



10% of customers purchased artichokes within the past 12 months

Artichokes


WHILE A BIT INTIMIDATING TO LOOK AT, artichokes are a favorite in families with kids. The likelihood of a purchase increased as the number of children in the household grew. In fact, families with two or more kids were among the most likely overall to buy artichokes.

Ethnic heritage clearly plays a role in artichoke purchases. Hispanic shoppers and those in the "other" ethnic category were the most likely overall to buy the vegetable.

Following a nine-year trend, affluent shoppers are more apt to buy artichokes; in fact, those earning at least \$50,000 annually

were twice as likely to buy the spiky vegetable than those earning between \$25,000-\$50,000 annually.

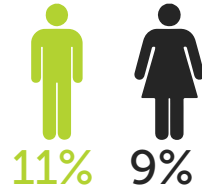
Artichokes were No. 2 in the list of vegetables that consumers bought as organic periodically. Nearly half of all buyers (48%) said they bought organic artichokes at least some of the time. One-fifth of buyers said they always chose organic artichokes.

Those in their 30s were nearly twice as likely to buy artichokes than those older or younger. Western shoppers are much more likely to buy this vegetable than those in other regions, a trend now in its ninth year. 

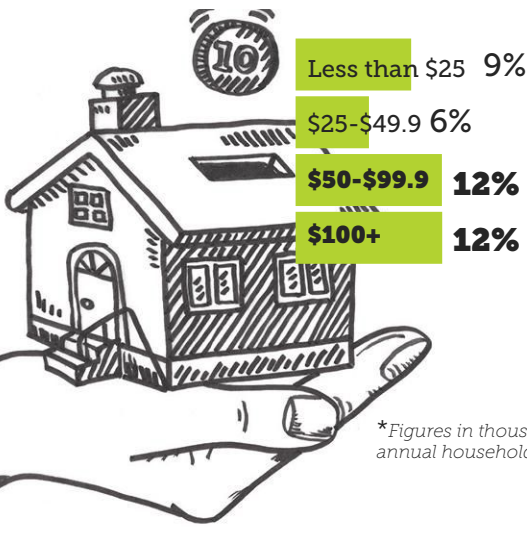
Likelihood of purchase based on ethnicity

White/Caucasian	9%
Black/African American	7%
Hispanic	19%
Asian	9%
Other	21%

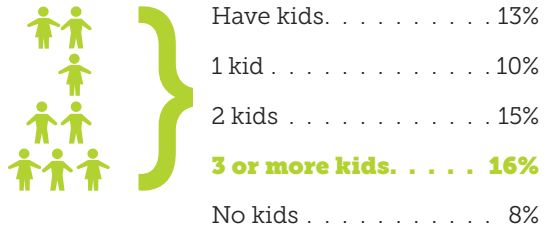
Likelihood of purchase based on gender



Likelihood of purchase based on household income*



Likelihood of purchase based on presence of children



Likelihood of purchase based on region

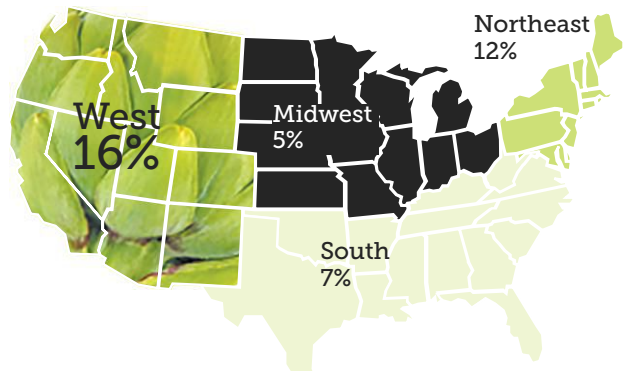







Photo: Farm Journal & iStock



Organic Artichokes

SALES		2020
	Pounds sold	625,890
	Average retail price per pound	\$4.09
	Retail sales	\$2,561,641
	Percent of total organic produce sales	.004%
	Organic percent of retail artichoke sales	3.7%
Change in sales from last year		15.4%

Source: IRI

AFFLUENCE AND AGE affect organic artichoke purchases, according to survey results from *Organic Fresh Trends 2022*.

Thirtysomething shoppers were the most likely demographic group overall to buy organic artichokes at least some of the time, followed by consumers earning more than \$100,000 annually and male shoppers. When it came to organic-only purchases, age 50 seemed to be the defining factor. Shoppers from 18-29 were at least four times more likely to always buy organic artichokes than those age 50 and older.

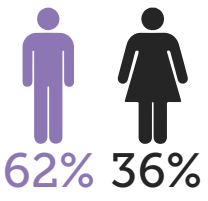
Marketers sold more than 2.5 million in organic artichokes in 2021 at an average retail price of \$4.09

per pound, according to IRI. One-fifth of artichoke buyers said they chose organic product every time they bought the spikey vegetable, according to *Organic Fresh Trends 2022*.

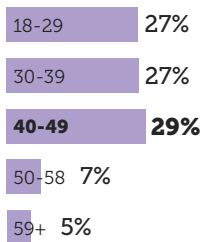
Consumers with kids living at home were twice as likely to always choose organic artichokes than those without kids. Families with one child were among the most likely overall to always grab organic product.

Shoppers in the Midwest, South and Northeast were more apt to always choose organic product than Western consumers. Asian shoppers and Black consumers were less likely to make a periodic organic artichoke purchase than those of other ethnicities. ²⁷

Likelihood of PERIODIC ORGANIC purchase based on gender

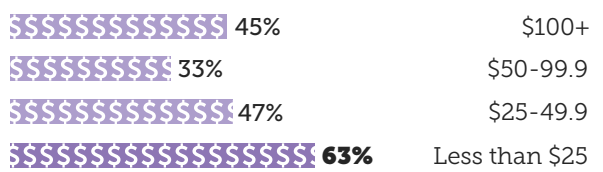


Likelihood of ORGANIC ONLY purchase based on age*



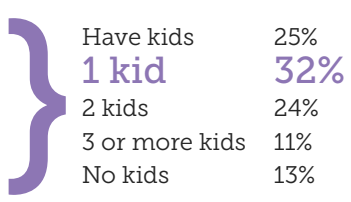
*Considering primary household buyers

Likelihood of PERIODIC ORGANIC purchase based on household income*

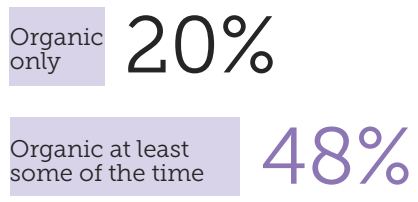


*Figures in thousands; Annual household income

Likelihood of ORGANIC ONLY purchase based on presence of children



Organic purchasing patterns of artichokes



Photos: Farm Journal & iStock