

carrots

ALWAYS A TOP 5 CONTENDER, carrots came in as the third most popular vegetable in the *Fresh Trends* survey (thanks, in part, to a tie for second place between onions and tomatoes). This orange root vegetable appeals to people of all ages, cultures and locales, though income and age both play a role in carrot purchases; the likelihood of a carrot purchase increased with both factors. Shoppers earning more than \$100,000 annually were more likely to buy the root vegetable than those earning less, and, in fact, they were some of the most likely overall to buy carrots.

There's a clear delineation when it comes to age and carrot purchases, and it falls at age 50.

Shoppers in their fifties were some of the most likely to buy carrots and they comprised the demographic group most likely to buy carrots overall, a trend now in its seventh year.

While often profiled as a kid-friendly commodity, carrots are very popular with empty-nesters. For the seventh straight year, families without kids were more likely to grab carrots, at 51%, than those with children living at home, at 36%.

Following a six-year trend, Caucasian consumers were more likely to buy carrots than those of other ethnicities. African American shoppers were the least likely overall to buy the root vegetable. 🥕

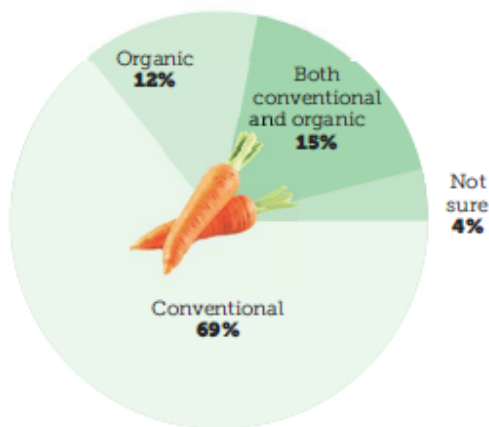


46%
of customers purchased carrots within the past 12 months

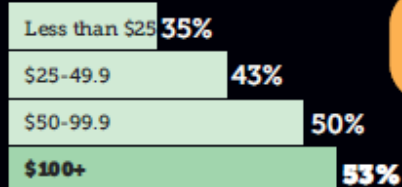
Likelihood of purchase based on ethnicity

White/Caucasian	51%
Black/African American	21%
Hispanic	39%
Asian	40%
Other	46%

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

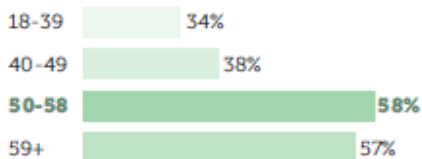


Likelihood of purchase based on household income*



*Figures in thousands; Annual household income

Likelihood of purchase based on age*



*Considering primary household buyers

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