



42% of customers purchased peaches within the past 12 months

THIS SUMMER FRUIT is a favorite for a wide range of demographics. Shoppers older than age 40 were more likely to make a peach purchase than younger consumers, a trend now in its seventh year. Asian consumers and those in the "all other" ethnic group were least likely overall to purchase peaches.

Last year Midwestern shoppers comprised the region

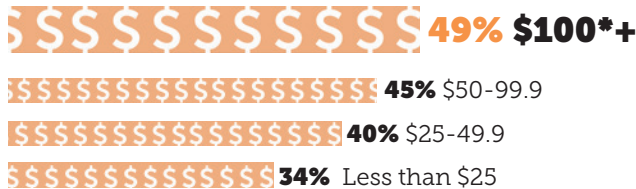
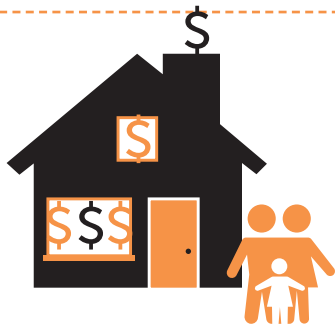
most likely to buy peaches, but this year they were significantly less likely to buy the stone fruit than those in other regions.

A decade-long trend finds that the likelihood of peach purchase increases according to income.

When it came to ripeness, 36% of peach buyers said they always bought the summer fruit ripe, while 43 said they preferred to buy it ripe.

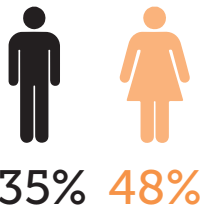
Nearly one-third (32%) of peach buyers said they purchased organic fruit at least some of the time; last year 25% said the same. Twelve percent of buyers said they always bought organic peaches, a number up three percentage points from last year. 🍑

Likelihood of purchase based on household income

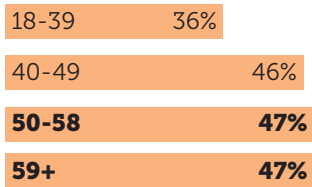


*Figures in thousands; Annual household income

Likelihood of purchase based on gender

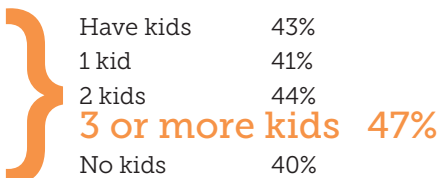


Likelihood of purchase based on age*

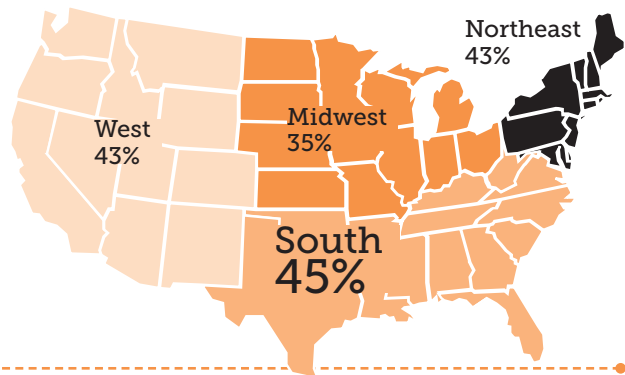


*Considering primary household buyers

Likelihood of purchase based on presence of children



Likelihood of purchase based on region



Likelihood of purchase based on ethnicity

| | |
|------------------------------|------------|
| Hispanic..... | 44% |
| White/Caucasian | 43% |
| Black/African American | 40% |
| Asian | 33% |
| Other | 30% |

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

