

# apples — apples

**A HEARTY GREEN APPLE KNOCKED OFF RED DELICIOUS** as the variety of choice for the first time ever — Granny Smiths claimed the top spot in Fresh Trends 2018. In fact, the once-dominant red delicious variety fell to third place this year. Consumers chose the American cultivar honeycrisp as the No. 2 most popular apple variety in Fresh Trends 2018. We've watched the honeycrisp steadily climb up the apple charts in Fresh Trends (it came in at No. 7 five years ago, at No. 6 in 2014 and 2015, fifth in Fresh Trends 2016 and fourth last year). Not only is this apple sweet, but it grows well in cold climates, making a hit for many consumers. Gala apples tied red delicious in the No. 3 spot.

This crisp, crunchy fruit is produce's answer to the snack food category. More than nine in 10 buyers said they selected apples as a snack, and this concept is consistent year after year. Apples' easy grab-and-go nature makes them simple to pack, and because they doesn't require refrigeration, they attract consumers

time and time again. Apples also take the cake as an ingredient in a recipe — more than 40% of shoppers said they use them in that way. Consumers also think apples make a good dessert; 37% said so.

The likelihood of an apple purchase increased according to income and age; consumers in the lowest and youngest brackets were much less likely to buy the fruit than those who were more affluent and older. Shoppers age 59 and older were the most likely to buy apples overall, with eight in 10 saying they made a purchase in the past year.

In this year's survey, families without kids were more likely to

buy apples than those with kids in the household, however, families with three or more children living at home were more likely to buy apples than those families without kids. For three of the past four years (including Fresh Trends 2018), shoppers in the Northeast have comprised the region most likely to buy apples (once they tied with Westerners). Last year Midwesterners were most likely to buy.

Caucasian consumers and Hispanic shoppers were about even in their likelihood

of purchase, both groups were more likely to buy apples than those from other ethnic backgrounds. In fact, black and Asian shoppers were among the least likely to buy apples overall, along with those in the lowest income bracket. The likelihood of an apple purchase fell four percentage points from last year. One-third of apple buyers purchased organic fruit at least some of the time, up from 30 who said the same last year. Asian shoppers and those earning more than \$100,000 annually were the most likely to make a periodic organic apple purchase. Eleven percent of buyers said they always bought organic apples. 🍏



**69% of customers purchased apples within the past 12 months**

## Varieties consumers prefer to purchase

Granny Smith.....	16%	Ambrosia.....	1%
Honeycrisp.....	15%	Opal.....	1%
Red delicious.....	14%	Jonathan.....	<1%
Gala.....	14%	Jazz.....	<1%
Fuji.....	9%	Pinata.....	<1%
Golden delicious.....	8%	Sweetango.....	<1%
Macintosh.....	6%	Other.....	1%
Pink lady.....	4%	No preference.....	7%
Braeburn.....	1%		

## Ways consumers use apples

<b>As a snack</b>	<b>92%</b>
As an ingredient in a recipe	41%
As a dessert	37%
As a salad	21%
As a side dish	19%
As an appetizer	16%
As a main dish	7%

## Likelihood of purchase based on household income



74%	\$100*+
72%	\$50-99.9
70%	\$25-49.9
58%	Less than \$25

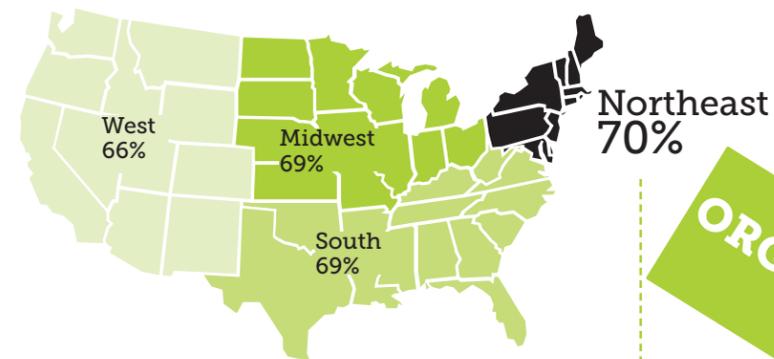
## Likelihood of purchase based on gender



## Likelihood of purchase based on presence of children

Have kids	67%
1 kid	65%
2 kids	68%
<b>3 or more kids</b>	<b>73%</b>
No kids	70%

## Likelihood of purchase based on region



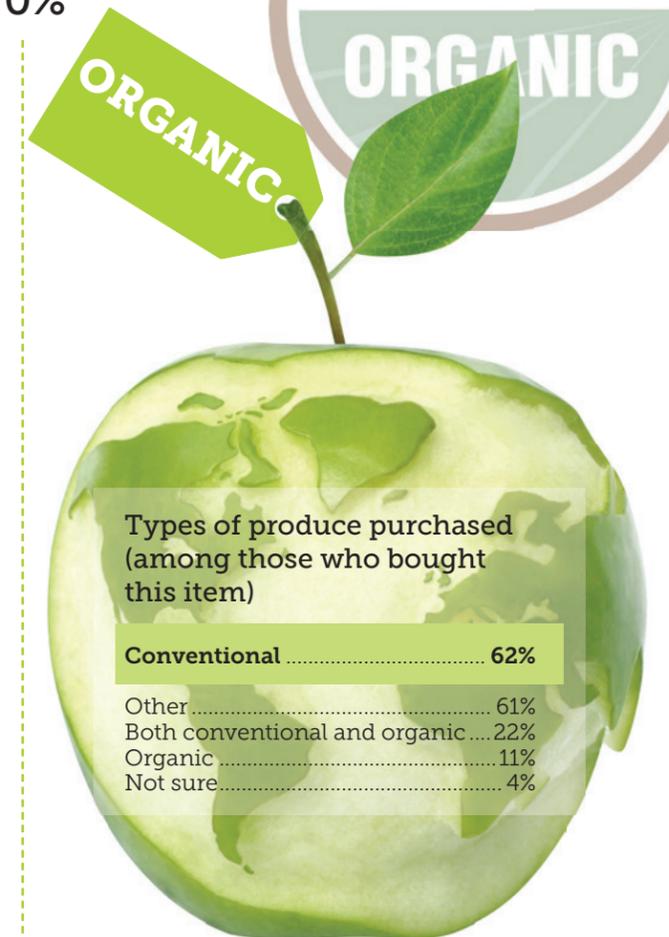
## Likelihood of purchase based on age\*

18-39	62%
40-49	72%
50-58	71%
<b>59+</b>	<b>80%</b>

\*Considering primary household buyers

## Likelihood of purchase based on ethnicity

<b>White/Caucasian</b>	<b>72%</b>
Hispanic.....	71%
Other.....	61%
Black/African American.....	54%
Asian.....	54%



## Types of produce purchased (among those who bought this item)

<b>Conventional</b>	<b>62%</b>
Other.....	61%
Both conventional and organic.....	22%
Organic.....	11%
Not sure.....	4%

\*Figures in thousands; Annual household income