

grapefruit



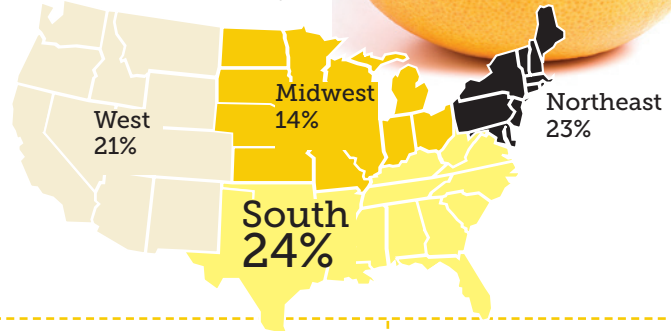
TWENTY EIGHTEEN MARKS THE FIFTH YEAR in a row that the likelihood of a grapefruit purchase increased according to income. Age also played a role; the older the shopper, the more likely he or she was to buy the sour citrus fruit. The likelihood of a grapefruit purchase fell two percentage points from last year.

Caucasian consumers and Asian shoppers comprised the ethnic groups most likely to buy this tart fruit; other ethnicities showed less interest. Nearly two-thirds of grapefruit

21% of customers purchased grapefruit within the past 12 months buyers (65%) purchased conventionally grown fruit, but interest in organic is growing. Thirty-one percent of

buyers said they bought organic fruit at least some of the time according to Fresh Trends 2018; last year just 23% said the same. Twelve percent of buyers said they bought organic grapefruit exclusively. 

Likelihood of purchase based on region

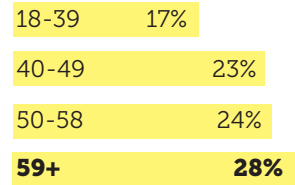


Likelihood of purchase based on household income



*Figures in thousands;
Annual household income

Likelihood of purchase based on age*



*Considering primary household buyers