

# strawberries



**62% of customers purchased strawberries within the past 12 months**

**THESE BRIGHT RED BERRIES** are among the most popular items in the produce department, sitting at the No. 4 spot for fruits and the seventh most popular item overall. For the past decade, the likelihood of a strawberry purchase has increased according to income.

Kids and adults alike are fond of strawberries. Families with children in the household were more likely to buy the red berries, at 63%, than those without kids, at 61%. Consumers with three or more children living at home were among the most likely to buy strawberries overall, along with female shoppers.

The berries appeal to people in every region and from every age group. Consumers age 50-58 were more likely to buy strawberries than those older or younger. And shoppers in the South and Midwest were more apt to make a purchase than those in other regions.

The fruit is clearly favored by Caucasian consumers, a trend now in its third year. Asian shoppers were the least likely to buy strawberries overall.

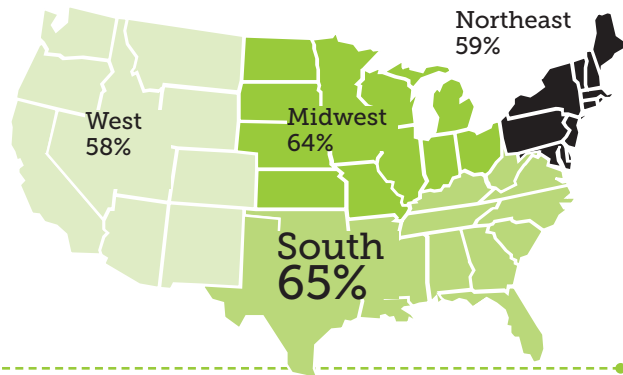
One-third of strawberry buyers said they bought organic berries at least some of the time, a number up five percentage points from last year. Twelve percent said they always purchased organic strawberries. 🍓

## 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

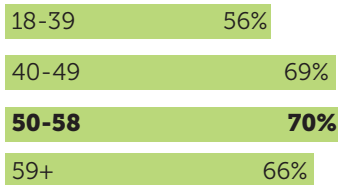
|                        |     |
|------------------------|-----|
| White/Caucasian        | 66% |
| Hispanic               | 60% |
| Black/African American | 56% |
| Other                  | 42% |
| Asian                  | 38% |

## Likelihood of purchase based on gender



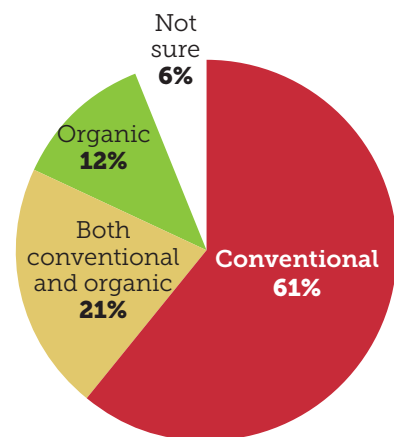
**53%** **72%**

## Likelihood of purchase based on age\*



\*Considering primary household buyers

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



## Likelihood of purchase based on presence of children

|                       |            |
|-----------------------|------------|
| Have kids             | 63%        |
| 1 kid                 | 60%        |
| 2 kids                | 61%        |
| <b>3 or more kids</b> | <b>73%</b> |
| No kids               | 61%        |