

# -bananas

## HIGH IN POTASSIUM AND PROFOUNDLY PORTABLE,

bananas are a kid-friendly, family-friendly powerhouse produce item that continues its reign as the top purchased item in the produce department. Nearly three-quarters of consumers said they bought bananas in the past 12 months.

This tropical fruit is affordable, and although the likelihood of a purchase increased according to income, the difference wasn't as pronounced as with some other items.

Although the soft, sweet flesh makes this No. 1 fruit a prime pick for families with kids, shoppers without kids were slightly more likely to buy, at 74%, than those with kids, at 72%.

The soft fruit is also popular with older consumers, particularly those age 50 and older, who were the most likely to buy after families with 3+ kids.

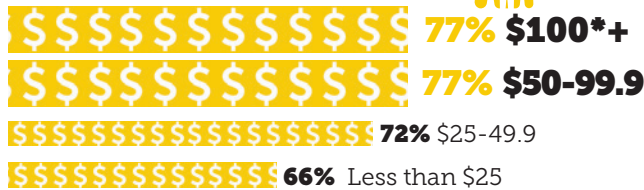
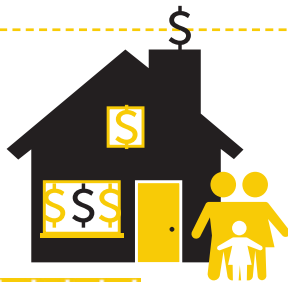
Caucasian consumers and Hispanic shoppers were more likely to buy the tropical fruit than those of other backgrounds. In fact, Asian shoppers, those in the "all other" ethnic group, and Black consumers were the least likely overall to buy bananas.



**73% of customers purchased bananas within the past 12 months.**

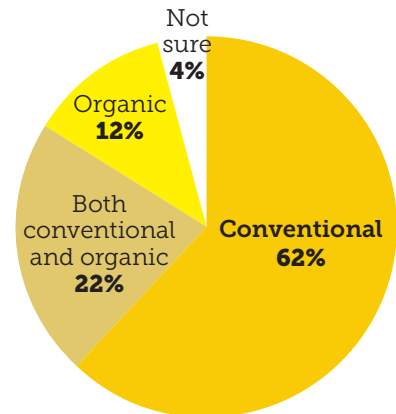
Interest in organic bananas is on the rise. More than one-third of buyers (34%) said they purchased organic fruit at least some of the time (28% said the same last year). Twelve percent of buyers said they always chose organic bananas, a number up three percentage points from Fresh Trends 2017.

### Likelihood of purchase based on household income

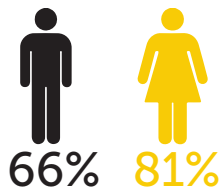


\*Figures in thousands; Annual household income

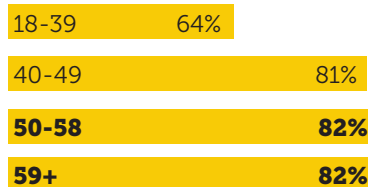
### Types of produce purchased (among those who bought this item)



### Likelihood of purchase based on gender

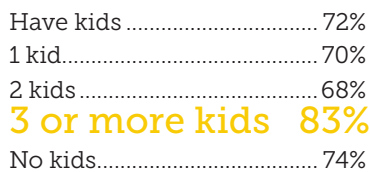


### Likelihood of purchase based on age\*



\*Considering primary household buyers

### Likelihood of purchase based on presence of children



### Likelihood of purchase based on ethnicity

