



THE LIKELIHOOD OF A WATERMELON purchase increased two percentage points from Fresh Trends 2017. Not surprisingly, shoppers in the South — the prime melon growing region — comprised the region most likely to buy the red-fleshed melon.

54% of customers purchased watermelon within the past 12 months

Families with kids clearly love watermelon. Those with children living at home were more likely to buy the fruit, at 58%, than those without kids, at 50%.

Age and income also played a role; the likelihood of a watermelon purchase increased according to both factors. Asian shoppers and those who were part of the “all other” ethnic group were the least likely to buy overall.

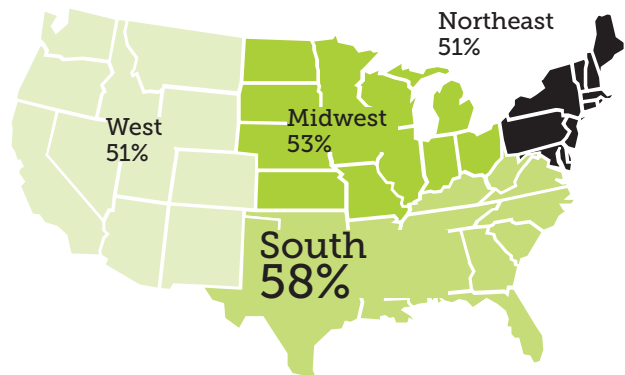
Most buyers select conventionally grown watermelon, but one in 10 chose organic product every time they made a purchase last year. Twenty-four percent of buyers bought organic at least some of the time. 🍉

Likelihood of purchase based on household income



*Figures in thousands; Annual household income

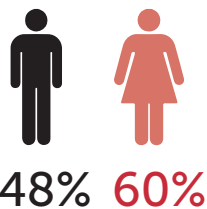
Likelihood of purchase based on region



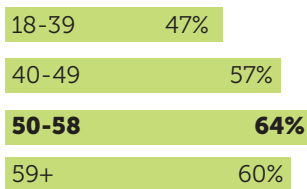
Likelihood of purchase based on ethnicity

White/Caucasian	56%
Hispanic	53%
Black/African American	52%
Other	36%
Asian	35%

Likelihood of purchase based on gender



Likelihood of purchase based on age*



*Considering primary household buyers

Likelihood of purchase based on presence of children

58%	Have kids
51%	1 kid
58%	2 kids
74%	3 or more kids
50%	No kids

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

