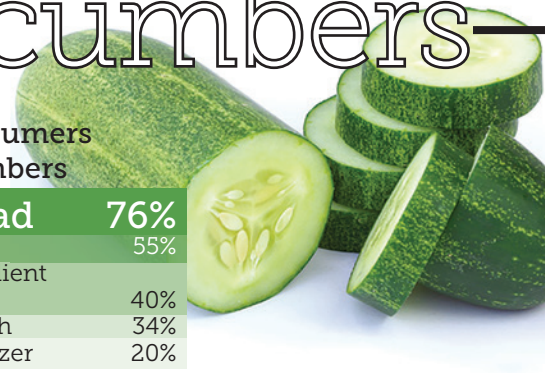


cucumbers



THIS SALAD VEGETABLE is popular across many demographic groups, and more than three-fourths of shoppers said they used the crunchy vegetable in a salad.

The likelihood of a cucumber purchase increased according to income and age. Although the presence of children in the home did not affect purchasing patterns much, the likelihood of a purchase increased

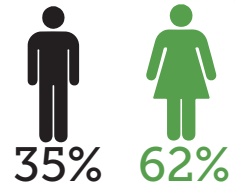
49% of customers purchased cucumbers within the past 12 months steadily as the number of kids at home increased. Caucasian consumers are much more likely to buy cucumbers than those of other ethnic backgrounds, and the veggie was favored by Northeastern shoppers when it came to regions this year. Cucumber slices make a healthy snack, as referenced by 55% of shoppers who said they used them this way.

More consumers sought out organic cucumbers every time they made a purchase. Last year 7% of shoppers always bought organic cukes; this year 10% said the same. 🍌

Ways consumers use cucumbers

As a salad	76%
As a snack	55%
As an ingredient in a recipe	40%
As a side dish	34%
As an appetizer	20%

Likelihood of purchase based on gender



Likelihood of purchase based on household income



*Figures in thousands; Annual household income