

peppers

MORE CONSUMERS are trying out this colorful vegetable. Bell peppers were the No. 2 item (tied with asparagus) that shoppers said they bought this year that they did not buy previously. Peppers jumped from No. 8 on the top vegetable list to No. 5 in Fresh Trends 2018.

53% of customers purchased peppers within the past 12 months

For the second year in a row, shoppers age 50-58 comprised the age group most likely to buy peppers — seven in 10 of this group said they made a purchase in the past year. Really, consumers

age 40 and up were more likely to purchase peppers than younger shoppers. Those in the 50-58 age range



were most likely to buy bell peppers overall, while those age 18-39 were among the least likely to buy (second only to Asian consumers).

Female shoppers were 23 percentage points more likely to buy peppers than male shoppers.

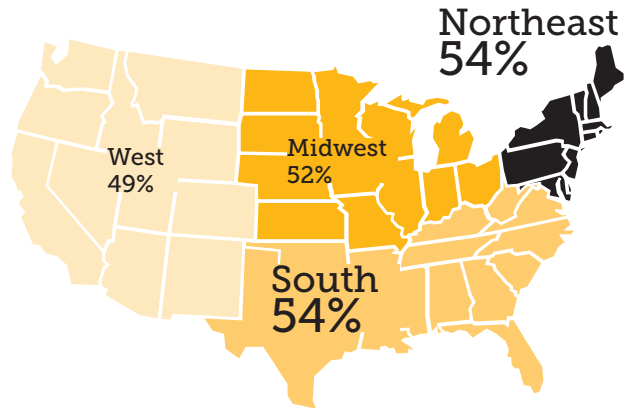
Nine percent of buyers said they always purchased organic peppers. Twenty-eight said they bought organic at least some of the time; last year 20% said the same.

Likelihood of purchase based on household income

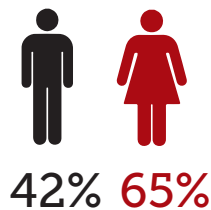


*Figures in thousands; Annual household income

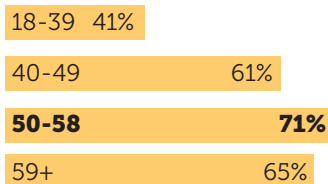
Likelihood of purchase based on region



Likelihood of purchase based on gender



Likelihood of purchase based on age*

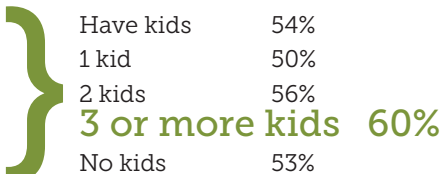


*Considering primary household buyers

Likelihood of purchase based on ethnicity

White/Caucasian	56%
Other	52%
Hispanic	48%
Black/African American	47%
Asian	37%

Likelihood of purchase based on presence of children



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

