

—artichokes



5%
of customers
purchased
artichokes within
the past 12 months.

THIS SPIKY VEGETABLE tied with Asian pears as the least purchased commodity in *Fresh Trends 2020*. Following a seven-year trend, the likelihood of an artichoke purchase increased according to income, with shoppers earning \$100,000 annually being the most likely to buy.

Western consumers clearly have an affinity for artichokes, probably because of their proximity to growing regions. Shoppers in the West were twice as likely to buy the vegetable than those in the Midwest or South.

Families with children living

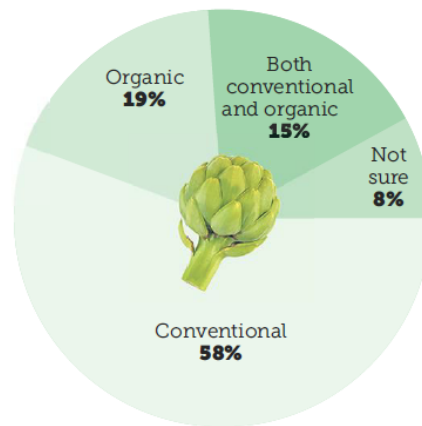
at home were more apt to buy artichokes than those without kids. Those with two kids at home comprised the group most likely to buy this spiky veggie overall when considering family size. Shoppers in the "other" ethnic group were among the most likely to buy artichokes overall.

When it came to organic purchases, more than one-third of artichoke buyers (34%) said they selected organic product at least some of the time. Nineteen percent said they always opted for organic artichokes. 🌱

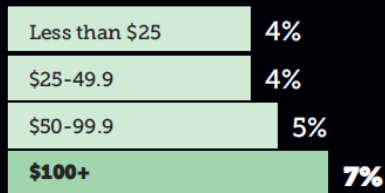
Likelihood of purchase based on ethnicity

White/Caucasian	5%
Black/African American	2%
Hispanic.....	2%
Asian	6%
Other	10%

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

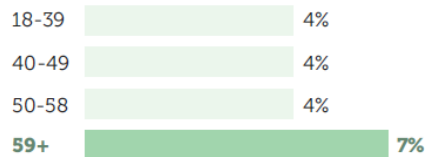


Likelihood of purchase based on household income*



*Figures in thousands; Annual household income

Likelihood of purchase based on age*



*Considering primary household buyers

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