

blueberries

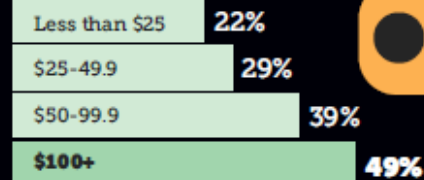
POPULAR FOR THEIR HEALTH BENEFITS, blueberries continue to attract new crowds. The tiny globes were the second most popular fruit that consumers said they tried last year that they'd not eaten before.

Affluent consumers are more likely to grab blueberries than those who earn less. Multi-year trends show that shoppers in the highest income bracket are nearly twice as likely to buy blueberries as those with the lowest incomes, and this year reflects the same pattern. 🍷

Photo Credit: Stock & Farm Journal

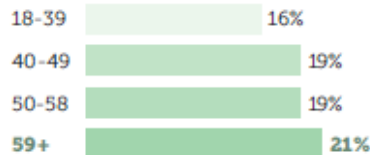


Likelihood of purchase based on household income*



*Figures in thousands; Annual household income

Likelihood of purchase based on age*



*Considering primary household buyers