



Cherries

AGE IS A DECIDING FACTOR in cherry purchases. The likelihood of a cherry purchase increased steadily according to age, with consumers 60 and older being the most likely group overall to buy cherries and those age 18-29 comprising the group least likely to buy overall (as was the case last year).

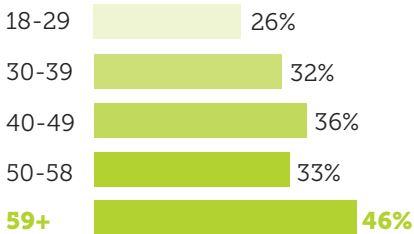
The presence of children didn't have much bearing on cherry purchases. Families with two kids living at home were more likely to buy the sweet fruit than those with fewer or more children.

Shoppers earning at least \$50,000 annually were more likely to grab cherries than those earning less. Hispanic and Asian consumers were more apt to make a purchase than those of other ethnicities.

Nearly a third of cherry buyers opted for organic product at least some of the time. Fourteen percent always bought organic cherries. ⁵⁹

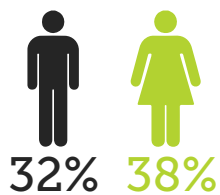
36% of customers purchased cherries within the past 12 months

Likelihood of purchase based on age*



*Considering primary household buyers

Likelihood of purchase based on gender

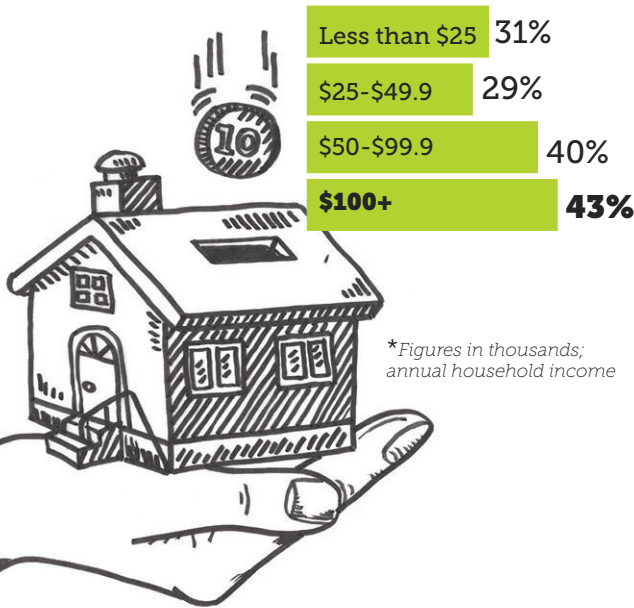


Likelihood of purchase based on presence of children



Cherries

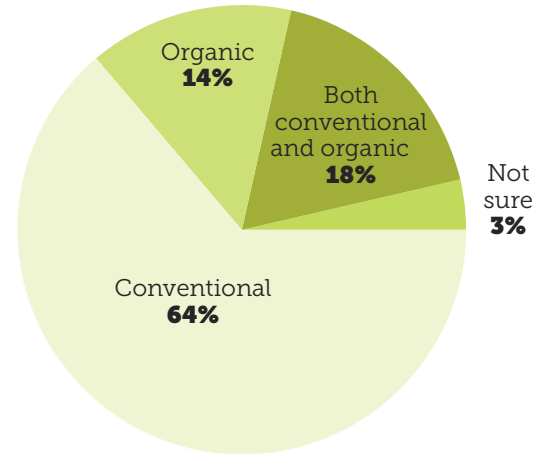
Likelihood of purchase based on household income*



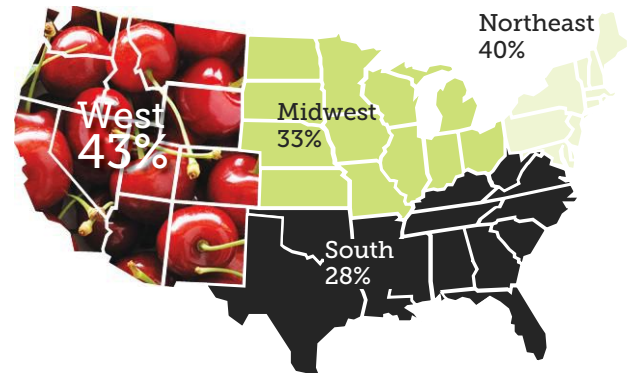
Likelihood of purchase based on ethnicity

White/Caucasian	35%
Black/African American	32%
Hispanic	41%
Asian	45%
Other	39%

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



Likelihood of purchase based on region



Cherries pmg organic 2021



Sales	2020	% change from 2019
Pounds sold	4,810,615	-2.4%
Retail sales	\$16,470,286	-4.2%
2020		2019
Average retail price per lb.	\$3.42	\$3.49
Dollar share of organic fruit	\$0.55	\$0.64
Organic percent of retail cherry sales 2020: 1.6%		

Source: IRI

OVERVIEW

Organic cherries are still struggling to find their niche with shoppers as sales fell a little more than 4% in 2020. Their higher price point may be a deterrent to all but the most faithful of organic shoppers. However, if your store caters to consumers looking for organics, then organic cherries should be a consideration.

FRESH TRENDS 2021

14% of consumers said they purchased organic cherries exclusively, down from 15% last year, while another 18% said they bought organic cherries at least some of the time.

MARKETING TIPS

While the demand for organic cherries is limited, make the most of their short marketing window by displaying them prominently when their prices

are lowest. Speaking of price, be sure to place organic cherries by themselves or near other comparably priced organic fruit to avoid having consumers compare prices against conventionally grown fruit. Educate shoppers about the need for more labor to grow produce organically, which leads to higher prices.

DOS AND DON'TS

✓ DO: Make organic cherries the red in a red, white and blue summertime promotion.

✗ DON'T: Don't be rough when handling organic cherries. They are a fragile fruit and rough handling can lead to less product to sell.



To read more, scan the QR code.