

# bananas

## THIS SWEET TROPICAL FRUIT

is readily available and enjoyed by people of all ages, stages and wages, so it's no surprise that bananas top the chart again this year as the No. 1 item in the produce department. More than half of all consumers surveyed (with the exception of those age 18-29) purchased the yellow fruit in the past year.

While affordable for most any budget, bananas saw purchases increase according to income. Region didn't make much difference, although Western shoppers were slightly more likely to buy bananas than those in other locations.

Once again, age played a huge role in banana purchases. The youngest shoppers were the least

likely overall to buy bananas, while those older than 50 comprised the group most likely overall to make a purchase. More than eight in 10 of those age 60 and older bought the fruit in the past year.

Families of all shapes and sizes stocked up on this yellow fruit. The likelihood of a purchase increased according to the number of children in the household, with heightened interest as the number of children at home increased.

Caucasian consumers had been

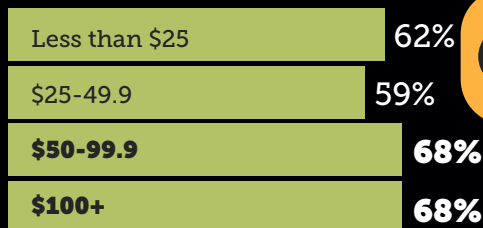
# 65%

**of customers purchased bananas within the past 12 months**

the most likely racial or ethnic group to buy bananas following a four-year trend, but this year Hispanic shoppers took over that title, followed by Asian consumers.

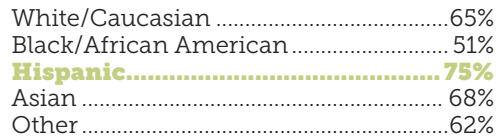
Thirty percent of banana buyers said they chose organic fruit at least some of the time. Ten percent reported they bought organic bananas exclusively.

### Likelihood of purchase based on household income\*

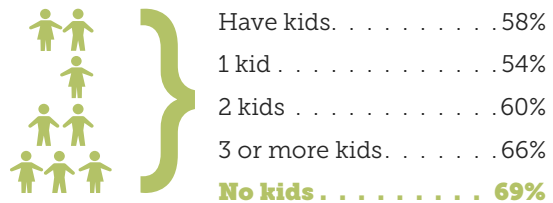


\*Figures in thousands; Annual household income

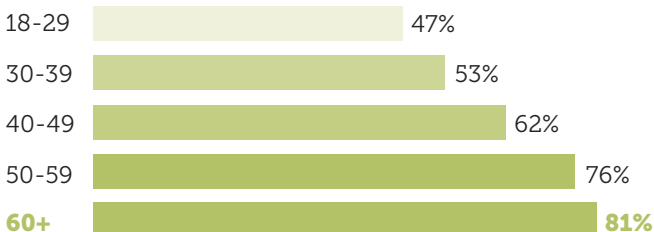
### Likelihood of purchase based on ethnicity/race



### Likelihood of purchase based on presence of children



### Likelihood of purchase based on age\*



\*Considering primary household buyers

### Likelihood of purchase based on region

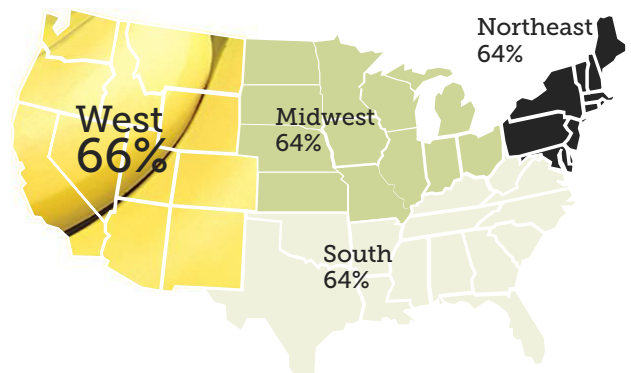


Photo: Farm Journal

## OVERVIEW

Bananas are often a great entry point into the organic segment for shoppers as the price difference between organic and conventional product is low. Sales rose nearly 12% in 2020, and organic bananas now account for almost 12% of all banana sales. Organic bananas are becoming a staple in many homes, but don't forget to keep them in your promotional rotation to encourage other consumers to try them out.



To read more, scan the QR code.



Sales	2020	% change from 2019
Pounds sold	572,609,730	15.4%
Retail sales	\$377,467,773	11.9%
	2020	2019
Average retail price per lb.	66¢	68¢
Dollar share of organic fruit	\$12.69	\$12.72
<b>Organic percent of retail banana sales 2020: 11.75%</b>		

Source: IRI

## MARKETING TIPS

Organic bananas can seem to sell themselves as they are popular with old and young alike. However, you can use organic bananas to create interest in other items like organic cereals and yogurts. Try cross-promoting them with organic baking items and other organic fruits. Promote them as a take-anywhere snack to health-conscious parents.

## DOS AND DON'TS

**✓ DO:** Offer a variety of ripeness option for shoppers. Everyone has their own opinion on when a banana tastes best.

**✗ DON'T:** Don't cross-contaminate organic and conventional bananas. Keep the two types separated with barriers or by placing each type on its own side of the display.

## FRESH TRENDS 2021

10% of consumers said they purchased organic bananas exclusively, up from 8% last year, while another 20% said they bought organic bananas at least some of the time.

## HANDLING

**>** Gray-yellow or dull yellow bananas, an indicator of improper temperature handling, lose eye-appeal but not taste unless severely mishandled. Off-color bananas may work well cut up in fruit salads or used in recipes in the deli and bakery departments.

**>** Bananas are susceptible to scarring and bruising if roughly handled. Promptly unload container delivery trucks with care. Never drop, roll or tip boxes. Do not stack on wet floors. Leave them on a pallet for protection from damp floors and for even air circulation. Do not place heavy objects on top of cartons. When stacking containers in the back room, make sure to place organic items at the top so residue from conventional produce doesn't drip down onto the organic items.



# Dynamic Displays



Submitted for PMG's Produce Artist Award Series by Jonathan Charrton, UNFI

Don't let the space above your display go to waste. Get creative and hang bunches of bananas over a display of other tropicals to attract shoppers' attention.



Submitted for PMG's Produce Artist Award Series by Benjamin Lee, Weaver Street Market

Fill a display table with organic bananas and use it to highlight plantains and pineapple to encourage shoppers to purchase more than just bananas.



Photo courtesy Scott Bennett, Jewel-Osco

Display organic bananas in a large banana display with conventional product. Offer a variety of ripeness options for shoppers to choose from.

## Ripening

Bananas are picked off the plant green and shipped under refrigeration to wholesalers. Wholesalers ripen the fruit for about four days before shipping to the end user. The ripening process cannot be accelerated at this stage or quality may be sacrificed. Ripening rooms, which can closely control the heat from respiration during ripening in the 58 to 64°F pulp temperature range, and ethylene gas, which is a natural byproduct of bananas, are used to obtain uniform ripening. Although the ripening process begins in a ripening room, retailers can slow or speed the process to achieve the best color. To speed ripening if bananas are too green, leave them in the box.

## COMMON PLUS

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

