

Carrots



CARROTS HAVE A BIG PLACE at America's kitchen table, and The Packer's *Fresh Trends 2023* survey reinforces that assertion. Fifty percent of consumers polled in *Fresh Trends 2023* said they purchased carrots in the past year, similar to 51% in *Fresh Trends 2022* but off from 56% in *Fresh Trends 2021*.

Fresh carrot consumption has been rising in recent years, according to USDA statistics. Retail per capita availability of fresh carrots surged from 7.28 pounds in 2011 to 13.23 pounds in 2019, the most recent year reported by USDA.

The average fob price for fresh carrots in 2022 was \$20.08 per carton, up 10% from \$18.21 per carton in 2021. Likewise, the average retail promoted price for fresh carrots increased, rising 12% from 78 cents per pound in 2021 to 87 cents per pound in 2022.

The USDA said the number of stores promoting fresh carrots was reported at 676,482 in 2022, down 18% from 822,924 in 2021.

Fresh Trend 2023 showed that older consumers were more frequent buyers of fresh carrots than their younger counterparts.

The survey found that 64% of those aged 60 and older

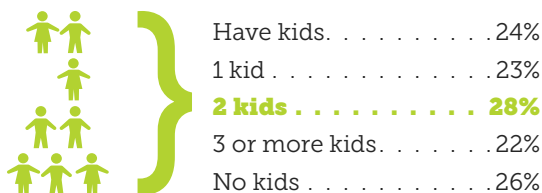
reported fresh carrot purchases, compared with 41% for those from 30-39 years old and 37% of those from 18-29 years old.

By family size, *Fresh Trends 2023* found that 45% of consumers with kids at home reported fresh carrot purchases, compared with 53% of shoppers with no kids at home.

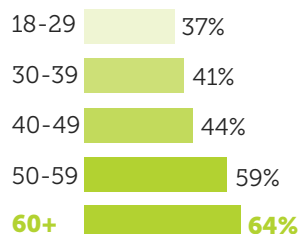
There was some variation in fresh carrot purchases based on income, according to *Fresh Trends 2023*. Fifty-six percent of consumers making more than \$100,000 a year said they purchased fresh carrots, compared with 42% of consumers making less than \$25,000 annually.

Midwest consumers were the top shoppers of fresh carrots, with 57% reporting purchases in *Fresh Trends 2023*. That compares with 52% for consumers in the West, 47% for shoppers in the South and 42% for consumers in the Northeast. 📍

Reported purchase based on presence of children

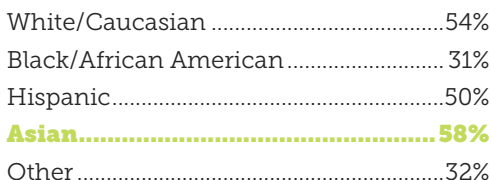


Reported purchase based on age*

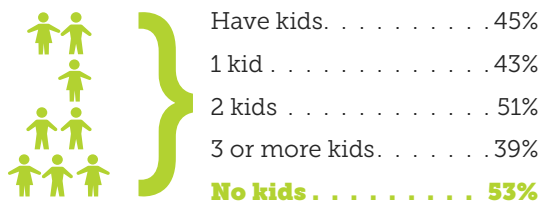


*Considering primary household buyers

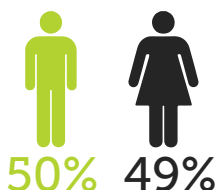
Reported purchase based on ethnicity



Reported purchase based on presence of children








Reported purchase based on gender



Photos: iStock & Farm Journal

Organic Carrots



CARROT SALES		2021
	Pounds sold	247,135,360
	Average retail price per pound	\$1.53
	Retail sales	\$379,331,508
	Percent of total organic produce sales	3.2%
	Organic percent of retail carrot sales	18.9%
Change in sales from last year		-2.4%

Source: IRI/FreshLook Marketing

THE PACKER'S ORGANIC FRESH TRENDS 2023


survey found that 14% of consumers said they exclusively shop for organic carrots, down slightly from 16% in 2022 but up from 11% in 2021.

Shoppers who purchased organic carrots at least periodically totaled 33% of consumers, the same as 2022 but up from 30% in 2021.

Shoppers who exclusively purchase organic carrots skew toward younger, higher-income consumers with kids, according to *Organic Fresh Trends 2023*.

Looking at the age demographic, The Packer's

research shows 29% of consumers 18-29 years old said they purchased organic carrots exclusively, compared with 23% of consumers 30-39 years old, 16% of those 40-49 years old, 6% of those from 50-59 years old and 5% of consumers more than 60 years old.

Organic carrots are a big item in the produce department, capturing \$379.3 million in sales in 2021, down 2.4% from 2020. Organic carrots accounted for 18.9% of total carrot sales, according to IRI scan data. With 247.1 million pounds sold, the average retail price for organic carrots was \$1.53 per pound in 2021. 

Organic purchasing patterns of carrots

Organic only **14%**

Organic at least some of the time **33%**



Likelihood of ORGANIC ONLY purchase based on household income*



\$\$\$\$\$\$\$\$\$\$\$\$\$	20%	\$100+
\$\$\$\$\$\$\$\$\$	13%	\$50-99.9
\$\$\$\$\$\$\$	11%	\$25-49.9
\$\$\$\$\$\$	11%	Less than \$25

*Figures in thousands; Annual household income

Likelihood of PERIODIC ORGANIC purchase based on gender

 **33%**  **33%**

Likelihood of ORGANIC ONLY purchase based on age*

18-29	29%
30-39	23%
40-49	16%
50-58	6%
59+	5%

*Considering primary household buyers

Likelihood of PERIODIC ORGANIC purchase based on presence of children

Have kids	47%
1 kid	39%
2 kids	58%
3 or more kids	50%
No kids	24%

BY THE NUMBERS

Check in on carrots

By Amy Sowder



18.9%

Organic carrots account for 18.9% of total carrot sales in 2022, according to IRI scan data.

14%

14% of consumers said they exclusively shop for organic carrots, down slightly from 16% in 2022 but up from 11% in 2021, according to The Packer and PMG's *Organic Fresh Trends 2023* survey.



2010

In 2010, carrot farmers got together and started promoting baby carrots (either immature carrots or pieces of larger, thin carrots that are peeled and cut) as an alternative snack food — a successful campaign that has plenty of people snacking on carrots instead of chips, says Food Republic.



1600s

In the 1600s, Dutch horticulturists began breeding orange carrots in earnest, altering the course of popular carrot color, previously grown in Afghanistan to be purple, white and yellow, according to Snake River Seed Cooperative.



28 to 180

Whole carrots typically have a shelf life of 28 to 180 days if kept at 33 to 35 degrees F, a relative humidity of 98-100% (that means mist lightly at retail).



4.9%

Carrot sales were \$144 million in March, a 4.9% increase in dollar sales compared to March 2022. And carrot volume remained steady, according to International Fresh Produce Association's March U.S. Market Watch for Produce report with 210 Analytics.



21

Diced, sliced or shredded carrots can last 21 days, as can julienned carrots and carrot sticks. But whole, peeled carrots can last up to 30 days.



88%

Carrots are made up of 88% water pmg

