

asian pears

FRESH trends DATA

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5%

of customers purchased Asian pears within the past 12 months.

STILL ONE OF THE LEAST PURCHASED COMMODITIES

in the *Fresh Trends* survey, this crunchy fruit appeals to families with kids. In fact, consumers with children living at home were twice as likely to buy Asian pears than those without kids.

Younger shoppers continue to be more likely to embrace Asian pears than older consumers. The likelihood of a purchase decreased according to age, with those age 59+ being the least likely to buy Asian pears overall, along with African Americans and Midwesterners.

Western shoppers were more apt to buy Asian pears than those in other regions. For the third

straight year, those living in the Midwest were the least likely to buy when considering region. The likelihood of a purchase increased according to income for the fourth consecutive year.

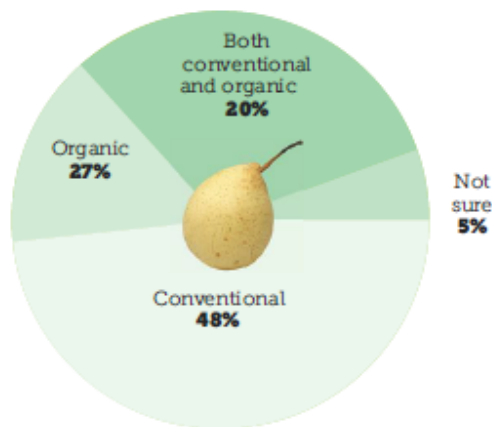
Far and away, Asian consumers were the top group to buy this fruit. In fact, this group was more than twice as likely to buy Asian pears as those in any other demographic group studied in *Fresh Trends 2020*. Hispanics came in second with regard to ethnicity.

Interest in organic Asian pears jumped significantly over the past year (although some of the change may be attributed to the small sample size of those buying Asian pears). 🍏

Likelihood of purchase based on ethnicity

White/Caucasian	4%
Black/African American	3%
Hispanic	9%
Asian	16%
Other	7%

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



Likelihood of purchase based on household income*

Less than \$25	4%
\$25-49.9	5%
\$50-99.9	5%
\$100+	6%

*Figures in thousands; Annual household income

Likelihood of purchase based on age*

18-39	7%
40-49	6%
50-58	5%
59+	3%

*Considering primary household buyers

Photo Credit: iStock & Farm Journal