

-honeydew



22% of customers purchased honeydew within the past 12 months

FRESH TRENDS 2018 SHOWS THAT THIS GREEN-FLESHED MELON

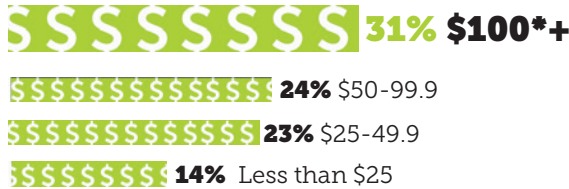
is popular among consumers earning at least \$25,000 annually for the most part. Over the past few years, consumers in the lowest income bracket have been from two to five times less likely to buy honeydew than those in other income brackets.

Shoppers in the Northeast were more likely to buy the melon than those in other regions.

Last year shoppers age 40-49 comprised the age group most likely to buy the melon. This year the likelihood of a honeydew purchase increased according to age, with consumers age 59 and older being the most likely to buy the fruit overall.

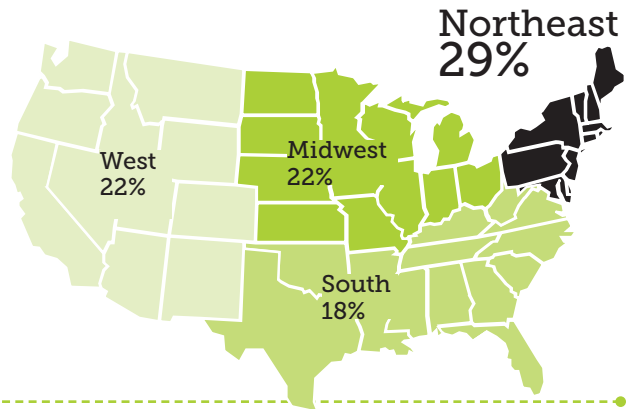
The majority of honeydew buyers select conventionally grown fruit, 74% did so last year. The likelihood of an organic purchase remained exactly even from last year – 24% of buyers said they purchased organic fruit at least some of the time. 🍌

Likelihood of purchase based on household income

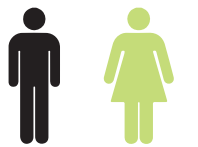


*Figures in thousands; Annual household income

Likelihood of purchase based on region

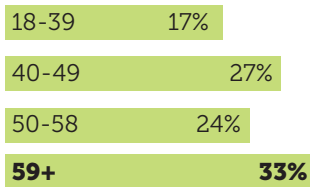


Likelihood of purchase based on gender



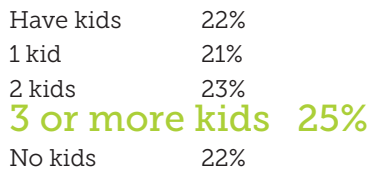
18% **26%**

Likelihood of purchase based on age*



*Considering primary household buyers

Likelihood of purchase based on presence of children



Likelihood of purchase based on ethnicity



Types of produce purchased (among those who bought this item)

