

celery

fresh TRENDS

These stalks are popular with older consumers. The likelihood of a celery purchase dropped three percentage points from last year.

Following a five-year trend, shoppers age 59 and older were among the most likely groups overall to buy celery.

While consumers without kids at home were more likely to buy the green vegetable (at 57%) than those with kids (at 53%), celery was popular with larger families. Consumers with three or more kids at home comprised the group most likely to buy celery overall.

Celery is a favorite among Caucasian consumers, who made up the most likely ethnic group to buy for the second year in a row.

Demand for organic remained even with last year. Nine percent of celery buyers said they purchased organic celery exclusively, as was the case last year. Twenty-six percent of buyers said they picked up organic celery at least some of the time.



55%
of customers purchased celery within the past 12 months.



21-39	46%
40-49	58%
50-58	53%
59+	69%

LIKELIHOOD OF CELERY PURCHASE BASED ON AGE

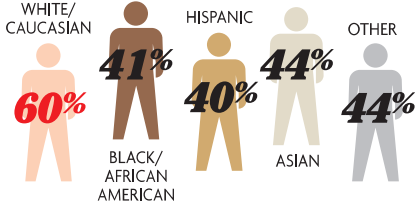
*CONSIDERING PRIMARY HOUSEHOLD BUYERS



LIKELIHOOD OF CELERY PURCHASE BASED ON PRESENCE OF CHILDREN

HAVE KIDS	53%
1 KID	49%
2 KIDS	48%
3 OR MORE KIDS	72%
NO KIDS	57%

LIKELIHOOD OF CELERY PURCHASE BASED ON ETHNICITY

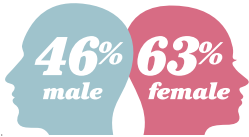


LIKELIHOOD OF CELERY PURCHASE BASED ON HOUSEHOLD INCOME

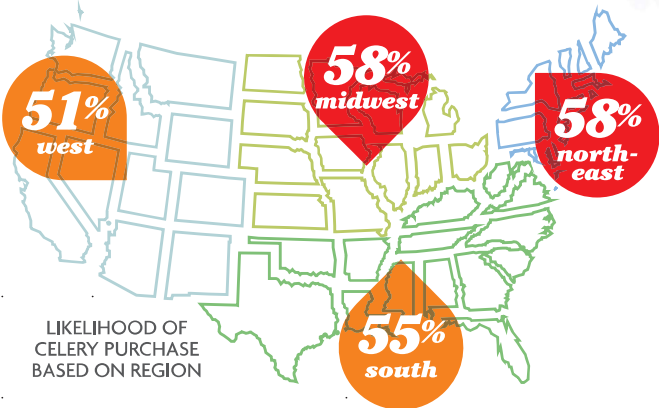
LESS THAN \$25	48%
\$25-49.9	52%
\$50-99.9	58%
\$100+	62%



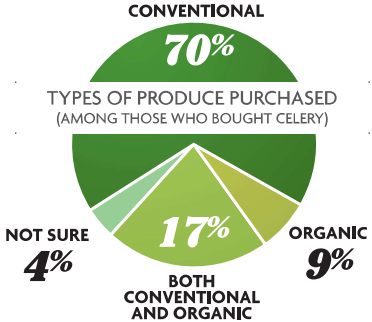
*FIGURES IN THOUSANDS; ANNUAL HOUSEHOLD INCOME



LIKELIHOOD OF CELERY PURCHASE BASED ON GENDER



LIKELIHOOD OF CELERY PURCHASE BASED ON REGION



TYPES OF PRODUCE PURCHASED (AMONG THOSE WHO BOUGHT CELERY)