

# -limes



**33% of customers purchased limes within the past 12 months**

## THIS FESTIVE CITRUS FRUIT

adds zest to meals and boasts a steady following, especially among Hispanic shoppers. In the five years

Fresh Trends has tracked ethnicity as part of produce purchases, Hispanic shoppers have dominated lime purchases. Limes are also particularly popular with Western shoppers, who have comprised the region most likely to buy for the third year straight.

Last year middle-aged consumers were more likely

to grab limes than older or younger consumers, but this year the likelihood of purchase increased according to age. It also increased according to income.

The likelihood of a lime purchased stayed the same as last year, with one-third of shoppers saying they purchased the green fruit in the past year. Black consumers and those earning less than \$25,000 annually were the least likely to buy limes.

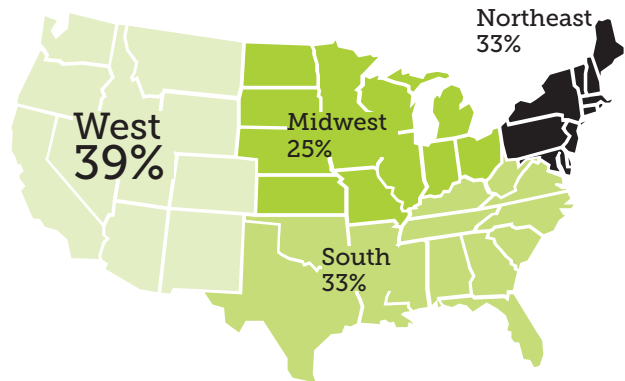
One in 10 buyers said they always bought organic limes, up from 8% who said so in Fresh Trends 2017. Twenty-eight percent of buyers said the bought organic limes at least some of the time, a number up four percentage points from last year.

### Likelihood of purchase based on household income



\*Figures in thousands; Annual household income

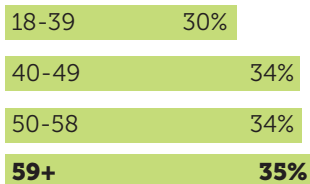
### Likelihood of purchase based on region



### Likelihood of purchase based on gender

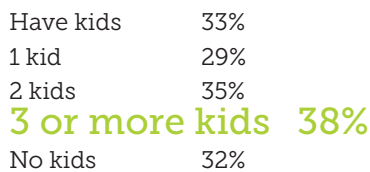


### Likelihood of purchase based on age\*



\*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)

