

# Cucumbers

**THIS CRISP, CRUNCHY VEGGIE** adds texture to salads, provides an added bite to wraps, or can be pickled to add a depth of flavor. It's the seventh most popular vegetable in Fresh Trends 2022.

Consumers aren't really too particular about the kind of cukes they buy. While 40% said they preferred field-grown cucumbers, 41% said they had no preference at all. Only 18% said that hothouse-grown varieties were their top pick.

Older shoppers clearly prefer cucumbers, as those 50 and older were the most likely to buy the green vegetable overall – a trend now in its fourth year. Not only did older shoppers prefer cucumbers, but younger consumers clearly did not – those age 18-29 were the least likely to buy overall, along with Black consumers.

While families without kids were more apt to make a purchase overall than those with kids, families with three or more kids at home were just as likely to buy cucumbers. But cucumbers were purchased by those of all income levels at a fairly even rate. 📌



**45%** of customers  
purchased cucumbers  
within the past 12 months

## Likelihood of purchase based on ethnicity

|                              |            |
|------------------------------|------------|
| <b>White/Caucasian</b> ..... | <b>48%</b> |
| Black/African American ..... | 28%        |
| Hispanic .....               | 43%        |
| Asian .....                  | 43%        |
| Other .....                  | 0%         |

## Likelihood of purchase based on gender

