

apples

#1
Honeycrisp

63% of customers purchased apples within the past 12 months

CRISP AND JUICY, APPLES

continue to reign at the top of the fresh produce popularity chart—ranking as the No. 2 item that shoppers buy after bananas.

The reddish-yellow Honeycrisp apple overtook galas this year as the most popular variety. And, perhaps because of availability issues during the pandemic, red delicious rose in popularity, climbing to No. 3 and bumping granny smiths to No. 5. Fujis held their position as the fourth most popular apple in *Fresh Trends 2021*. Newer flavors like Opal, Piñata and SweeTango made the list this year.

Because apples fit so well in the hand, 80% of buyers said they ate

the fruit as a snack food—by far the most popular use. One-third of shoppers said they opted to make the sweet fruit into a dessert, and another 35% noted apples' use as an ingredient in a recipe. Nearly one-quarter of buyers (24%) add apples to a salad.

Apple purchases are motivated by many things, including income, age and ethnicity.

Affluent shoppers were more apt to buy apples. Consumers earning less than \$25,000 annually were the least likely overall to buy the crunchy fruit. The likelihood of an apple purchase increased according to income for the sixth straight year.

Varieties consumers prefer to purchase

Honeycrisp 37%	Ambrosia 6%
Gala.....36%	Jonathan..... 6%
Red delicious34%	Jazz.....7%
Fuji.....33%	Envy5%
Granny smith30%	Opal.....4%
Golden delicious25%	Piñata.....4%
Mcintosh.....18%	SweeTango.....4%
Pink Lady.....17%	Other1%
Braeburn7%	No preference8%

Ways consumers use apples

As a snack	80%
As an ingredient in a recipe	35%
As a dessert	33%
As a salad	24%
As a side dish	20%
As an appetizer	14%
As a main dish	9%

Likelihood of purchase based on household income*

Less than \$25	47%
\$25-49.9	60%
\$50-99.9	69%
\$100+	69%

*Figures in thousands; Annual household income

Likelihood of purchase based on age*

18-29	50%
30-39	52%
40-49	61%
50-59	71%
60+	76%

*Considering primary household buyers

FRESH trends DATA

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apples

Age also plays a role in apple-buying decisions. Shoppers over 50 in particular have been the most likely to buy the fruit overall for the past two years. This year, more than seven in 10 shoppers over age 50 bought apples.

Hispanic shoppers showed the most interest in apples this year, while African American consumers have been the least likely racial or ethnic group to buy apples over the past five years.

A favorite with both families with kids and those without kids, apples were most likely to be bought by those

without children at home, as well as by families with two children. Western shoppers were slightly more likely to buy this sweet fruit than those in other regions.

Interest in organic apples was about the same as last year. Ten percent of buyers said they chose organic fruit every time they made an apple purchase, while 27% of shoppers said they opted for organic at least some of the time. Asian consumers and those in the "other" ethnicity category were the most likely to make a periodic organic apple purchase. ¹⁷

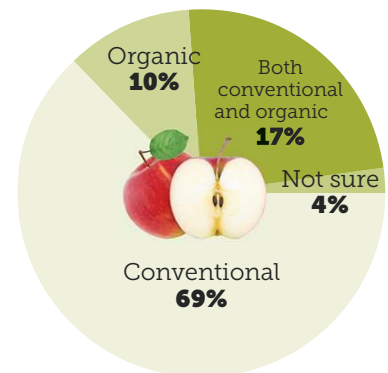
Likelihood of purchase based on ethnicity/race

White/Caucasian	63%
Black/African American	52%
Hispanic	69%
Asian	63%
Other	62%

Likelihood of purchase based on presence of children



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



Likelihood of purchase based on gender



Photo: Farm Journal & iStock

Organic apples

Whether red, pink or green, apples are popular across all income levels, age groups and ethnicities. More than a quarter of apple shoppers in *Organic Fresh Trends 2021* said they chose organic fruit at least some of the time, and one in 10 noted that they always opted for organic apples. At an average sales price of \$2.11 per pound, organic apples made up more than 12% of total apple sales, which topped out at more than 229.5 million pounds in 2019, according to IRI.

The youngest shoppers in the *Organic Fresh Trends* survey were most likely to always buy organic

SALES		2019
	Pounds sold	229,537,871
	Average retail price per pound	\$2.11
	Retail sales	\$484,049,959
	Percent of total organic produce sales	8.7%
	Organic percent of retail apple sales	12.7%
Change in sales from last year		-1.1%

Source: IRI

apples, in fact, they were three times more likely to select organic fruit than those age 50 and older. Black shoppers were more than two times as likely to always select organic apples than

Hispanics, Asian shoppers, or those in the "other" ethnic group. In fact, black shoppers were the second-most likely group overall (after those age 18-29) to exclusively grab organic fruit. 🍏

Organic purchasing patterns of apples

Organic only **10%**

Organic at least some of the time **28%**

Likelihood of ORGANIC ONLY purchase based on ethnicity

White/Caucasian	11%
Black/African American	16%
Hispanic.....	7%
Asian	5%
Other.....	6%

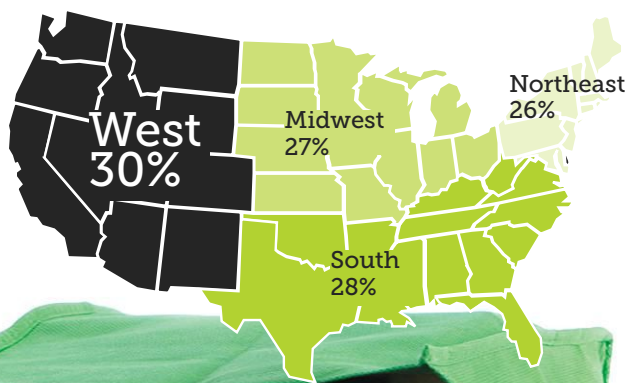
Likelihood of PERIODIC ORGANIC purchase based on presence of children

}	Have kids	26%
	1 kid	29%
	2 kids	23%
	3 or more kids	23%
	No kids	29%

Likelihood of ORGANIC ONLY purchase based on age*

18-29	24%
30-39	9%
40-49	10%
50-59	8%
60+	7%

*Considering primary household buyers



Photos: Farm Journal & iStock

