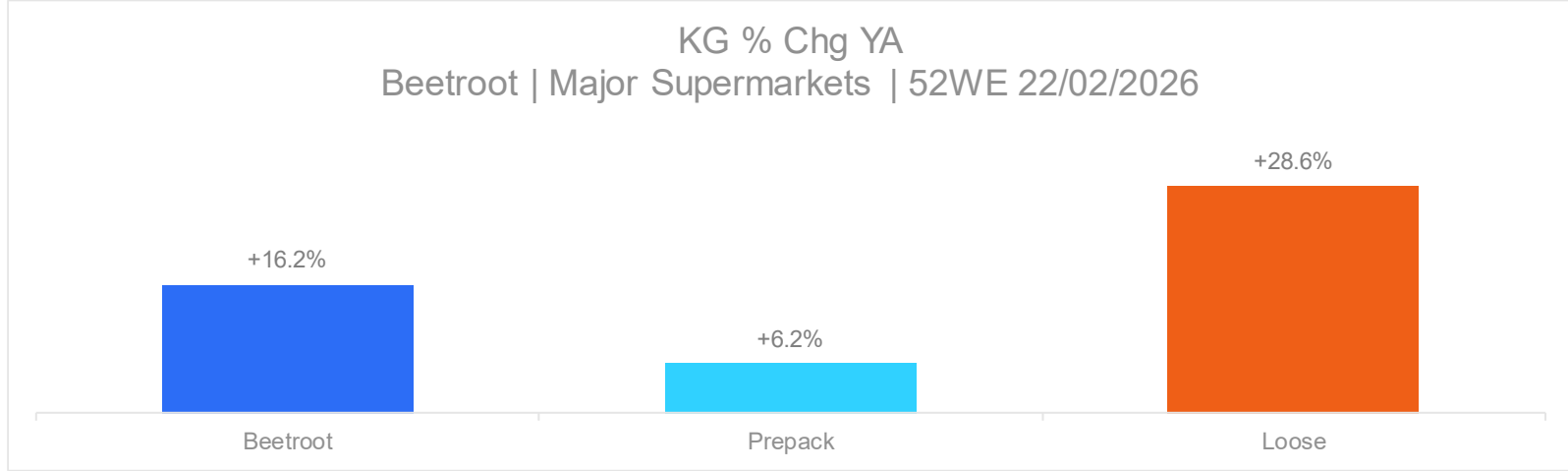
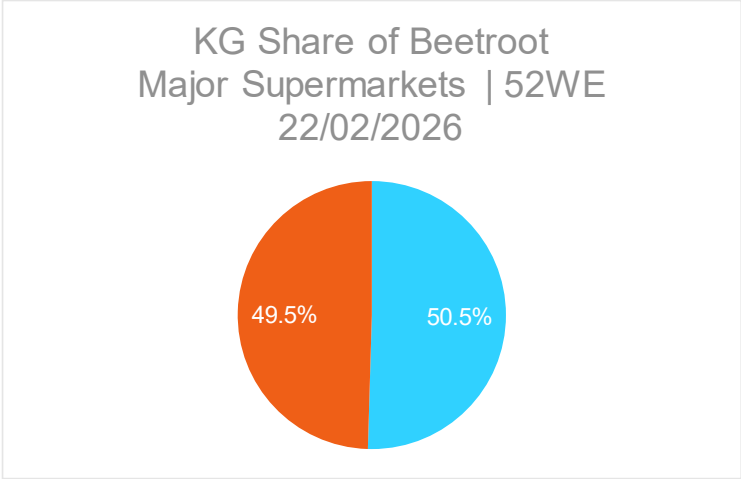
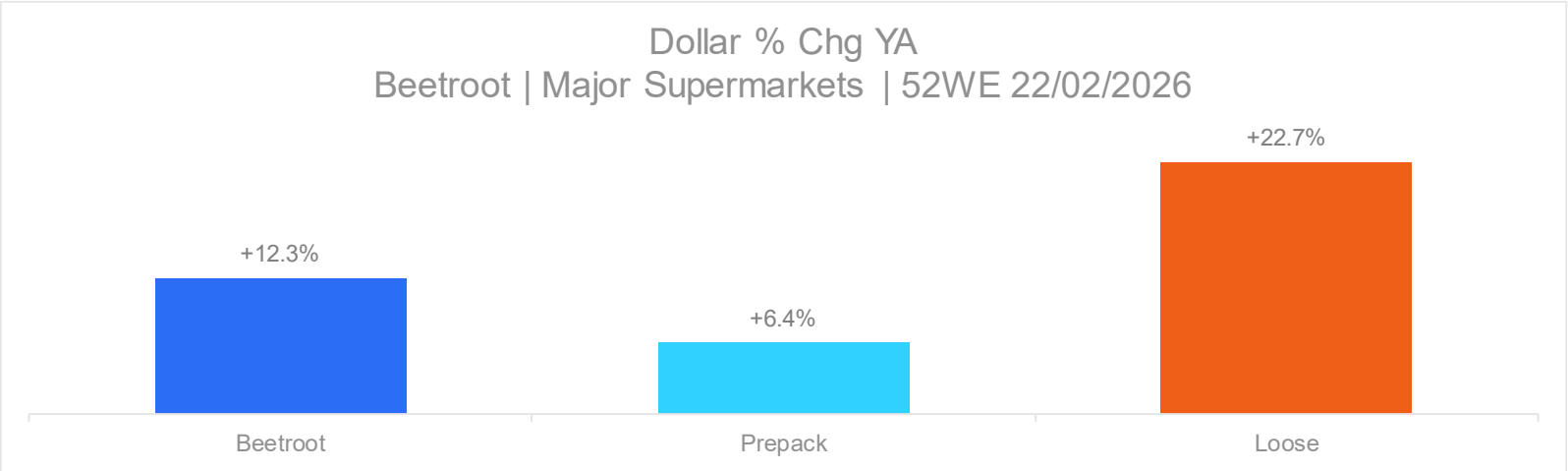
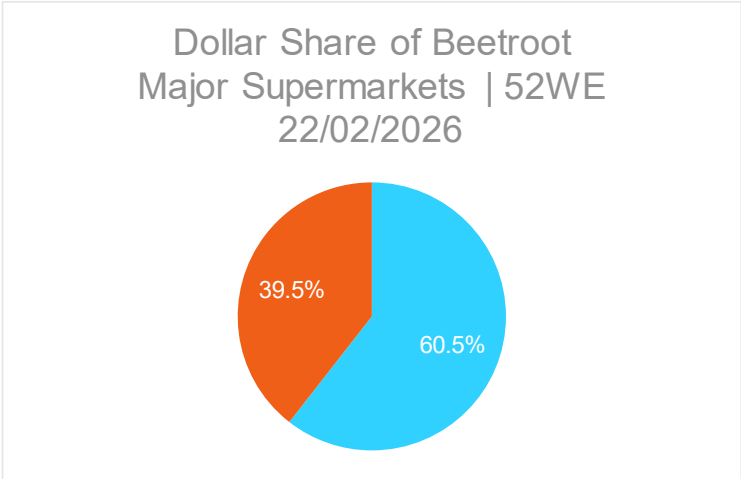
In major supermarkets (Woolworths, Coles, Aldi)



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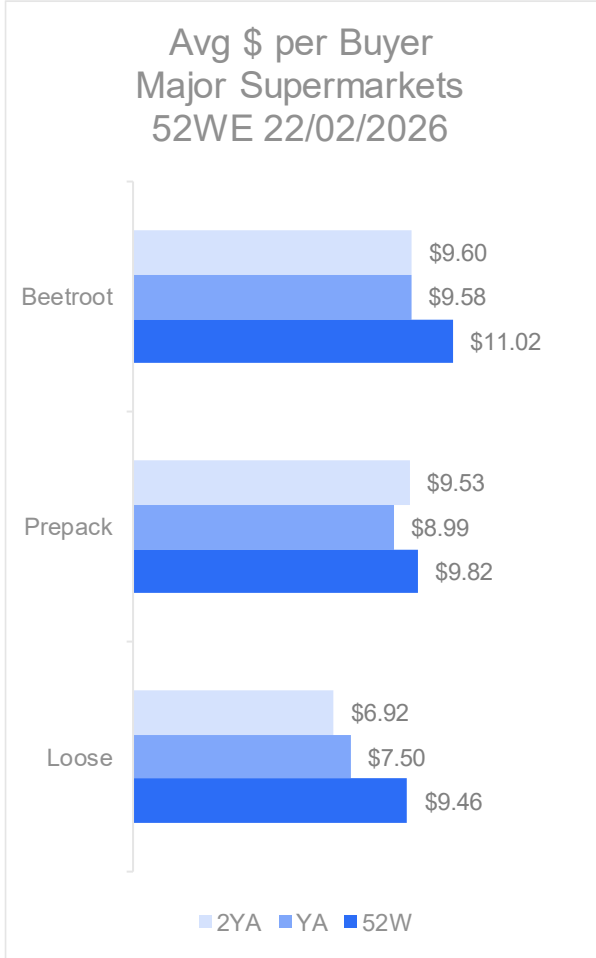
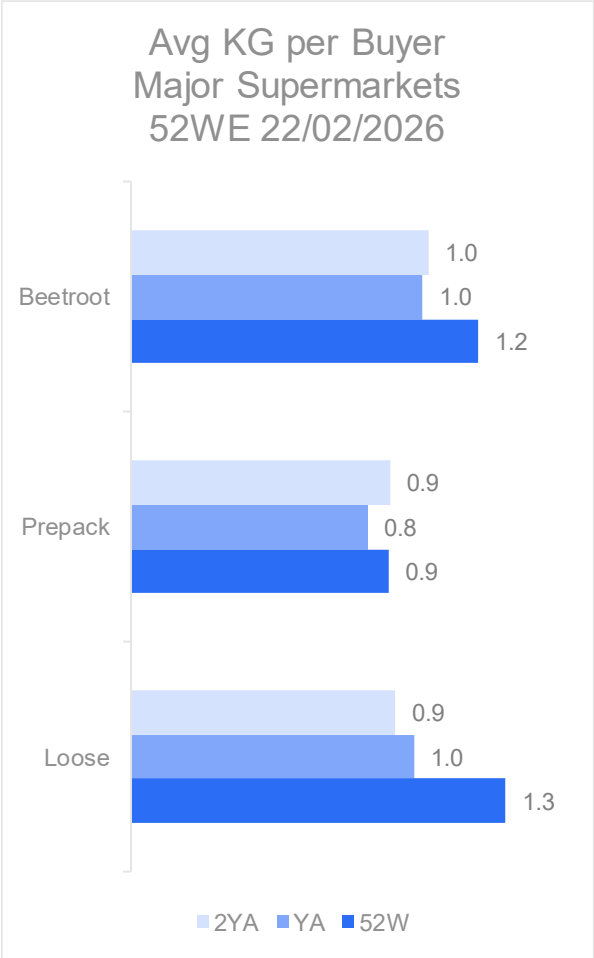
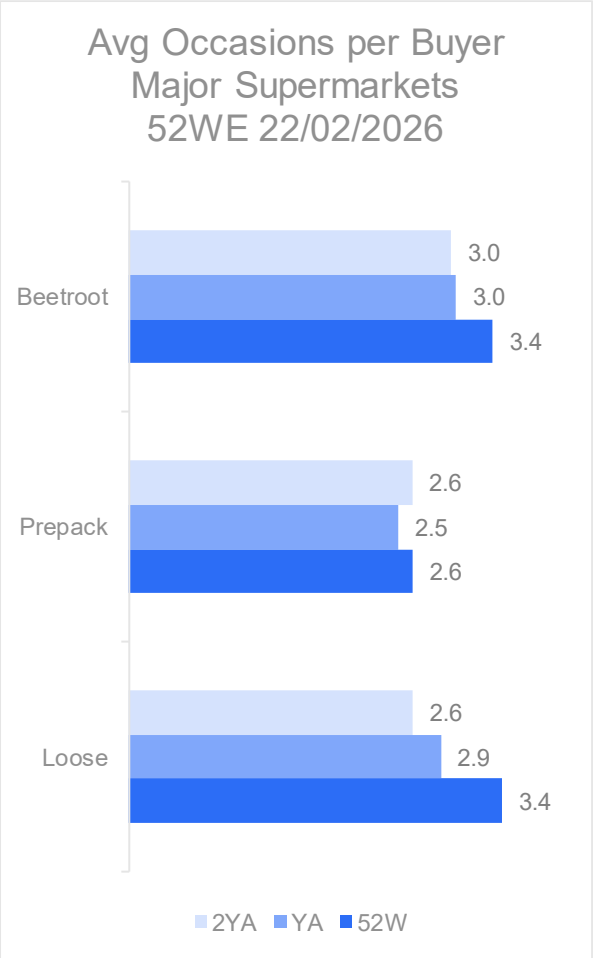
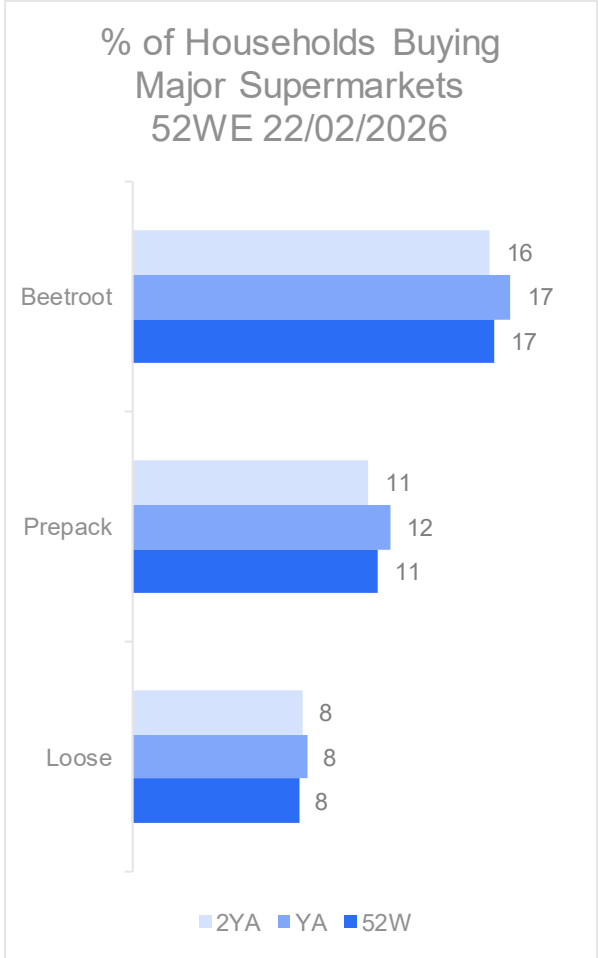
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While prepacked and loose volumes are ahead of last year across major supermarkets, loose volumes grew by double digits and now represent half of the market in this channel.



Source: NielsenIQ

While buyer numbers trended down across both formats this year, shoppers are purchasing beetroot more often across major supermarkets, with loose the primary driver.



Profiling Beetroot Shoppers

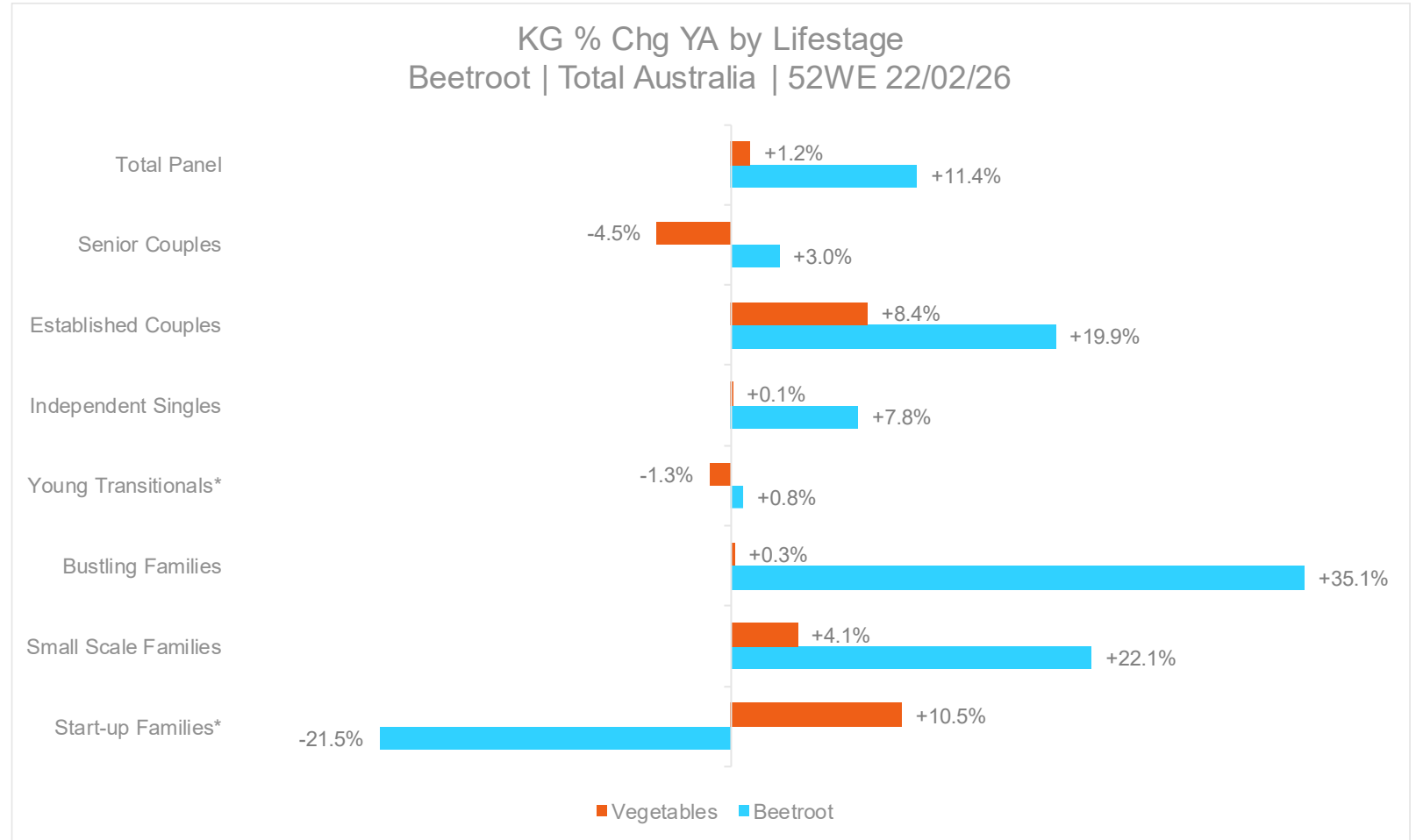
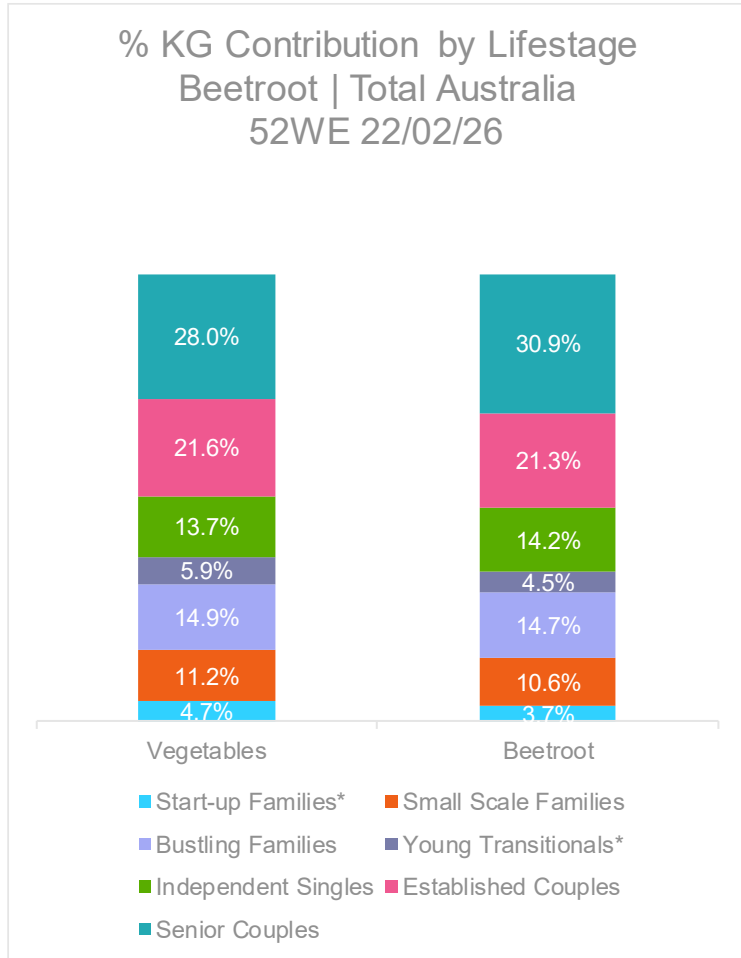


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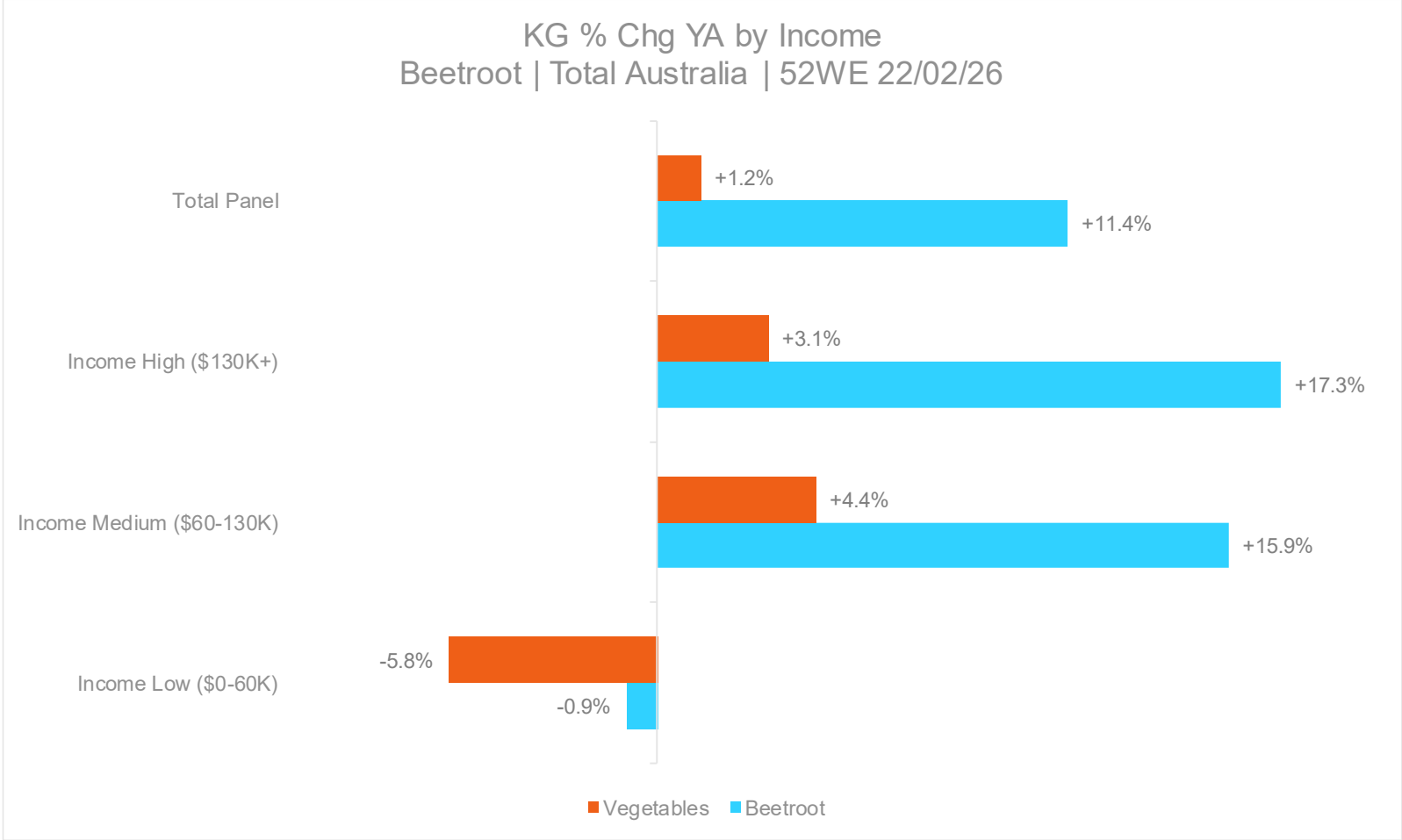
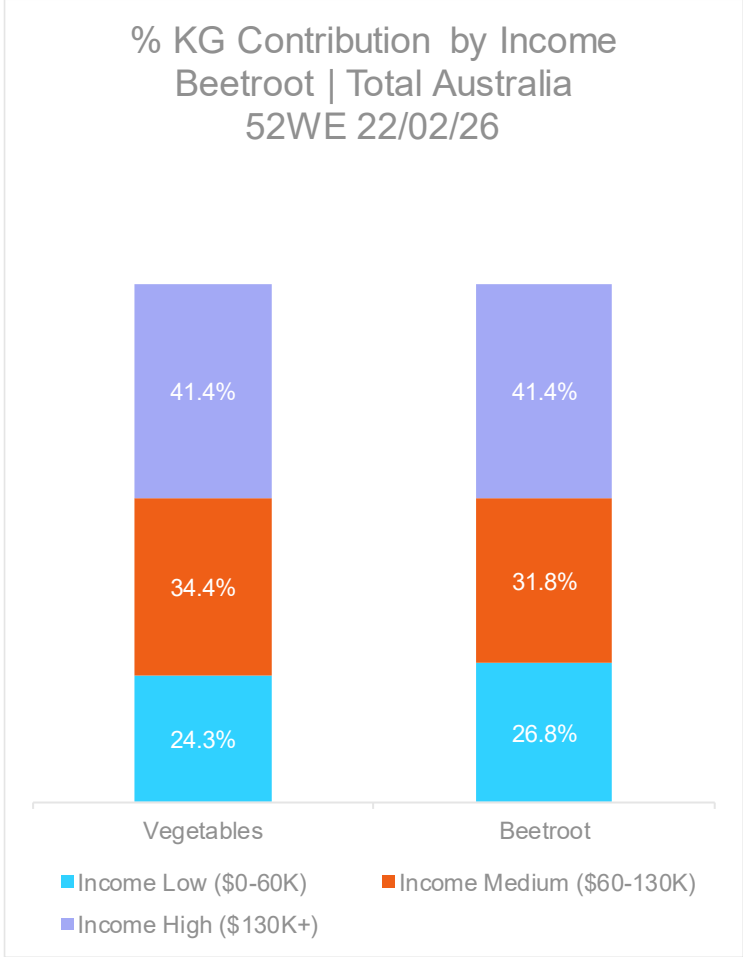
Retail volume growth is evident across most household groups this year, however levels were below the national average amongst senior couples, singles and young transitionals.

While a very small segment of shoppers, volumes dropped amongst families with babies and young children this year.



Source: NielsenIQ | * Low Sample Size, indicative only

In terms of income, the strongest growth was amongst medium and high groups with retail volumes relatively flat across low-income households.



Source: NielsenIQ

Thank you