



raspberries

THE LIKELIHOOD OF A RASPBERRY PURCHASE remained unchanged from last year, at 31%.

This tart berry is popular with affluent consumers and older shoppers. The likelihood of a raspberry purchase increased according to both factors. Consumers earning \$100,000 annually were the most likely to buy raspberries overall.

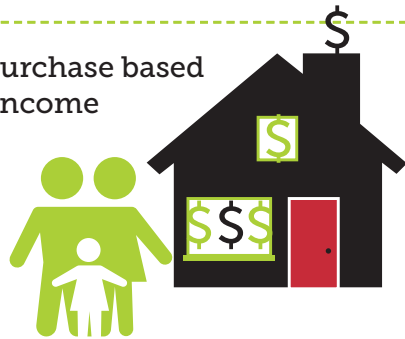
Women were 12 percentage points more likely to buy the berries than men.

While the fruit is enjoyed by consumers in all regions, Westerners were the most likely to snap up raspberries, while Southerners comprised the region least likely to buy. Black shoppers and those in the lowest income bracket were the least likely to buy raspberries overall.

Twelve percent of buyers said they always selected organic raspberries, while 36% said they bought organic product at least some of the time. 🍓

31% of customers purchased raspberries within the past 12 months

Likelihood of purchase based on household income



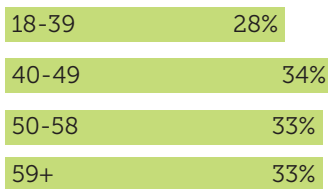
*Figures in thousands; Annual household income

Likelihood of purchase based on gender



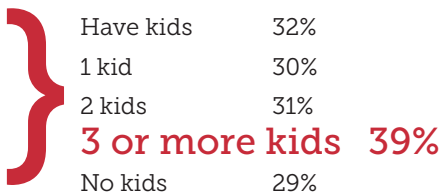
25% **37%**

Likelihood of purchase based on age*

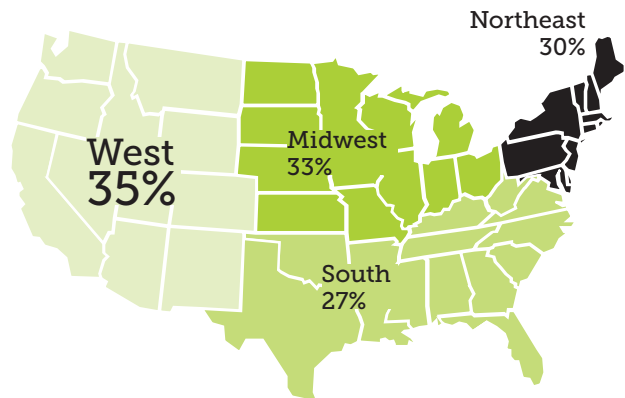


*Considering primary household buyers

Likelihood of purchase based on presence of children



Likelihood of purchase based on region



Likelihood of purchase based on ethnicity



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

