

Onions

A GREAT WAY TO ADD FLAVOR to many dishes, onions continue to rank as one of the top-selling vegetables in Fresh Trends. This year, the pungent bulbs came in as the No. 3 vegetable and ranked as the fourth most popular item overall of the more than 50 studied.

Onions tied with potatoes and celery as the No. 1 conventionally grown vegetable in the Fresh Trends 2022 survey – 73% of shoppers said they always bought conventionally grown onions. Nearly one-quarter of shoppers (24%) said they bought organic onions at least some of the time.

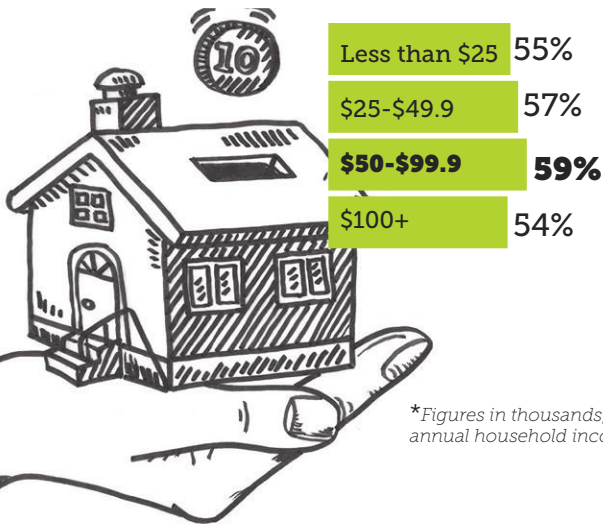
Age clearly plays a role in onion purchases, with vastly varying interest from the youngest to the oldest consumers. Following last year's trend, shoppers 50 and older were the most likely group overall to buy onions, while those age 18-29 were the least likely group to buy overall.

A favorite with singles, onions were more popular in families without kids than those with kids. Those with three or more children at home were more apt to buy the vegetable than those with fewer children. Women were quite a bit more likely to purchase onions than their male counterparts. 🍷

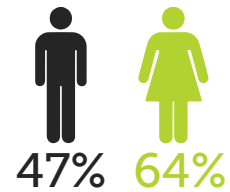


57% of customers purchased onions within the past 12 months

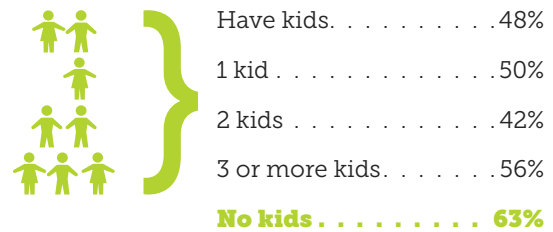
Likelihood of purchase based on household income*



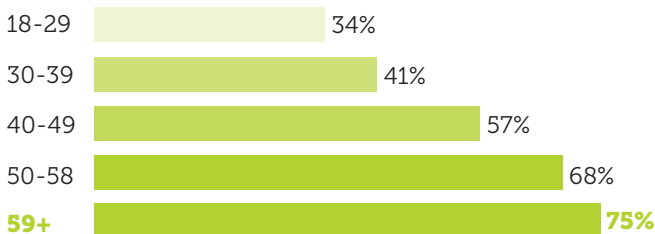
Likelihood of purchase based on gender



Likelihood of purchase based on presence of children

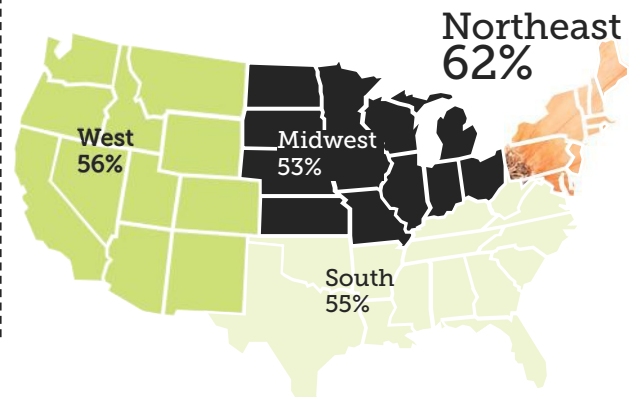


Likelihood of purchase based on age*



**Considering primary household buyers*

Likelihood of purchase based on region



Images: Farm Journal & iStock

Bulb Onions pmg organic 2021

OVERVIEW

After posting a modest 8% increase in sales in 2019, organic onion sales took off in 2020. Sales rose more than 30%, and organic sales made up nearly 8% of all onion sales. Organic onions are a great way to encourage shoppers to purchase more organic items as they are rarely eaten by themselves, so cross-merchandising opportunities abound.

FRESH TRENDS 2021

9% of consumers said they purchased organic bulb onions exclusively, up from 7% last year, while another 12% said they bought organic bulb onions at least some of the time.

MARKETING TIPS

Like beets, carrots and other root vegetables, organic onions grow below the soil, making them an attractive option for shoppers looking for vegetables grown using fewer chemical



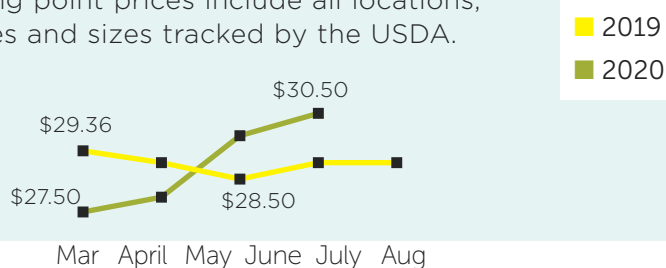
Sales	2020	% change from 2019
Pounds sold	132,771,896	35.7%
Retail sales	\$198,602,160	32.7%
	2020	2019
Average retail price per lb.	\$1.50	\$1.53
Dollar share of organic veg.	\$3.98	\$3.51
Organic percent of retail onion sales 2020* 7.9%		

Source: IRI

* Note: Sales numbers include both bulb and green onions

Organic monthly shipping point prices 2019-20

Shipping point prices include all locations, varieties and sizes tracked by the USDA.



inputs. Highlight organic onion growers and growing practice on your display and online. Promote organic onions as a great addition to liven up a salad or as a topping for summertime cookout offerings. Encourage shoppers to add organic onions to soup and stir-fries by cross-merchandising them with other organic ingredients in those types of dishes.

DOS AND DON'TS

- ✓ **DO:** Pair organic onions with organic potatoes in your displays. They have similar handling needs, and they are often purchased together.
- ✗ **DON'T:** Don't stick with just one type of packaging. Include both bulk and bagged onions to provide options to consumers.



To read more, scan the QR code.

Dynamic Displays



Photos: Farm Journal

Offer yellow, white and red organic onions so that you have everything your consumers might need.

Organic onions pair well with organic tomatoes and avocados as all three are often served in the same dish. Create an attractive display using all three.