

# pineapple



## THE LIKELIHOOD OF A PINEAPPLE PURCHASE

inched up two percentage points from Fresh Trends 2017.

Income and age affect pineapple purchases. The tropical fruit has been popular with shoppers age 40-49 in particular for the past two years. The likelihood of a purchase increased according to income for the 10th straight year. Consumers earning more than \$100,000 annually were the most likely overall to buy pineapple.

Hispanic shoppers preferred the spiky fruit more

than those in other ethnic groups. Those in the "all other" category were the least likely to buy pineapple overall, followed by those in the lowest income bracket. Westerners were more likely to pick up pineapple than those in other regions.

**42% of customers purchased pineapple within the past 12 months**

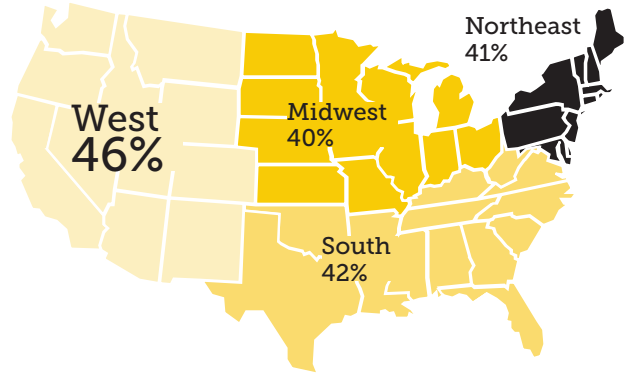
When it came to organic purchases, 28% of buyers said they purchased organic pineapple at least some of the time, a number up seven percentage points from last year. Eleven percent of buyers said they always bought organic fruit; eight percent said the same last year.

### Likelihood of purchase based on household income

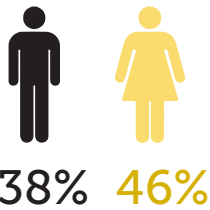


\*Figures in thousands; Annual household income

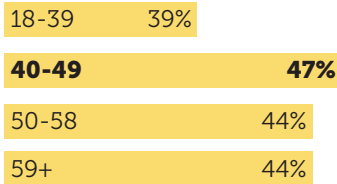
### Likelihood of purchase based on region



### Likelihood of purchase based on gender



### Likelihood of purchase based on age\*

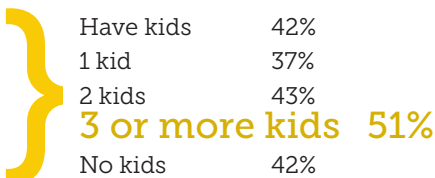


\*Considering primary household buyers

### Likelihood of purchase based on ethnicity



### Likelihood of purchase based on presence of children



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

