

Cucumber 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%.

Use of this Report

This report is intended for use by Hort Innovation and levy paying growers. No reproduction or dissemination of the content of the report or any part thereof is permitted under any circumstances.

Disclaimer

Horticulture Innovation Australia Limited (Hort Innovation) and The NielsenIQ Company (Australia) Limited (Nielsen) make no representations and expressly disclaim all warranties (to the extent permitted by law) about the accuracy, completeness, or currency of information in this dashboard and reports. Reliance on any information provided by Hort Innovation or NielsenIQ is at your own risk. You are required to make your own independent decisions prior to acting on the information having regard for your own judgement and the advice of professional advisors as appropriate. To the full extent permitted by law, neither NielsenIQ nor Hort Innovation will be liable, in contract, tort (including negligence) or otherwise, for any loss, expense or damage of any kind arising from your use or reliance on the information contained in this dashboard and/or the reports.

Funding Statement

This project has been funded by Hort Innovation, using the Australian Horticulture research and development levies, and contributions from the Australian Government. Hort Innovation is the grower-owned, not-for-profit research and development corporation for Australian horticulture.

Analysis Parameters

Time Periods

52 weeks to 22/03/2026

Data Source

NielsenIQ 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

1 Cucumbers vs Comparable Vegetables

2 Sales Drivers

3 Retailer Performance

4 Format Performance
In major supermarkets (Woolworths, Coles, Aldi)

5 Profiling Cucumber Shoppers



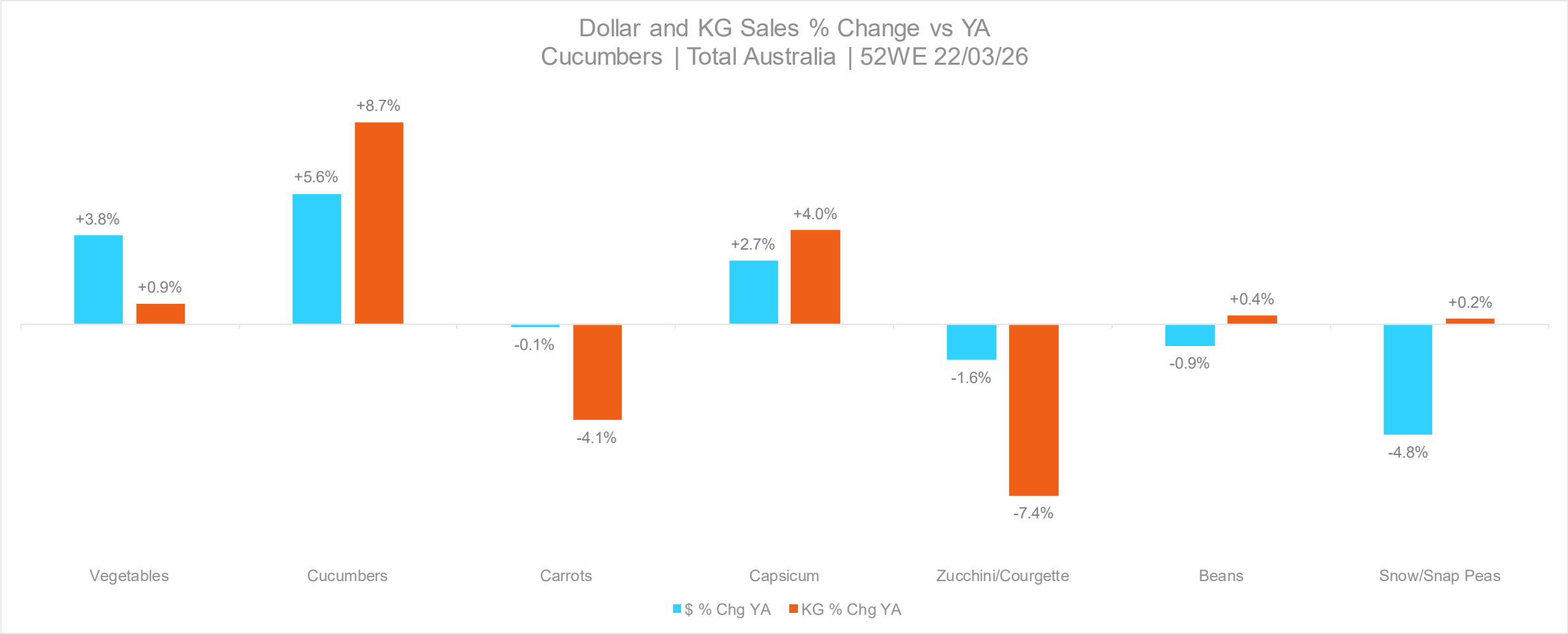
Performance Summary – Cucumbers

	Key Insights
Cucumbers vs 1 Comparable Vegetables	<ul style="list-style-type: none"> Cucumbers outperformed the total vegetable market this year, with dollar sales up +5.6% and volumes growing strongly at +8.7%, ahead of all comparable vegetables Growth was price-led, supported by a -2.8% decline in the average retail price, stimulating demand Among comparable vegetables, carrots and zucchini recorded volume losses, reinforcing cucumbers as a relative growth standout
2 Sales drivers	<ul style="list-style-type: none"> Cucumber growth was driven primarily by higher purchase frequency, while buyer penetration remained stable year on year More cucumber occasions resulted in a lift in annual purchase volumes with shoppers buying approx. 500g more this year
3 Retailer Performance	<ul style="list-style-type: none"> All retail channels delivered volume growth for cucumbers this year, demonstrating broad-based demand Non-major supermarkets and greengrocers led growth, outperforming the market and acting as the primary volume growth engines
4 Format Performance	<ul style="list-style-type: none"> Loose cucumber performance was flat, acting as a drag on overall major supermarket growth In contrast, prepacked cucumbers delivered growth, supported by more households buying more often. This positions prepacked as the primary format driving category momentum in major supermarkets
5 Profiling Cucumber Shoppers	<ul style="list-style-type: none"> Retail volume growth was broadly distributed across household types, with the exception of senior couples, where volumes declined
What does this mean?	<ul style="list-style-type: none"> Growth is currently being driven by existing buyers purchasing more often, rather than new buyers, highlighting the importance of consistent supply and competitive pricing to sustain engagement Non-major supermarkets and greengrocers are the main volume growth engines, while major supermarkets represent the biggest opportunity, particularly through improving loose cucumber performance

Cucumbers vs Comparable Vegetables



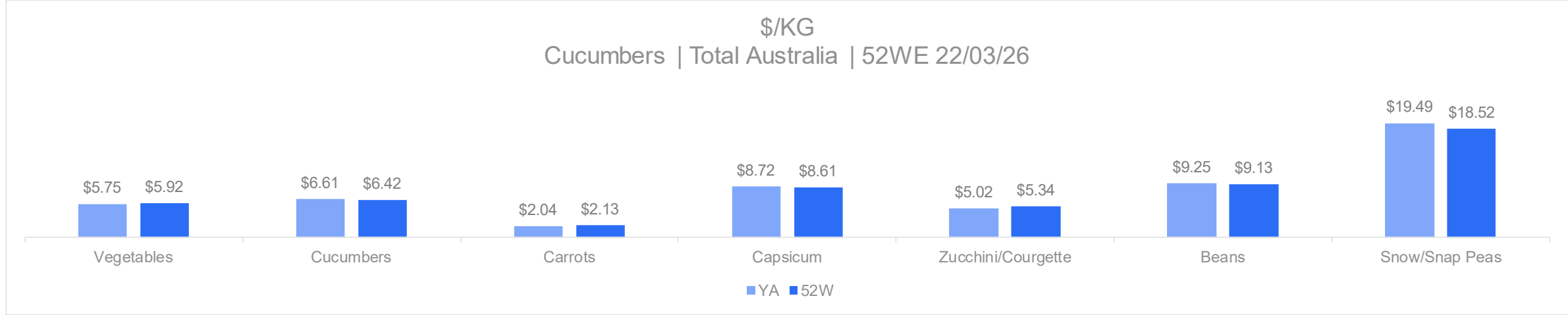
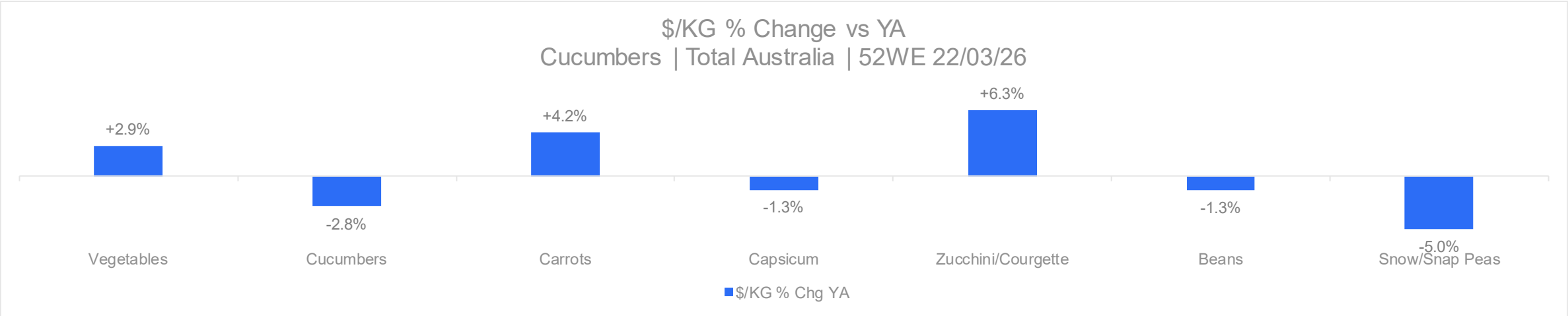
Outperforming total market and all comparable vegetables, cucumber dollar sales grew by +5.6% this year, with volume growth even stronger, at +8.7%.



Source: NielsenIQ

Lower prices stimulated demand, with a drop of -2.8% in the average retail price of cucumbers vs last year.

Snow snap/peas were the only comparable category that offered a sharper price drop.

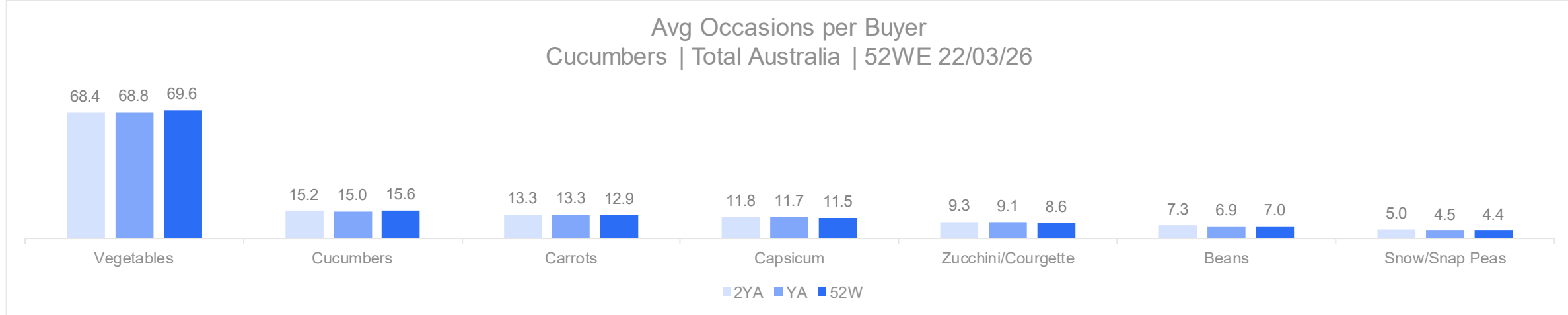
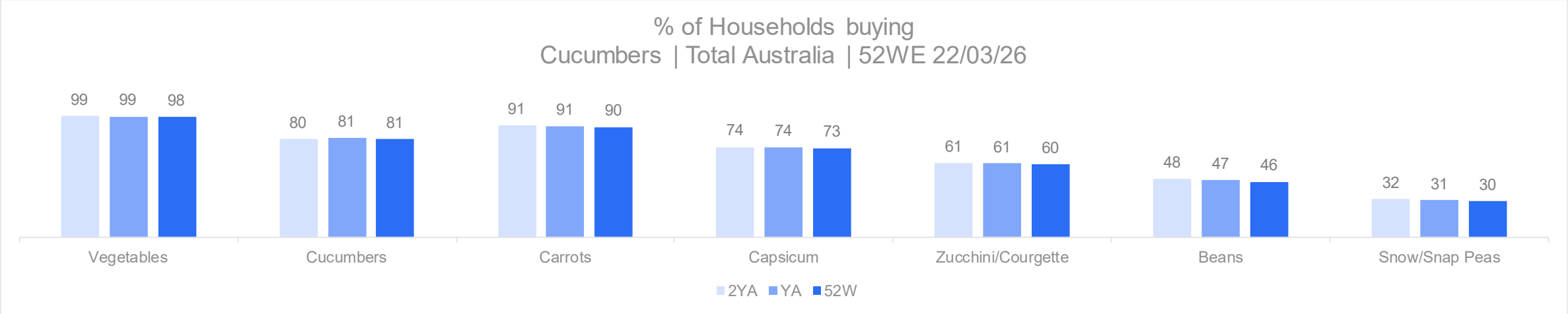


Source: NielsenIQ

Sales Drivers

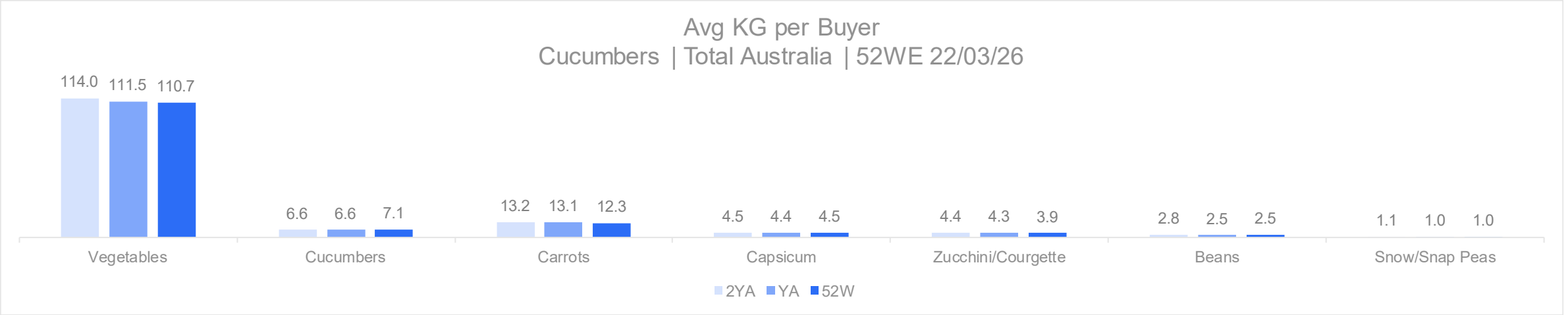
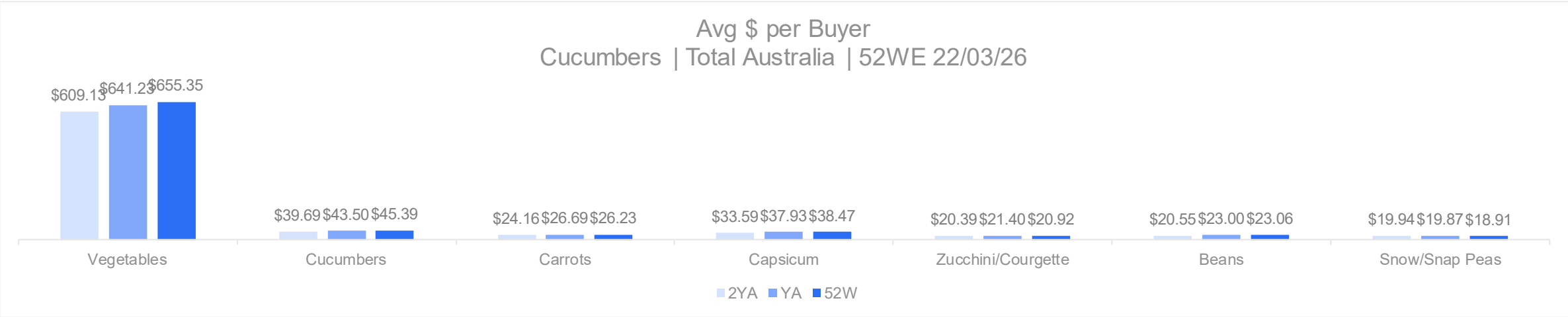


Cucumber penetration levels remain steady year on year however lower prices have resulted in shoppers purchasing more often.



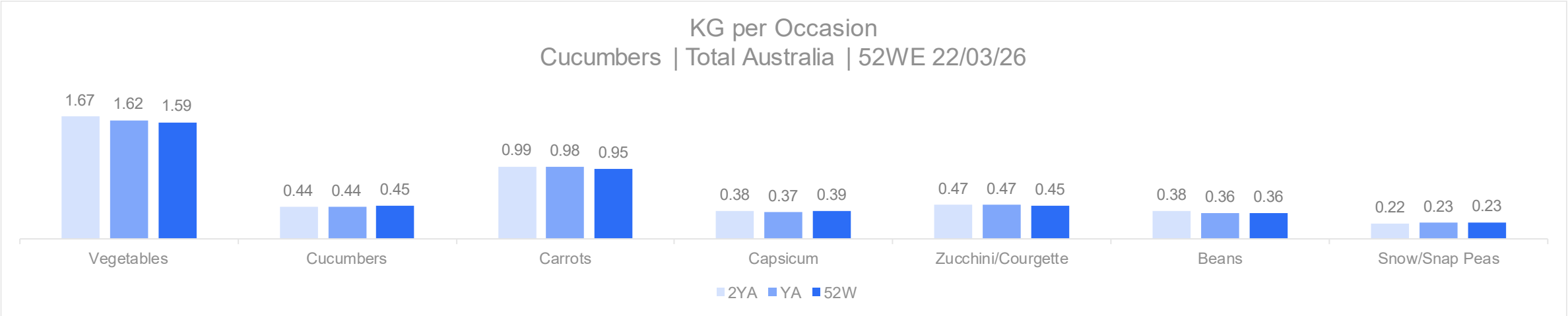
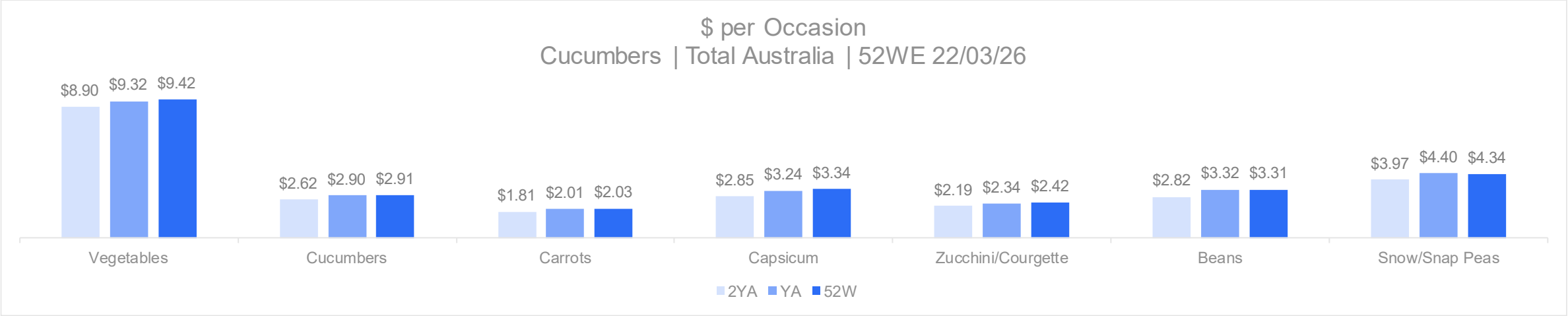
Source: NielsenIQ

Deeper engagement is resulting in annual spend and purchase volumes growing year on year, with the average Aussie household buying 7.1kg per annum.



Source: NielsenIQ

Spend and volume per trip remain relatively flat this year.

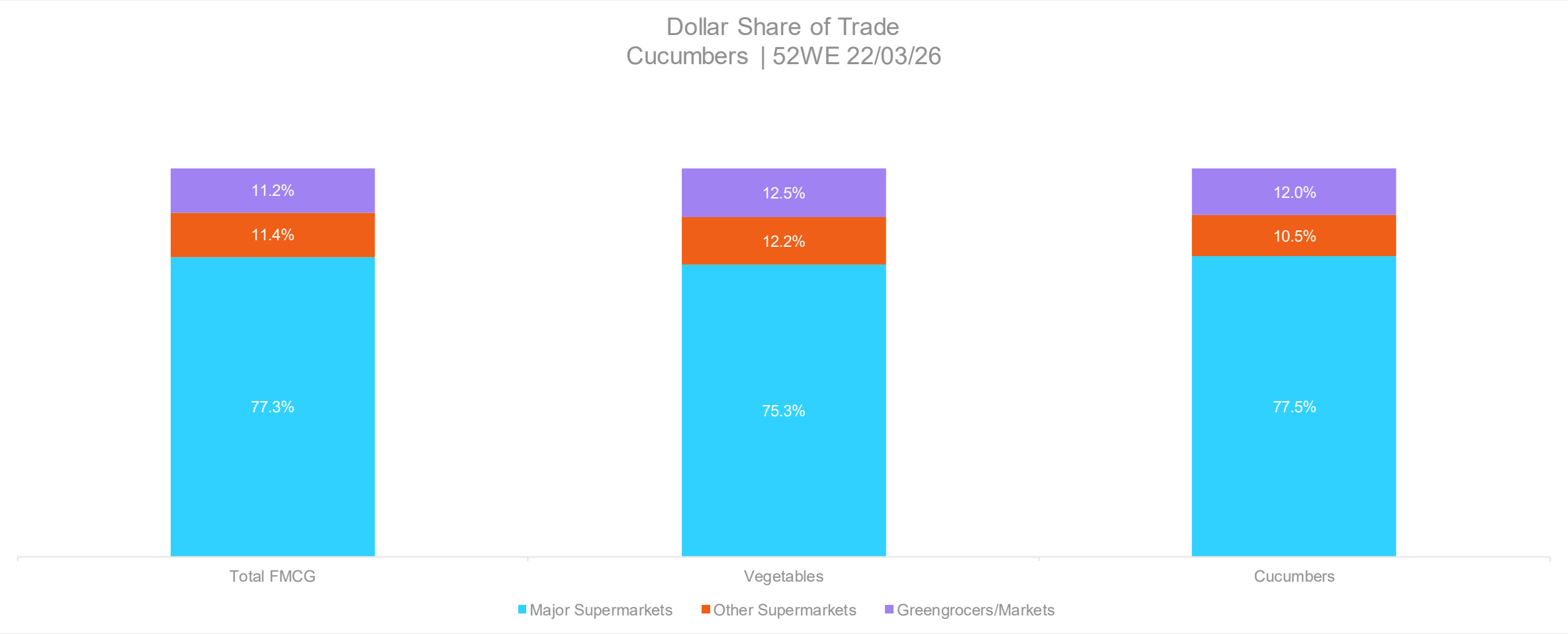


Source: NielsenIQ

Retailer Performance



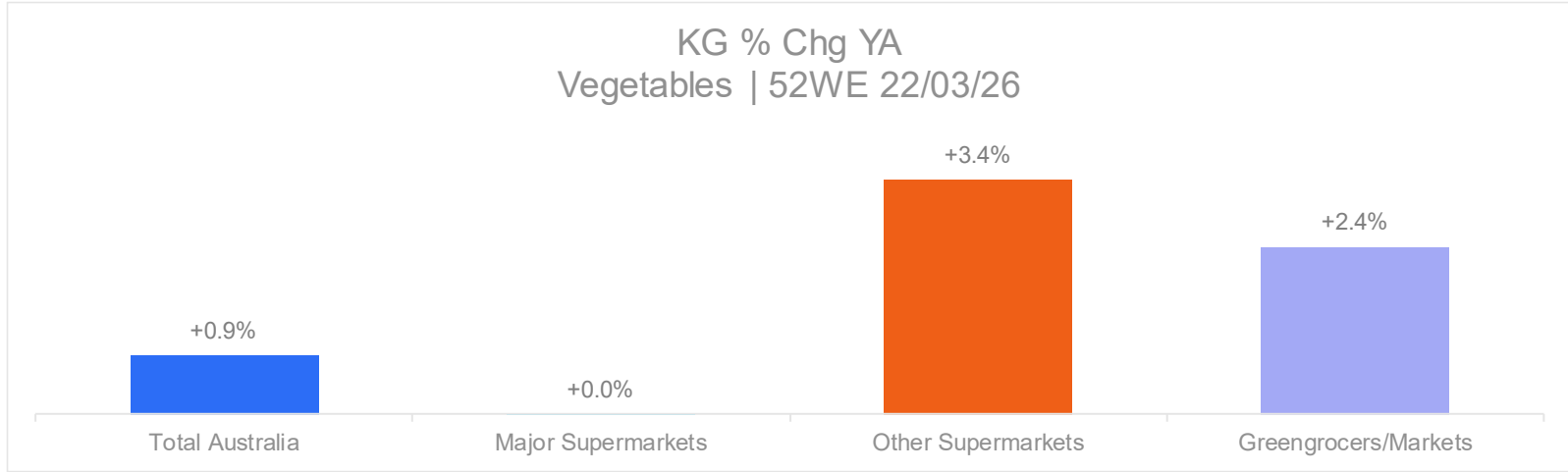
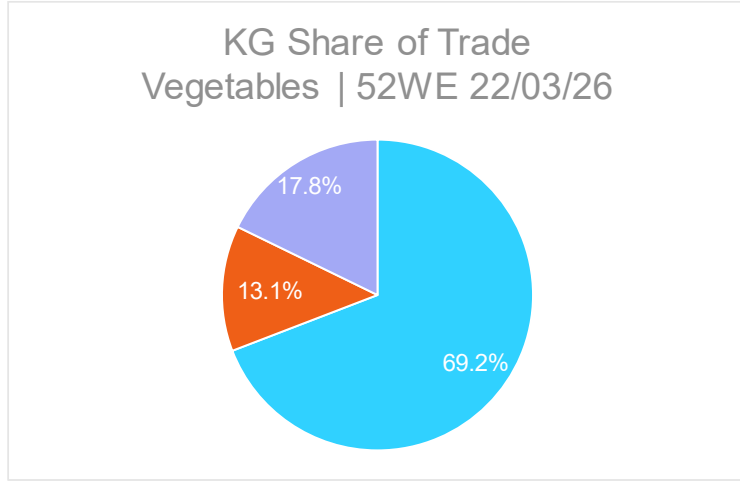
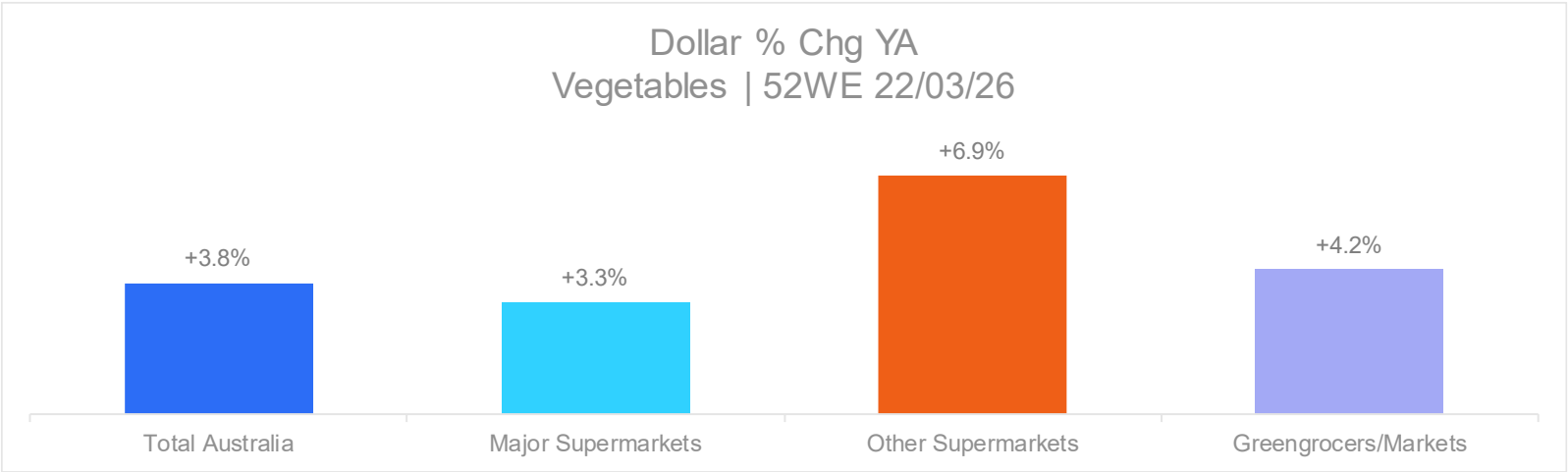
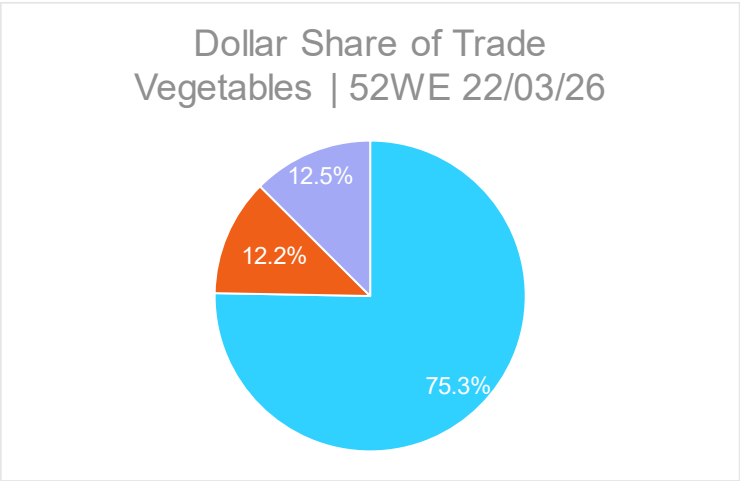
Major Supermarkets over-trade in cucumber sales when compared to their share of fresh vegetables.



Source: NielsenIQ

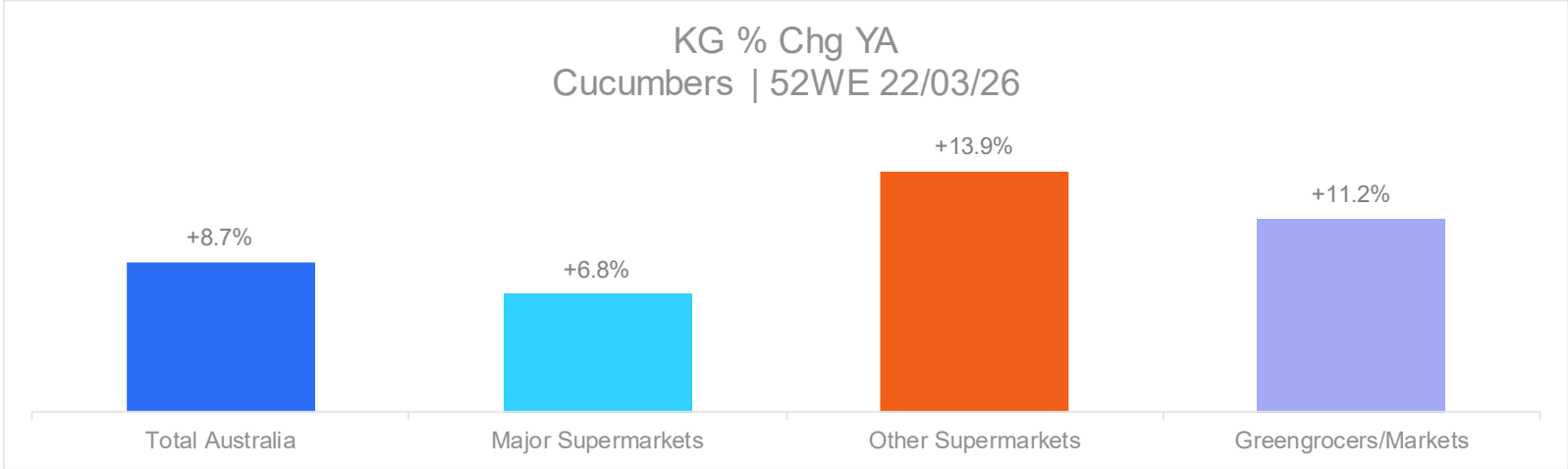
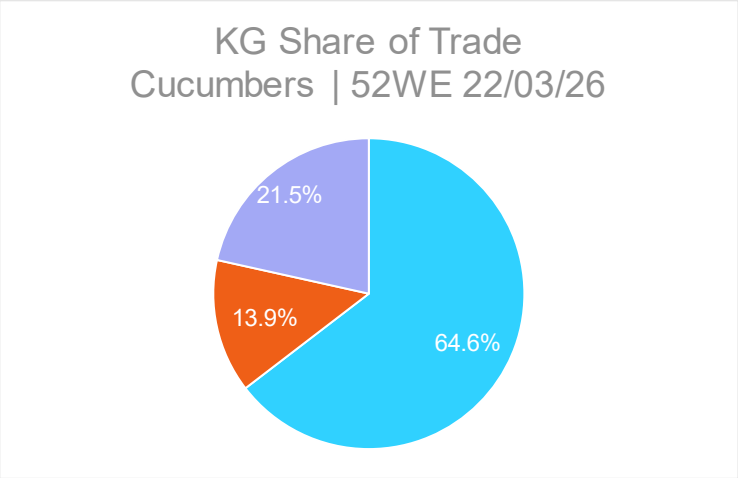
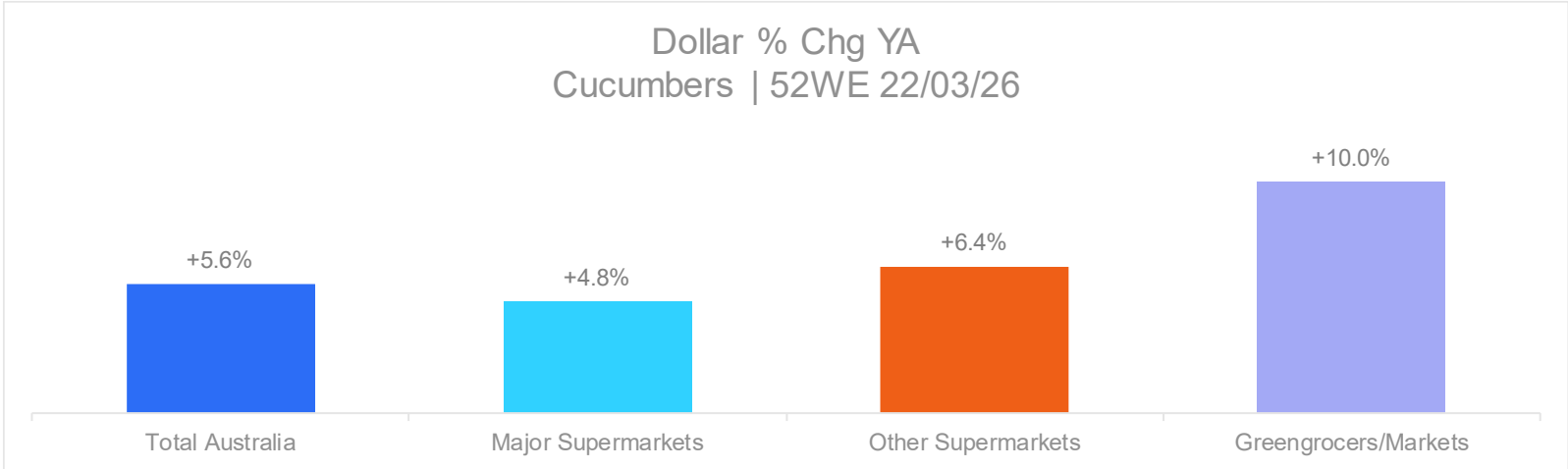
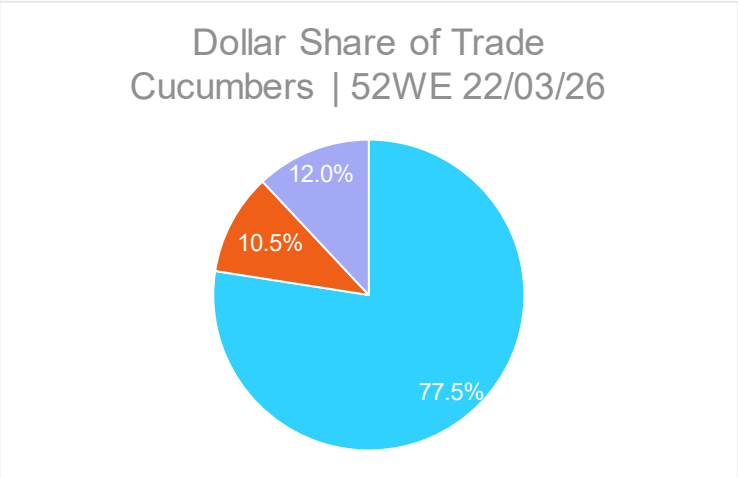
As the fastest growing retail channel, non-major supermarkets are a key driver of fresh vegetable dollar sales and volume growth this year.

Major supermarket retail volumes are flat vs last year however.



Source: NielsenIQ

Cucumber volume growth is evident across all retail channels this year however major supermarket growth is lagging.



Source: NielsenIQ

Format Performance

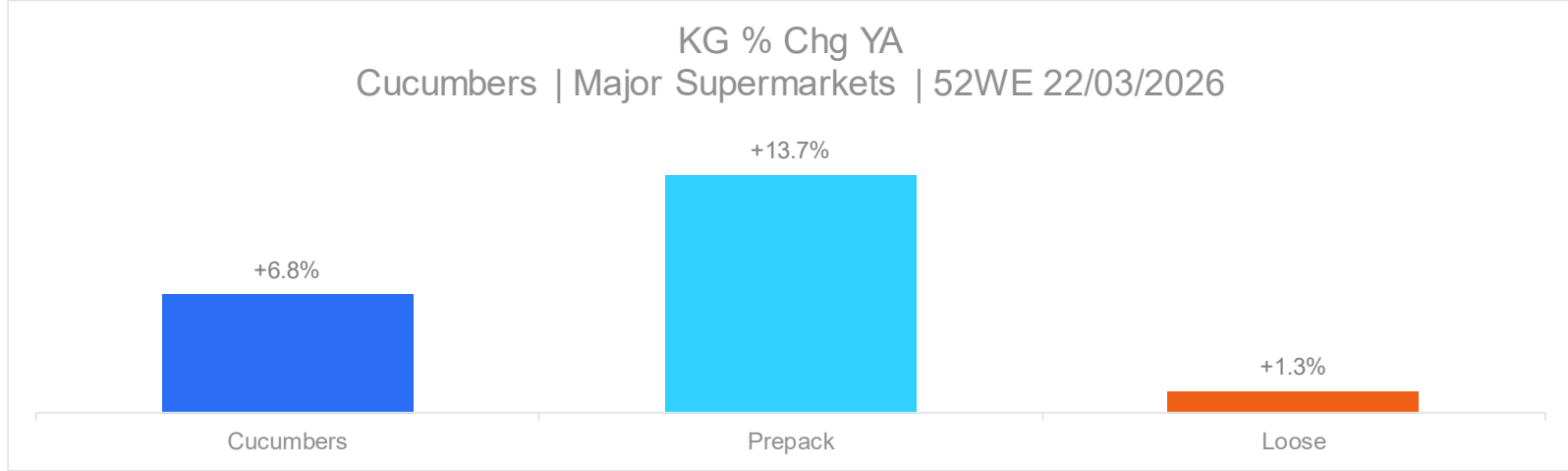
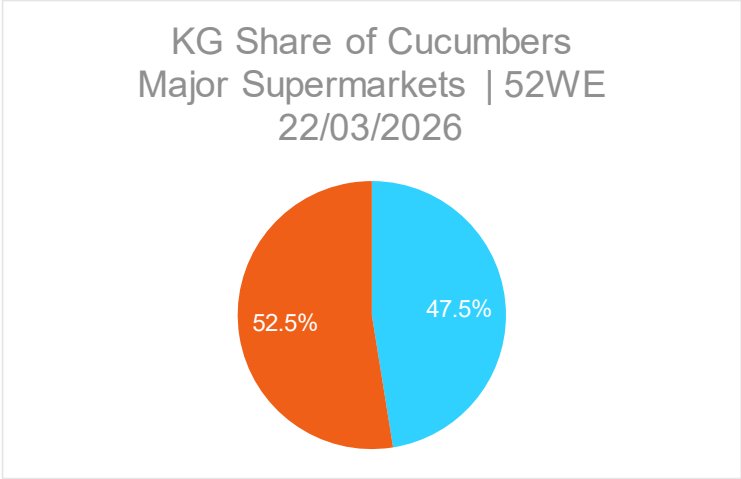
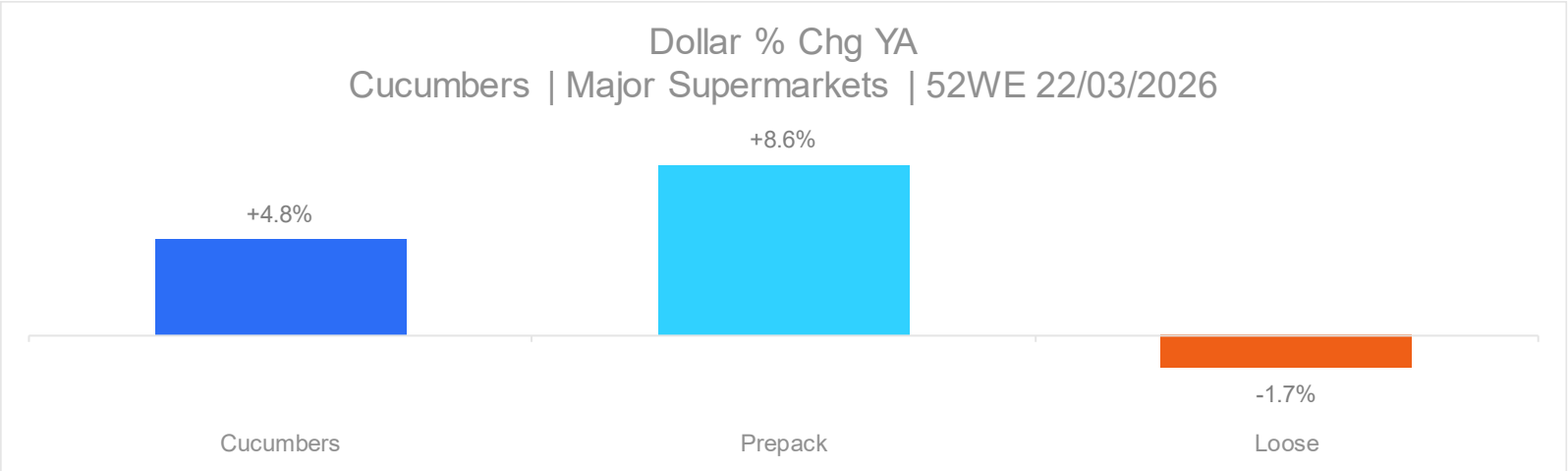
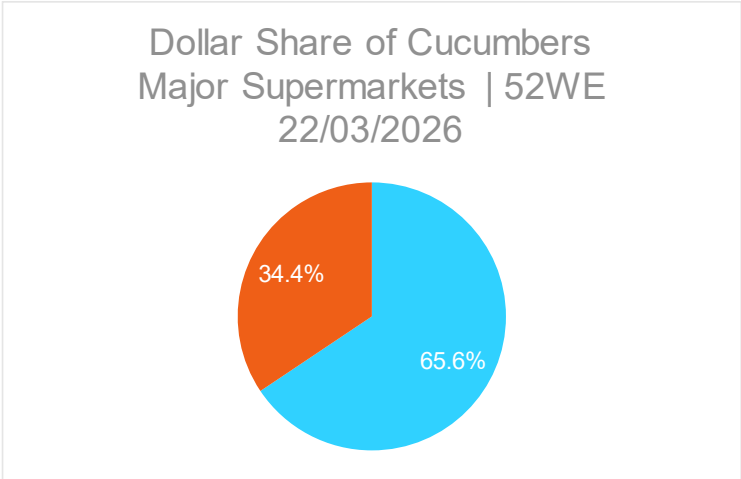
In major supermarkets (Woolworths, Coles, Aldi)



NIQ

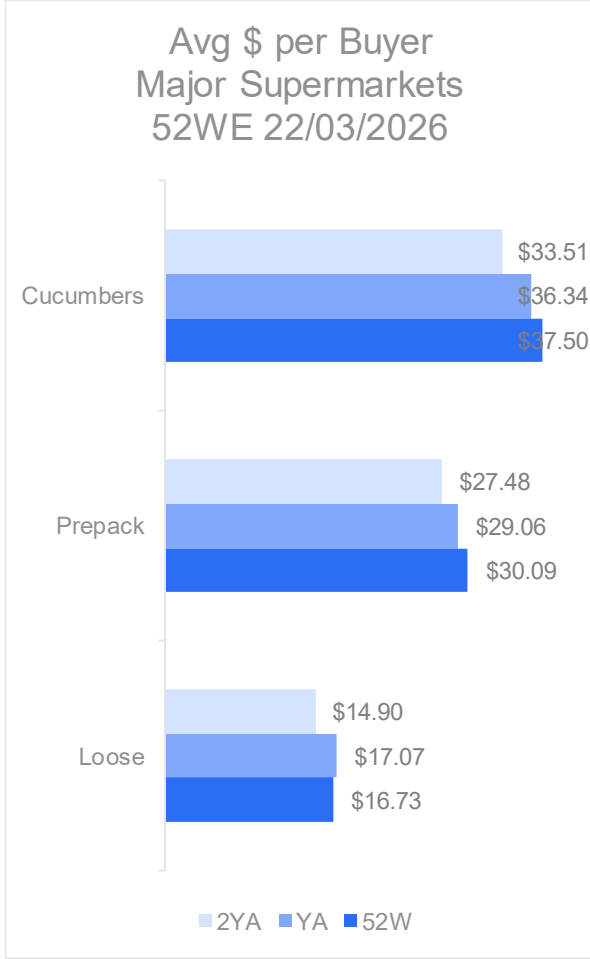
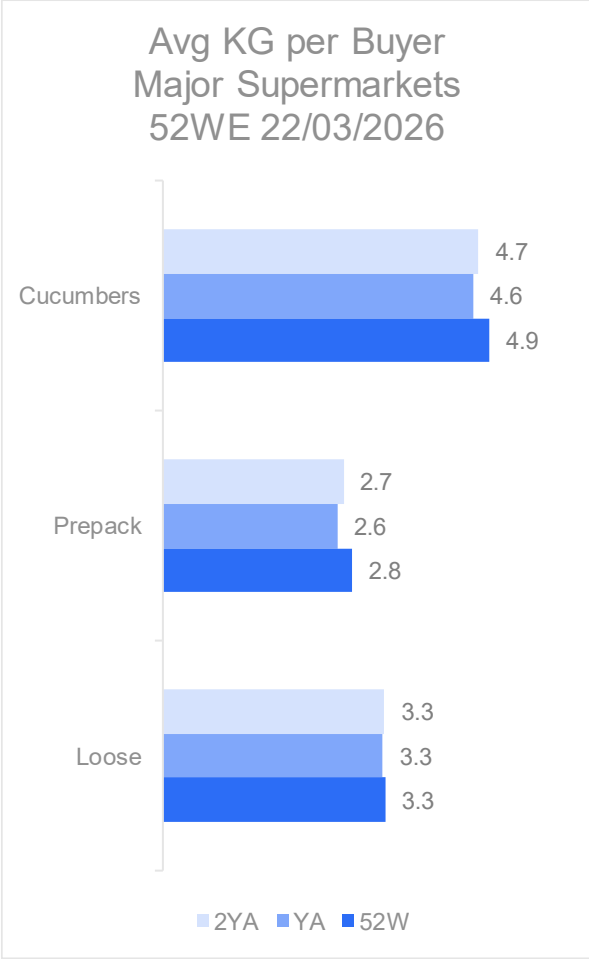
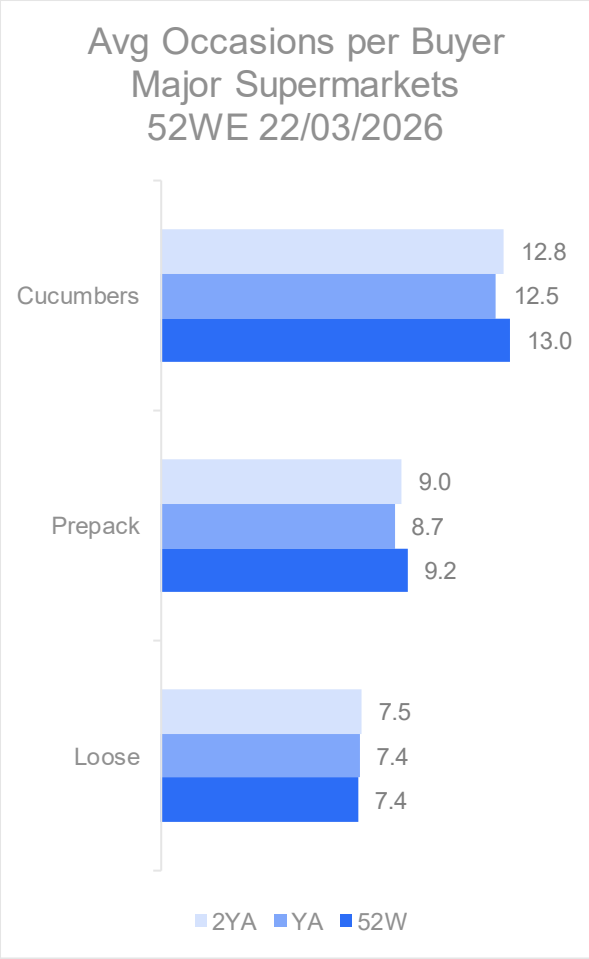
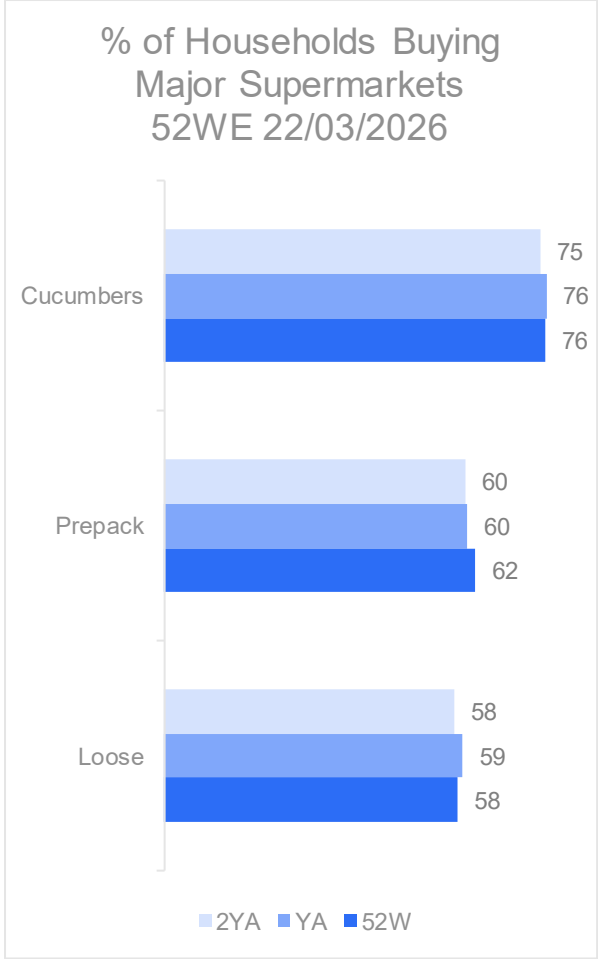
Hort Innovation
Hort IQ

With a relatively flat result vs last year, loose cucumber performance has dragged down major supermarket growth.



Source: NielsenIQ

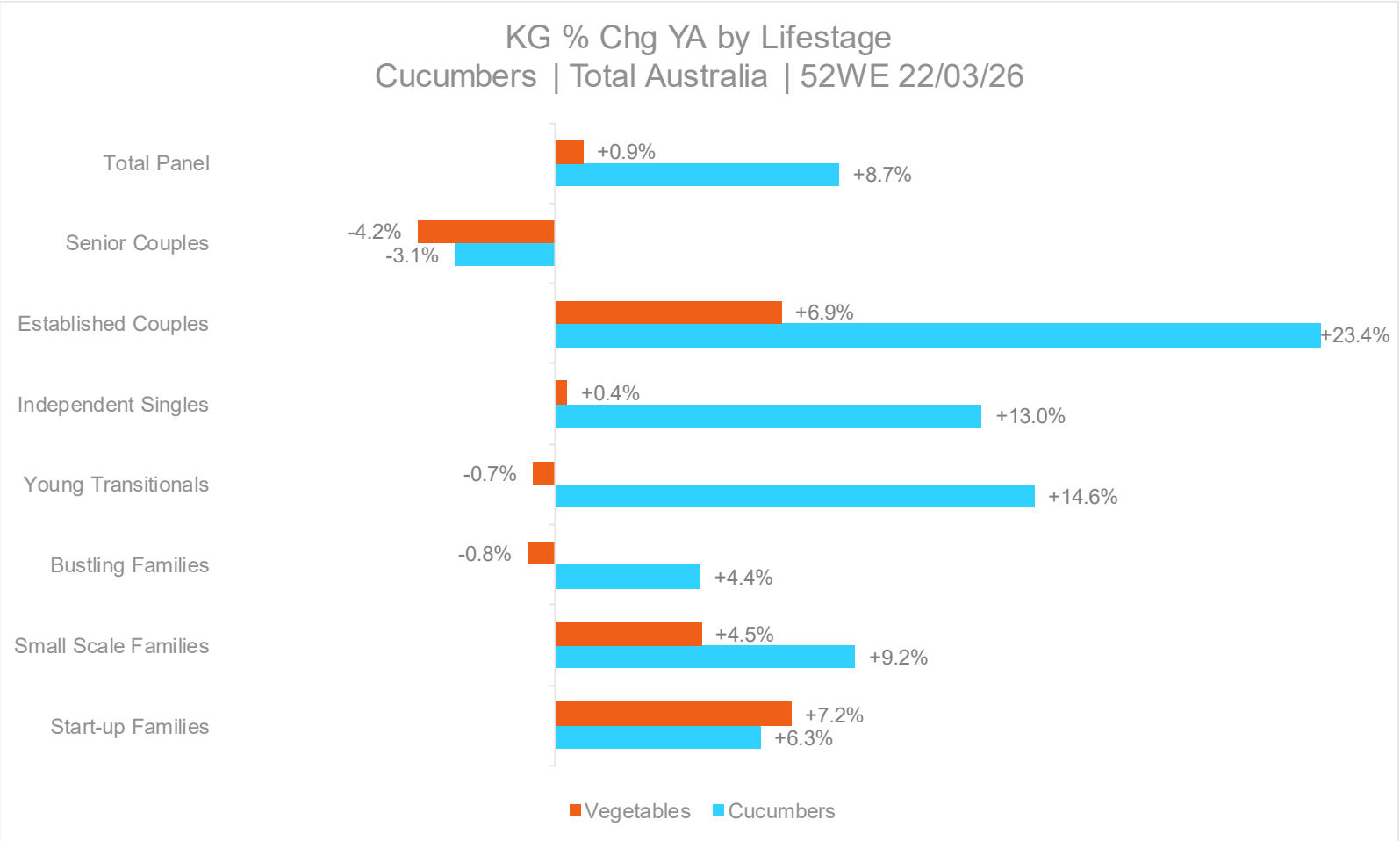
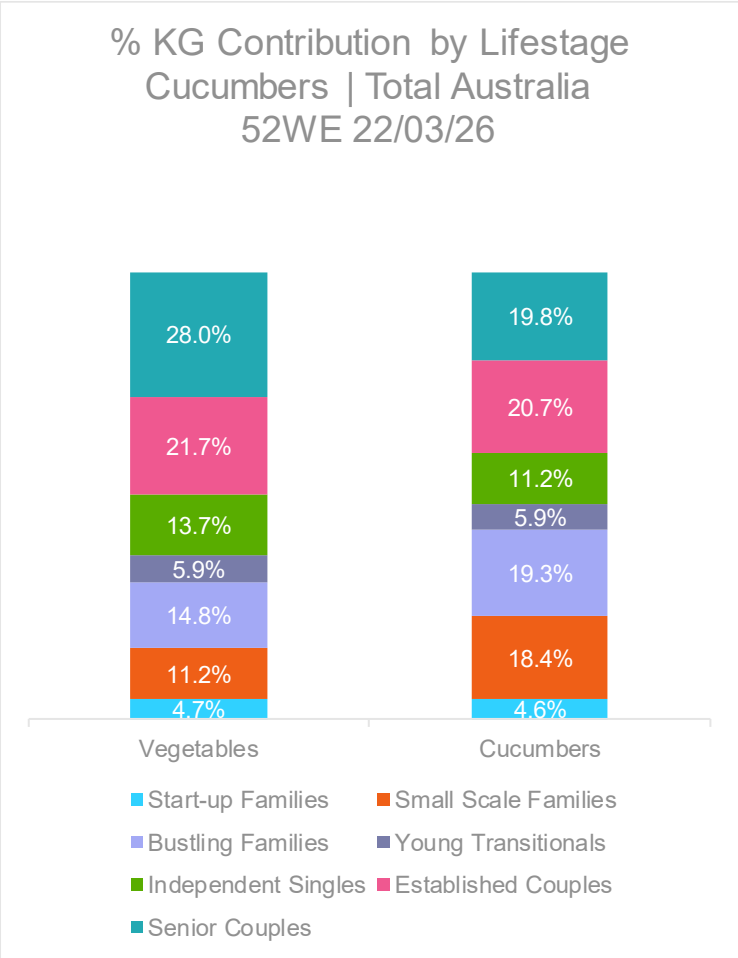
Prepacked cucumber growth has been driven by more households buying more often this year.



Profiling Cucumber Shoppers

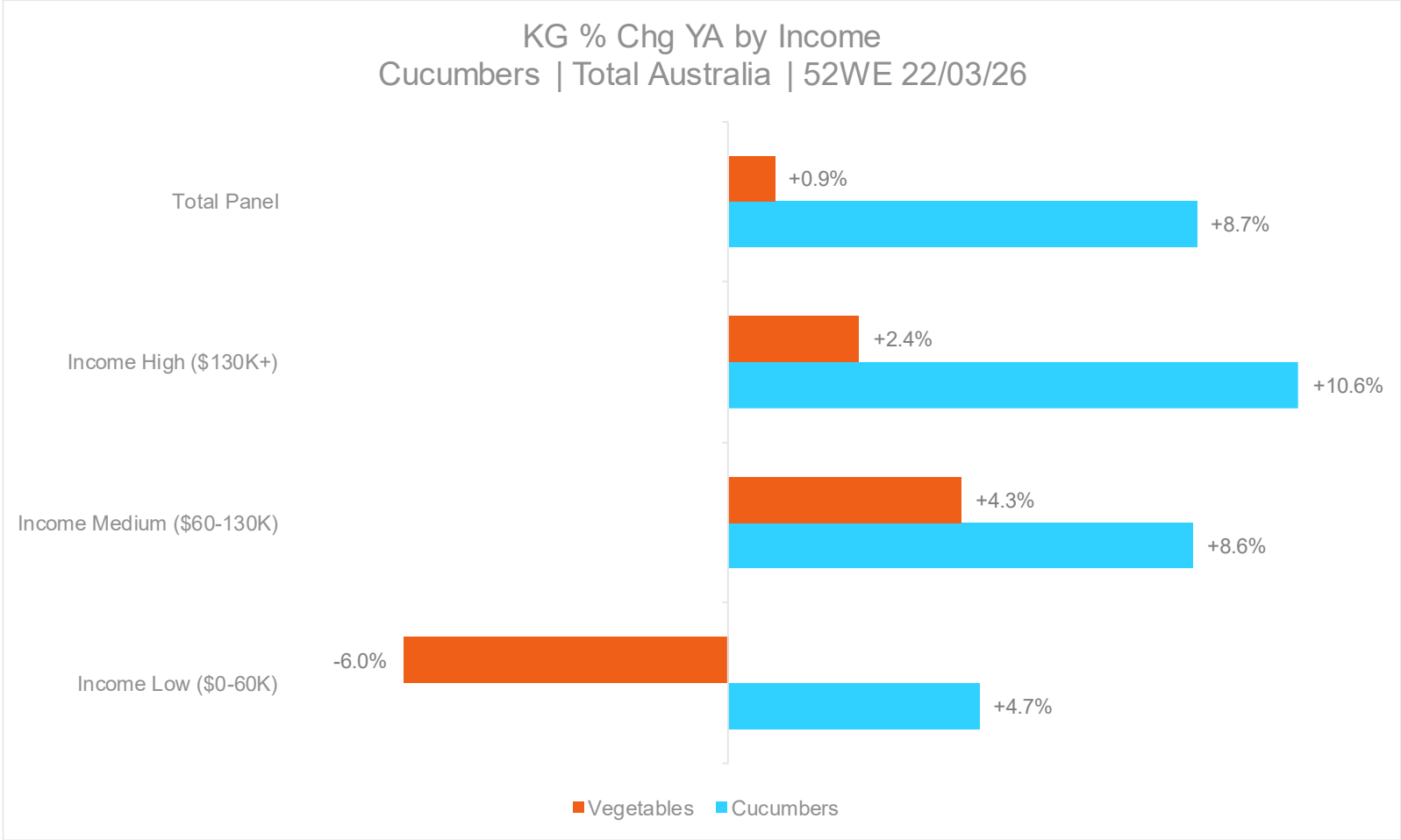
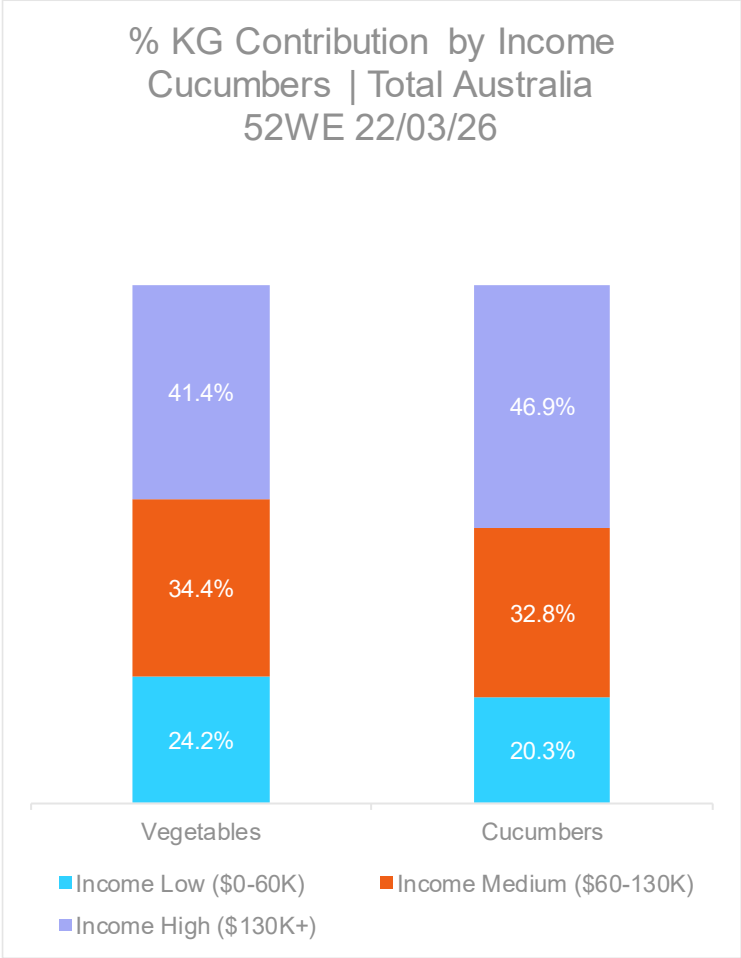


With the exception of senior couples, cucumber retail volumes are ahead of last year across all household groups.



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

Volume growth is evident across all income types.



Source: NielsenIQ

Thank you