

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

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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.¹⁰

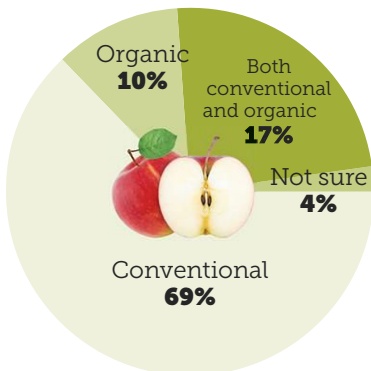
Likelihood of purchase based on ethnicity/race

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

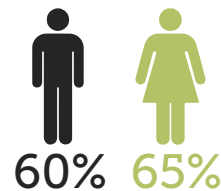
Likelihood of purchase based on presence of children



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



Likelihood of purchase based on gender





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

