



EGGPLANT PURCHASES ARE

AFFECTED by a few key factors, namely income, ethnicity and region. For the past decade Northeasterners have been the most likely to snap up this spongy vegetable when tracking regions, and eggplant found favor among Asian consumers for the fourth straight year.

The likelihood of a purchase also increased according to income and to age, as was the case last year.

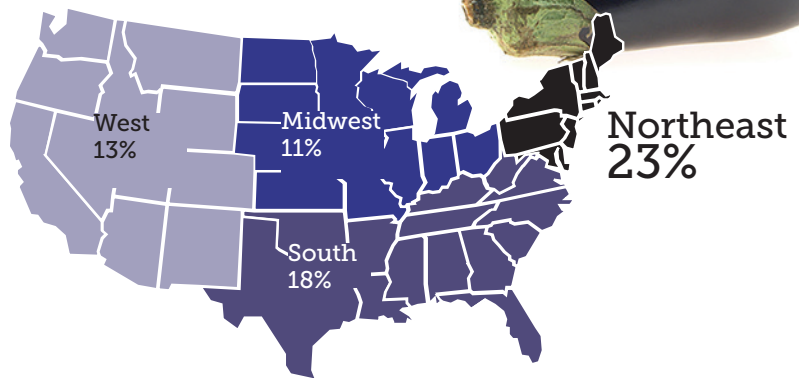
16% of customers purchased eggplants within the past 12 months

Money matters, as shoppers earning less than \$25,000 annually were half as likely to shell out cash for the veggie than those earning more than \$100,000.

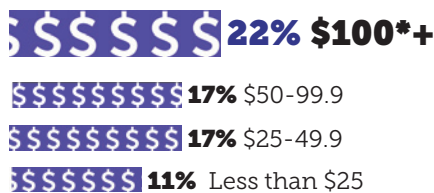
Consumers are clearly interested in organic eggplant, as 44% of buyers said they purchased organic product at least some of the time, a number up 11 percentage points from last year. Eighteen percent said they always bought organic eggplant; last year 15% said the same. 🍆

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Likelihood of purchase based on region



Likelihood of purchase based on household income



*Figures in thousands; Annual household income

Likelihood of purchase based on ethnicity

