

salad mix

CONVENIENCE IS THE NAME OF THE GAME with this category – consumers grabbed salad mix in bags more than any other container. Four in 10 buyers said they selected salad mix in a clamshell pack, while 14% said they purchased salad in single-serve bowls in the past year.

The likelihood of a salad mix purchase increased according to income and age.

In fact, shoppers earning more than \$100,000 annually and those age 59 and older were among the most likely overall to buy salad mix. Female shoppers were 20 percentage points more likely to buy salads than male ones. Caucasian shoppers were most apt to buy salad when it came to ethnicity. Asian shoppers, who present a strong showing for many other fruits and vegetables, were far less likely to buy salad mix than any

other demographic group. The likelihood of a salad mix purchase dipped four points from Fresh Trends 2017.

Variety is key with salad mixes, and consumers are happy to mix it up. More than three-fourths of salad buyers said they preferred mixed greens/spring mix blends and many mixes on the market incorporate these types of lettuce. Other popular favorites include iceberg mixes, romaine, and spinach (which has its own category, but consumers still think of it as a salad mix).

Interest in organic salad mix appears to be on the rise. Nearly one-third of buyers (32%) said they purchased organic salad mix in the past year (last year 28% said the same). Twelve percent said they always selected organic salad mix, a number up two percentage points from last year. 

50% of customers purchased salad mix within the past 12 months

Containers consumers prefer to purchase

Bags	86%
Clear rectangular plastic container.....	40%
Single-serve bowls	14%

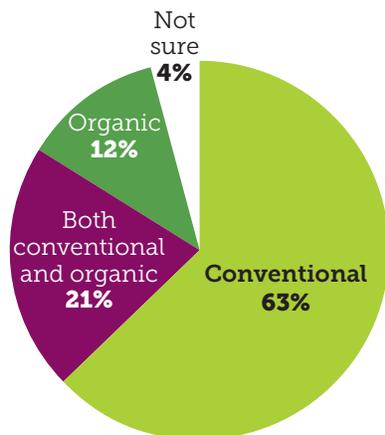
Varieties consumers prefer to purchase

Mixed greens/spring mix	78%
Iceberg mix.....	55%
Romaine	53%
Spinach	48%
Other	1%

Items accompanying salads purchased in single-serve bowls

Dressing	80%	Fork.....	59%
Cheese.....	78%	Napkin.....	22%
Croutons.....	75%	None of these.....	6%
Meat to add	62%		

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

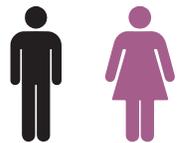


Likelihood of purchase based on household income



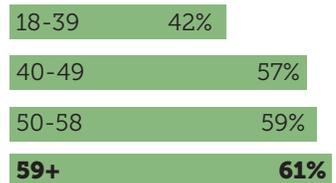
*Figures in thousands; Annual household income

Likelihood of purchase based on gender



41% **61%**

Likelihood of purchase based on age*



*Considering primary household buyers

Likelihood of purchase based on ethnicity

White/Caucasian	56%
Black/African American.....	40%
Hispanic.....	40%
Other	33%
Asian	23%