



kiwifruit

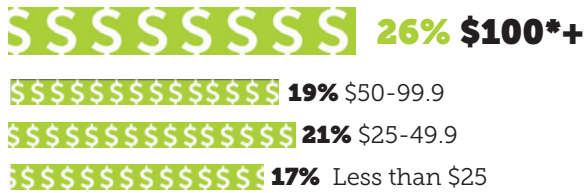
THIS BRIGHT-GREEN FLESHED FRUIT IS A FAVORITE WITH KIDS, and the more kids a family has, the more likely they are to buy kiwi. Seventeen percent of shoppers without kids at home said they bought kiwifruit last year, while 24% of families with kids said the same. Families with three or more kids were the most likely overall to buy the fuzzy fruit – with 32% of this group saying they made a purchase in the past year.

Middle-aged shoppers (age 40-58) were quite a bit more likely to pick up kiwifruit than those in the youngest and oldest age brackets, as was the case last year. Consumers age 59 and older were among the least likely to buy kiwifruit overall, along with Black shoppers. Western consumers were less likely to embrace the tropical fruit than those in other regions.

More than one-third of kiwi buyers (34%) said they picked up organic product at least some of the time, a number up three percentage points from last year. Thirteen percent of buyers said they always bought organic kiwi; last year 15% said the same. 🌱

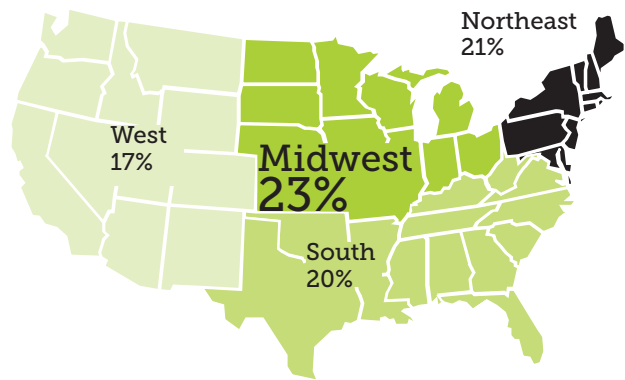
20% of customers purchased kiwifruit within the past 12 months

Likelihood of purchase based on household income

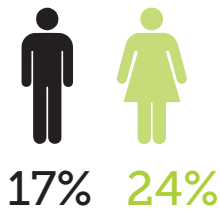


*Figures in thousands; Annual household income

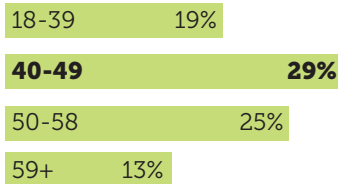
Likelihood of purchase based on region



Likelihood of purchase based on gender



Likelihood of purchase based on age*

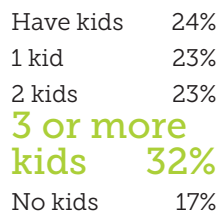


*Considering primary household buyers

Likelihood of purchase based on ethnicity



Likelihood of purchase based on presence of children



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

