

Apricots

APRICOTS WERE THE NO. 1

FRUIT that shoppers bought as organic periodically, with 50% of buyers saying they selected organic fruit at least some of the time. Nineteen percent said they always chose organic apricots.

The higher the household income, the more likely consumers are to buy apricots.

This fuzzy fruit is a favorite with kids. Consumers with kids living at home were more apt to make a purchase, at 13%, than those with no kids, at 9%. Families with two

or more children were among the most likely groups overall to buy apricots.

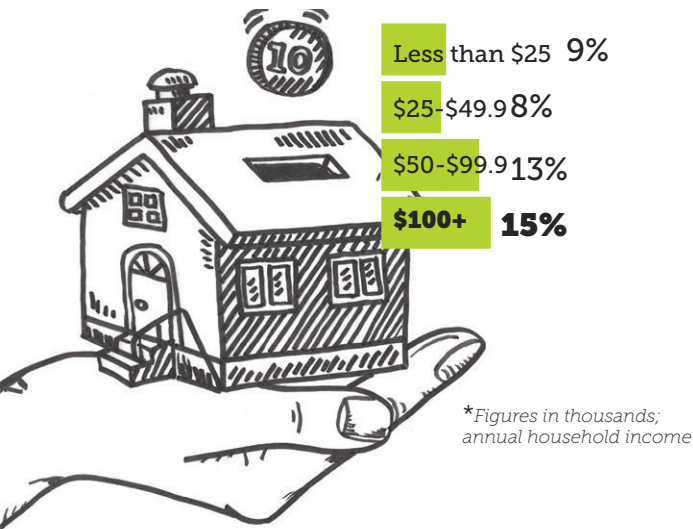
This marks the fifth year that Westerners were more likely to grab this small stone fruit than those from other regions. Shoppers in their 30s and 40s were more apt to buy than those older or younger.

Hispanic shoppers were far and away the most likely overall to buy this sweet fruit, while those in the "other" ethnic group were also apt to make an apricot purchase. 🍑



11% of customers purchased apricots within the past 12 months

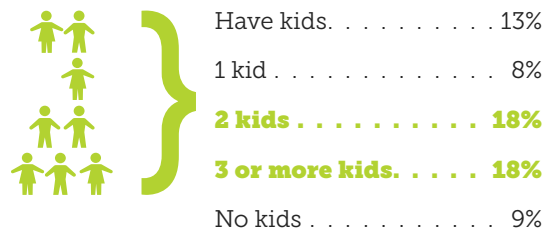
Likelihood of purchase based on household income*



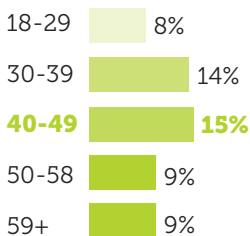
Likelihood of purchase based on ethnicity

White/Caucasian	10%
Black/African American	5%
Hispanic	20%
Asian	6%
Other	18%

Likelihood of purchase based on presence of children



Likelihood of purchase based on age*

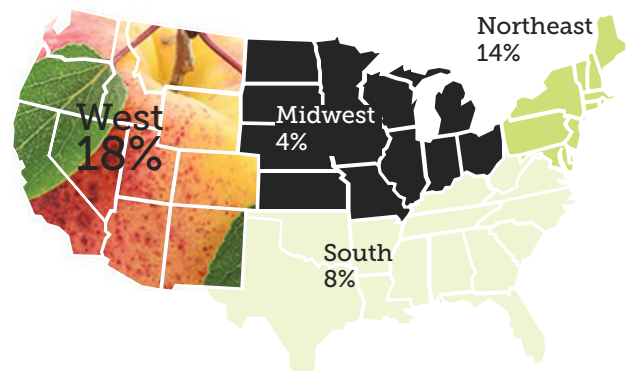


*Considering primary household buyers

Likelihood of purchase based on gender



Likelihood of purchase based on region



Images: Farm Journal & iStock

Apricots pmg organic 2021



OVERVIEW

Organic apricot sales continued to impress new consumers with a nearly 32% rise in sales in 2020. Organic apricots now make up more than 5% of all apricot sales, proving that demand is growing for the pint-sized stone fruit. While organic apricots are still a small seller, their growth shows that it's worth making room for them on your organic stone fruit display.

FRESH TRENDS 2021

19% of consumers said they purchased organic apricots exclusively, up slightly from last year, while another 20% said they bought organic apricots at least some of the time.

HANDLING

- > Temperature: 32°F, 0°C (Apricots stored in higher temperatures become mealy.)
- > Relative humidity: 90-95%
- > Mist: no
- > Typical shelf life 7 to 14 days
- > Ethylene producer (Do not store with ethylene-sensitive items.)

COMMON PLUS

Look online at [producemarketguide.com/produce/organic-apricots](https://www.producemarketguide.com/produce/organic-apricots) for a list of the most common PLUs.



Sales	2020	% change from 2019
Pounds sold	345,837	35.3%
Retail sales	\$1,302,683	31.9%
	2020	2019
Average retail price per lb.	\$3.77	\$3.87
Dollar share of organic fruit	\$0.04	\$0.03
Organic percent of retail apricot sales 2020: 5.4%		

Source: IRI

MARKETING TIPS

Apricots may be little, but they draw a lot of attention. Shoppers who enjoy fresh organic apricots will be looking for them when they are in season. Make sure to promote organic apricots heavily when they are in season. Cross-merchandise them with organic jam-making ingredients and supplies. Encourage shoppers to purchase more than one type of organic stone fruit by displaying and promoting them all together. This helps lessen the sticker shock when placed near conventional stone fruit. Cross-promote them with other organic items like yogurt to encourage higher sales.

DOS AND DON'TS

✓ DO: Keep in mind that organic apricots are fragile. Consider showing them off in display-ready cartons to minimize handling.

✗ DON'T: Don't hide organic apricots when they are in season. Give them some visibility by showcasing them in a separate basket or container on a larger stone-fruit display.



To read more, scan the QR code.

Dynamic Displays



1 Display organic apricots with other organic stone fruit like peaches to create a larger organic stone fruit display.



2 Place organic apricots near the front of your stone fruit display. With their small size, they can get lost among the other larger fruits.



3 Take advantage of apricots' small size by placing them in a separate bowl or basket and elevating them out of the display to better catch shoppers' eyes.