September 2026 Price Tracker

In September, overall prices fell slightly from August but remained above the September level. From August to September, prices fell by 0.44 percent, while compared to a year ago, prices were 0.47 percent higher. Digging into the data, prices were much more volatile than the 0.44 percent decrease might hint at.

You may notice that some of our growth estimates have changed. This was due to data revisions we made this month to old collections to increase accuracy. The growth rates are not significantly different than before.

Month	Monthly Growth	Growth Since September 2025
January	-1.8%	-1.0%
February	1.5%	0.5%
March	-0.5%	-0.0%
April	-0.7%	-0.7%
May	1.1%	0.4%
June	-0.0%	0.4%
July	-0.8%	-0.4%
August	1.4%	0.9%
September	-0.4%	0.5%

New Items

We added twelve new items to the list we're collecting prices for. Most of these are products we've collected prices for intermittently as "seasonal items." To better understand trends, we'll start collecting them year-round. We're also adding avocados, as they are an increasingly common part of households' grocery carts.

Item	Price
Apple Cider (half gallon)	$3.41
Asparagus (pound)	$4.56
Avocado (pound)	$2.31
Box of Stuffing (6 ounces)	$1.15
Can Cranberry Jelly (14 ounces)	$2.13
Fresh Green Beans (pound)	$2.57
Peeps (6 count)	$2.73
Pumpkin (medium or carving)	$5.43
Spiral Sliced Ham (pound)	$3.10
Sweet Potatoes (pound)	$1.37

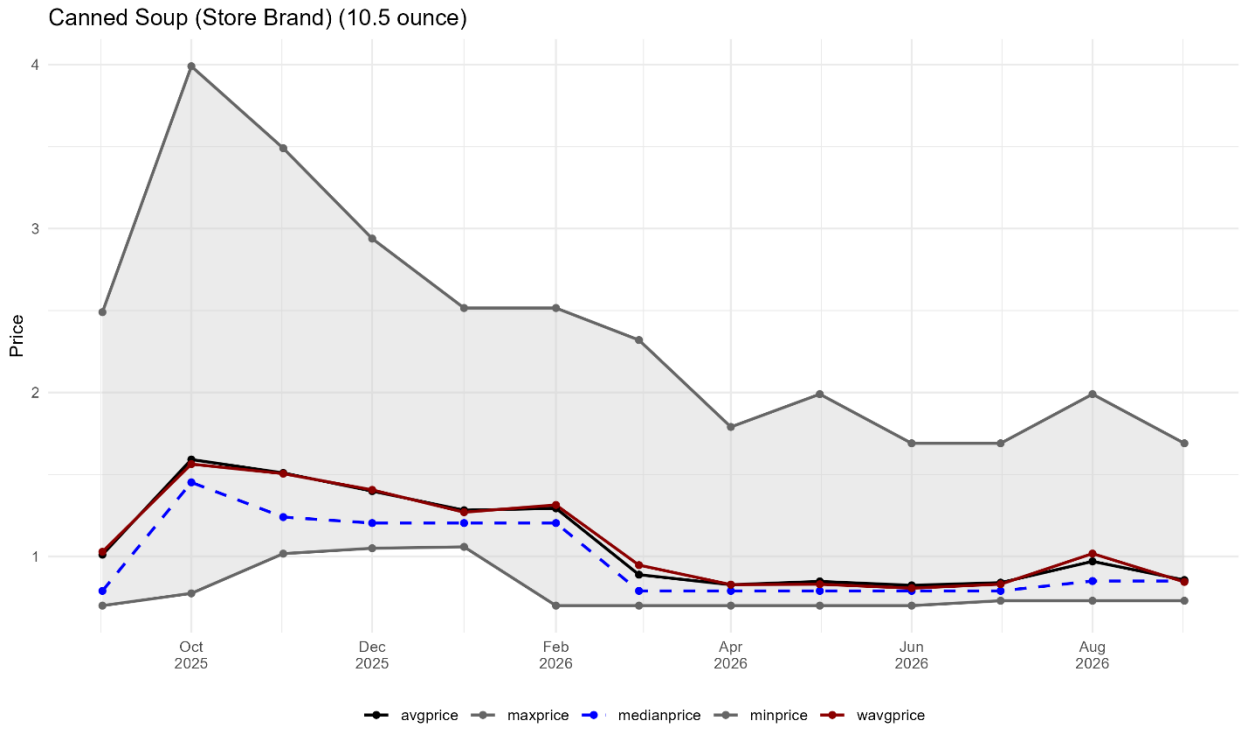
Variety Bag of Candy (13.13 ounces)	$9.10
Whole Turkey (pound)	$2.42

Drivers of Basket Decrease

The biggest driver of the basket cost decrease was likely temporary. Our collector reported that last month, some boneless, skinless chicken breasts sold at $1.99 per pound at non-sale price. These prices are no longer available. We investigated why the price may have fallen temporarily and found no wholesale market changes to explain the price change.

Item	Price Change	Percent Change	Price
Boneless Skinless Chicken Breast (pound)	-$0.92	-28.1%	$2.36
Top Sirloin Steak (pound)	-$0.66	-4.9%	$12.71
Salmon (pound)	-$0.64	-6.1%	$9.89
Flank Steak (pound)	-$0.48	-3.3%	$14.26
Frozen Berry Mix (16 ounce)	-$0.33	-7.7%	$4.01
Tilapia (pound)	-$0.30	-3.9%	$7.45
Strawberries (pound)	-$0.29	-7.9%	$3.39
Canned Soup (store brand) (10.5 ounce)	-$0.17	-17.0%	$0.84
Cod (pound)	-$0.16	-1.3%	$12.00
Bacon (pound)	-$0.16	-3.4%	$4.49

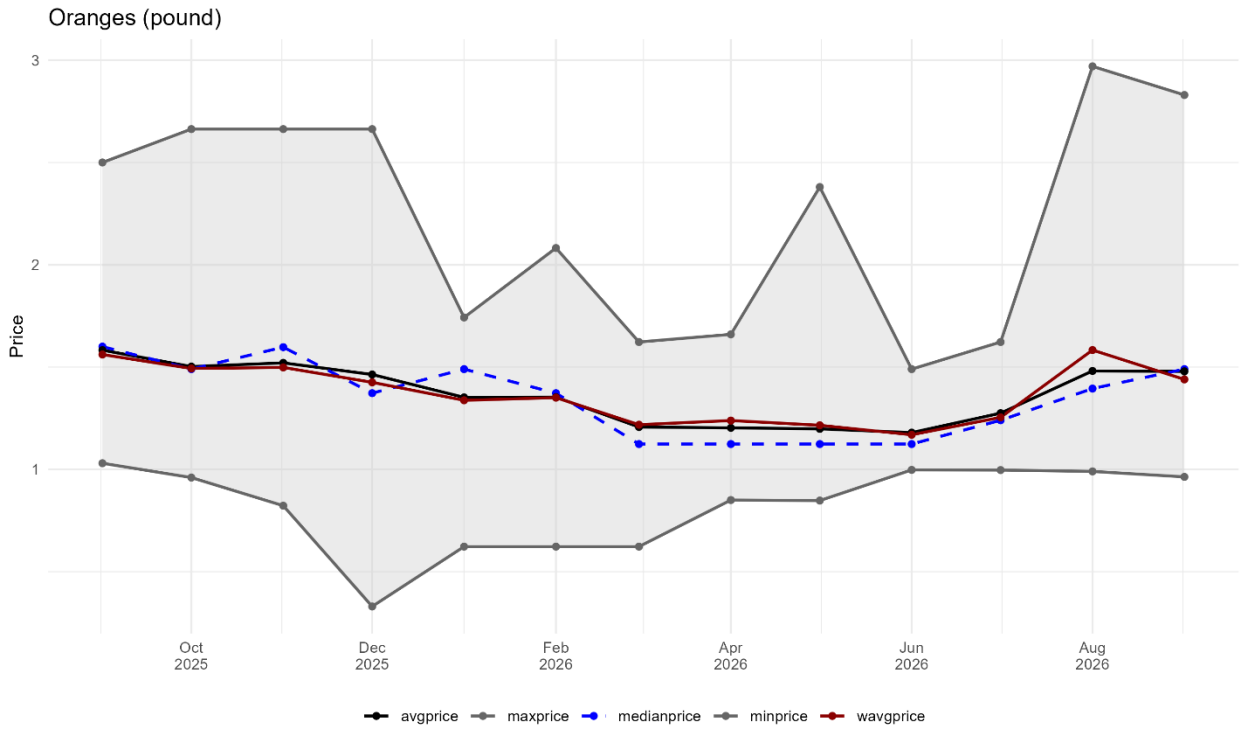
When accounting for category weight, boneless skinless chicken breast is the biggest contributor to the decline in the grocery basket's cost. The other biggest contributors were canned soup, fresh fruit, and ground beef. Looking at the time series plot for canned soup prices over the past year, the drop appears to correct last month’s price increase.



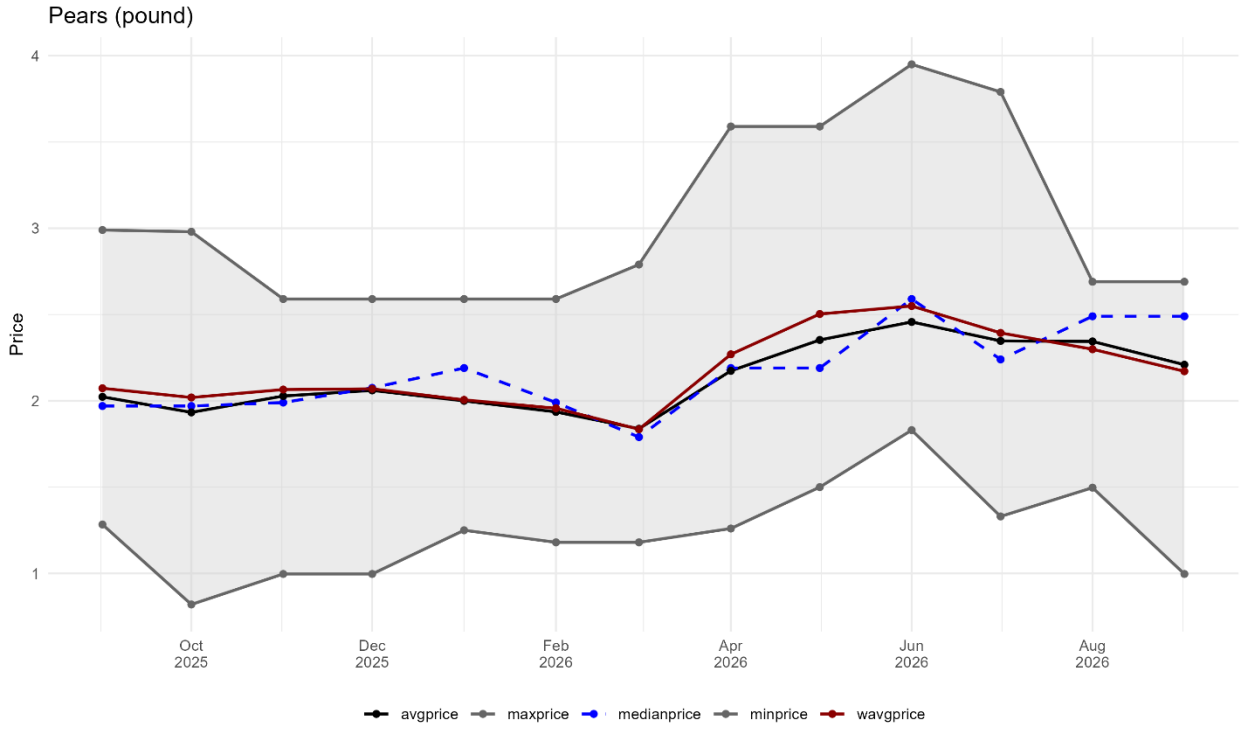
For fresh fruit, only strawberries made the above list of the largest price changes in dollar terms. However, oranges and pears also saw significant percentage price changes in September.

Item	Price Change	Percent Change	Price
Boneless Skinless Chicken Breast (pound)	-$0.92	-28.1%	$2.36
Canned Soup (store brand) (10.5 ounce)	-$0.17	-17.0%	$0.84
Oranges (pound)	-$0.14	-9.1%	$1.44
Strawberries (pound)	-$0.29	-7.9%	$3.39
Frozen Berry Mix (16 ounce)	-$0.33	-7.7%	$4.01
Salmon (pound)	-$0.64	-6.1%	$9.89
Pears (pound)	-$0.13	-5.6%	$2.17
Top Sirloin Steak (pound)	-$0.66	-4.9%	$12.71
Tilapia (pound)	-$0.30	-3.9%	$7.45
Spinach (bunch)	-$0.06	-3.4%	$1.78

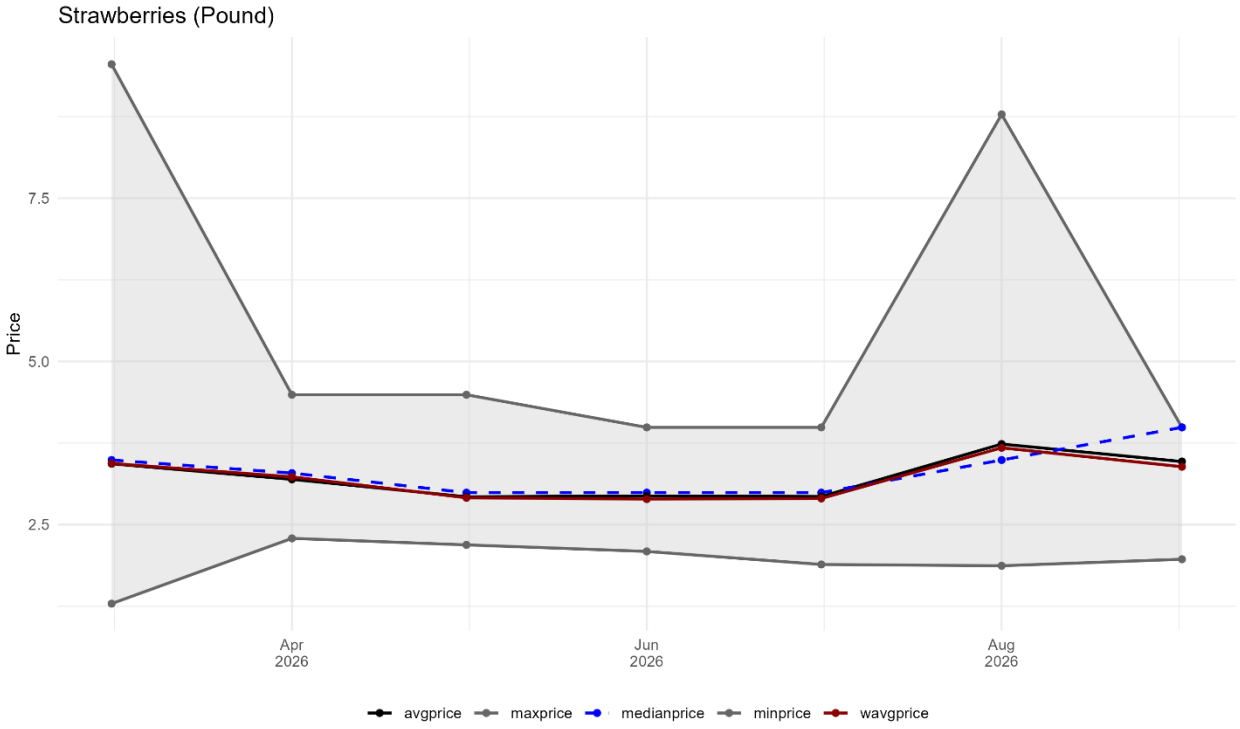
Orange prices are about twelve cents lower than in September 2025. This is in line with USDA reports, which suggest a better-than-expected supply.



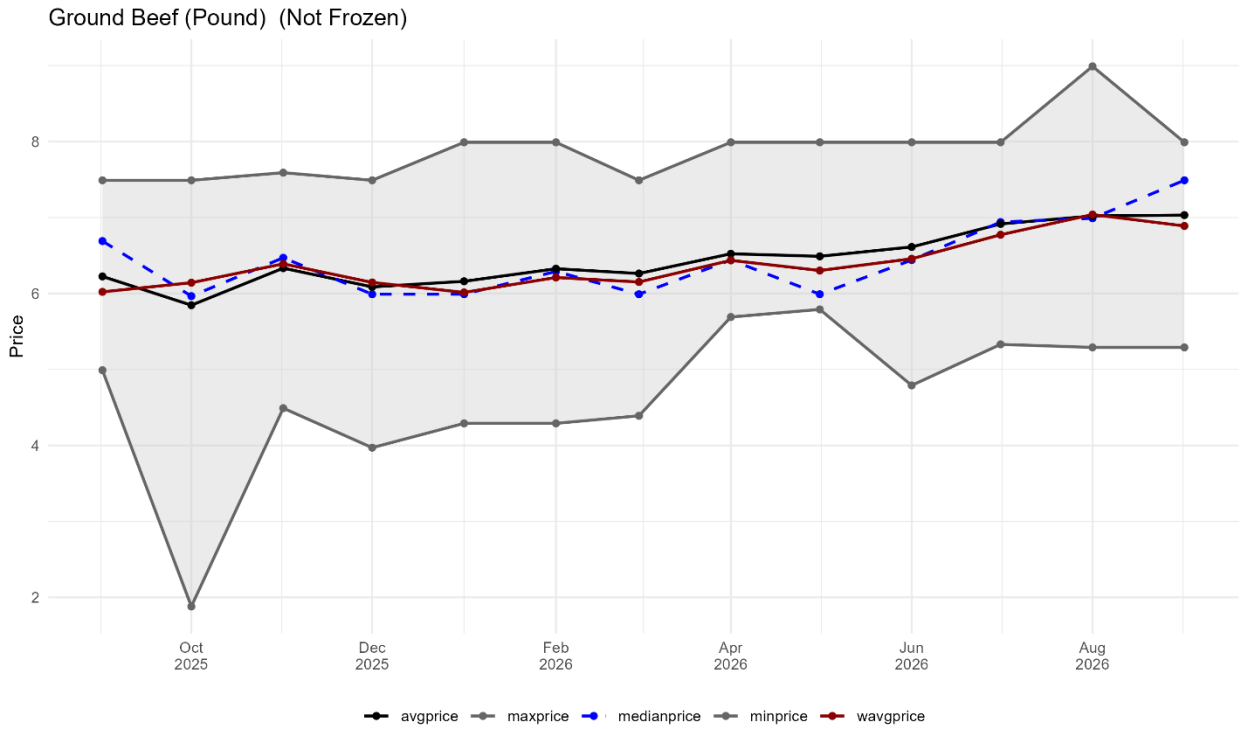
Pear prices appear to be related to harvest season. Harvests are expected to be down 15.0 percent from last year.



After rising sharply in August, strawberry prices appear to be correcting.



Finally, ground beef was not among the ten biggest price changes, either by dollar amount or percentage, but because it makes up a large share of the basket, even small relative changes can significantly affect the basket's cost. Ground beef prices are still substantially higher than they were a year ago ($0.89 per pound more), and if temporary import tariff relief drove the drop, it's unlikely to provide lasting relief for consumers.



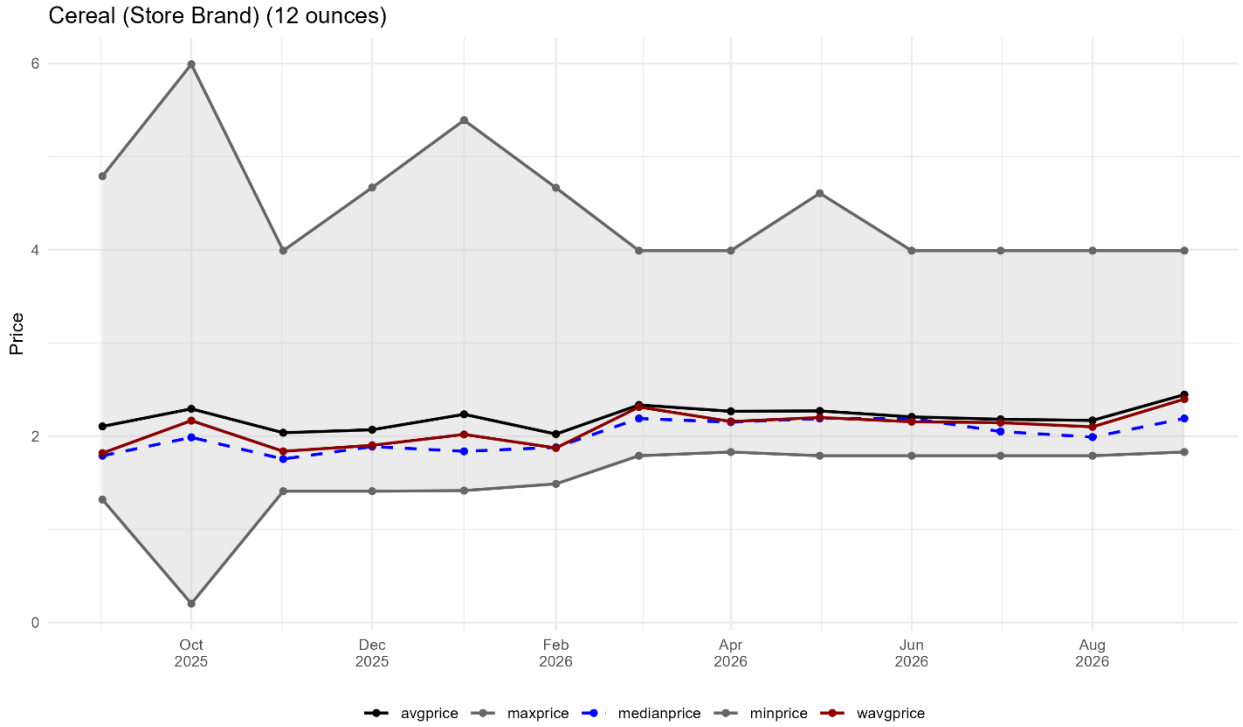
What Prices Are Rising?

Despite some sizeable drops in certain categories, the overall change in the basket was mild from August to September. The categories that pushed the cost of the grocery basket up the most were cereal, cheese, and deli meats. The average price of store-brand cereal went up by $0.30, which represents a 14.2 percent increase from August. Store-brand one-pound blocks of cheese rose by $0.35 on average, or 10.1 percent, from August. The average price of a pound of sliced deli turkey rose $0.24 from August, or 3.9 percent.

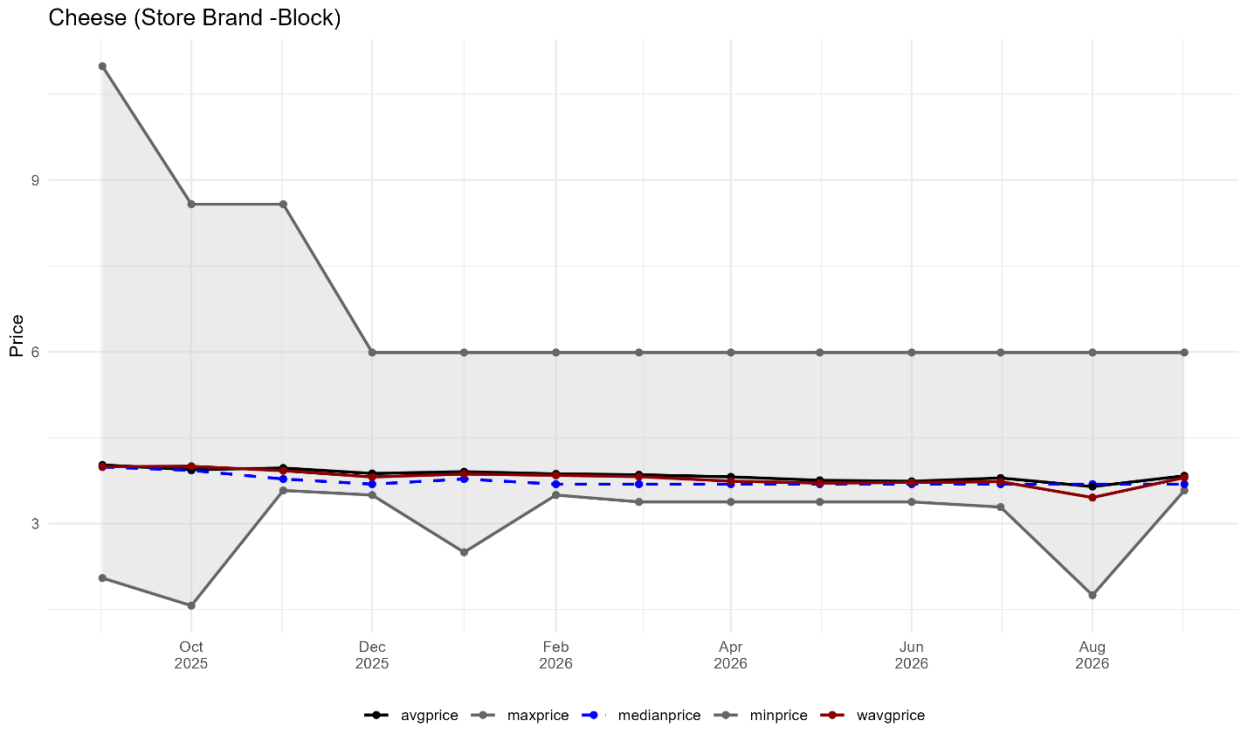
Item	Price Change	Percent Change	Price
Blueberries (pound)	$0.60	9.8%	$6.72
Peaches (pound)	$0.49	20.2%	$2.89
Orange Juice (gallon)	$0.41	5.2%	$8.35
Blackberries (pound)	$0.40	5.1%	$8.23
Frozen Pineapple (16 ounce)	$0.38	9.7%	$4.34
Cheese (store brand block)	$0.35	10.1%	$3.80
Tri-Tip Steak (pound)	$0.31	2.5%	$12.76
Cereal (store brand) (12 ounces)	$0.30	14.2%	$2.40
Deli Turkey (sliced) (pound)	$0.24	3.9%	$6.29

Olive Oil (store brand) (16.9 fluid ounces)	$0.22	3.1%	$7.19

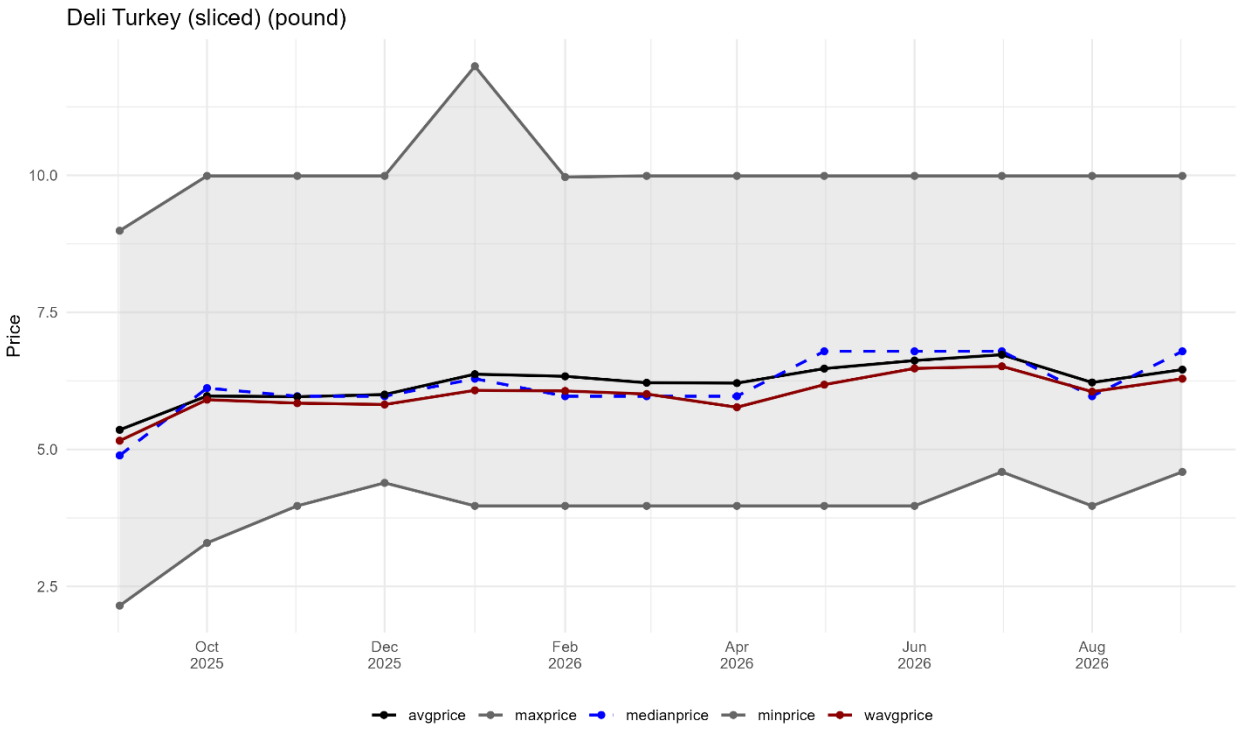
Looking at the average price for store-brand cereal over the past year, the price trended upward until March 2026, then began to creep slowly downward. The cereal manufacturers' producer price index, which measures the price cereal manufacturers receive, was flat through August; we are still waiting to see what happened in September. Farm-level wheat prices have trended all year upward, so those pressures may finally be making their way into consumer prices.



As for cheese prices, we saw a temporary dip in August, so the recent increase appears to be a return to normal. No changes in the cheese market appear to explain the entire August drop. The best story is that the minimum price fell in August and rose above its September level, suggesting a temporary price cut in August to compete for back-to-school lunch shopping.



Deli turkey also appears to have moved similarly to blocks of cheese. Unlike cheese, deli turkey has trended upward since September of last year. Overall, the CPI measure of lunch meat prices shows they increased about 1.0 percent between August 2025 and August 2026. Our measure, however, currently includes only turkey and looks at the cheapest product in the category. Research suggests that if all products in a category face the same input cost shock, the cheapest items in the category will see the highest price growth rate.



This month's data also shows a few interesting observations. While fruit drove the basket cost reduction, large category increases offset those reductions. Peaches, limes, blueberries, and blackberries all increased in price; likely all for seasonal reasons. Additionally, while frozen berries decreased in cost, frozen pineapple continued to increase. Finally, low-cost staples also seem to be creeping up. The three categories we already focused on, cereal, cheese, and deli meat, are reasonably considered staples, but potatoes and peanut butter also saw prices rise in September.

Item	Price Change	Percent Change	Price
Peaches (pound)	$0.49	20.2%	$2.89
Cereal (store brand) (12 ounces)	$0.30	14.2%	$2.40
Lime (each)	$0.05	10.2%	$0.57
Cheese (store brand block)	$0.35	10.1%	$3.80
Blueberries (pound)	$0.60	9.8%	$6.72
Frozen Pineapple (16 ounce)	$0.38	9.7%	$4.34
Potatoes (pound)	$0.04	5.5%	$0.86
Peanut Butter (store brand) (16 ounces)	$0.12	5.5%	$2.24
Orange Juice (gallon)	$0.41	5.2%	$8.35
Blackberries (pound)	$0.40	5.1%	$8.23

Full Rundown of Average Prices

Item	Average Price	Price Change	Percent Change
12-pack of Coca-Cola	$10.85	$1.46	15.6%
Apple Cider (half gallon)	$3.41	N/A	N/A
Apples (pound)	$1.64	$0.05	2.9%
Asparagus (pound)	$4.56	N/A	N/A
Avocado (pound)	$2.31	N/A	N/A
Bacon (pound)	$4.49	-$0.16	-3.4%
Bagels (half dozen)	$2.33	-$0.08	-3.3%
Bakery Fresh Dinner Rolls (22 ounces)	$4.75	-$0.03	-0.7%
Bakery Fresh Store Cupcakes (6 count)	$5.95	$0.15	2.6%
Bananas (pound)	$0.48	-$0.01	-2.9%
Blackberries (pound)	$8.23	$0.40	5.1%
Blueberries (pound)	$6.72	$0.60	9.8%
Boneless Skinless Chicken Breast (pound)	$2.36	-$0.92	-28.1%
Box of Stuffing (6 ounces)	$1.15	N/A	N/A
Bread (20-ounce loaf)	$1.78	$0.03	1.8%
Butter (pound)	$3.39	$0.01	0.2%
Can Cranberry Jelly (14 ounces)	$2.13	N/A	N/A
Canned Tuna (5 ounces)	$1.04	$0.02	2.0%
Canned Green Beans (14.5 ounces)	$0.93	$0.03	3.0%
Canned Peaches (15.25 ounces)	$1.86	$0.01	0.7%
Canned Pineapple (20 ounces)	$1.89	$0.00	0.2%
Canned Soup (store brand) (10.5 ounces)	$0.84	-$0.17	-17.0%
Canned Spinach (13.5 ounces)	$1.52	$0.01	0.8%
Canned Tomatoes (store brand-diced) (14.5 ounces)	$1.03	$0.03	3.5%
Carrots (pound)	$1.25	-$0.03	-2.3%
Celery (1 head)	$2.34	-$0.04	-1.6%
Cereal (store brand) (12 ounces)	$2.40	$0.30	14.2%
Cheese (store brand block)	$3.80	$0.35	10.1%
Coffee (pound)	$7.64	$0.03	0.3%
Cream Cheese (store brand) (16 ounces)	$3.32	$0.01	0.2%
Cucumber (each)	$0.81	-$0.01	-0.7%
Deli Turkey (sliced) (pound)	$6.29	$0.24	3.9%
Eggs (dozen)	$1.58	-$0.05	-3.3%
Flank Steak (pound)	$14.26	-$0.48	-3.3%
Flat Iron Steak (pound)	$13.51	$0.19	1.4%

Flour (pound)	$0.49	-$0.01	-1.7%
Cod (pound)	$12.00	-$0.16	-1.3%
Fresh Green Beans (pound)	$2.57	N/A	N/A
Salmon (pound)	$9.89	-$0.64	-6.1%
Tilapia (pound)	$7.45	-$0.30	-3.9%
Frozen Peas (16 ounces)	$1.46	-$0.03	-1.9%
Frozen Pineapple (16 ounces)	$4.34	$0.38	9.7%
Frozen Shredded Potatoes (16 ounces)	$2.10	$0.05	2.6%
Frozen Berry Mix (16 ounces)	$4.01	-$0.33	-7.7%
Grapes (pound)	$2.15	$0.00	0.2%
Green Bell Pepper (per pepper price)	$0.93	-$0.01	-0.6%
Ground Beef (pound, not frozen)	$6.89	-$0.15	-2.1%
Head of Lettuce	$2.18	$0.03	1.5%
Lemon (each)	$0.72	-$0.01	-1.1%
Lime (each)	$0.57	$0.05	10.2%
Milk (gallon)	$3.05	$0.05	1.7%
Olive Oil (store brand) (16.9 fluid ounces)	$7.19	$0.22	3.1%
Orange Juice (gallon)	$8.35	$0.41	5.2%
Oranges (pound)	$1.44	-$0.14	-9.1%
Peaches (pound)	$2.89	$0.49	20.2%
Peanut Butter (store brand) (16 ounces)	$2.24	$0.12	5.5%
Pears (pound)	$2.17	-$0.13	-5.6%
Peeps (6 count)	$2.73	N/A	N/A
Plums (pound)	$2.64	-$0.08	-2.8%
Potato Chips (store brand) (8 ounces)	$1.94	$0.04	2.3%
Potatoes (pound)	$0.86	$0.04	5.5%
Pumpkin (medium or carving)	$5.43	N/A	N/A
Rice, White, Long grain (pound)	$0.94	$0.02	2.5%
Sour Cream (store brand) (16 ounces)	$1.98	$0.00	0.2%
Spaghetti Noodles (store brand) (pound)	$1.24	$0.02	1.3%
Spinach (bunch)	$1.78	-$0.06	-3.4%
Spiral Sliced Ham (pound)	$3.10	N/A	N/A
Store Bakery Chocolate Chip Cookies (12 count)	$4.45	$0.00	0.0%
Strawberries (pound)	$3.39	-$0.29	-7.9%
Sugar Ground-white (pound)	$0.77	$0.00	0.4%
Sweet Potatoes (pound)	$1.37	N/A	N/A
Tomatoes (pound)	$1.56	-$0.03	-1.8%
Top Sirloin Steak (pound)	$12.71	-$0.66	-4.9%
Tri-Tip Steak (pound)	$12.76	$0.31	2.5%

Vanilla or Chocolate Ice Cream (store brand (gallon)	$7.55	$0.02	0.2%
Variety Bag of Candy (13.13 ounces)	$9.10	N/A	N/A
Whole Turkey (pound)	$2.42	N/A	N/A