Celery 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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Funding Statement

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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)

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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
1	**Celery vs Comparable Vegetables**
2	**Sales Drivers**
3	**Retailer Performance**
4	**Format Performance** In major supermarkets (Woolworths, Coles, Aldi)
5	**Profiling Celery Shoppers**

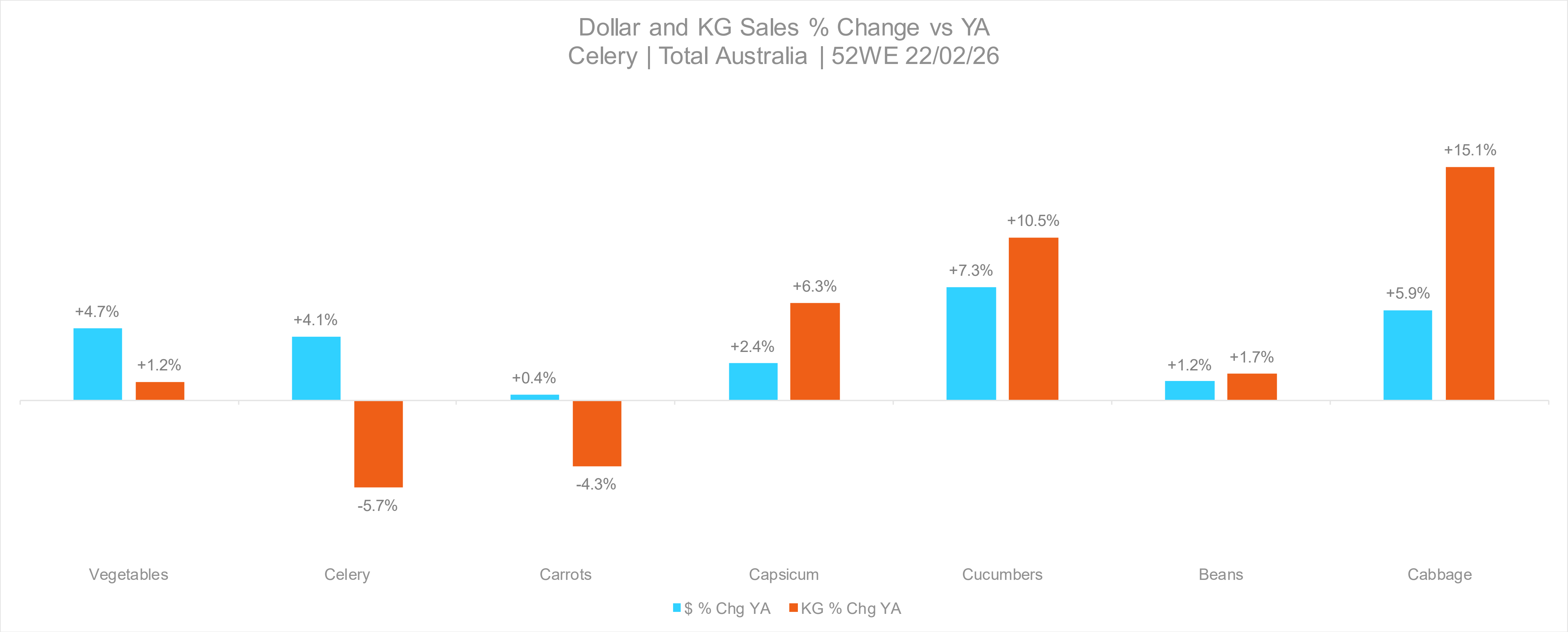
Performance summary – Celery

	Key Insights
1 **Celery vs comparable vegetables**	• In line with the fresh vegetable market average of +4.7%, celery dollar sales grew by +4.1% this year • Despite growth observed across total market and most comparable vegetables, retail volumes dropped by -5.7% compared to one year ago • Well ahead of the market average of +3.4%, celery average price per kilogram grew by +10.4% this year
2 **Sales drivers**	• Household penetration dropped to 54% this year, resulting in annual purchase volumes dropping by 200g • Purchase occasions held however, and remain at 5 trips per household this year
3 **Retailer Performance**	• Compared to last year, fresh vegetable volumes are flat across the major supermarket channel, however celery volumes dropped by -7.5%, as the primary driver of national losses
4 **Format Performance**	• Loose celery remains the primary volume driver across major supermarkets however volume losses stemmed from this segment of the market as penetration levels dropped • In contrast, there is a shift toward prepacked celery across major supermarkets this year
5 **Profiling Celery Shoppers**	• In comparison to the average fresh vegetable shopper, celery buying households are more likely to be adult homes without children • The steepest volume losses were amongst senior couples, singles, young transitionals and families with young children
What does this mean?	• Stem buyer losses with messaging that focuses on the value of celery as a staple – use clearer sizing, consistent quality and strong in-store messaging to support • Shift the focus to prepacked to address and further develop demand for this format across major supermarkets

Celery vs Comparable Vegetables

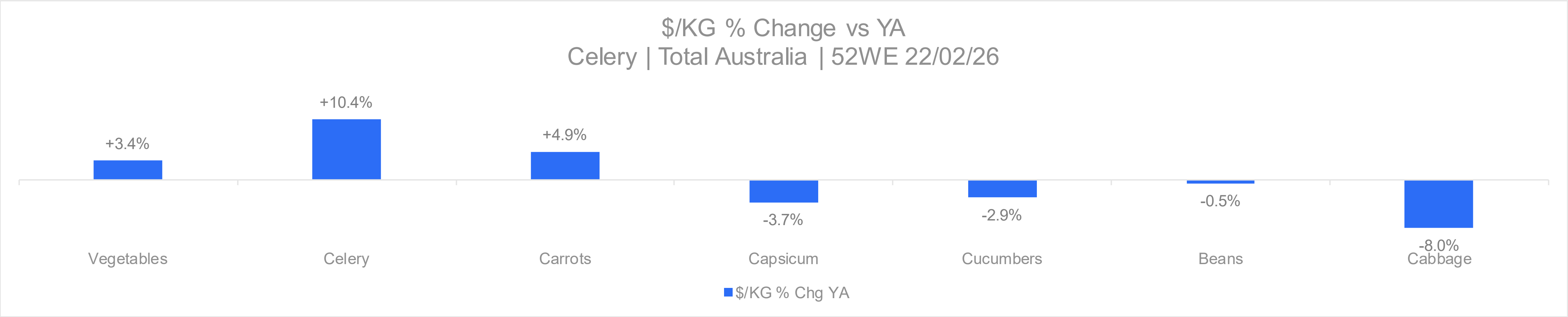
While dollar sales growth is aligned with total market, celery retail volumes dropped by -5.7% this year.

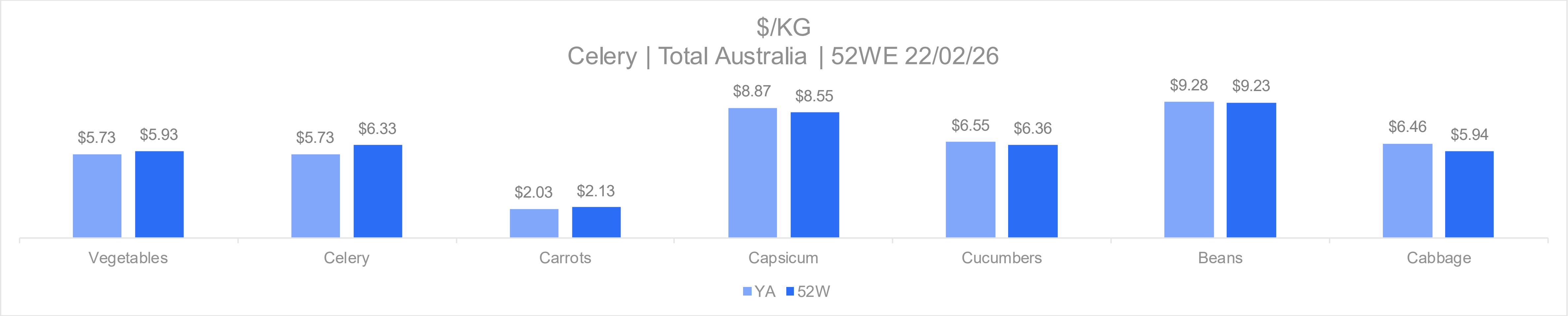
With carrots the exception, all other comparable vegetables registered volume growth this year.



Source: NielsenIQ

Leading to softer retail volumes this year, celery prices grew well ahead of the market average and all comparable vegetables at +10.4%.





Source: NielsenIQ

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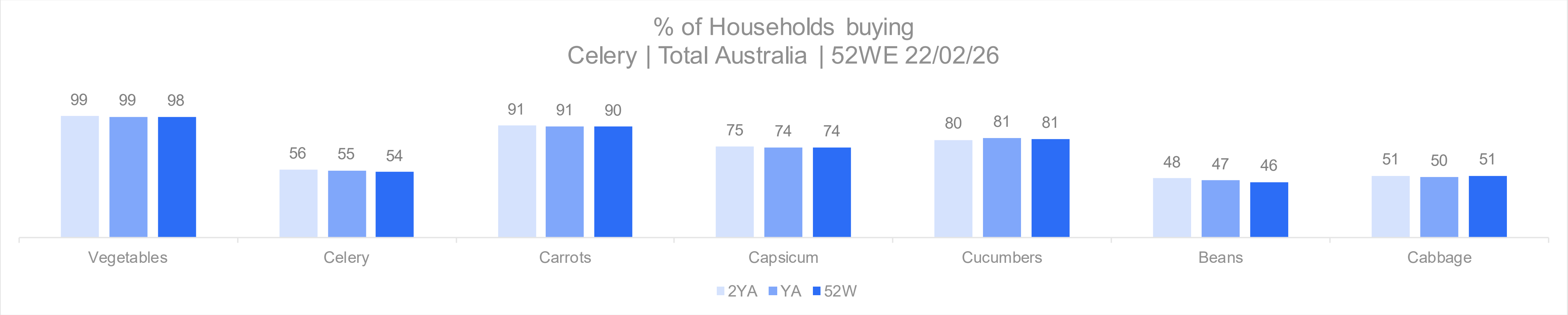
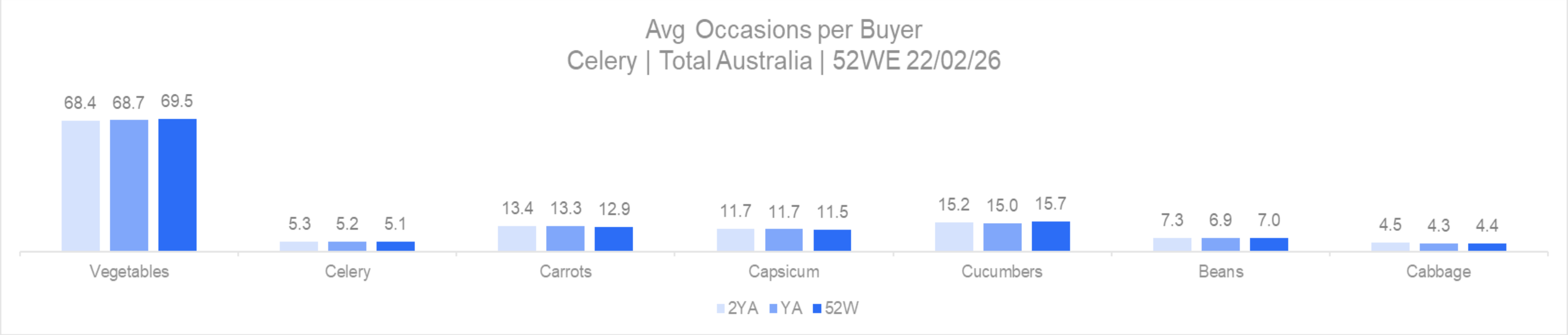
Sales Drivers

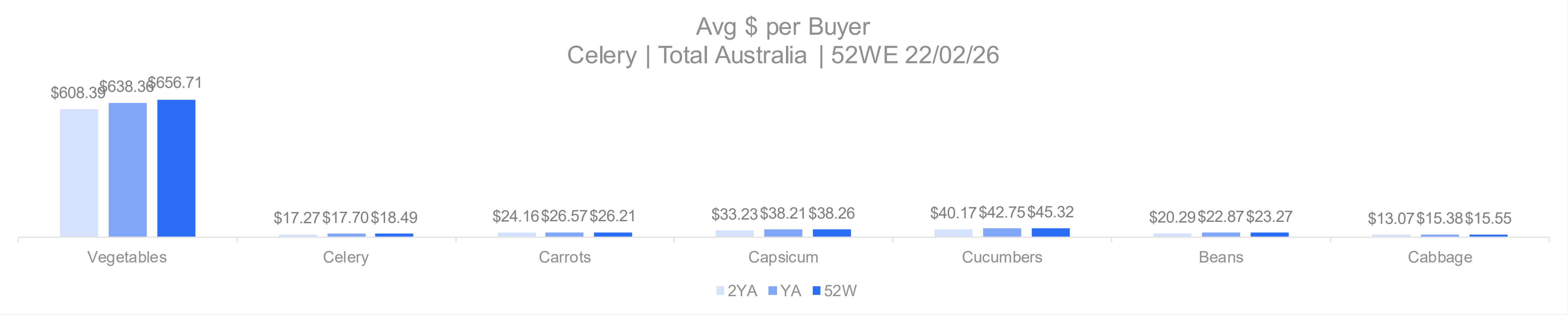
For celery, the impact of higher prices is a drop in penetration levels this year, while purchase occasions hold.

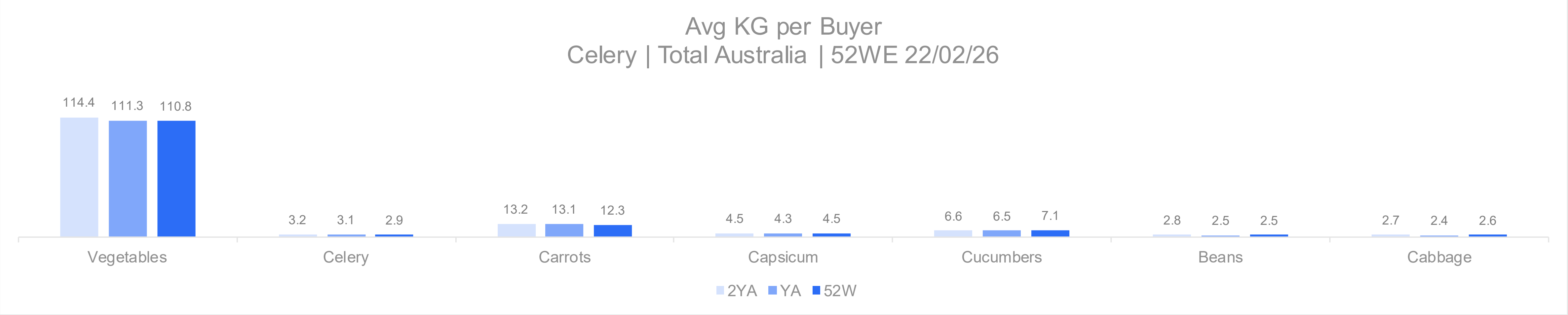




Source: NielsenIQ

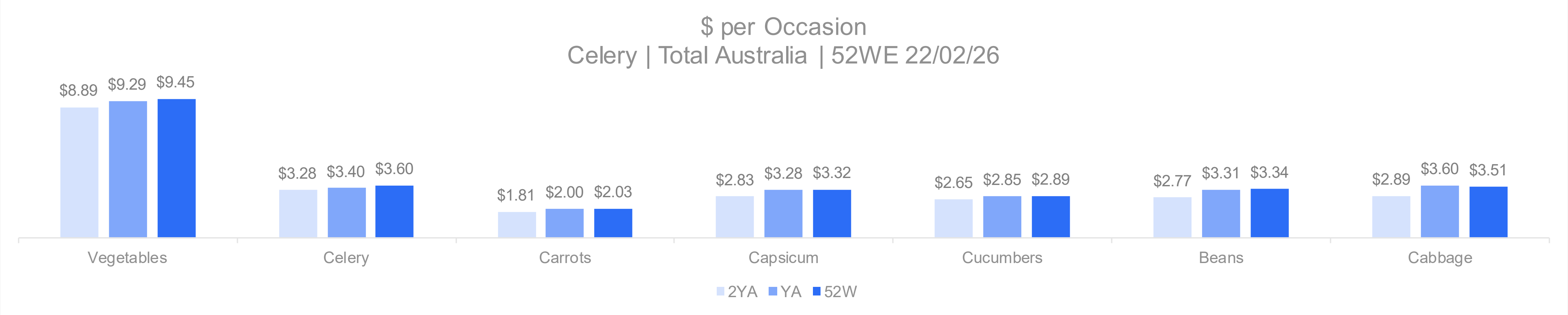
In line with higher prices, annual spend levels grew this year however purchase volumes dropped by approx. 200g per household.

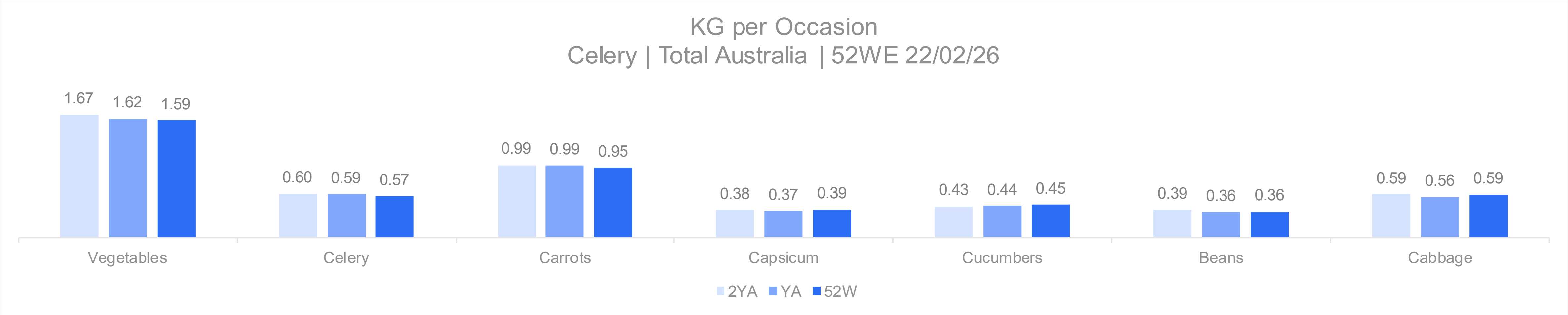




Source: NielsenIQ

Celery spend per trip peaked to $3.60 this year.

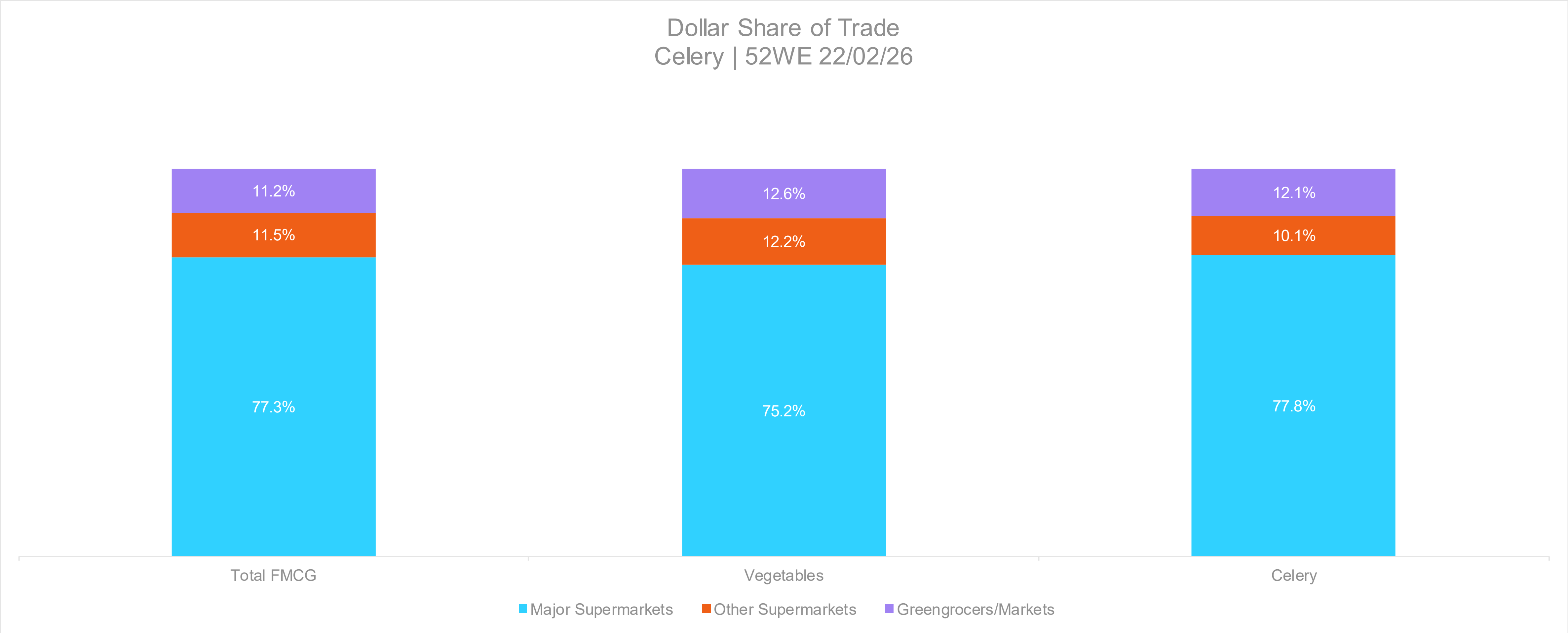




Source: NielsenIQ

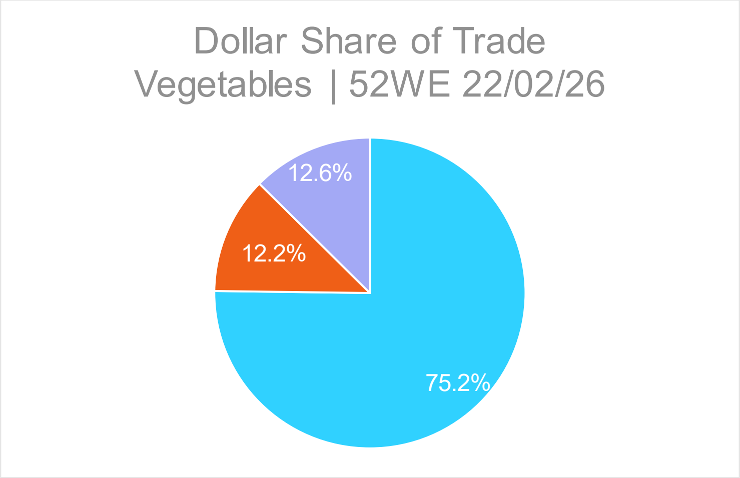
Retailer Performance

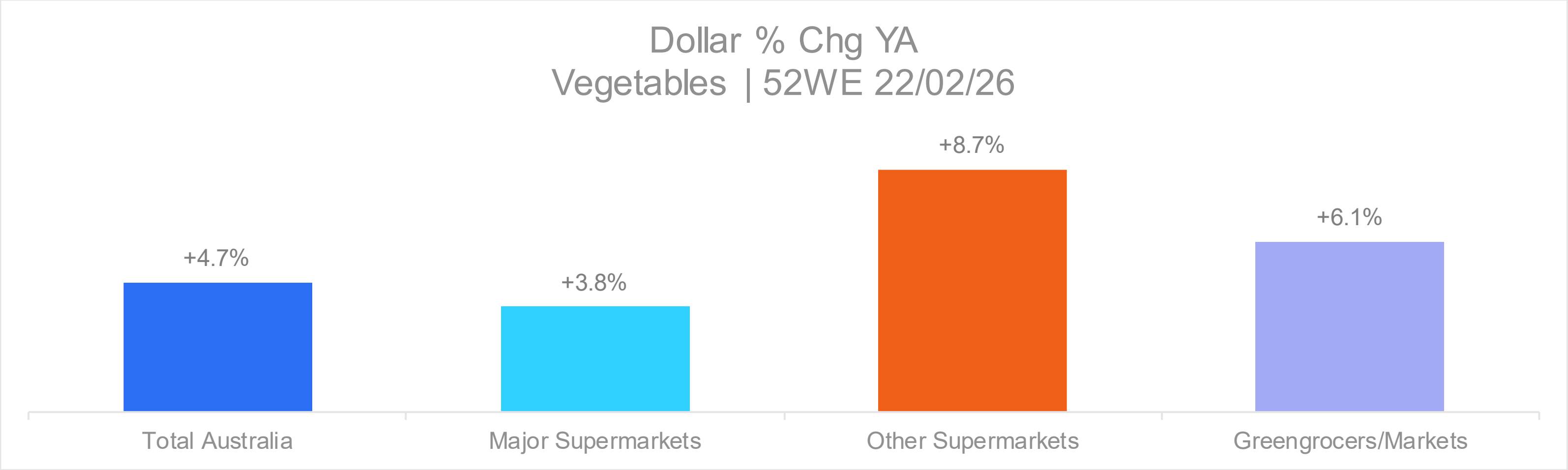
Major supermarkets over-trade in celery sales, in comparison to the fresh vegetables market.

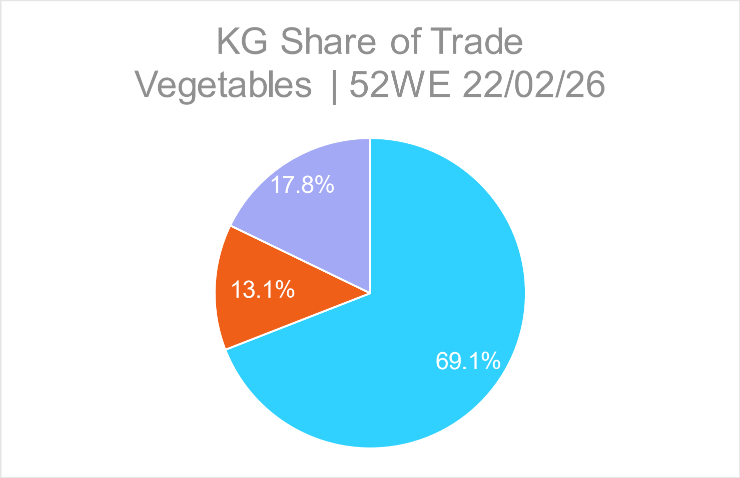


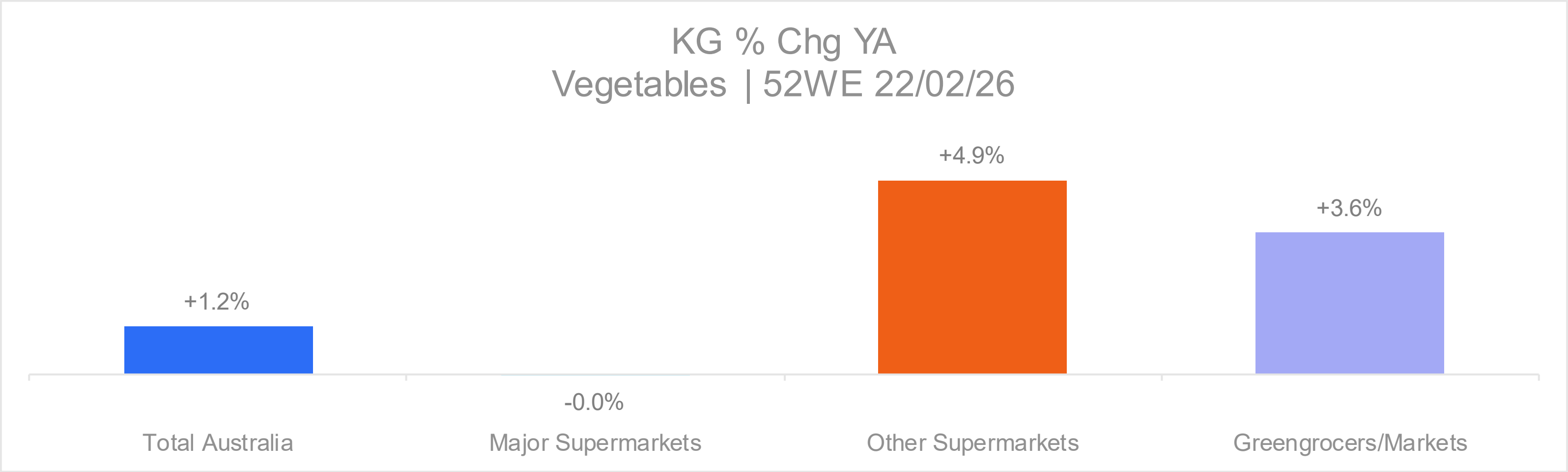
Source: NielsenIQ

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







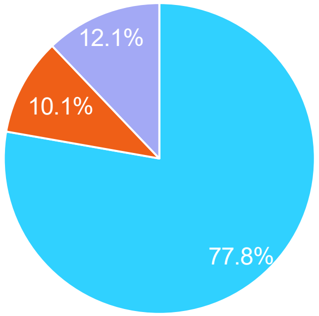


Source: NielsenIQ

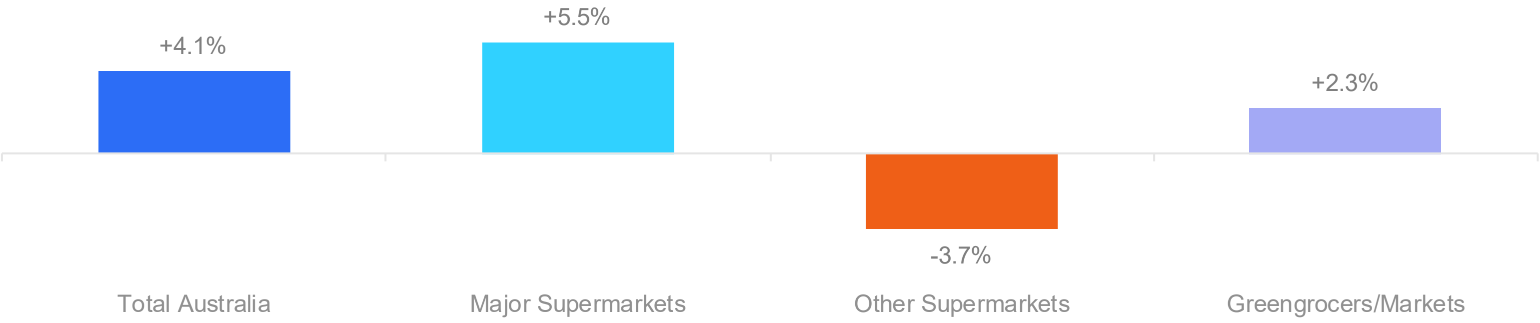
Celery volumes are behind last year across the supermarket channel however the steepest losses were amongst the majors, by -7.5%.

In contrast, volumes were flat across specialty stores this year.

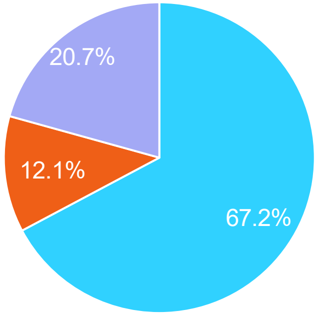
Dollar Share of Trade
Celery | 52WE 22/02/26



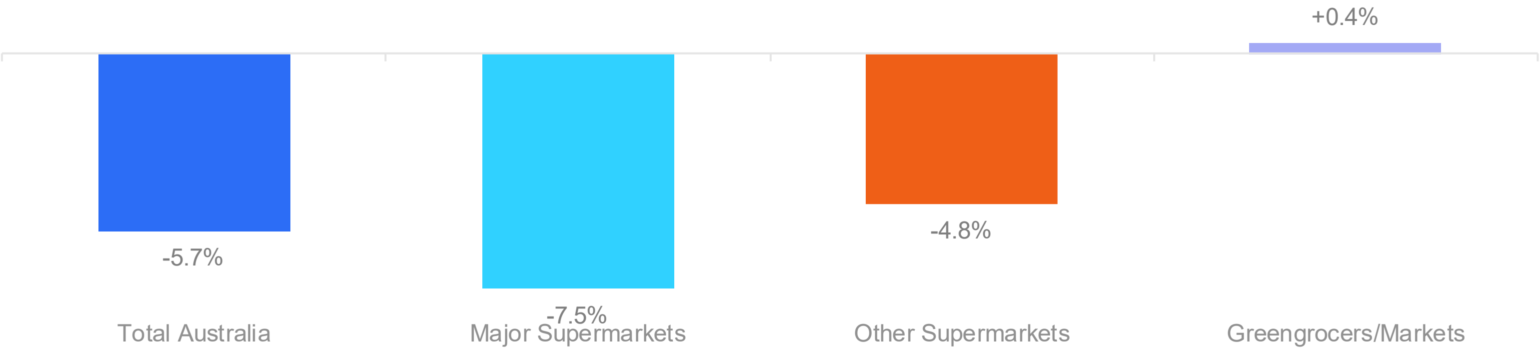
Dollar % Chg YA
Celery | 52WE 22/02/26



KG Share of Trade
Celery | 52WE 22/02/26



KG % Chg YA
Celery | 52WE 22/02/26



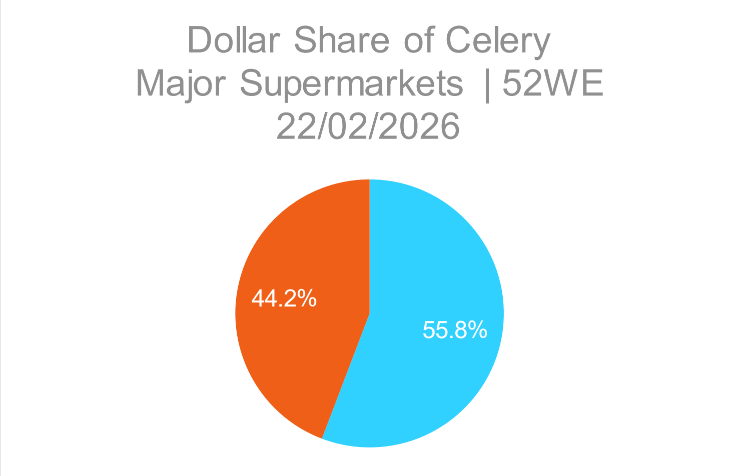
Source: NielsenIQ

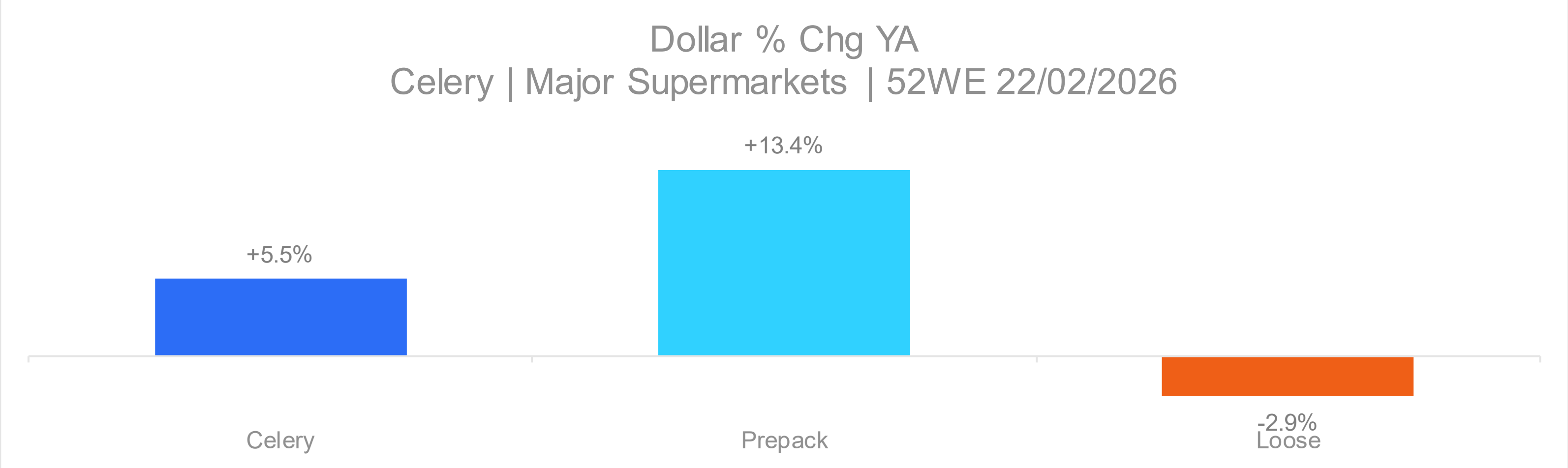
Format Performance

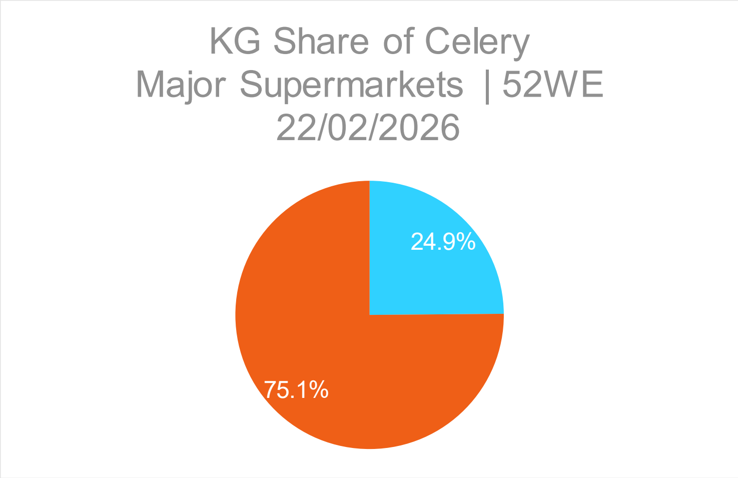
In major supermarkets (Woolworths, Coles, Aldi)

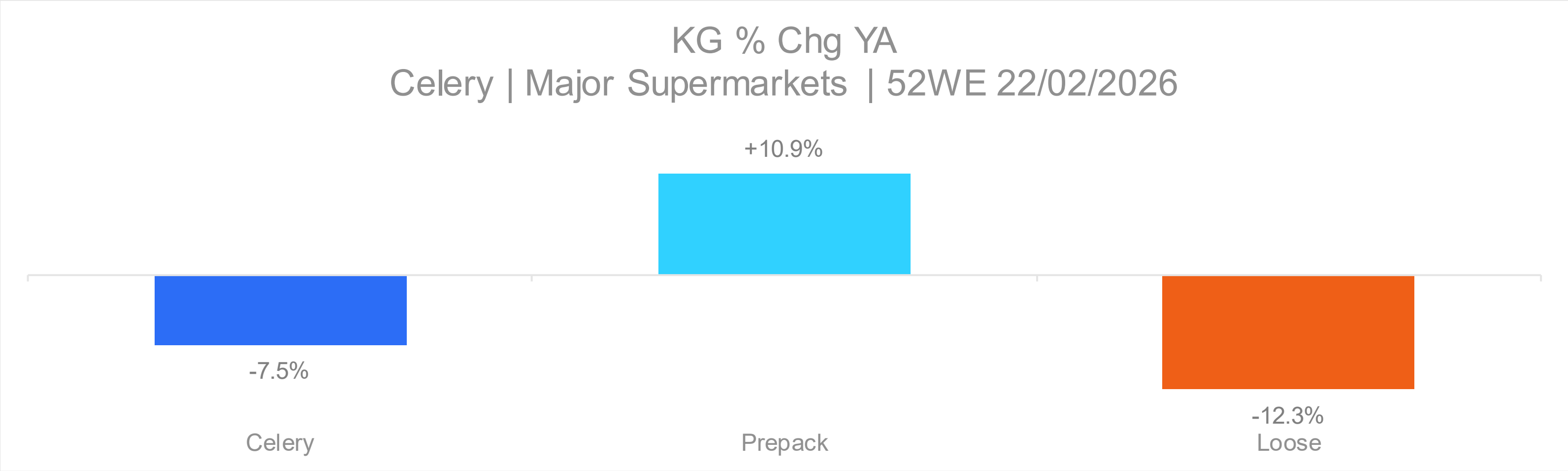
As the primary volume driver across major supermarkets, loose celery volumes dropped by -12.3% this year, driving losses across this channel.

In contrast, prepacked dollar sales and volumes grew by double digits.



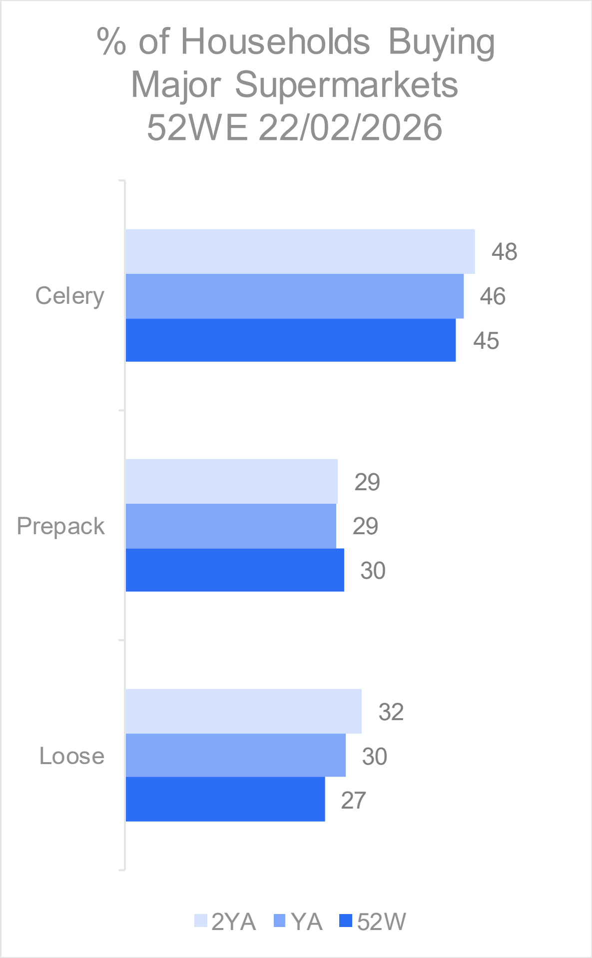


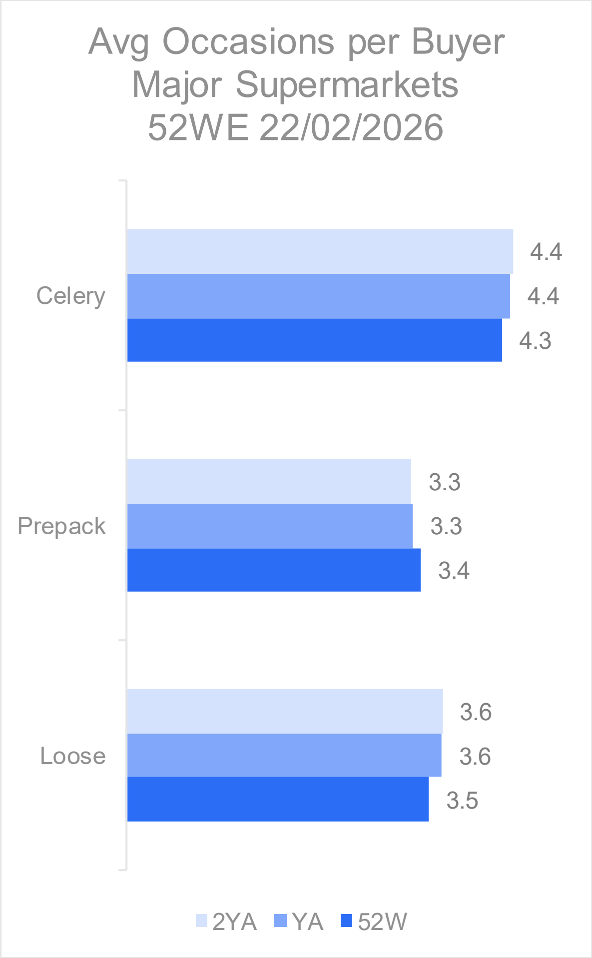


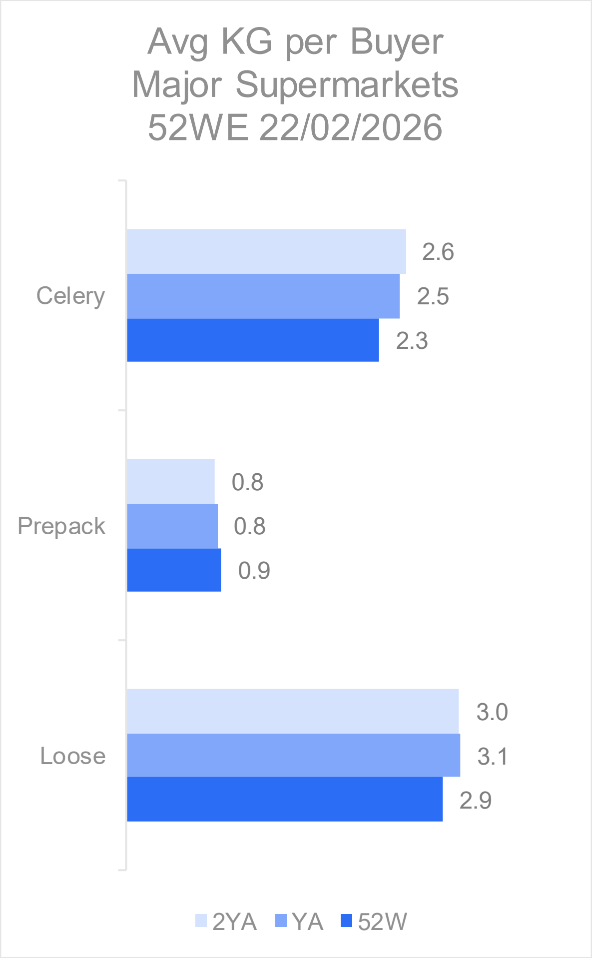


Source: NielsenIQ

Loose losses are evident as penetration levels dropped across major supermarkets this year – more shoppers purchased pre-packed however.







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Profiling Celery Shoppers

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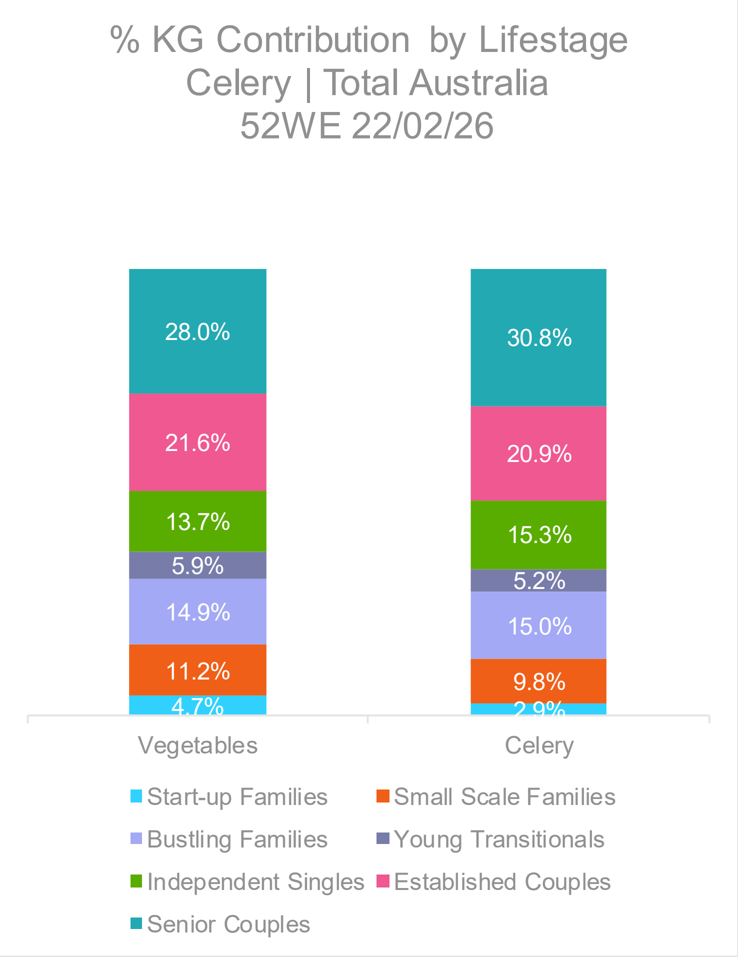
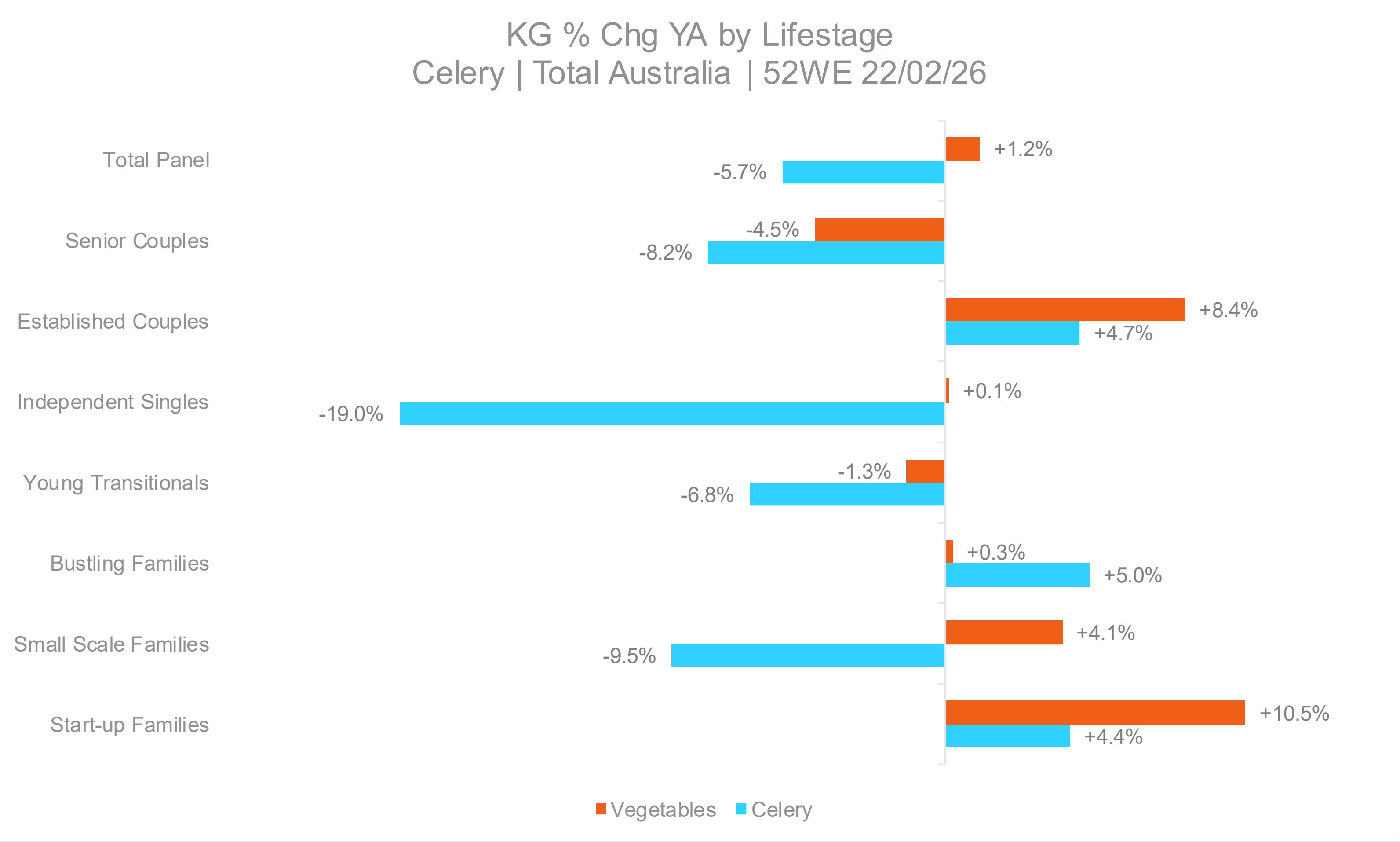
The steepest volume losses were amongst senior couples, singles, young transitionals and families with young children.

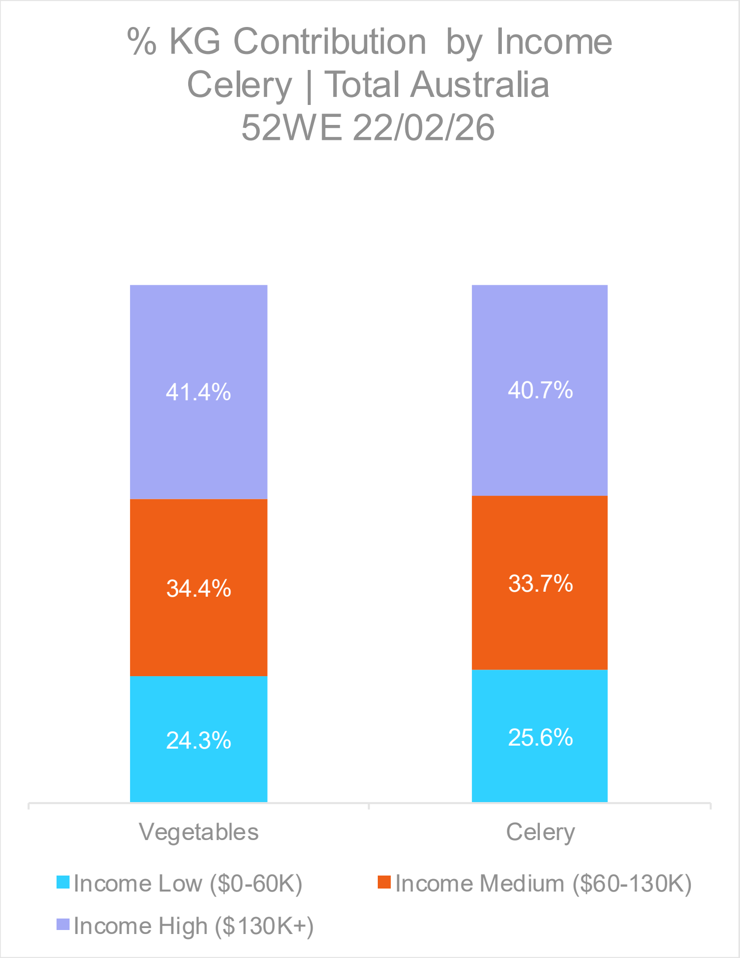
However, retail volume growth was evident amongst established couples, families with teenagers and households with babies.

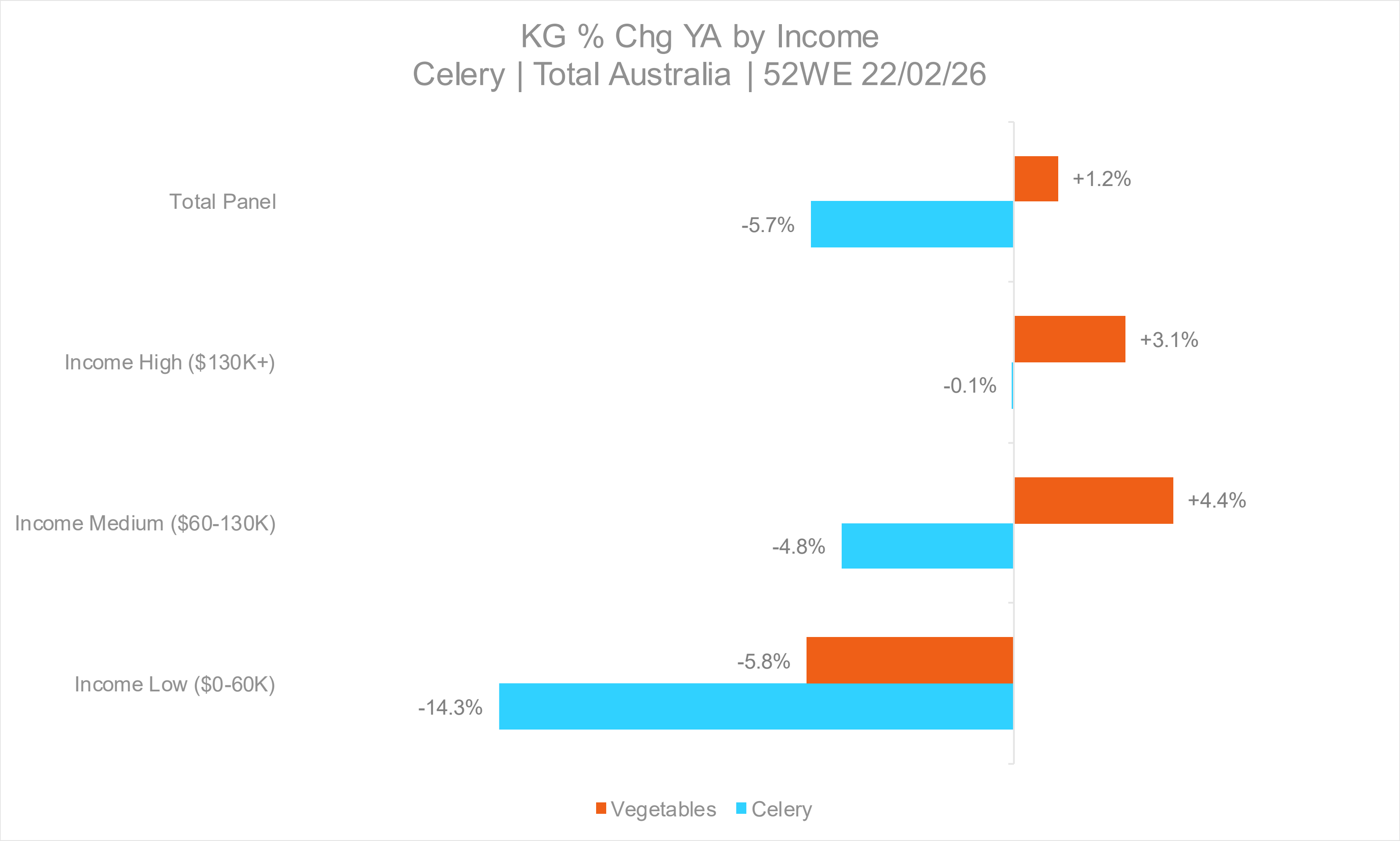




Source: NielsenIQ | * Low Sample Size, Do Not Use

In terms of income, retail volumes held across high income households however dropped across low and medium.





Source: NielsenIQ

Thank you