

-garlic

THE STRONG FLAVOR THAT GARLIC BRINGS TO FOOD makes it a popular produce choice for many, with the likelihood of a purchase generally increasing according to age in Fresh Trends 2018. Overall the likelihood of a garlic purchase slipped three percentage points from last year.

The more affluent a consumer, the more likely he or she is to grab garlic. In fact, the likelihood of a purchase increased according to income for the ninth consecutive year. Shoppers in the highest income bracket were among the most likely overall to buy garlic, along with consumers with three children living at home. The pungent vegetable was well liked by most ethnic groups. However, Black shoppers and those in

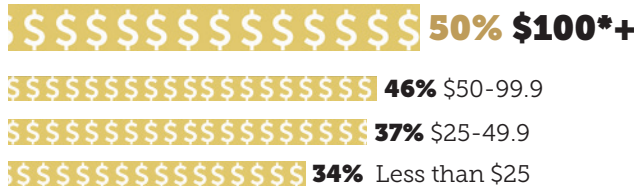


41% of customers purchased garlic within the past 12 months

the “all other” ethnic group comprised the groups least likely to buy garlic overall.

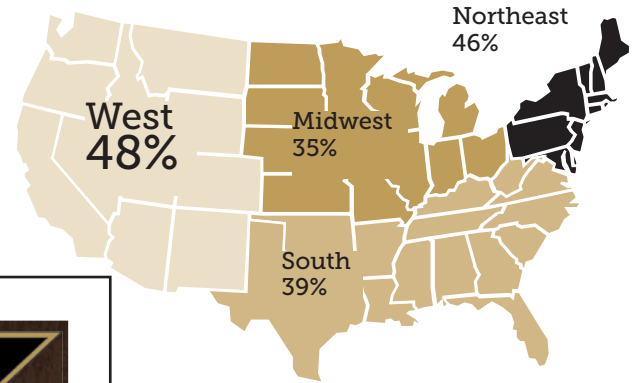
Nearly one-third of garlic buyers (31%) said they purchased organic product at least some of the time, up from 25% who said the same last year. Twelve percent said they always bought organic garlic; eight percent said the same last year. 🌱

Likelihood of purchase based on household income

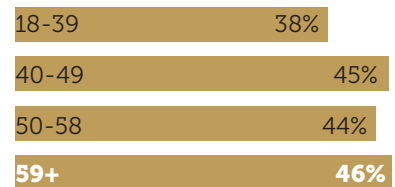


*Figures in thousands; Annual household income

Likelihood of purchase based on region

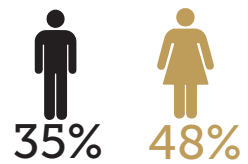


Likelihood of purchase based on age*

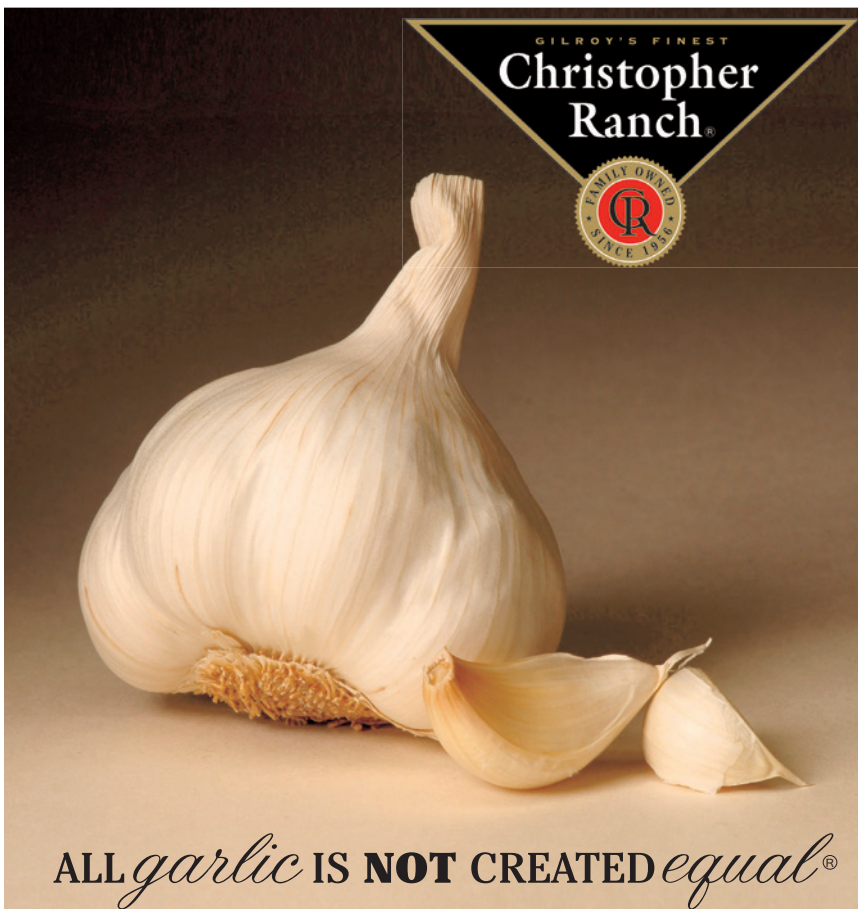


*Considering primary household buyers

Likelihood of purchase based on gender



Likelihood of purchase based on ethnicity



ALL garlic IS NOT CREATED equal®