

# kiwifruit

## Ways consumers use kiwifruit



As a snack	66%
As a dessert	18%
As a salad	16%
As a side dish	14%
As an ingredient in a recipe	13%
As an appetizer	11%

## Varieties consumers prefer to purchase

Green kiwifruit .. 61%

Golden kiwifruit .....20%

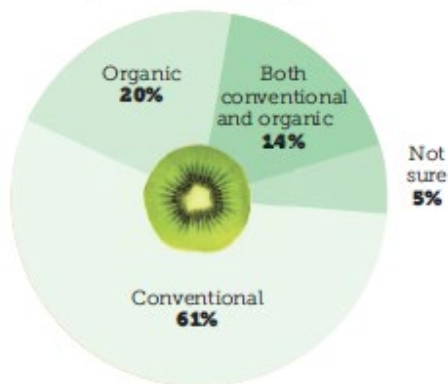
No preference.....17%

## Likelihood of purchase based on household income\*

Less than \$25	7%
\$25-49.9	10%
\$50-99.9	11%
\$100+	13%

\*Figures in thousands; Annual household income

## Types of produce purchased (among those who bought this item)



The Packer.com



**KIDS LOVE KIWIFRUIT**, and that is reflected in the fact that families with kids were more likely to buy the fuzzy fruit than those without kids. The likelihood of a purchase increased according to the number of children in the household, and consumers with three kids at home were among the most likely to buy kiwi overall. Probably because of the family factor, shoppers age 58 and younger were the most likely to buy kiwi when considering age—purchases fell sharply for consumers age 59+.

The traditional green-fleshed kiwifruit is the most popular, with 61% of shoppers saying they preferred this variety. The golden kiwi is a top choice for 20% of shoppers (17% said they had no preference at all).

This fruit is a hearty and sweet snack, and two-thirds of kiwi buyers used the fruit in this way. It also makes a healthy dessert—18% served it this way. Kiwi was also popular as a salad (16% said so) and a side dish (14% used it this way).

The likelihood of a kiwi purchase increased according to income for the fourth consecutive year. Hispanic and Asian shoppers were the most likely ethnic groups to buy kiwi, and in fact, they were the most likely to buy the fruit overall this year.

More than one-third of kiwi buyers (34%) said they selected organic fruit at least some of the time, up from 22% who said the same last year. One-fifth of kiwi buyers said they always bought organic fruit. @

Photo: Stock Farm Journal

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# Kiwifruit pmg organic 2020

## OVERVIEW






Organic kiwifruit sales jumped nearly 28% in 2019, indicating a growing demand for the small fruit. Encourage shoppers to purchase organic kiwifruit by making it a staple in your tropicals display.

## FRESH TRENDS 2020

20% of consumers said they purchased organic kiwifruit exclusively, up from 16% last year, while another 14% said they bought organic kiwifruit at least some of the time.

## HANDLING

- > Temperature: 32°F, 0°C backroom storage
- > Relative humidity: 90-95%
- > Mist: no
- > Typical shelf life: Green: up to 28 days, refrigerated; three to seven days at room temperature; Gold: up to 14 days, refrigerated, three to four days at room temperature. Ethylene-sensitive (unripe). Ethylene-producer (ripe).
- > Spots of dry mold can be wiped off, but discard fruit with wet spots.

	Sales	2018	2019
 Pounds sold		33.1% change from 2018	2,925,796
 Average retail price per pound		\$3.89	\$3.74
 Retail sales		27.8% change from 2018	\$10,944,379
 Dollar share of organic fruit		\$0.44	\$0.54
 Organic percent of retail kiwifruit sales			<b>6.7%</b>

Source: IRI

## MARKETING TIPS

Promote both the green and gold varieties of organic kiwifruit by offering samples and explaining the difference in flavors. Market organic kiwifruit to both children and adults. Kiwifruit is the perfect size for small hands, and kids will clamor for its sweet, tangy flavor. Promote it to adults as a great on-the-go sweet pick-me-up that won't throw them off their diet. Cross-merchandise kiwifruit with baking goods and other tropical fruits.

## DOS AND DON'TS

- ✓ **DO:** Promote organic kiwifruit as a great snack option.
- ✗ **DON'T:** Don't forget to promote kiwifruit during the winter holidays. Its green color makes it a festive garnish for plates and drinks.

## COMMON PLUS

For a list of the most common PLUS, look online at [ProduceMarketGuide.com/produce/organic-kiwifruit](http://ProduceMarketGuide.com/produce/organic-kiwifruit)



Photo: Farm Journal

## 2 tips for dynamic organic kiwifruit displays



**1** Organic kiwifruit can get lost in a larger display. Draw attention to them by placing them in their own container, like a bowl-shaped basket, and setting it apart from the main display.



**2** Make organic kiwifruit a part of a larger organic tropical display to encourage shoppers to purchase more than just one type of fruit.