

Apples

ALWAYS A TOP CONTENDER, apples tied with strawberries as the third most popular fruit this year, after bananas and grapes. This portable fruit makes an ideal snack, which is how 84% of buyers said they used apples. Apples were also popular as a dessert and as an ingredient in a recipe.

In a battle for the top spot over the past few years, galas barely beat out honeycrisps as the top variety of choice this year. In fact, fujis and honeycrisps tied for the No. 2 spot, moving the red delicious variety down one spot. Pink ladies overtook macintosh, with both of those varieties being a favorite with about one-fifth of shoppers.



Among those varieties that have a smaller following, the Jazz variety inched up a bit, along with the sweetango.

For seven years straight, the likelihood of an apple purchase has increased according to income. Those in the top income bracket were among the most likely overall to buy the crunchy fruit.

Older consumers — particularly those 40 and older — reached for

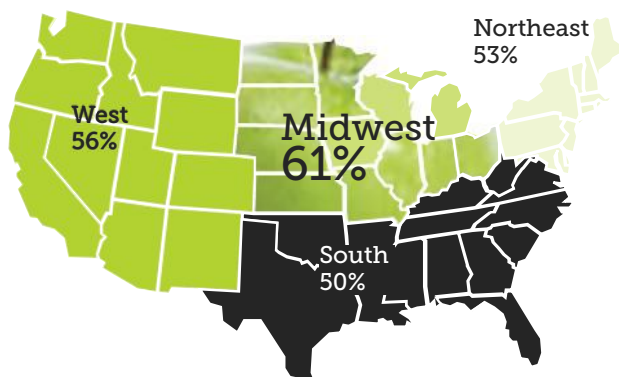
apples more than younger shoppers. In fact, shoppers in the 50 and older demographic were among the most likely overall to buy the sweet fruit (along with those in the top income bracket, Midwesterners and Asian consumers).

Families of all shapes and sizes embrace apples. Families with three or more kids living at home were the most likely to make an apple purchase. 🍏

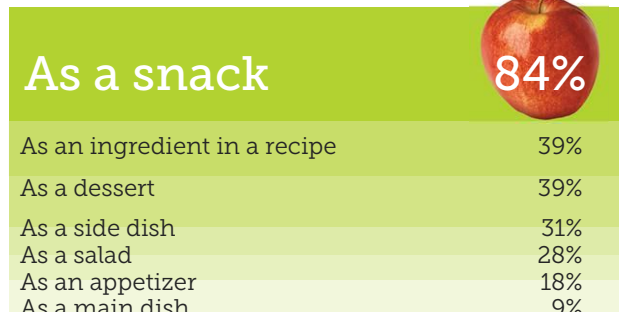
Varieties consumers prefer to purchase

Gala.....41%	Braeburn.....8%
Honeycrisp.....40%	Ambrosia.....8%
Fuji.....40%	Jonathan.....8%
Red delicious.....37%	Envy.....6%
Granny smith.....34%	Sweetango.....6%
Golden delicious.....29%	Opal.....5%
Pink lady.....22%	Pinata.....5%
Macintosh.....21%	Other.....2%
Jazz.....9%	No preference.....7%

Likelihood of purchase based on region



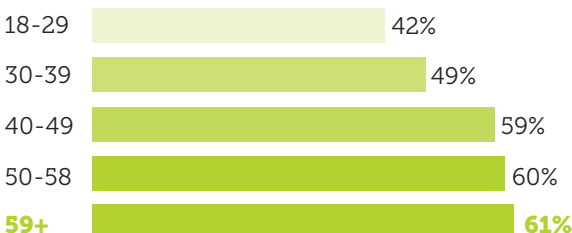
Ways consumers use apples



Likelihood of purchase based on ethnicity

White/Caucasian.....	58%
Black/African American.....	41%
Hispanic.....	51%
Asian.....60%	
Other.....	42%

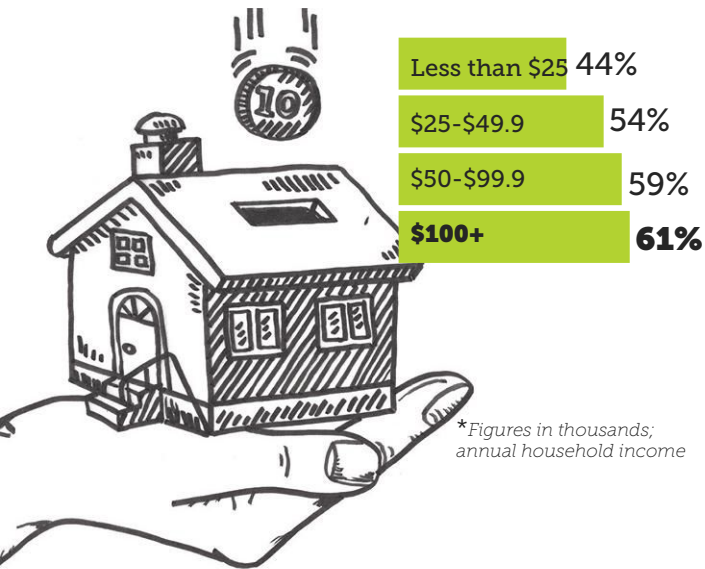
Likelihood of purchase based on age*



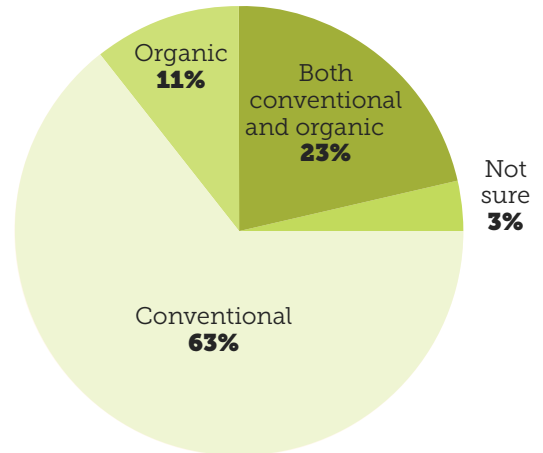
*Considering primary household buyers

Apples

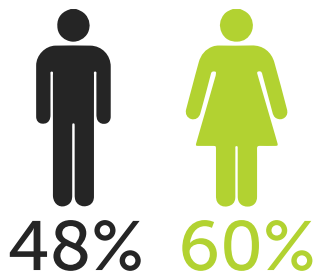
Likelihood of purchase based on household income*



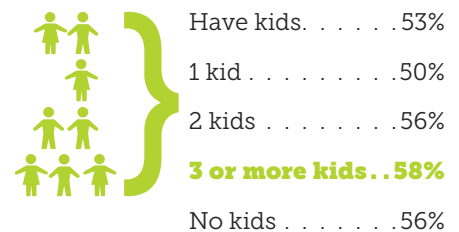
Types of produce purchased (among those who bought this item)



Likelihood of purchase based on gender



Likelihood of purchase based on presence of children





Organic Apples

SALES		2020
	Pounds sold	302,640,410
	Average retail price per pound	\$2.04
	Retail sales	\$616,958,957
	Percent of total organic produce sales	7.7%
	Organic percent of retail apple sales	15.5%
Change in sales from last year		11.9%

Source: IRI

WITH A VARIETY OF APPLE FLAVORS

and textures at their fingertips, it's easy for consumers to be overwhelmed by choice at the supermarket. Organic versus conventional adds yet another


choice, and more shoppers are choosing organic fruit. Organic apples made up about 15.5% of total apple sales, and the category brought in more than \$616.9 million in sales for 2020, according to IRI.

More than one-third of shoppers (34%) said they picked up organic apples at least some of the time, and 11% sought out organics every time they bought the crisp fruit. The likelihood of purchase increased according to income among those who always

chose organic.

Age clearly plays a role in organic apple purchases. When it came to shoppers who always bought organic apples, the likelihood of a purchase decreased according to age. In fact, shoppers age 18-29 were the most likely overall to always choose organic apples, while those age 60 and over were the least likely to always select organic.

Apples are grown and enjoyed throughout the country, but Western shoppers were more likely to buy organic fruit at least some of the time (40% did so in the past year) than those in other regions.

Hispanic shoppers were more apt to always select organic apples; Asian and those who classified themselves as part of the "other" ethnic group were some of the least likely overall to buy organic apples. 

Organic purchasing patterns of apples


Organic only

11%

Organic at least some of the time

34%

Likelihood of PERIODIC ORGANIC purchase based on presence of children

	Have kids	39%
	1 kid	30%
	2 kids	48%
	3 or more kids	45%
	No kids	30%

Likelihood of ORGANIC ONLY purchase based on household income*



	14%	\$100+
	11%	\$50-99.9
	9%	\$25-49.9
	8%	Less than \$25

*Figures in thousands; Annual household income