

limes

THIS GREEN CITRUS FRUIT IS POPULAR with certain crowds, and Hispanic shoppers lead the pack. More than one-third (34%) of Hispanic consumers purchased limes in the past year.

Lime purchases have experienced a dozen years of increasing according to income. Shoppers in the top income bracket were twice as likely to buy limes as those earning less than \$25,000 annually—a trend that continues from last year. In fact, consumers earning more than \$100,000 were among the most likely to buy limes overall (after Hispanic shoppers).

For the fifth year in a row, Western consumers were more likely to buy limes than those in other regions. Midwestern shoppers comprised the region least likely to buy.

Shoppers over 50 were more likely to buy limes than younger shoppers. The same was true last year, but for 2020 the line clearly seems to fall at age 50. 🍋



For more **Fresh Trends** data online, including interactive features, visit: ThePacker.com/Fresh-Trends-Data



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

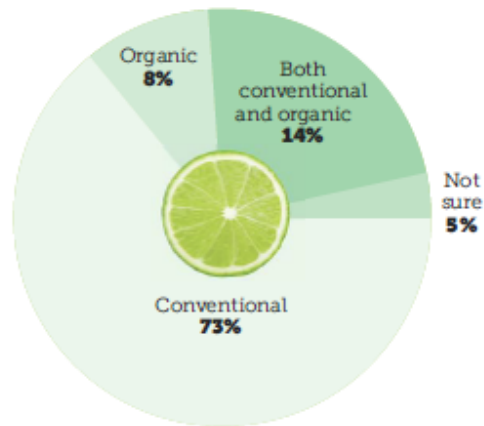







Photo: Adobe Stock, Stock & Farm Journal

Limes pmg organic 2020

OVERVIEW

In the citrus category, organic lime sales grew again in 2019, making up nearly 2% of total lime sales. Limes are a popular juicing item as well as being a garnish for drinks and a flavoring for meat. Grow organic lime sales by capitalizing on these cross-merchandising opportunities.

Sales		2018	2019
	Pounds sold	18.2% change from 2018	2,799,628
	Average retail price per pound	\$3.65	\$3.48
	Retail sales	12.8% change from 2018	\$9,750,897
	Dollar share of organic fruit	\$0.52	\$0.48
	Organic percent of retail commodity sales		1.9%

Source: IRI

FRESH TRENDS 2020

8% of consumers said they purchased organic limes exclusively, down from 11% last year, while another 14% said they bought organic limes at least some of the time.

MARKETING TIPS

Make organic limes a part of a larger organic citrus display, pairing them with organic lemons and oranges. Promote organic limes and lemons together in a single promotion to appeal to shoppers looking for both. Offer both bagged and bulk organic limes to

meet different needs. Cross-merchandise organic limes with other organic items like liquor, seafood and baking items.

DOS AND DON'TS

✓ DO: Keep stacks of limes low as their odd shape puts them at risk for rolling off the display.

✗ DON'T: Don't let limes get too cold as temperatures below freezing can cause injury.

HANDLING

- > Temperature: 55°F, 12.8°C
- > Relative humidity: 85-90%
- > Mist: yes
- > Typical shelf life: 14 to 28 days
- > Odor producer (Do not store or transport odor-sensitive items with commodities that produce odors. Limes produce odors that will be absorbed by meat, eggs and dairy products.)
- > Highly sensitive to freezing injury. (Likely to suffer injury by one light freezing.)
- > Susceptible to chilling injury (Damage sometimes is not apparent until produce is returned to a higher temperature.)



To see more online visit:
ProduceMarketGuide.com/produce/organic-limes

Photos: iStock & Farm Journal

3 tips for citrus displays...



Display both bulk and bagged organic limes to attract both shoppers looking for a single lime and those needing a larger supply.



Showcase organic limes with organic lemons to create a bright, eye-catching display.



Use organic limes' distinctive green color to create a color break in your organic citrus display.