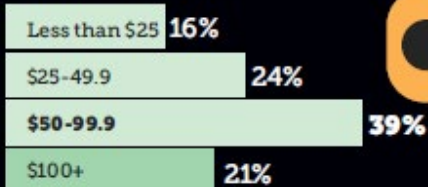


TWENTY-FIVE PERCENT of *Fresh Trends 2020* respondents* reported buying dates in the past 12 months, with 15% saying they also purchased value-added products such as chopped dates or date rolls. Shoppers age 18-39 were by far the most likely to make a purchase, and twice as likely as those 40 and younger. Medjool dates were the most popular variety, although nearly a quarter of those surveyed said they didn't know what variety they had purchased. 🍯



Likelihood of purchase based on household income*



*Figures in thousands; Annual household income

Varieties consumers prefer to purchase

Medjool	51.46%	Other	14.04%
Deglet noor	30.99%	Don't know	22.22%

*683 shoppers were questioned about date and nut purchases separately from the main *Fresh Trends 2020* survey.