

grapes



GRAPES MIGHT JUST BE the ultimate healthy snack food. Nine in 10 grape consumers in Fresh Trends 2018 said they used them as a snack. Likely because of the fruit's sweet taste and varied color, more than one-quarter of those surveyed said they used the fruit as a dessert. Consumers also said they used them as part of a salad, as an ingredient, as a side dish and as an appetizer.

Grape variety preferences were pretty definitive, with green seedless grapes inching out red seedless grapes by just two percentage points (the same was true last year). One-tenth of grape buyers said they liked blue/black seedless grapes best. Very little of the population wanted seeded grapes.

Grapes have been the third most popular fruit in Fresh Trends for five years now. They were the sixth most popular item overall. The likelihood of a grape purchase increased according to income and age. In fact, shoppers age 40 and older were most likely to buy the tiny globes

overall.

For the third straight year, Caucasians comprised the ethnic group most likely to buy these colorful bunches, although grapes were popular with all ethnicities. Those in the "all other" group were the least likely to buy overall, along with shoppers earning less than \$25,000 annually. More than one-quarter of buyers (27%) grabbed organic grapes at least some of the time, a number up four percentage points from last year. Nine percent said they always bought organic grapes. 🍇

62% of customers purchased grapes within the past 12 months

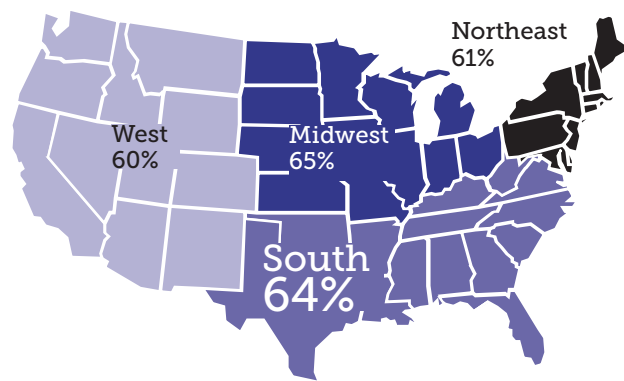
Varieties consumers prefer to purchase

Green seedless	42%	Red with seeds.....	1%
Red seedless.....	40%	Blue/black with seeds....	1%
Blue/black seedless	10%	No preference	8%
Green with seeds	3%		

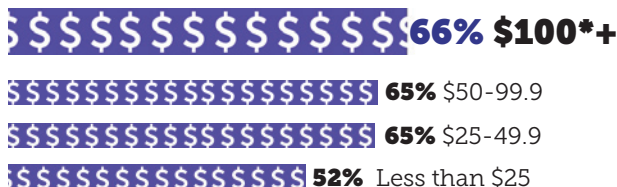
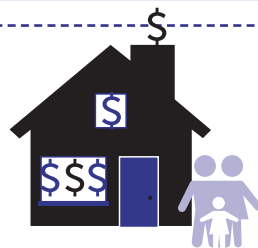
Ways consumers use grapes

As a snack	90%
As a dessert	26%
As a salad	21%
As an ingredient in a recipe	19%
As a side dish	17%
As an appetizer	17%

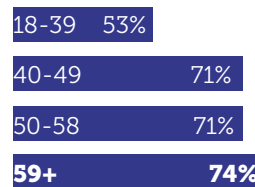
Likelihood of purchase based on region



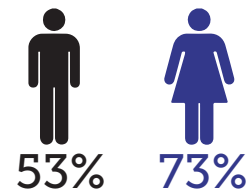
Likelihood of purchase based on household income



Likelihood of purchase based on age*



Likelihood of purchase based on gender



Likelihood of purchase based on ethnicity

White/Caucasian	66%
Black/African American	57%
Hispanic.....	56%
Other	52%
Asian	40%

*Figures in thousands; Annual household income