


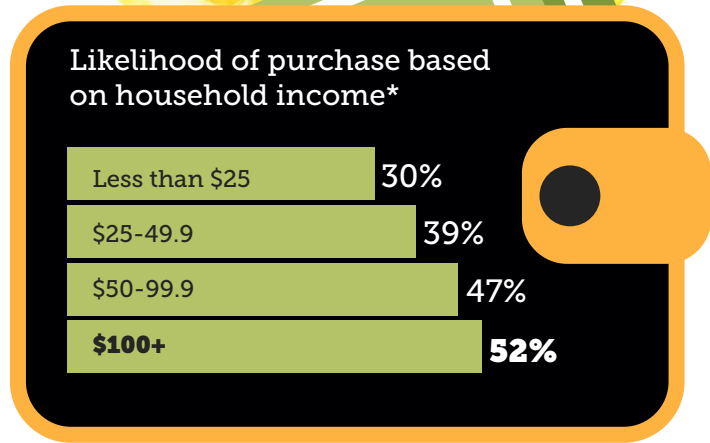


**LEMONS SCORED THE LUCKY 13** this year—for 13 years straight the likelihood of a lemon purchase has increased according to income. More than half of the most affluent shoppers—52%—said they bought the citrus fruit in the past year.

The same percentage of shoppers also was represented by the oldest consumers and Hispanic shoppers as some of the most likely overall to buy lemons.

Households without kids were more likely to buy lemons than those with kids; however, those with three or more kids at home comprised the most likely group overall to buy the tart fruit. Shoppers older than 50 were more likely to buy lemons than younger consumers.

More consumers were interested in organic lemons this year. Twelve percent of buyers said they always selected organic fruit—up from 8% who said so last year—and 29% of buyers said they chose organic lemons at least some of the time (22% said so last year). 

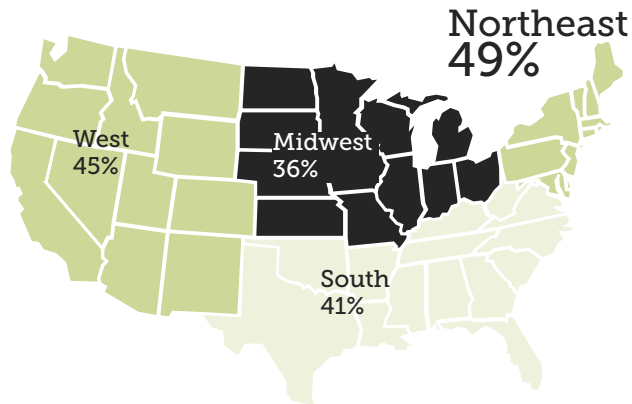


\*Figures in thousands; Annual household income

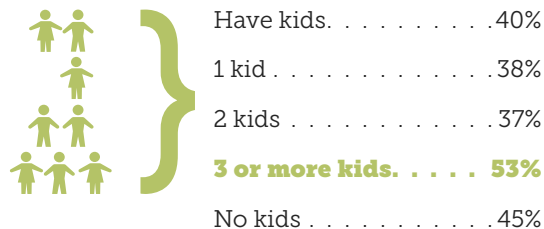


# lemons

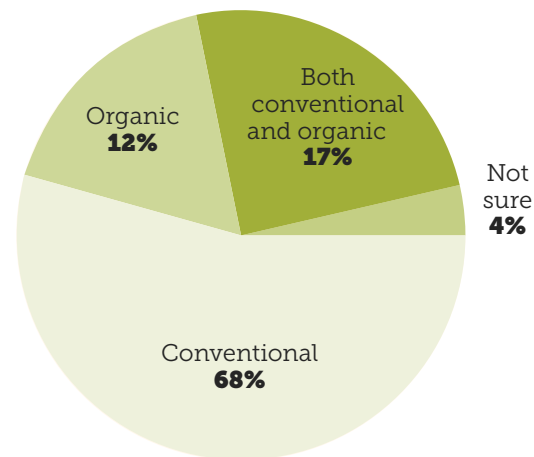
## Likelihood of purchase based on region



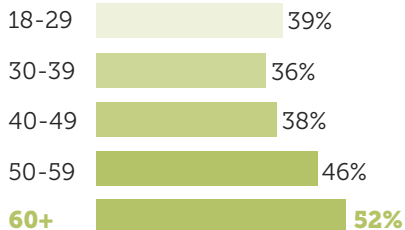
## Likelihood of purchase based on presence of children



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



## Likelihood of purchase based on age\*



\*Considering primary household buyers



**30%**  
of customers  
purchased limes within  
the past 12 months

**OFTEN USED AS A GARNISH** or for a splash of flavor in recipes, limes have a loyal following.

Hispanic shoppers in particular celebrate this fruit — in fact, they were the most likely group overall to buy limes.

This marks the thirteenth year that the likelihood of a lime purchase has increased according to income. Shoppers in the top income group were nearly twice as likely to buy the citrus fruit than those earning less than \$50,000 annually.

Following a six-year trend, Western shoppers comprised the region most likely to buy limes.

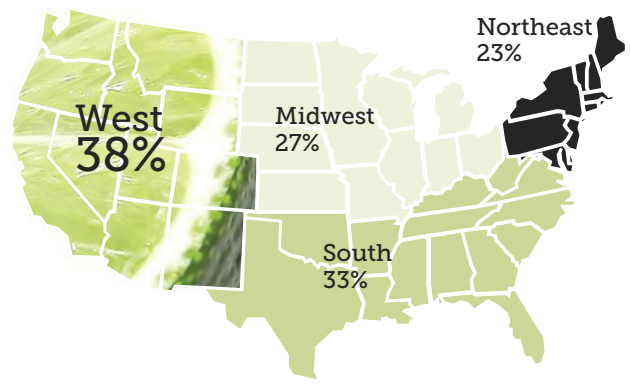
The likelihood of a lime purchase generally increased according to age. Shoppers 60 and older were among the most likely overall to buy the green citrus fruit.

Households without kids were more likely to buy limes, at 32%, than those with children living at home, at 28%. **BT**

Photo: Farm Journal & iStock

# limes

## Likelihood of purchase based on region



## Likelihood of purchase based on ethnicity

White/Caucasian	28%
Black/African American	25%
<b>Hispanic</b>	<b>44%</b>
Asian	32%
Other	31%

# oranges

**ALWAYS A KID FAVORITE** and a healthy grab-and-go option, oranges were the fifth most popular fruit in *Fresh Trends 2021* after favorites like bananas, apples, strawberries and grapes.

For more than a decade, the likelihood of an orange purchase has increased according to income.

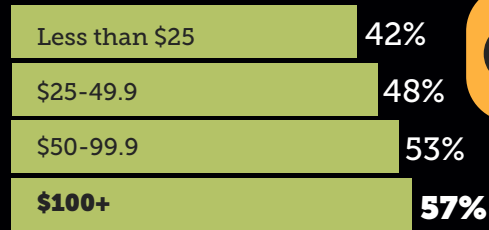
While households without kids were more likely to buy oranges than those with kids, families with three or more children were some of the most likely overall to buy this bright fruit, as were those in the highest income bracket and certain ethnicities—specifically Hispanics and those in the “other” ethnic or racial category. In fact, Hispanic shoppers were the most likely overall to buy oranges.

Older shoppers were more likely to buy oranges than those younger than 50. Shoppers age 60 and older were among the most likely to buy overall. Westerners were more likely to buy the fruit than those from other regions.

When it came to organic purchases, 24% of buyers said they selected organic oranges at least some of the time. African American consumers and those 18-29 were the most likely to make a periodic organic orange purchase. Nine percent said they always bought organic. 🍊








## Likelihood of purchase based on household income\*



\*Figures in thousands; Annual household income

# Organic Citrus



ORANGE SALES		2020
	Pounds sold	105,909,018
	Average retail price per pound	\$1.20
	Retail sales	\$127,589,457
	Percent of total organic produce sales	1.6%
	Organic percent of retail orange sales	10.3%
<b>Change in sales from last year</b>		<b>18.8%</b>

Source: IRI

LIME SALES		2020
	Pounds sold	11,629,643
	Average retail price per pound	\$2.30
	Retail sales	\$26,757,371
	Percent of total organic produce sales	.33%
	Organic percent of retail lime sales	4.1%
<b>Change in sales from last year</b>		<b>29.4%</b>

Source: IRI

**TANGY AND COLORFUL, ORGANIC CITRUS** made its mark among the younger crowd and those with kids living at home. Marketers moved more than 105.9 million pounds of oranges in 2020 at an average price of \$1.20 per pound, according to IRI. Meanwhile, sales of organic lemons pushed past \$64.4 million, accounting for 7.6% of retail lemon sales.

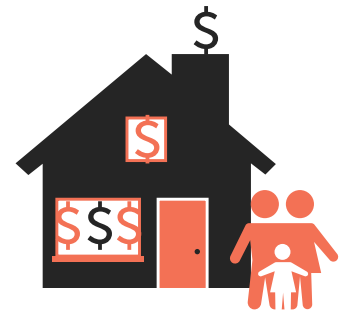
Age is a key factor in any organic purchase, and the contrasts were striking with lemons, according to *Organic Fresh Trends 2022*. Shoppers younger than 40 were much more likely to select organic fruit exclusively than those age 50 and older. In fact, the youngest shoppers (age 18-29) were 10 times more likely to always buy organic lemons than those age 30 and older.

Shoppers with children at home were more likely to buy organic oranges periodically than those without kids. The likelihood of an organic purchase increased according to the number of kids in the home. Families with two or more children were among the most likely overall to buy organic oranges at least some of the time.

Income played a role in grapefruit purchases. Shoppers earning \$50,000 or more annually were more likely to buy the citrus than those earning less.

More than one-third of grapefruit buyers (36%) said they selected organic fruit at least some of the time; 15% said they always grabbed organic grapefruit. <sup>FT</sup>

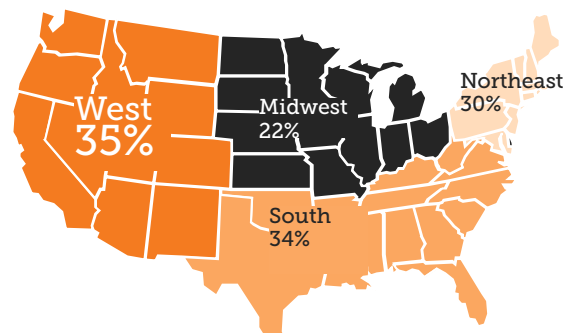
## Likelihood of PERIODIC ORGANIC Grapefruit purchase based on household income\*



\$\$\$\$\$\$ 40%	\$100+
\$\$\$\$\$\$ 41%	\$50-99.9
\$\$\$\$ 25%	\$25-49.9
\$\$\$\$\$ 35%	Less than \$25

\*Figures in thousands; Annual household income







## Likelihood of PERIODIC ORGANIC Orange purchase based on region



Photos: Farm Journal & iStock

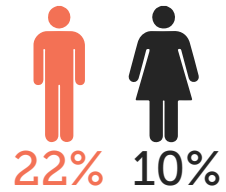
LEMON SALES		2020
	Pounds sold	22,380,170
	Average retail price per pound	\$2.88
	Retail sales	\$64,433,613
	Percent of total organic produce sales	.81%
	Organic percent of retail lemon sales	7.6%
	<b>Change in sales from last year</b>	<b>26.3%</b>

Source: IRI

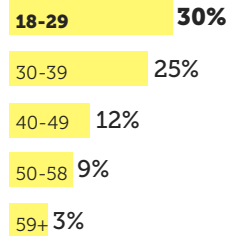
GRAPEFRUIT SALES		2020
	Pounds sold	6,947,847
	Average retail price per pound	\$1.71
	Retail sales	\$11,867,714
	Percent of total organic produce sales	.15%
	Organic percent of retail grapefruit sales	5.5%
	<b>Change in sales from last year</b>	<b>35.7%</b>

Source: IRI

Likelihood of ORGANIC ONLY Grapefruit purchase based on gender

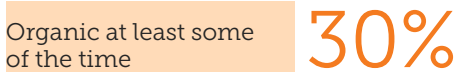


Likelihood of ORGANIC ONLY Lemon purchase based on age\*



\*Considering primary household buyers

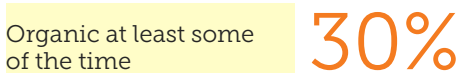
Organic purchasing patterns of oranges



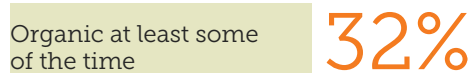
Organic purchasing patterns of grapefruit



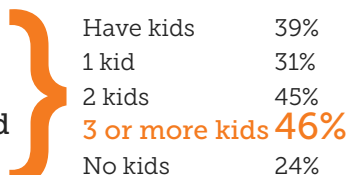
Organic purchasing patterns of lemons



Organic purchasing patterns of limes



Likelihood of PERIODIC ORGANIC Orange purchase based on presence of children



Likelihood of ORGANIC ONLY Lime purchase based on ethnicity

