

# Apricots

**THE PACKER'S FRESH TRENDS 2023 SURVEY FOUND** that 11% of consumers said they purchased apricots in the past year, unchanged from 11% in *Fresh Trends 2022*.

Consumers with higher income were bigger apricot consumers, as 17% of those earning more than \$100,000 a year reported apricot purchases, compared with just 6% earning less than \$25,000 annually.

Apricot per capita availability

is low and steady, with the USDA reporting fresh apricots retail per capita availability at 0.1 pounds in 2019, unchanged from 0.1 pounds in 2011.

Apricot prices were up in 2022. The average fob price for fresh apricots was \$36.04 per carton in 2022, up 40% from \$25.81 per carton in 2021.

Likewise, the retail average advertised price for apricots for 2022 was \$1.81 per unit, up

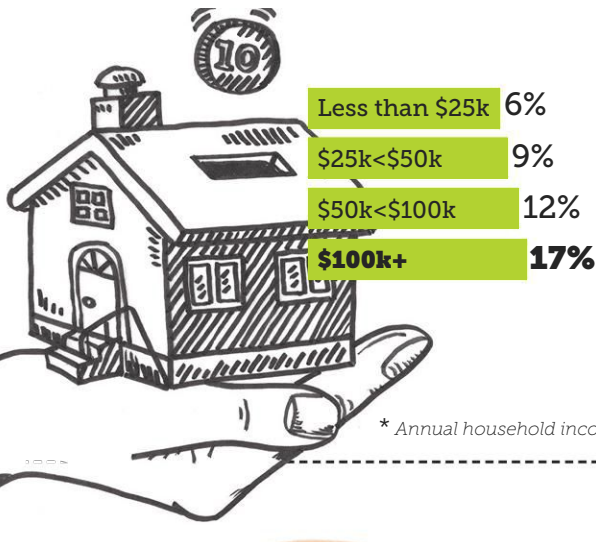
12% from \$1.61 per unit in 2021, according to the USDA.

The number of stores promoting apricots dipped from 45,534 in 2021 to 34,436 in 2022.

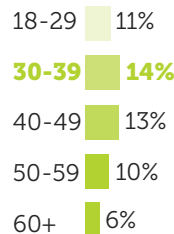
Younger consumers were more likely to purchase fresh apricots, according to *Fresh Trends 2023*.

For example, 14% of consumers aged 30-39 said they purchased apricots, compared with 6% for those consumers aged 60 and older. **EF**

## Reported purchase based on household income\*

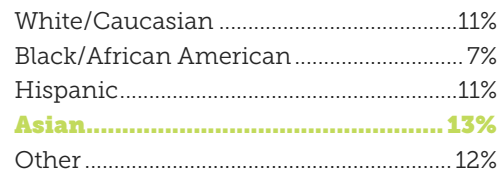


## Reported purchase based on age\*

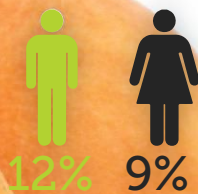


\*Considering primary household buyers

## Reported purchase based on ethnicity



## Reported purchase based on gender



## Reported purchase based on presence of children



# Nectarines

## THE PACKER'S FRESH TRENDS

**2023 SHOWED** a slight decline in the percentage of people who said they purchased nectarines in the past year. Eighteen percent of all consumers polled said they bought nectarines, compared with 21% in *Fresh Trends 2022* and 23% in *Fresh Trends 2021*.

USDA statistics indicate that nectarine prices were up in 2022. The average fob price for nectarines in 2022 was \$22.98 per carton, rising 27% from \$18.14 in 2021.

The average retail advertised price for nectarines was \$1.40 per unit in 2022, up 17% from \$1.20 per unit in 2021.

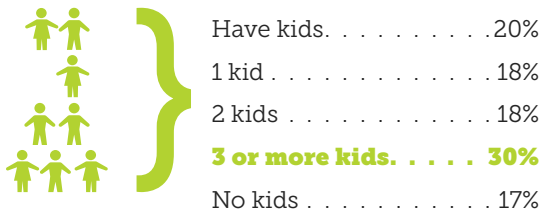
The number of retail grocery stores that promoted nectarines in 2022 totaled 535,844 in 2022, up 4% from 517,526 in 2021, according to the USDA.



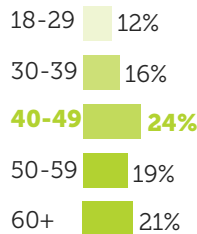
Higher income is associated with higher nectarine consumption, according to *Fresh Trend 2023*. For consumers earning more than \$100,000 a year, 24% reported nectarine purchases; that compares with 14% for consumers earning less than \$25,000 annually.

Consumers in the West were more likely to purchase nectarines compared to other regions, according to *Fresh Trends 2023*. Twenty-three percent of consumers in the West said they purchased nectarines, compared with 18% in the Midwest, 18% in the South and 15% in the East. 📍

### Reported purchase based on presence of children

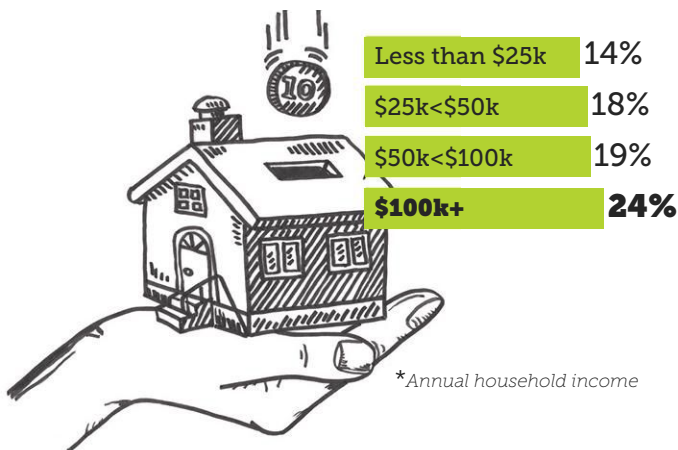


### Reported purchase based on age\*



\*Considering primary household buyers

### Reported purchase based on household income\*



### Reported purchase based on region

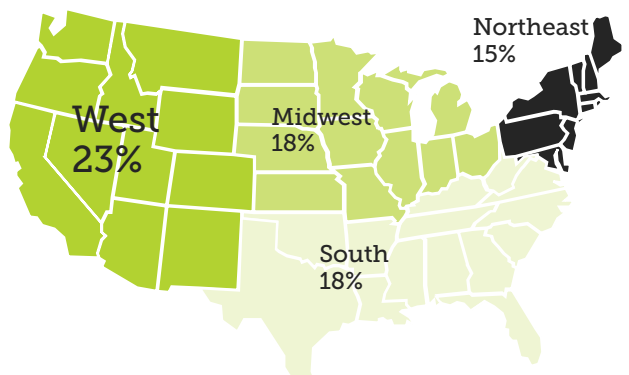


Photo: iStock & Farm Journal