

# Kid-Friendly, Family-Friendly Fruits

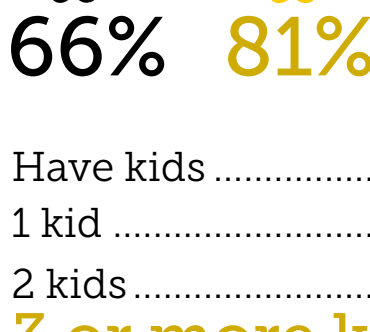


## BANANAS

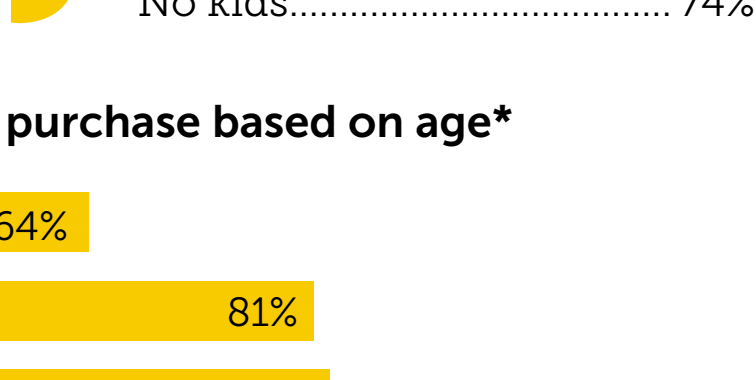
**HIGH IN POTASSIUM AND PROFOUNDLY PORTABLE**, bananas are a kid-friendly, family-friendly powerhouse produce item that continues its reign as the top purchased item in the produce department. Nearly three-quarters of consumers said they bought bananas in the past 12 months.

**73%** of customers purchased bananas within the past 12 months.

Likelihood of purchase based on gender



Likelihood of purchase based on presence of children

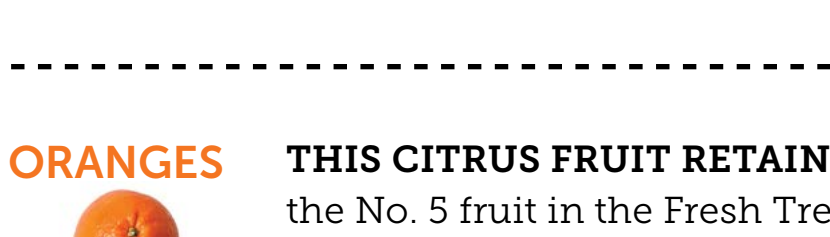


Likelihood of purchase based on age\*

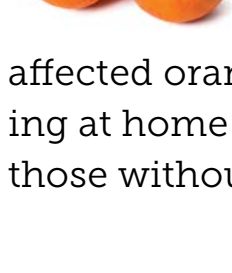


\*Considering primary household buyers

Likelihood of purchase based on ethnicity



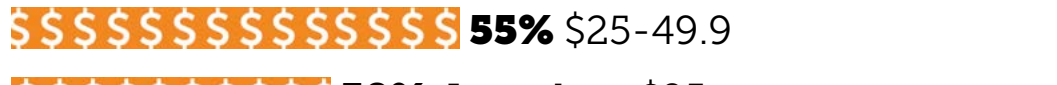
## ORANGES



**THIS CITRUS FRUIT RETAINED** its spot as the No. 5 fruit in the Fresh Trends survey. More than half of all consumers said they purchased oranges in the past year.

It's no surprise that the presence of children affected orange purchases this year. Families with kids living at home were more likely to buy the citrus, at 58%, than those without kids, at 55%.

Likelihood of purchase based on household income

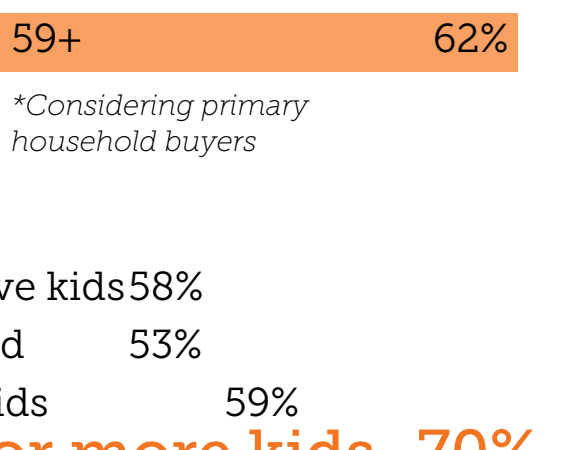


\*Figures in thousands; Annual household income

Likelihood of purchase based on gender

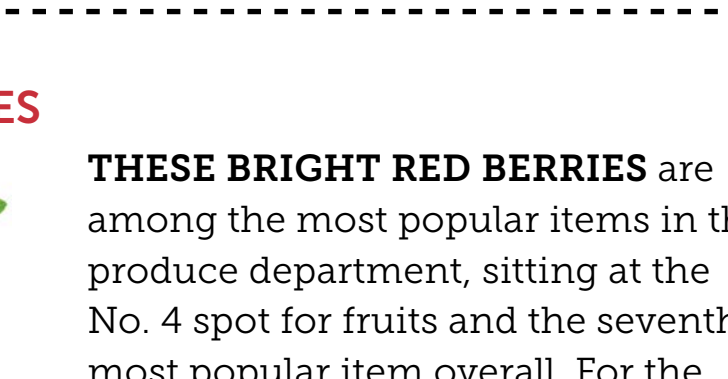


Likelihood of purchase based on age\*

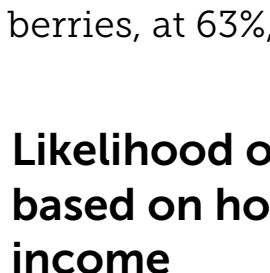


\*Considering primary household buyers

Likelihood of purchase based on presence of children



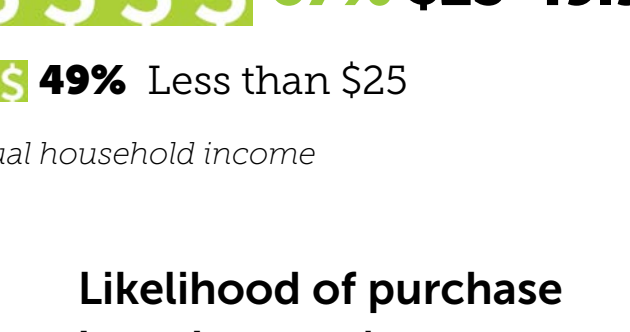
## STRAWBERRIES



**THESE BRIGHT RED BERRIES** are among the most popular items in the produce department, sitting at the No. 4 spot for fruits and the seventh most popular item overall. For the past decade, the likelihood of a strawberry purchase has increased according to income.

Kids and adults alike are fond of strawberries. Families with children in the household were more likely to buy the red berries, at 63%, than those without kids, at 61%.

Likelihood of purchase based on household income

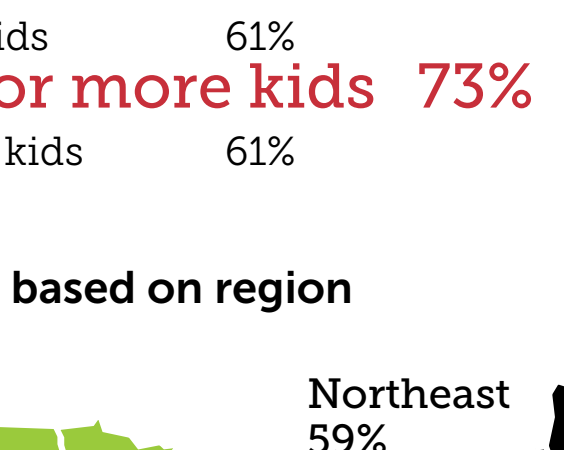


\*Figures in thousands; Annual household income

Likelihood of purchase based on gender

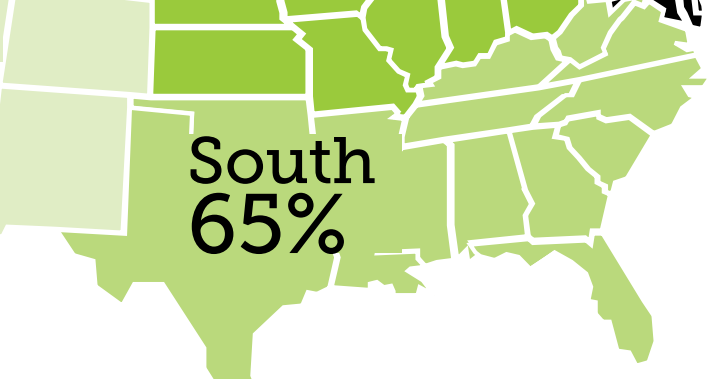


Likelihood of purchase based on age\*



\*Considering primary household buyers

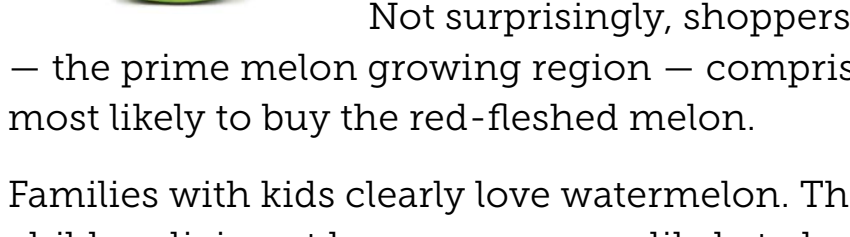
Likelihood of purchase based on presence of children



Likelihood of purchase based on region



Likelihood of purchase based on ethnicity



## WATERMELON

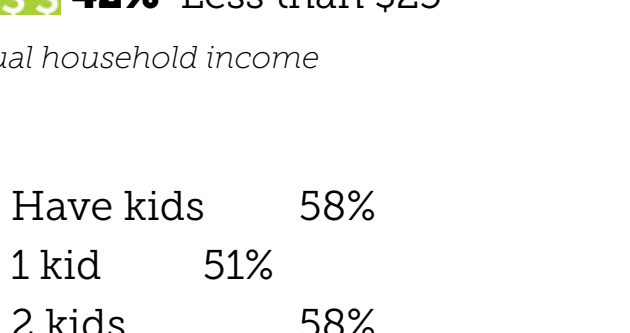


**THE LIKELIHOOD OF A WATERMELON** purchase increased two percentage points from Fresh Trends 2017.

Not surprisingly, shoppers in the South — the prime melon growing region — comprised the region most likely to buy the red-fleshed melon.

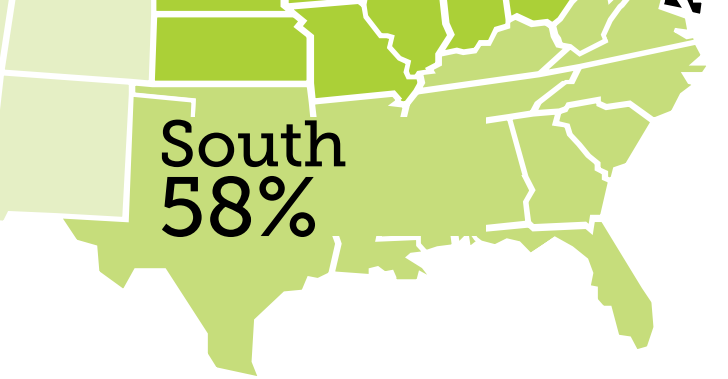
Families with kids clearly love watermelon. Those with children living at home were more likely to buy the fruit, at 58%, than those without kids, at 50%.

Likelihood of purchase based on household income



\*Figures in thousands; Annual household income

Likelihood of purchase based on presence of children



Likelihood of purchase based on region



[Read the Fresh Trends 2018 results](#)

The Packer