

# Cucumbers

**CUCUMBERS ARE SHOWING GROWTH** in per capita consumption numbers, and The Packer's *Fresh Trends 2023* survey also shows a bump up in purchase frequency compared with last year.

According to *Fresh Trends 2023*, 46% of consumers reported fresh cucumber purchases in the past year, up from 45% in the 2022 survey and up from 44% in the 2021 survey.

The USDA reports that retail per capita availability of fresh cucumber has risen from 6.19 pounds in 2010 to 7.38 pounds in 2019, a gain of 19% over that time span.

Higher-income consumers were the most frequent

purchasers of cucumbers in the *Fresh Trends 2023* survey, but the gap between lower-income and higher-income consumers was modest.

Forty-nine percent of consumers making more than \$100,000 per year reported fresh cucumber purchases, compared with 42% making less than \$25,000 annually, 43% of those making between \$25,000 and \$50,000 a year and 49% of those making between \$50,000 and \$100,000 per year.

Consumers in the West rated tops in frequency of fresh cucumber purchases, according to *Fresh Trends 2023*, with 55% indicating fresh cucumber purchases in the previous year. That compares with 47% for shoppers in the Midwest, 41% in the South and 41% for consumers in the Northeast.

Older consumers polled by *Fresh Trends* were big consumers of fresh cucumbers. Fifty-four percent of consumers aged 60 and older reported fresh cucumber purchases, slightly below the 59% for the 50-59 age group but well above the 42% reported for the 40-49 age group, the 39% for the 30-39 bracket and the 32% reported by consumers 18-29 years old. 📊



**65¢**  
each  
up from 60¢  
in 2021

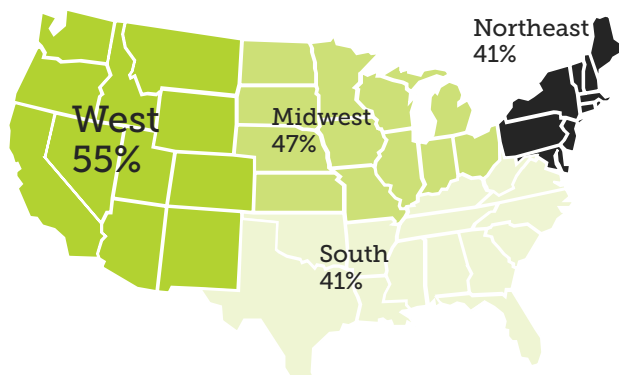
**\$14.95**  
per carton  
up from \$13.06 per  
carton in 2021

## Varieties consumers prefer to purchase

<b>No preference</b> .....	<b>44%</b>
Field-grown.....	43%
Hothouse or greenhouse-grown.....	13%

(also known as English style)

## Reported purchase based on region



## Ways consumers use cucumbers






<b>As a salad</b>	<b>73%</b>
As a snack	53%
As a side dish	35%
As an ingredient in a recipe	32%
As an appetizer	21%
As a main dish	11%

## Reported purchase based on presence of children

 Have kids. . . . .	44%
1 kid . . . . .	40%
2 kids . . . . .	45%
<b>3 or more kids. . . . .</b>	<b>51%</b>
No kids . . . . .	47%

# Organic Cucumbers



SALES		2021
	Pounds sold	39,971,935
	Average retail price per pound	\$3.29
	Retail sales	\$131,584,292
	Percent of total organic produce sales	1.7%
	Organic percent of retail commodity sales	10%
<b>Change in sales from last year</b>		<b>14%</b>

Source: IRI/FreshLook Marketing

**ORGANIC CUCUMBERS ARE A RISING STAR** in the produce department.

Organic cucumbers sales soared 14% higher in 2021, according to retail scan data from IRI.

At \$131.6 million, organic cucumber sales in 2021 were up 14% in value compared with 2020. Volume jumped 14.5% to 39.9 million pounds in 2021, while the average price per pound for organic cucumbers was \$3.29 per pound, off 2 cents per pound compared with 2020, according to IRI data.

Organic cucumbers sales accounted for 10% of all retail cucumber sales and owned for 1.7% of total organic produce sales in 2021, according to IRI scan data.

Thirteen percent of consumers say they shop exclusively for organic cucumbers, according to The Packer's *Organic Fresh Trends 2023*, while 34% say they shop for organic cucumbers at least periodically.

Organic cucumber preference isn't closely tied to income, as *Organic Fresh Trends 2023* reported that

15% of shoppers making less than \$25,000 per year said they exclusively shop for organic cucumbers, compared with 12% of those making more than \$100,000.

Gender difference in organic cucumber preference also is musted, with 14% of men shoppers and 13% of women shoppers indicating they exclusively shop for organic cucumbers.

A bigger difference was noted among shoppers with dependent children, 19% of whom said they exclusively shop for organic cucumbers. That compares with just 9% of shoppers with no kids who say exclusively shop for organic cucumbers.

By far, the biggest indicator of consumer preference for organic cucumbers was age. Twenty percent of shoppers from 18 to 29 years old said they shopped exclusively for organic cumber, compared with only 6% consumers over 60 years old who indicated that. **FT**

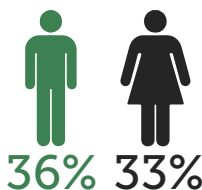
Likelihood of **ORGANIC ONLY** purchase based on household income\*



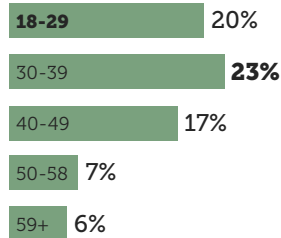
\$\$\$\$\$\$\$\$ 12%	\$100+
\$\$\$\$\$\$\$\$ 12%	\$50-99.9
\$\$\$\$\$\$\$\$\$ 14%	\$25-49.9
\$\$\$\$\$\$\$\$\$\$ 15%	Less than \$25

\*Figures in thousands; Annual household income

Likelihood of **ORGANIC ONLY** purchase based on gender



Likelihood of **PERIODIC ORGANIC** purchase based on age\*



\*Considering primary household buyers