

Grapes

THE PACKER'S FRESH TRENDS 2023 SURVEY finds grapes remain a popular fruit among American consumers.

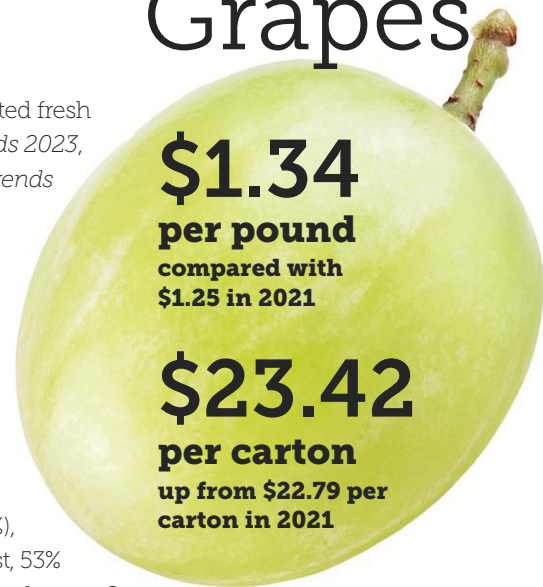
Fifty-two percent of consumers said they purchased fresh grapes in the past year. That is slightly down from 55% indicating fresh grape purchases in both *Fresh Trends 2022* and *Fresh Trends 2021*.

By income levels, 53% of shoppers making more than \$100,000 per year said they purchased grapes in the past year, compared with 54% in *Fresh Trends 2022* and 61% in *Fresh Trends 2021*.

Meanwhile, 51% of consumers making

less than \$25,000 a year indicated fresh grape purchases in *Fresh Trends 2023*, compared with 52% in *Fresh Trends 2022* and 48% in *Fresh Trends 2021*. For *Fresh Trends 2023*, consumers with no kids at home reported higher levels of grape purchases (53%) compared with shoppers with kids at home (48%).

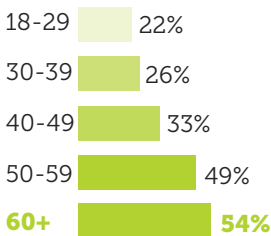
Consumers in the Midwest reported the highest level of fresh grape consumption (57%), compared with 48% for the West, 53% for the South and 52% for the Northeast. 📍



Varieties consumers prefer to purchase

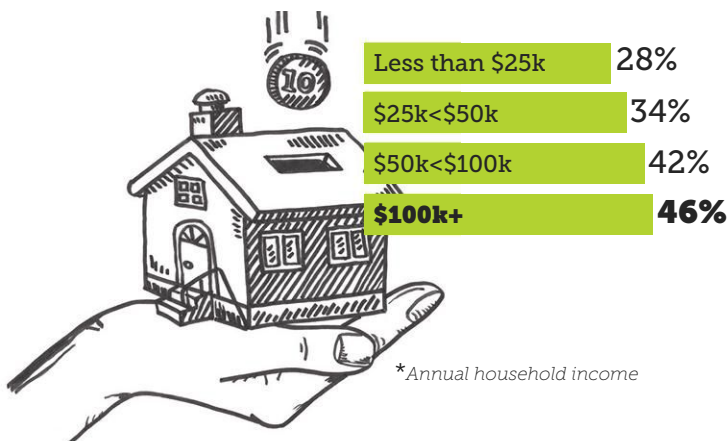
Seedless - green/white	65%
Seedless - red.....	60%
Seedless - blue/black.....	31%
With seeds - red.....	14%
With seeds - green/white.....	13%
With seeds - blue/black.....	8%
No preference.....	8%

Reported purchase based on age*



*Considering primary household buyers

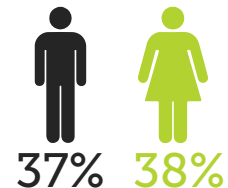
Reported purchase based on household income*



Reported purchase based on presence of children



Reported purchase based on gender



Reported purchase based on ethnicity

White/Caucasian.....	42%
Black/African American.....	25%
Hispanic.....	32%
Asian.....	55%
Other.....	36%