




blackberries

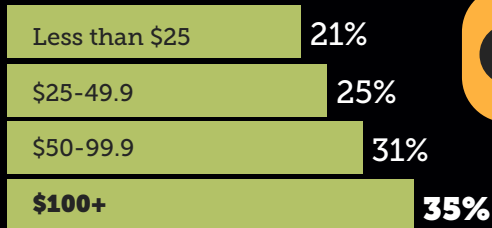
INCOME DIRECTLY AFFECTS blackberry purchases. This marks the seventh year that the likelihood of a purchase has increased according to income, and shoppers in the highest income bracket were the most likely to buy blackberries overall (along with those age 60 and older).

Shoppers age 60 and older have been top purchasers of blackberries for the past three years. Hispanic shoppers were also among the most likely to make a blackberry purchase.

Western consumers were more likely to buy blackberries than those in other regions.

Lots of shoppers look for organic blackberries; in fact, 38% of buyers said they opted for organic berries at least some of the time over the past year (up from 32% who said so in *Fresh Trends 2020*). Fifteen percent said they always bought organic blackberries. 

Likelihood of purchase based on household income*



*Figures in thousands; Annual household income

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