

# -celery

**THE LIKELIHOOD OF A CELERY PURCHASE** fell seven percentage points from Fresh Trends 2017.

Income and age clearly affect celery purchases. The likelihood of a purchase increased according to both factors. For the seventh year in a row, the oldest shoppers surveyed were the most likely to buy celery, which may explain why the vegetable continues to fall in popularity in the Fresh Trends survey, as younger consumers seem hesitant to embrace the veggie. Shoppers 18-39 were half as likely to buy celery as those age 59 and older this year. Five years ago, 61% of consumers said they bought celery, this year 46% said the same.

While the vegetable is nearly equally liked by both consumers with kids at home and those without, the likelihood of a purchase increased according to the number of children in the home. More than half of all consumers in the Northeast said they bought celery last

**46% of customers purchased celery within the past 12 months.**



year, making it the top region in Fresh Trends 2018.

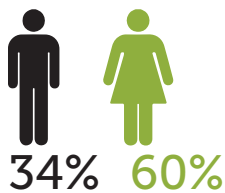
Interest in organic celery is growing. One-quarter of celery buyers said they bought organic product at least some of the time, a number up five percentage points from last year. Nine percent of buyers said they always purchased organic celery; last year 6% said the same.

## Likelihood of purchase based on household income

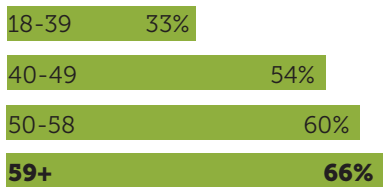


\*Figures in thousands; Annual household income

## Likelihood of purchase based on gender

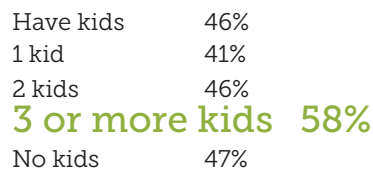


## Likelihood of purchase based on age\*

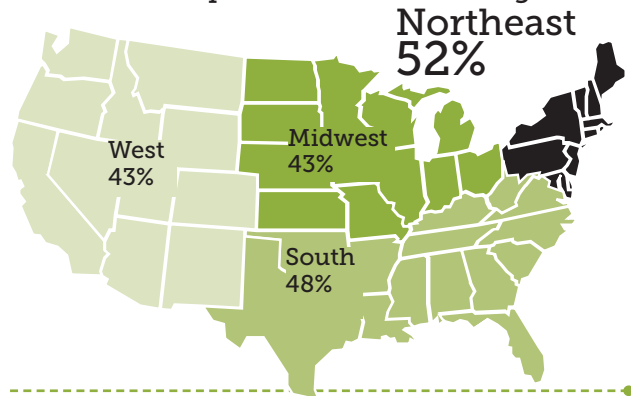


\*Considering primary household buyers

## Likelihood of purchase based on presence of children



## Likelihood of purchase based on region



## Likelihood of purchase based on ethnicity



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

