

Sweet Corn 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 19/04/2026

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



Performance summary – Sweet Corn

	Key Insights
1 Sweet Corn vs Comparable Vegetables	<ul style="list-style-type: none">• In line with the fresh vegetable market average of +3.5%, sweet corn dollar sales grew by +3.8% this year• At +10%, retail volumes grew 10 times faster than total market• Volume growth was supported by a price drop of close to -6% year on year, unlocking demand in a market where higher prices are evident across most comparable categories
2 Sales drivers	<ul style="list-style-type: none">• Growth was largely buyer led, in contrast to all comparable vegetables where penetration levels dropped year on year• Lower prices also supported heavier baskets, lifting annual purchase volumes by approx. 300g per household
3 Retailer Performance	<ul style="list-style-type: none">• While major supermarkets dominate category sales, non majors were the growth engine this year with volume growth of close to +30%
4 Format Performance	<ul style="list-style-type: none">• Loose sweet corn was the growth driver across major supermarkets, as more households purchased this format, expanding category participation levels in this channel
5 Profiling Sweet Corn Shoppers	<ul style="list-style-type: none">• Growth was broad based with demand growing across all household groups except young transitionals
What does this mean?	<ul style="list-style-type: none">• Protecting and unlocking further category demand requires a continued focus on value and accessibility, particularly across major supermarkets

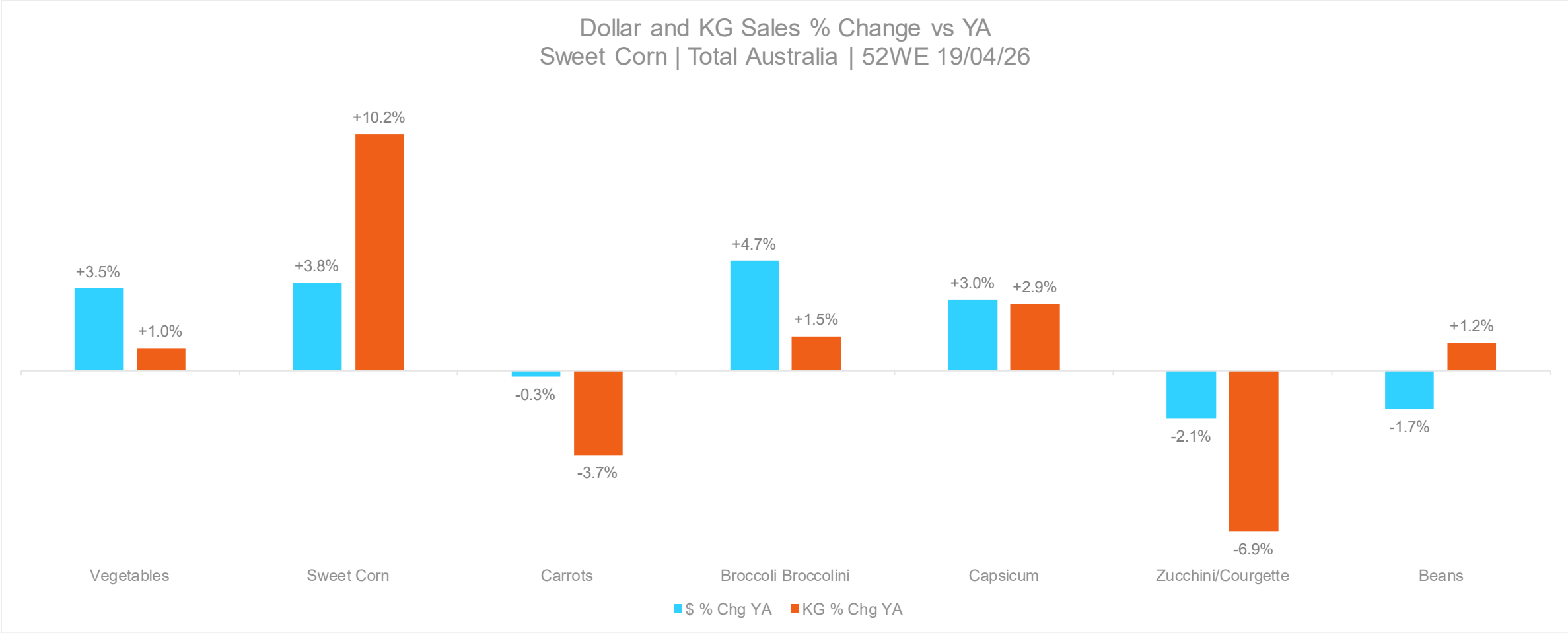
Sweet Corn vs Comparable Vegetables



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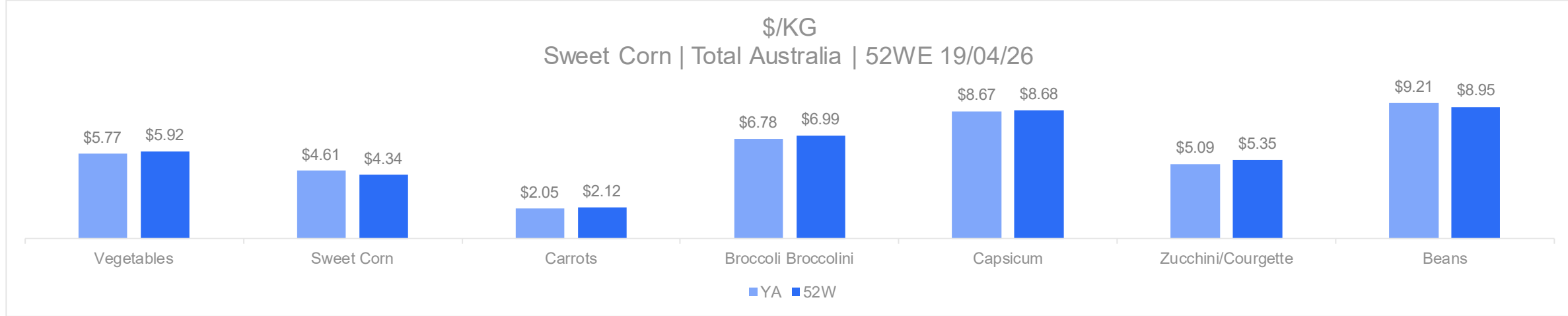
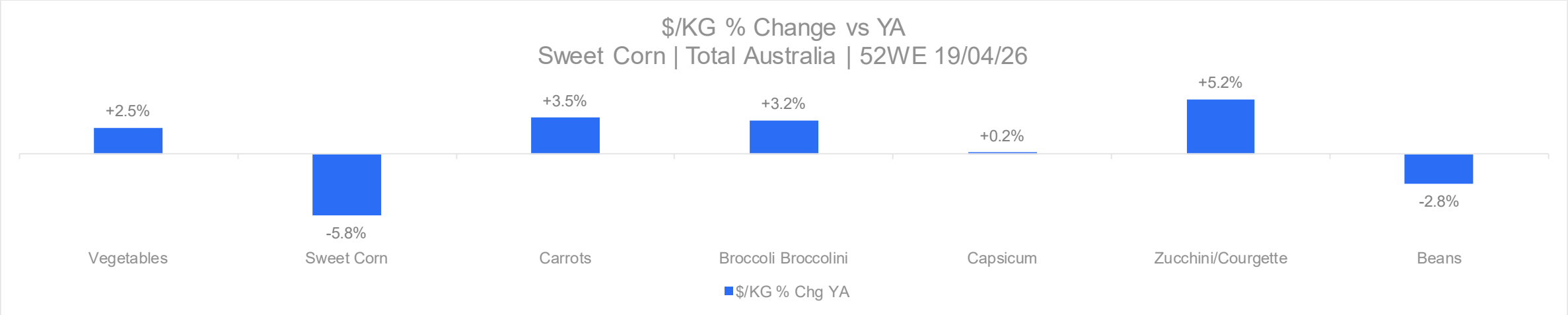
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While dollar sales growth is on par, sweet corn retail volumes grew 10 times faster vs total market this year.



Source: NielsenIQ

Supporting demand growth, sweet corn prices dropped by close to -6% year on year, unlike most comparable vegetables where higher prices are evident.



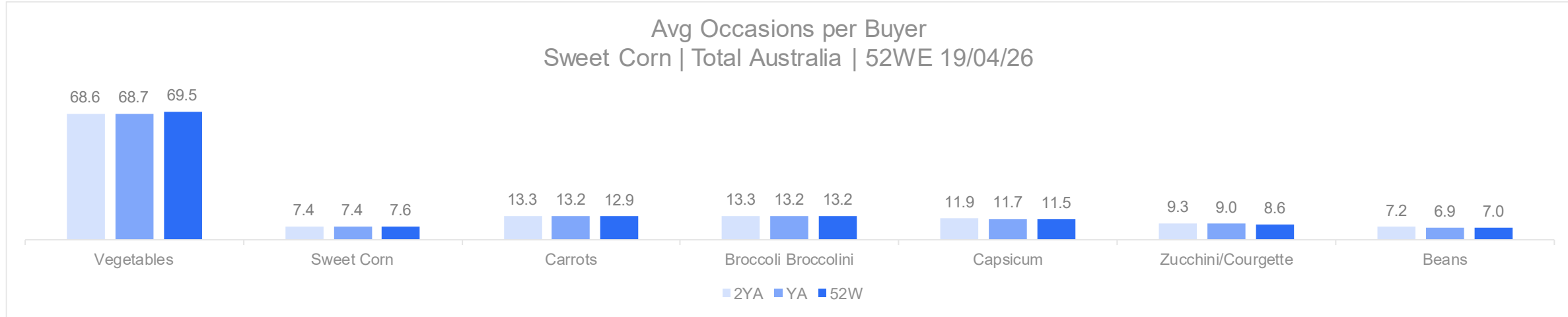
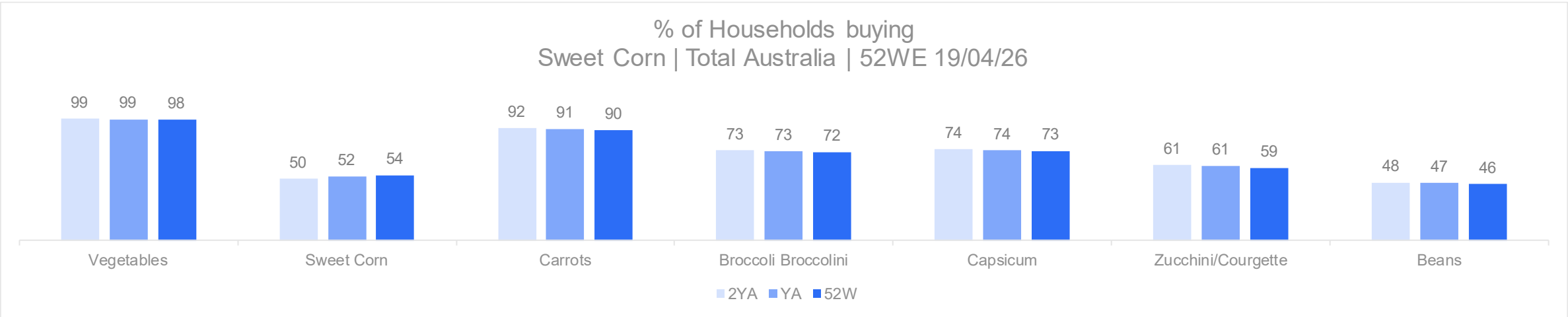
Source: NielsenIQ

Sales Drivers



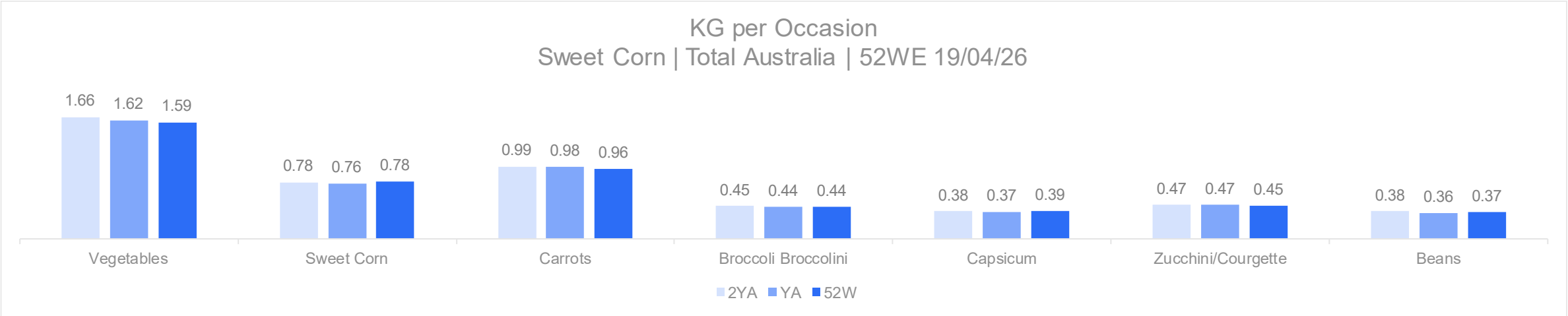
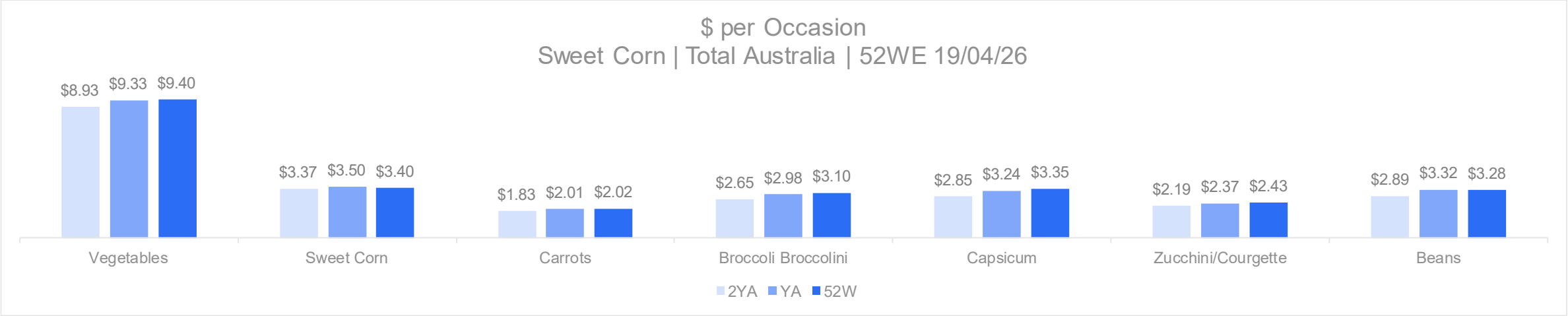
Sweet Corn growth was primarily buyer led, in contrast to rest of market where penetration has been a challenge.

Sweet Corn purchase frequency levels also trended positively this year.



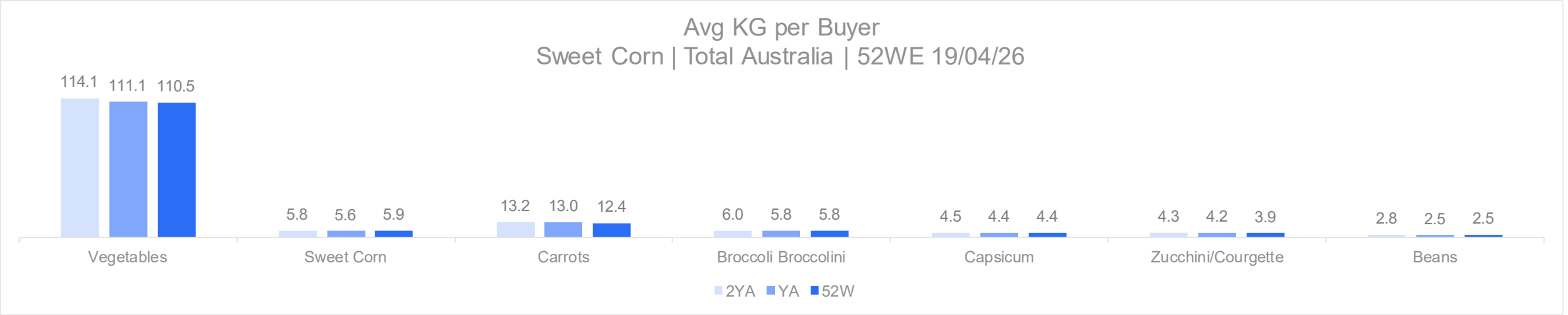
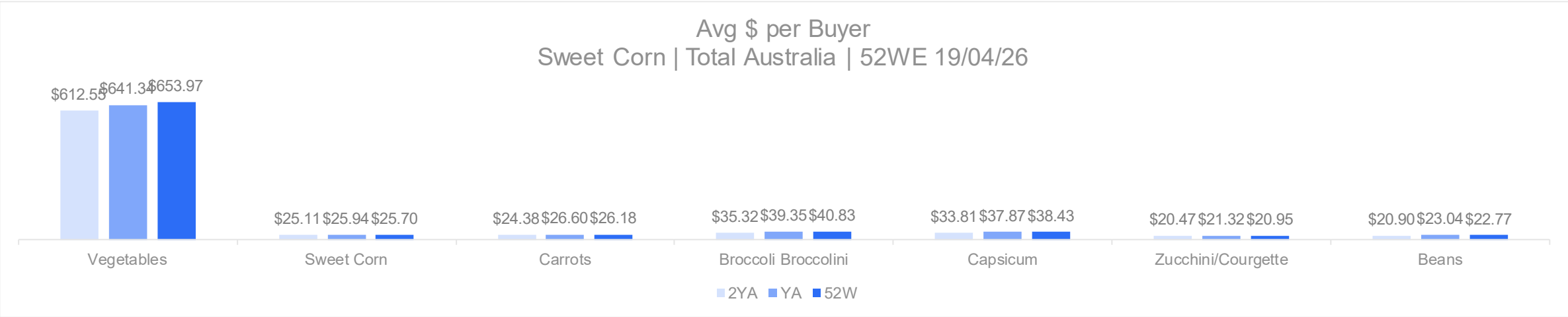
Source: NielsenIQ

Lower prices also supported heavier baskets this year.



Source: NielsenIQ

As more households purchased heavier baskets more often, annual purchase volumes grew by 300g per household this year.

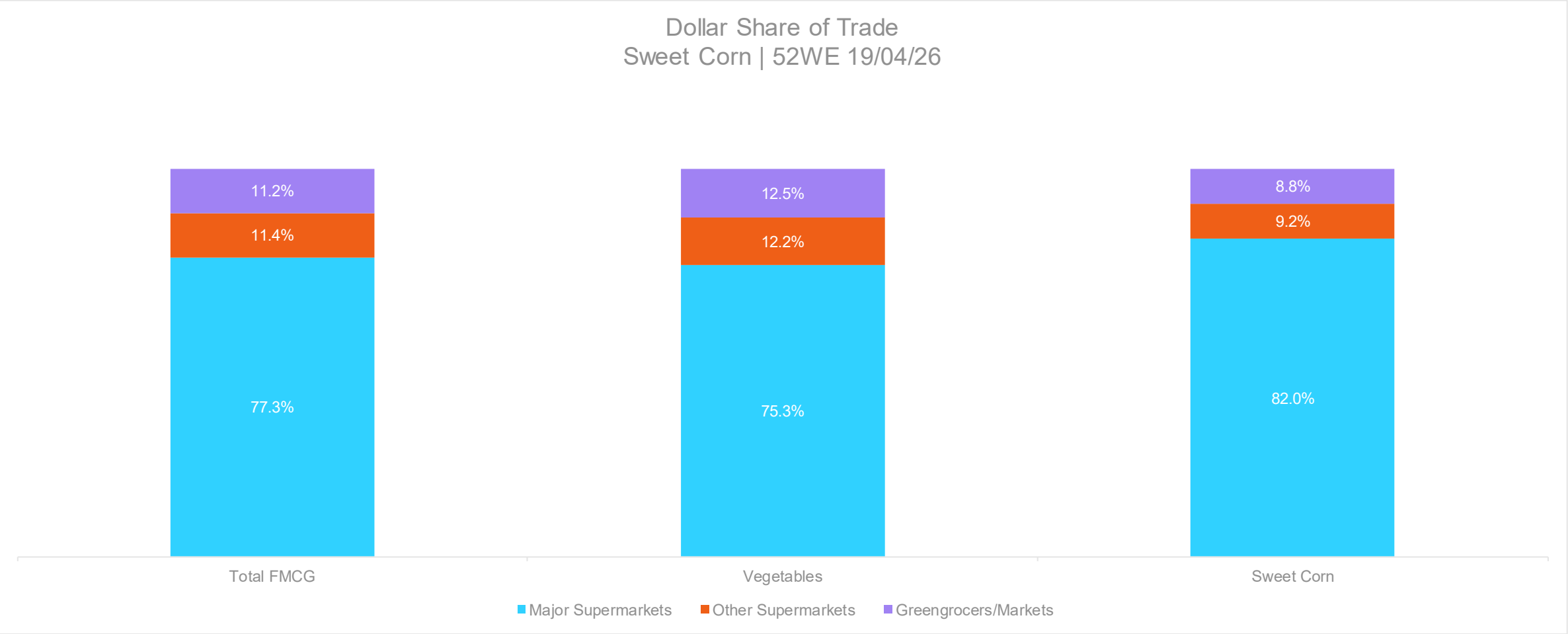


Source: NielsenIQ

Retailer Performance

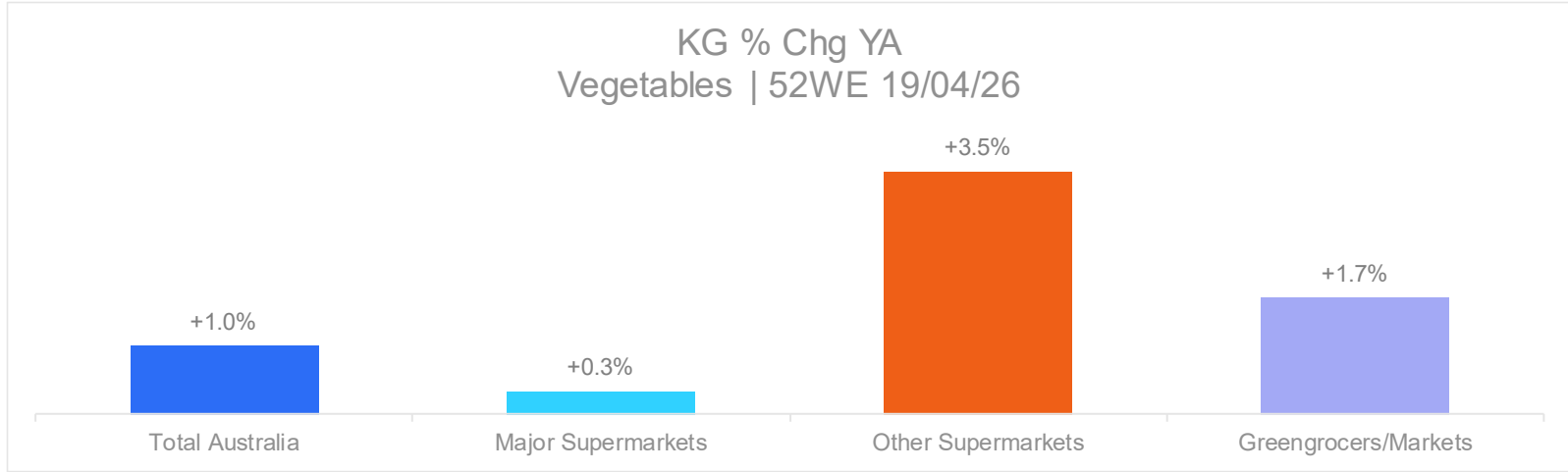
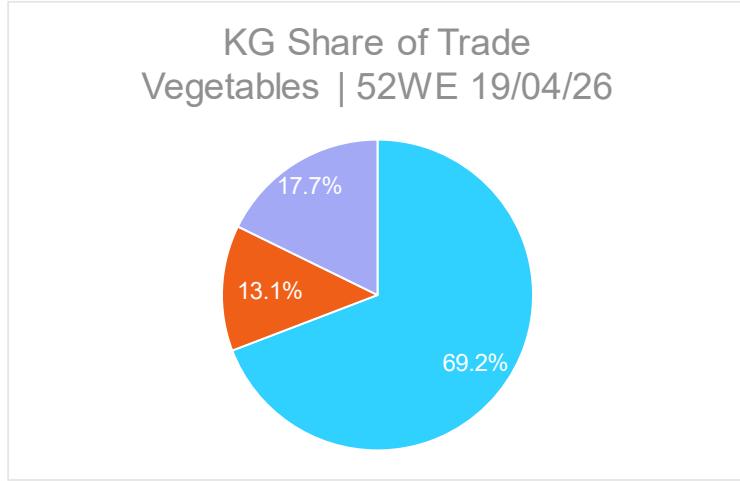
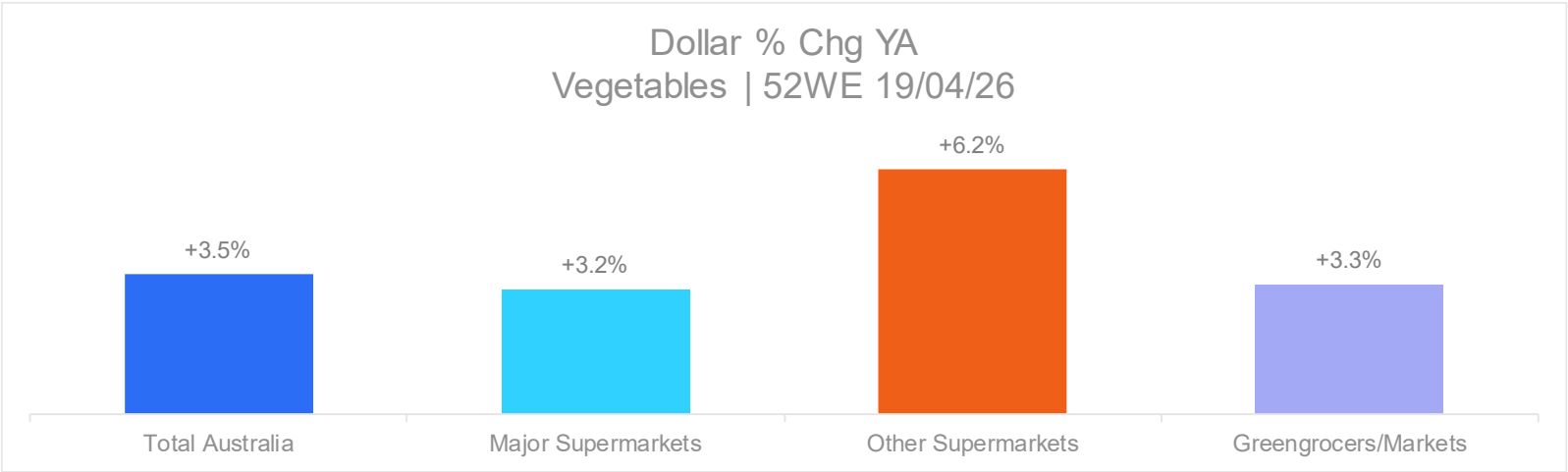
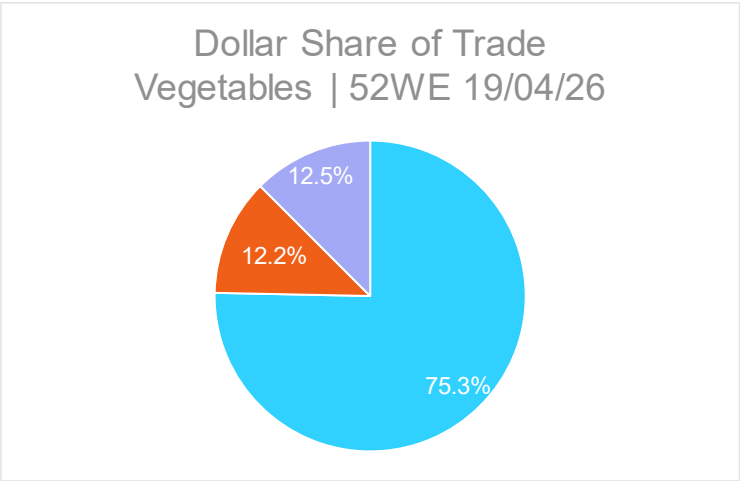


Representing >80% of retail sales, major supermarkets over-trade in sweet corn sales, when compared to their share of total grocery and fresh vegetables.



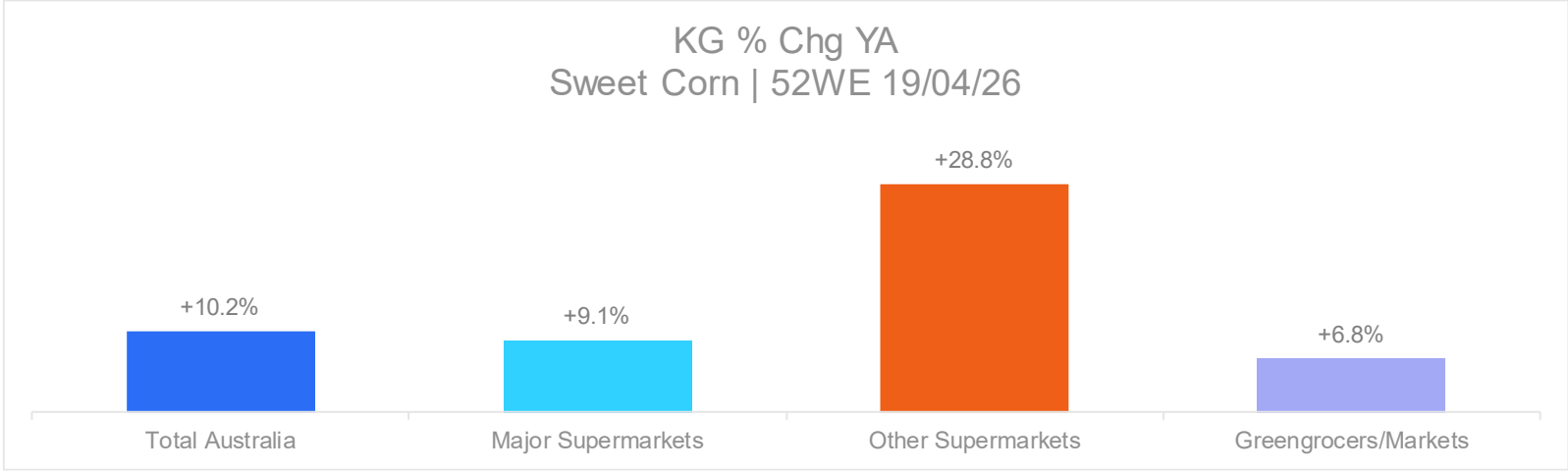
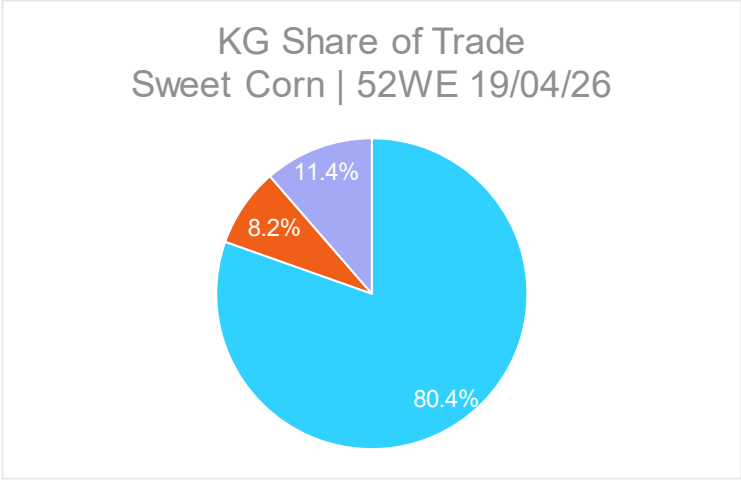
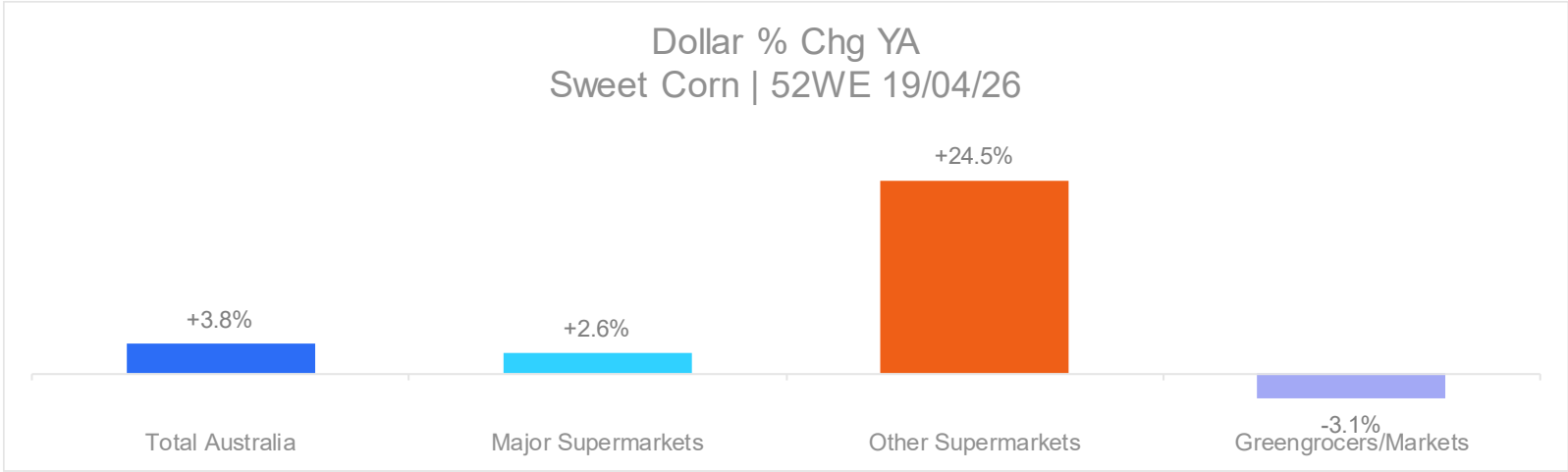
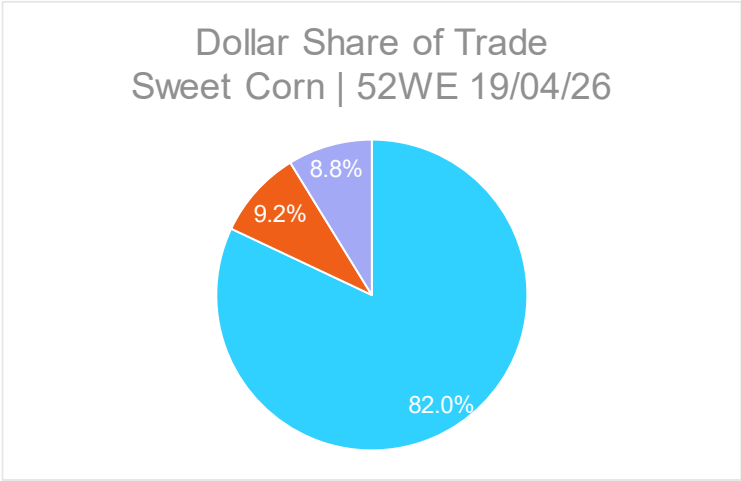
Source: NielsenIQ

Fresh vegetable sales growth continues to be led by the non major supermarkets.



Source: NielsenIQ

This is also the case for sweet corn, with the non majors primary drivers of volume growth.



Source: NielsenIQ

Format Performance

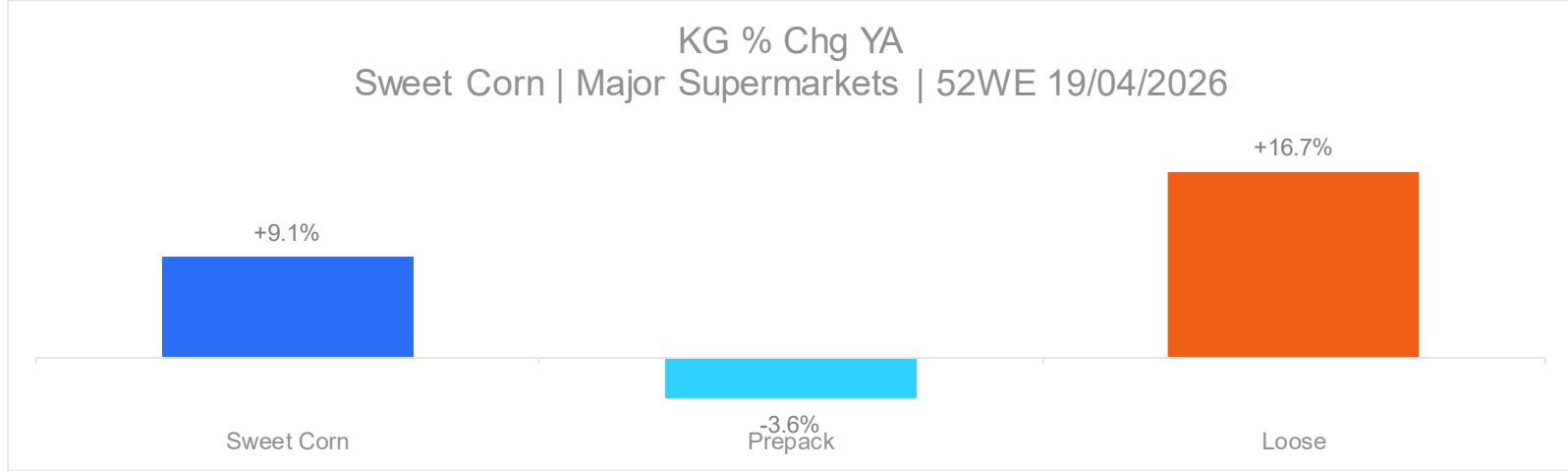
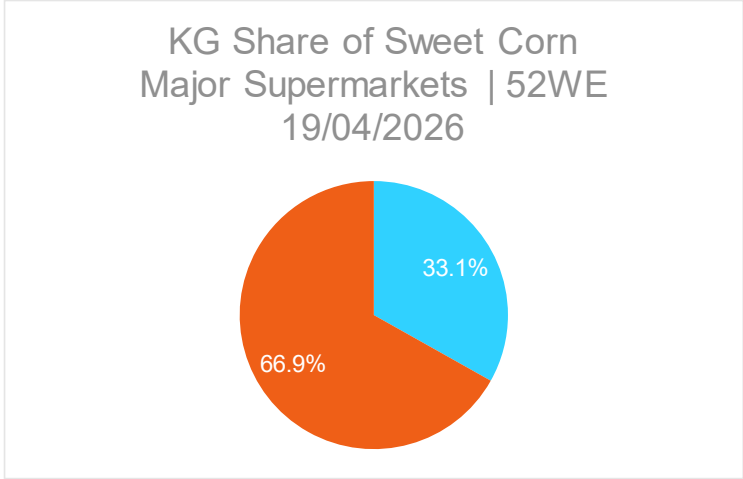
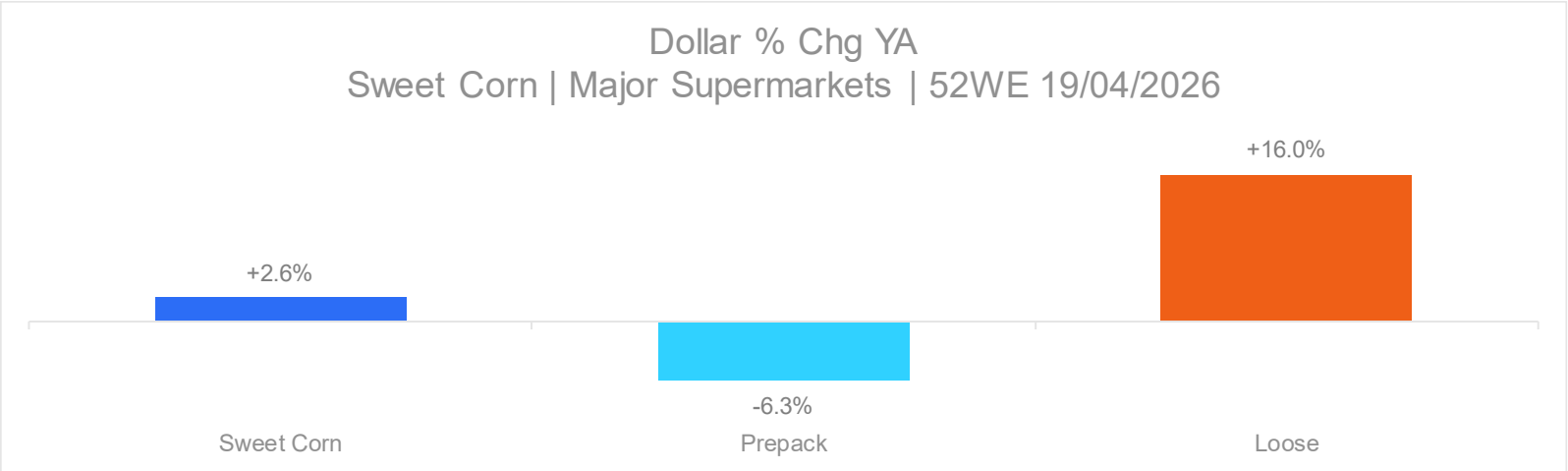
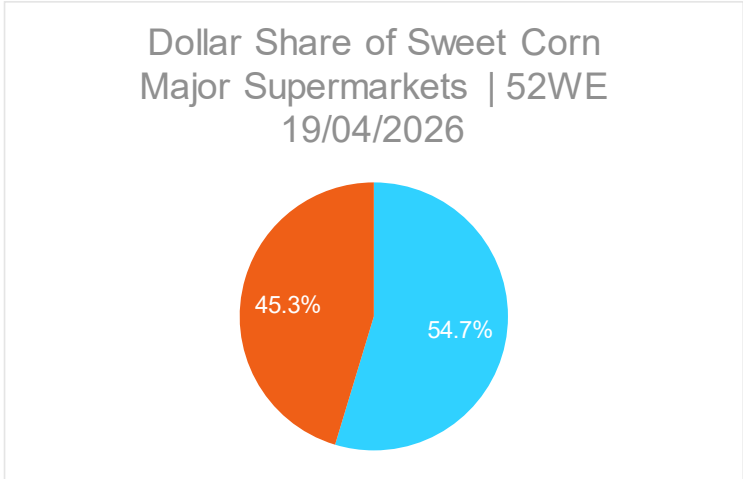
In major supermarkets (Woolworths, Coles, Aldi)



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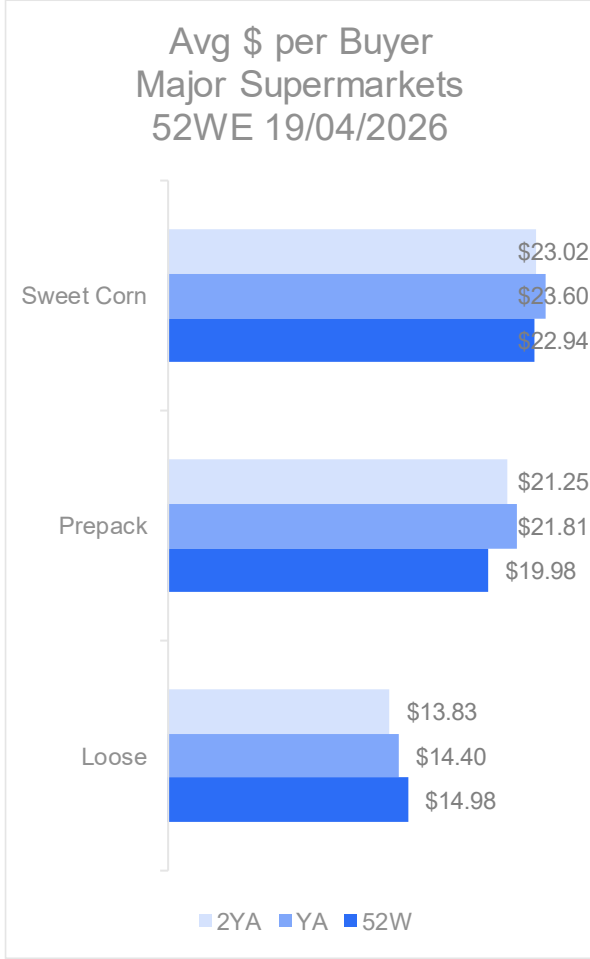
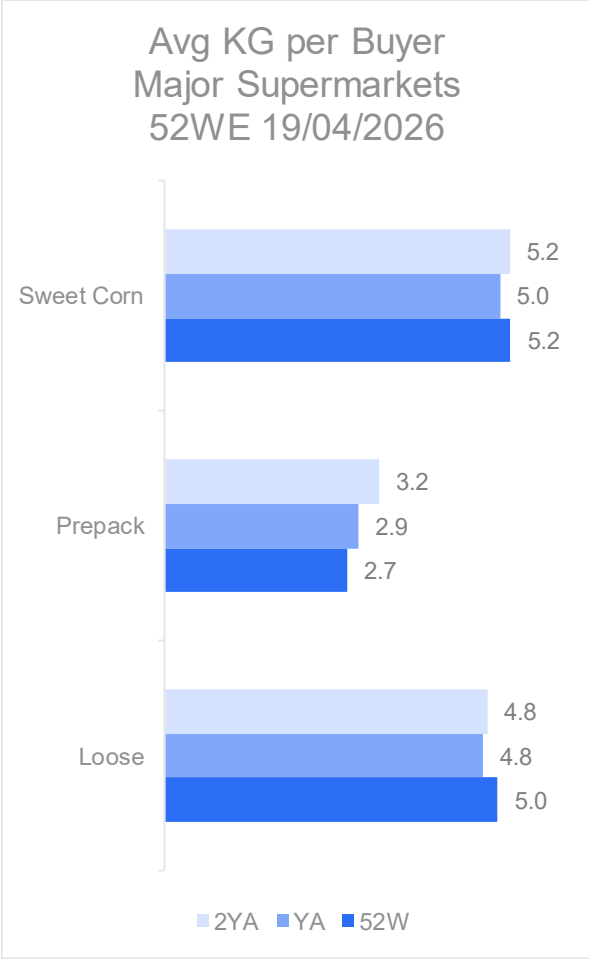
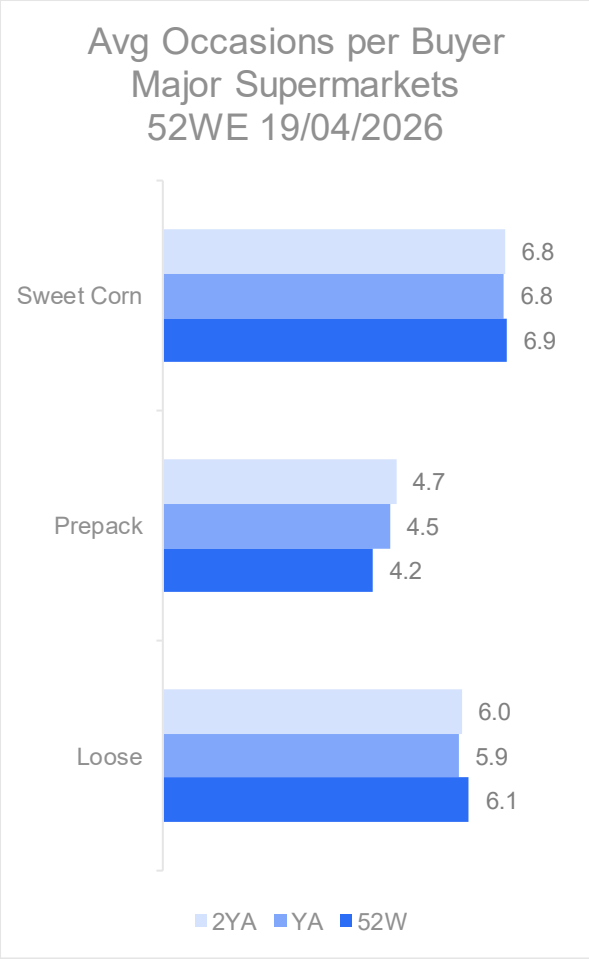
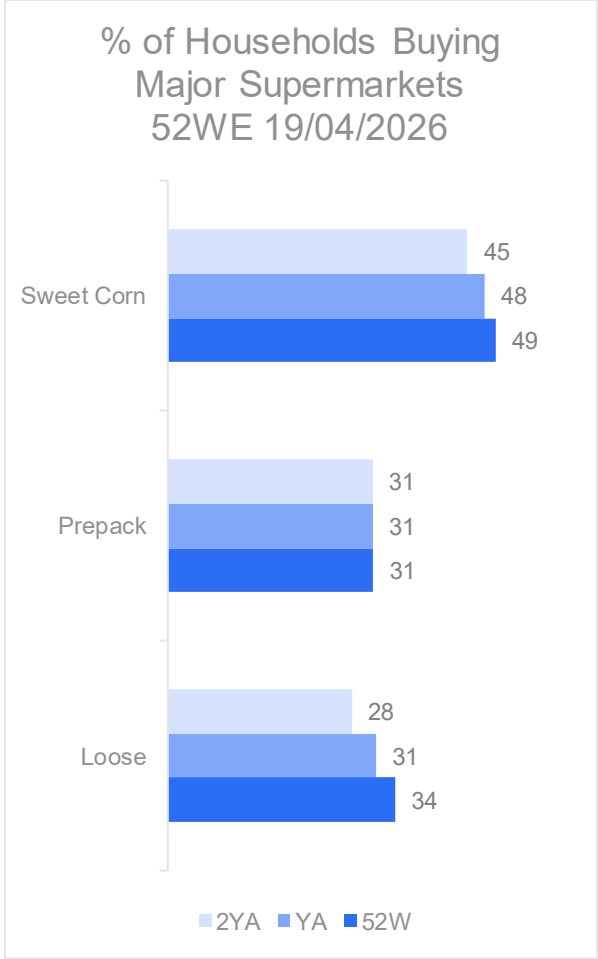
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Loose corn has been the growth engine for the category this year as prepacked dollar sales and volumes trend behind last year across major supermarkets.



Source: NielsenIQ

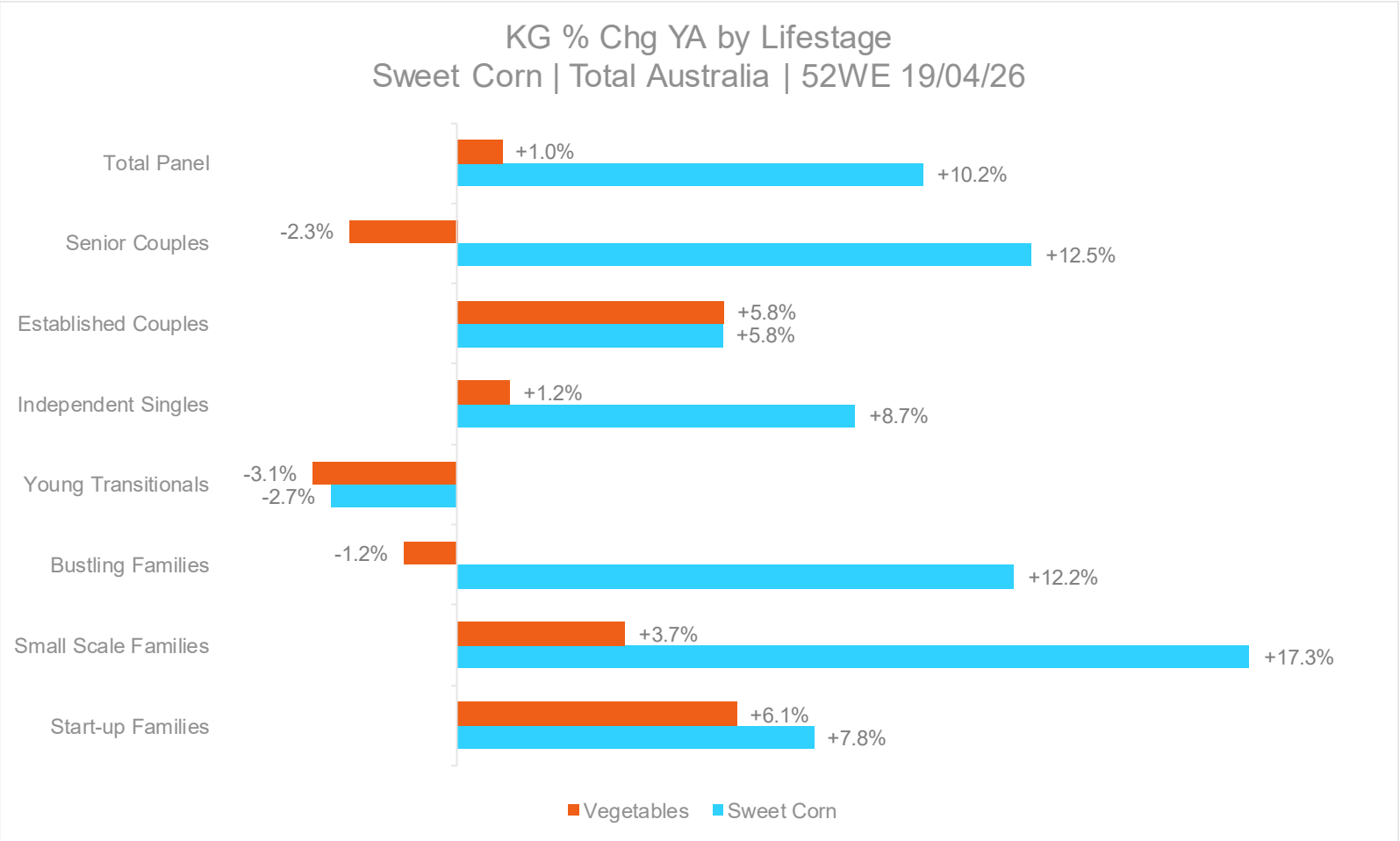
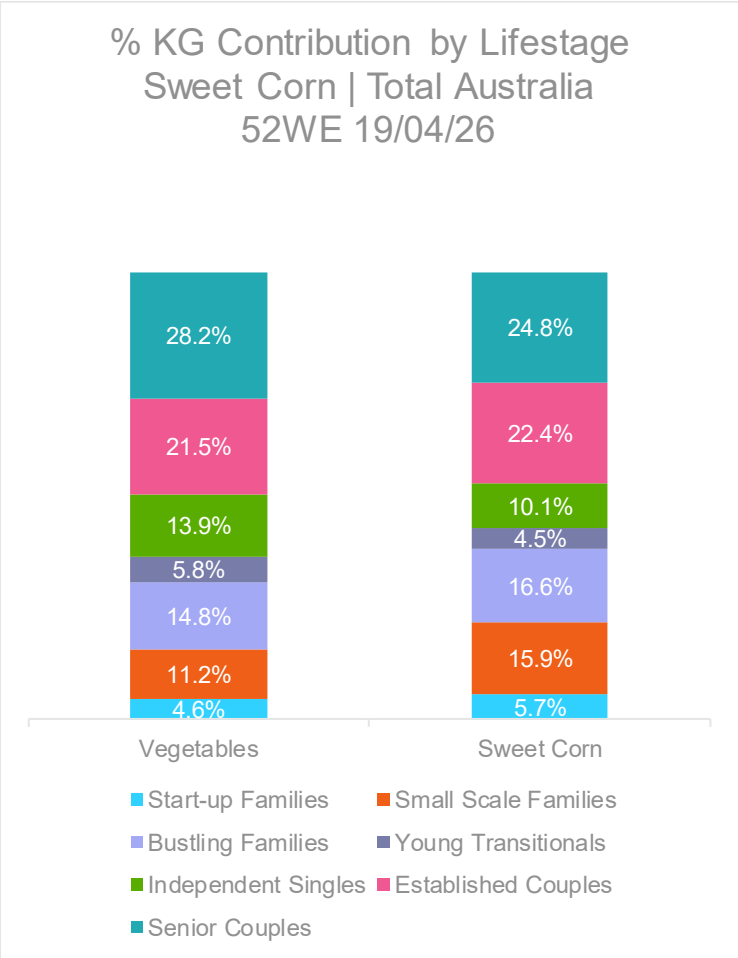
Loose sweet corn growth was buyer led, driving total category participation levels.



Profiling Sweet Corn Shoppers

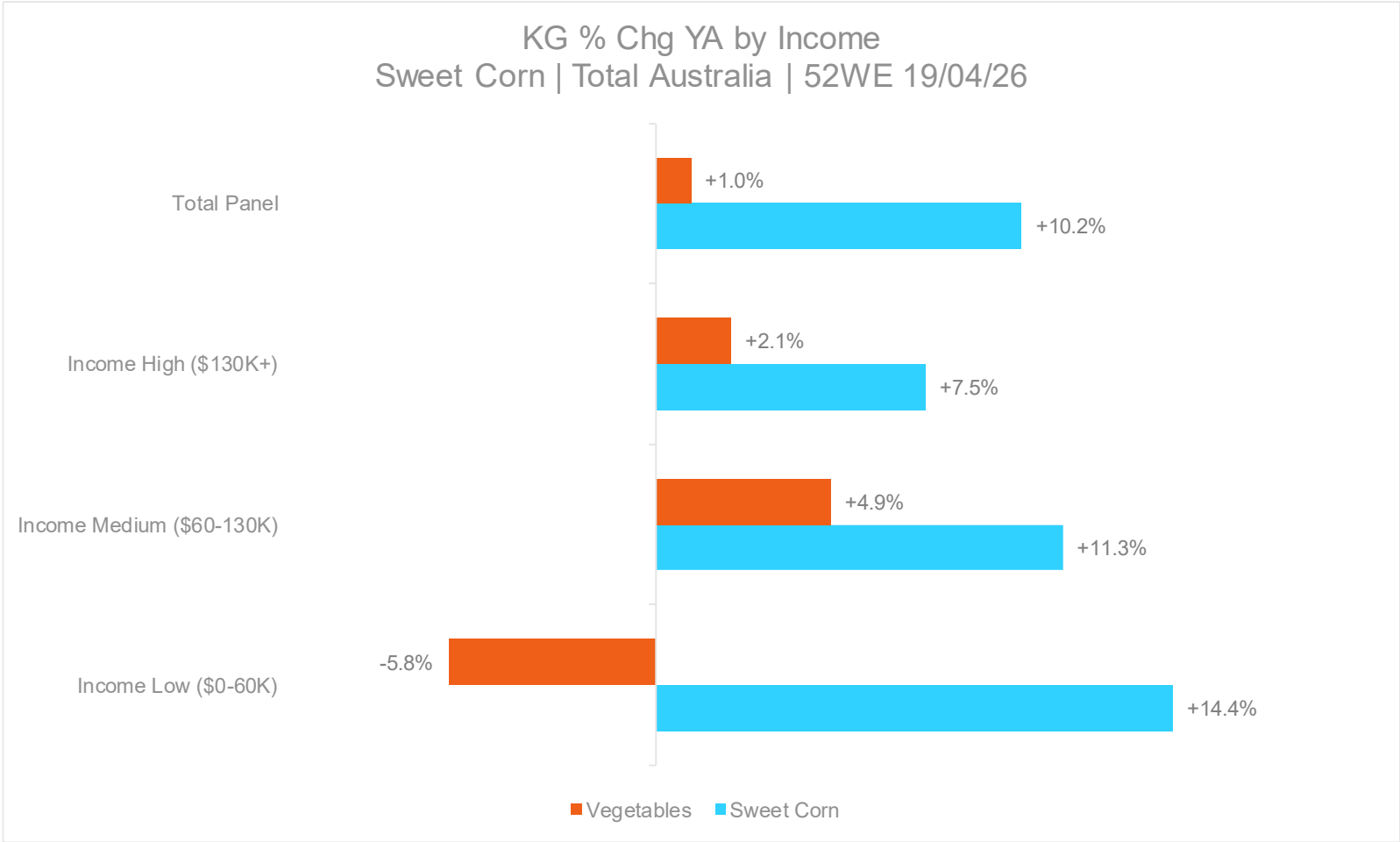
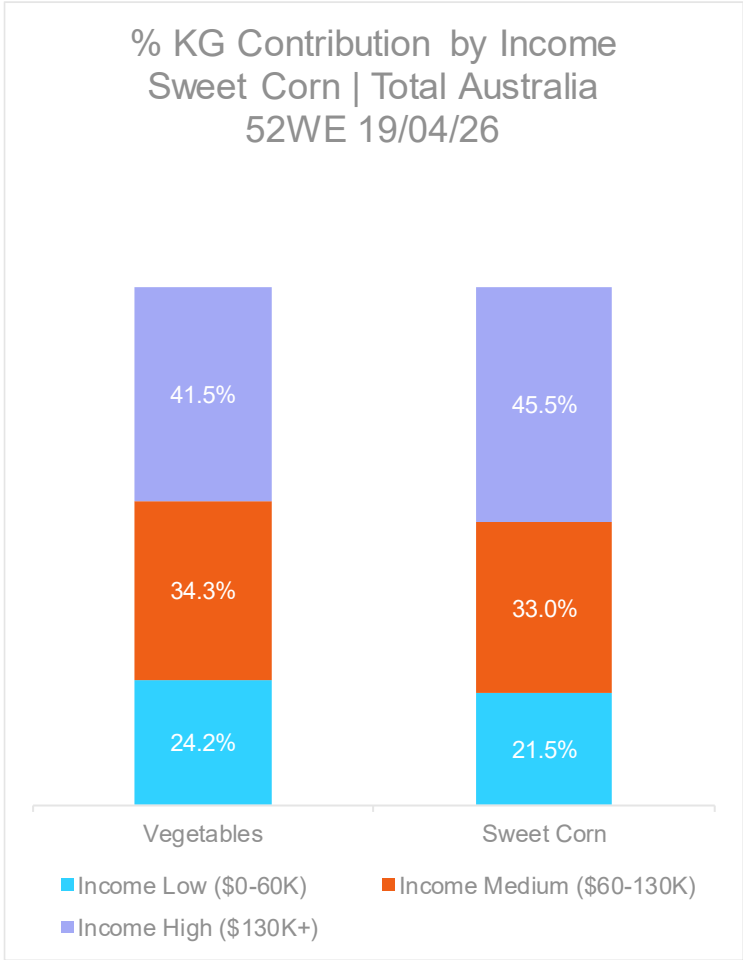


Sweet Corn demand growth is evident across all household groups this year, except young transitionals where volumes dropped by close to -3%.



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

This is also the case by income group, with volume growth evident across all, especially lower income households.



Source: NielsenIQ

Thank you