



36%
of customers purchased
celery within the past
12 months

FOR THE FIFTH STRAIGHT YEAR, the likelihood of a celery purchase increased according to age. In fact, shoppers age 59+ comprised the group most likely overall to buy the vegetable, while those age 18-39 comprised the group least likely to buy.

Income also plays a role, with more affluent shoppers being more apt to make a celery purchase than those earning less.

Following a five-year trend,

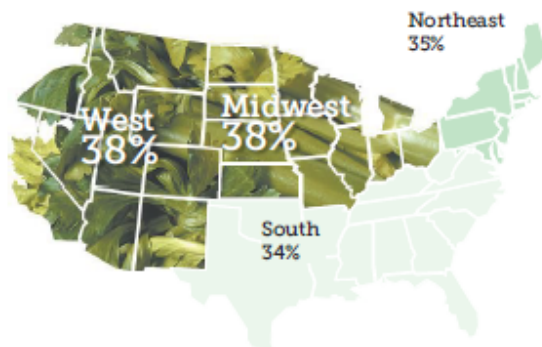
Caucasian consumers were the most likely to buy celery when considering ethnic background. This group is much more likely to opt for the crunchy vegetable than those of other ethnicities.

Eight percent of celery buyers said they always bought organic celery. When it came to periodic purchases, 21% said they grabbed organic celery at least some of the time, up from 16% who said the same last year. 🍴

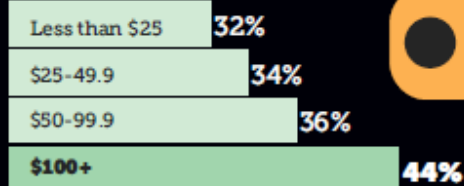
Likelihood of purchase based on ethnicity

White/Caucasian	41%
Black/African American	27%
Hispanic	23%
Asian	24%
Other	27%

Likelihood of purchase based on region

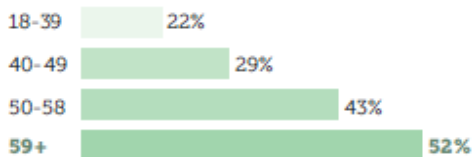


Likelihood of purchase based on household income*



*Figures in thousands; Annual household income

Likelihood of purchase based on age*



*Considering primary household buyers

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

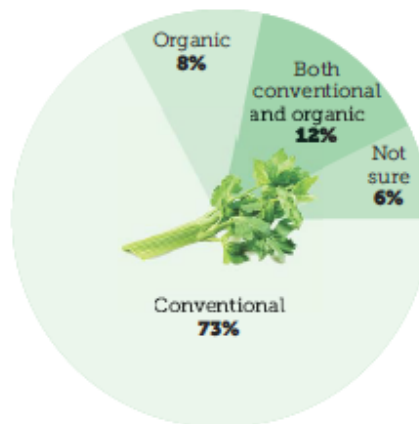


Photo Credit: iStock & Farm Journal