

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, fuji 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.



55% of customers purchased apples within the past 12 months

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

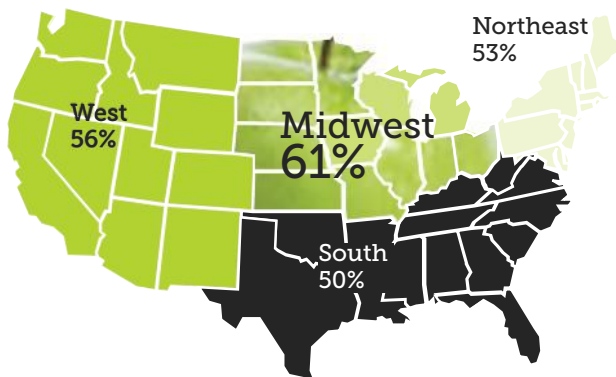
apples more than younger shoppers. In fact, shoppers in the 50 and older demographic were among the most likely overall to buy the sweet fruit (along with those in the top income bracket, Midwesterners and Asian consumers).

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



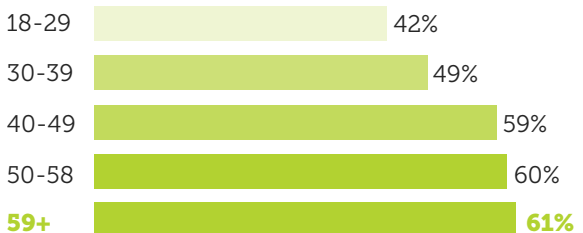
Ways consumers use apples



Likelihood of purchase based on ethnicity

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

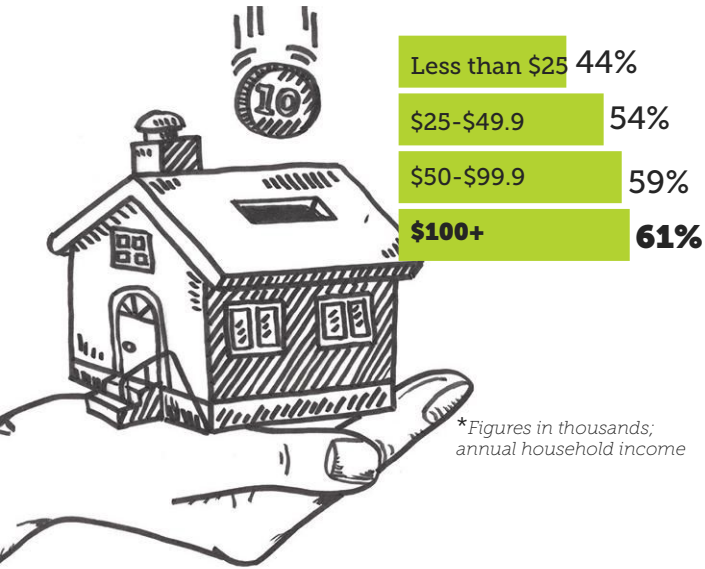
Likelihood of purchase based on age*



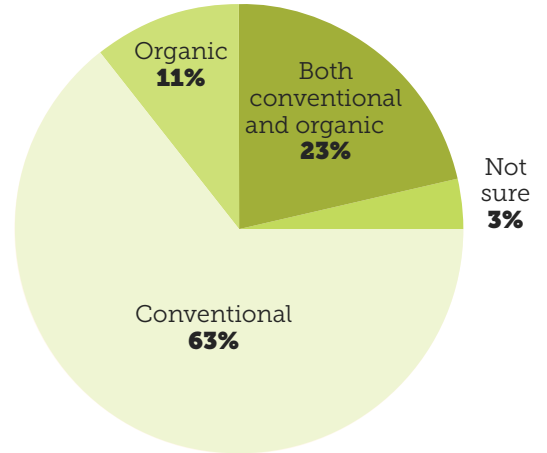
*Considering primary household buyers

Apples

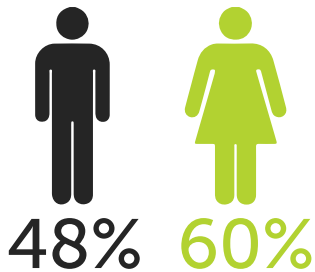
Likelihood of purchase based on household income*



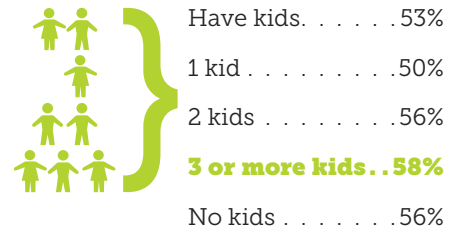
Types of produce purchased (among those who bought this item)



Likelihood of purchase based on gender








Likelihood of purchase based on presence of children



Organic Apples



APPLE SALES		2021
	Pounds sold	294,580,935
	Average retail price per pound	\$2.24
	Retail sales	\$660,980,023
	Percent of total organic produce sales	8.6%
	Organic percent of retail apple sales	15.9%
Change in sales from last year		7.2%

Source: IRI/FreshLook Marketing

FROM BRANDED VARIETIES to standard varieties, organic apples have a robust and growing presence in the produce department.

At \$660 million, 2021 sales of organic apples accounted for an impressive 15.9% of total retail apple sales and represented 8.6% sales of all organic produce, according to IRI numbers.

Organic apples sales growth in 2021 tallied 7.2% over 2020, according to IRI.

The Packer's *Organic Fresh Trends 2023* shows that 10% of shoppers look to purchase organic apples exclusively, down from 11% in 2022 but unchanged from 2021.

Thirty-two percent of those surveyed said they buy organic apples at least periodically, down from 34% from 2022 but up from 28% from 2021.

Organic Fresh Trends 2023 shows a higher likelihood of organic apple purchases for higher income consumers, families with kids and shoppers under 40 years old.

The difference in the age of consumers is a very telling sign about the priority of purchase intentions for organic apples, according to *Organic Fresh Trends* data. Just 3% of consumers over 60 said they purchase organic apples exclusively, compared with 21% of those 30-39 years old, and 22% of those from 18-29 years old who indicated. Survey results also show that consumers in the West and the Northeast are nearly two times more likely to prioritize organic apple purchases compared with consumers in the South and the Midwest. **FT**

Organic purchasing patterns of apples

Organic only **10%**

Organic at least some of the time **32%**

Likelihood of PERIODIC ORGANIC purchase based on presence of children

}	Have kids	38%
	1 kid	31%
	2 kids	46%
	3 or more kids	44%
	No kids	28%

Likelihood of ORGANIC ONLY purchase based on household income*

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

*Figures in thousands; Annual household income