

onions

53%

of customers purchased onions within the past 12 months

ADDING FLAVOR IS THE NAME of the game for onions, and this vegetable finds its way into a variety of households in the name of flavor. In fact, onions tied with tomatoes as the No. 2 vegetable on the *Fresh Trends 2020* survey after potatoes. Onions also tied for the third-most-popular spot on the survey (after bananas and potatoes).

Age matters when it comes to onions. For the third consecutive year, consumers age 59+ comprised the group most likely to buy the pungent vegetable overall. Shoppers over 50 were more likely than most to select the bulbs; meanwhile, consumers age 18-39 were among the least likely overall to buy onions.

Families without children were among the most likely overall

to buy onions, although the likelihood of a purchase in families with kids increased according to the number of children in the household.

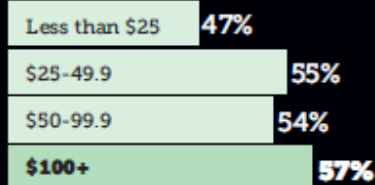
The likelihood of an onion purchase generally increased according to income.

Northeastern consumers were less likely to buy onions than their counterparts in other regions. This marks the third straight year that Caucasian consumers were more likely to buy onions than those of other ethnicities.

Nearly eight in 10 onion buyers (77%) bought conventionally grown onions, but eighteen percent said they opted for organic onions at least some of the time. Seven percent said they always bought organic product. 🌱



Likelihood of purchase based on household income*

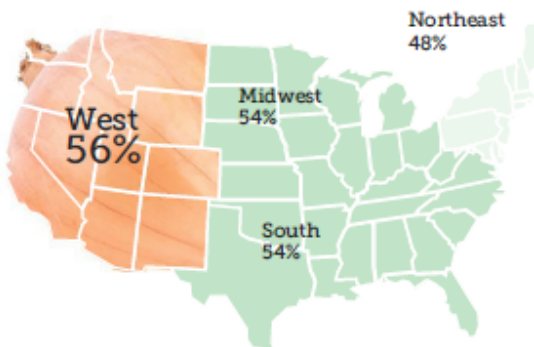


*Figures in thousands; Annual household income

Likelihood of purchase based on ethnicity



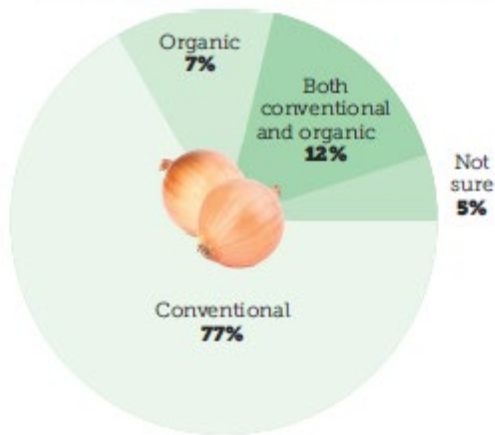
Likelihood of purchase based on region



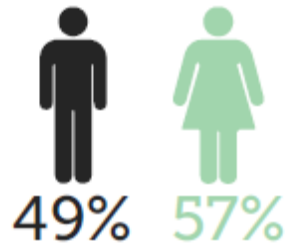
Photos: Adobe Stock, iStock's Farm Journal



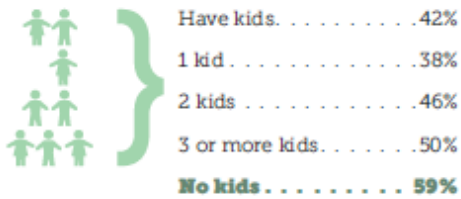
Types of produce purchased
(among those who bought this item)



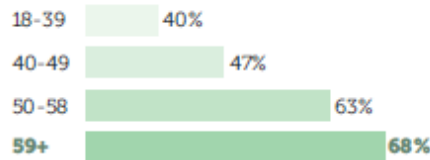
Likelihood of purchase
based on gender



Likelihood of purchase based
on presence of children



Likelihood of purchase based on age*








*Considering primary household buyers

Bulb Onions pmg organic 2020

OVERVIEW

Organic onions, including both bulb and green onions, are growing in popularity with consumers. Sales rose more than 8% in 2019, and organic sales now make up more than 5% of all onion purchases. Because organic onions are rarely eaten on their own, they are the perfect candidate for cross-merchandising and boosting sales of other organic items as well.

Sales		2018	2019
	Pounds sold	9.6% change from 2018	65,469,283
	Average retail price per pound	\$1.69	\$1.67
	Retail sales	8.2% change from 2018	\$109,230,612
	Dollar share of organic vegetables	\$3.11	\$3.27
	Organic percent of retail bulb onion sales		5.1%

Source: IRI

FRESH TRENDS 2020

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

Organic monthly shipping point prices 2019

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



DOS AND DON'TS

✓ DO: Create neat, low displays of organic onions. Stacking onions too high can lead to a mess if onions roll off the display.

✗ DON'T: Don't get onions wet as they will spoil quickly when exposed to moisture.

MARKETING TIPS

Organic onions are grown under the soil, so they are an attractive purchase for shoppers looking for items grown with fewer pesticides. Promote organic onions by highlighting the growing practices used to produce them. Include organic onions in promotions with other organic salad vegetables as well as with organic meat items and organic soup fixings. Make a special push for organic sweet onions during the summer months when they are a popular topper for hamburgers.



To see more online visit
[ProduceMarketGuide.com/
 produce/organic-onions-bulb](https://ProduceMarketGuide.com/produce/organic-onions-bulb)

Photos: iStock & Farm Journal

A tip for organic bulb onion displays



Consumers look for sweet onions, so make a large display of organic sweet onions. Their lower price makes them a great item for shoppers to try.

