

cauliflower



33% of customers purchased cauliflower within the past 12 months.

AGE AND INCOME PLAY A KEY ROLE in cauliflower purchases. The likelihood of a purchase increased according to both factors, and those in the highest income and age brackets were among the most likely overall to buy the cruciferous vegetable.

Shoppers without kids at home were a bit more likely to buy cauliflower than those with kids, but the likelihood of a purchase increased according to the number of children in the home.

Regional trends for cauliflower have been all over

the map in recent years. The likelihood of a cauliflower purchase fell three percentage points from Fresh Trends 2017.

Nearly one-third of buyers (32%) said they purchased organic cauliflower at least some of the time, up from 28% who said so last year. Twelve percent of buyers said they always bought organic cauliflower. ¹⁷

Likelihood of purchase based on household income

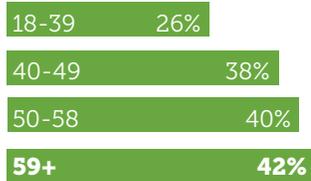


*Figures in thousands;
Annual household income

Likelihood of purchase based on gender



Likelihood of purchase based on age*



*Considering primary household buyers

Expand Your Cauliflower Category



- Green Giant™ Fresh has been the #1 brand in Cauliflower for the past four years (2014 – 2017, Total US \$ Sales)
- Our 16 oz Cauliflower Crumbles® item is the single highest distributed branded Cauliflower product in the nation at 29.0%

Source: IRI Last 52 Wks WE 12/31/2017

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