

# -pomegranates




**14% of customers purchased pomegranates within the past 12 months**

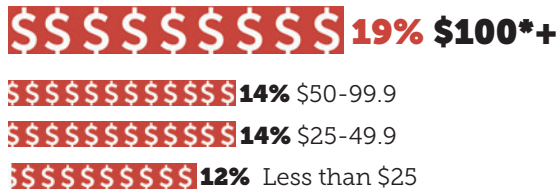
**THIS BRIGHT RED FRUIT** has a steady following: 14% of consumers said they purchased pomegranates each year over the past three years. Younger consumers are more likely to be drawn to this seeded fruit than older shoppers. In fact, consumers age 59 and older were among the least likely to buy pomegranates overall.

Shoppers in the West and Northeast were more likely to embrace this hearty fruit than those in the middle of the country.

Families with children in the household were more likely to grab this tropical fruit, at 16%, than those without kids, at 12%. Families with three or more kids at home were among the most likely to buy pomegranates overall, followed by Hispanics.

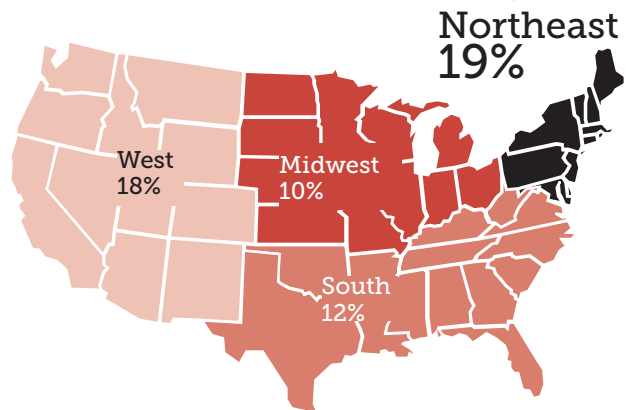
Seventeen percent of buyers said they always bought organic pomegranates, a number up one percentage point from last year. The likelihood of a periodic organic purchase remained the same as last year, with 37% saying they bought organic fruit at least some of the time. 

## Likelihood of purchase based on household income



\*Figures in thousands; Annual household income

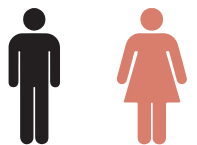
## Likelihood of purchase based on region



## Likelihood of purchase based on ethnicity

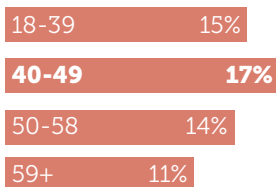
Hispanic	24%
Other	15%
Asian	17%
White/Caucasian	13%
Black/African American	12%

## Likelihood of purchase based on gender



**13%** **16%**

## Likelihood of purchase based on age\*



\*Considering primary household buyers

## Likelihood of purchase based on presence of children

Have kids	16%
1 kid	17%
2 kids	14%
<b>3 or more kids</b>	<b>21%</b>
No kids	12%

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

