



oranges

39%

of customers purchased oranges within the past 12 months

BRIGHT COLOR AND FLAVOR lend themselves well to oranges, which continually rank near the top of the list of most popular fruits. This year oranges were the fifth most popular fruit. (They were twelfth most popular overall.) *Fresh Trends 2020* marks the tenth year that the likelihood of an orange purchase increased according to income.

Oranges are popular in all parts of the country, but this year shoppers in the West and Midwest were more apt to buy the fruit than those in other regions.

Families without kids were a bit more likely to buy oranges, at 41%, than those with kids, at 31%.

However, families with three or more kids were some of the most likely overall to buy this citrus fruit (after Asian shoppers).

Tracing the fruit along ethnic lines reveals that half of all Asian shoppers bought oranges—making them the most likely group overall to make an orange purchase. But another ethnic group—African Americans—were the least likely to buy overall. Clearly some segments of the population favor oranges over others.

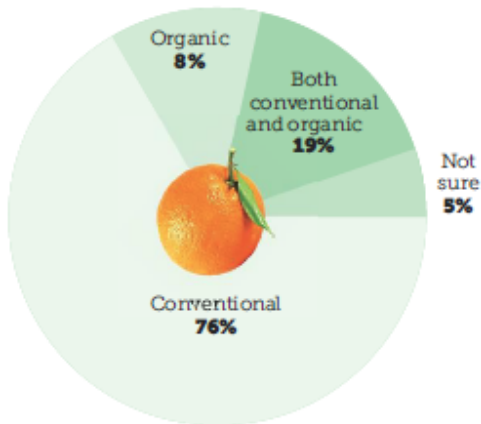
Shoppers age 40 and up were more likely to make an orange purchase than younger consumers.

Nearly one-fifth of orange buyers (19%) chose organic fruit at least some of the time.

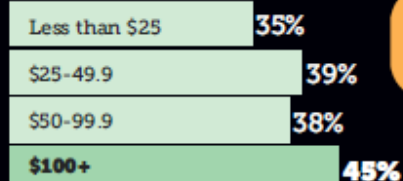
Likelihood of purchase based on ethnicity

White/Caucasian	39%
Black/African American	30%
Hispanic	44%
Asian	50%
Other	39%

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



Likelihood of purchase based on household income*

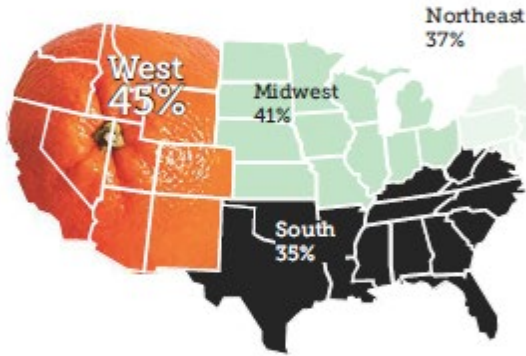


*Figures in thousands; Annual household income

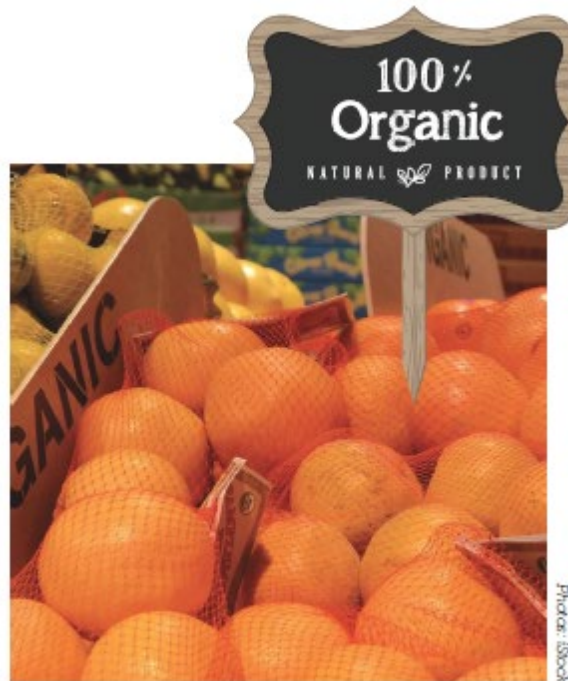
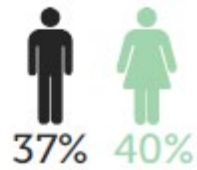
Likelihood of purchase based on presence of children



Likelihood of purchase based on region



Likelihood of purchase based on gender



FRESH
trends
DATA

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

Photo: iStock & Farm Journal

OVERVIEW

Organic orange sales fell more than 5% in 2019, but sales still account for nearly 4% of all orange purchases. Make organic oranges the centerpiece of a larger organic citrus display to boost sales of all types of organic citrus.






FRESH TRENDS 2020

15% of consumers said they purchased organic oranges exclusively, down 2% from last year, while another 12% said they bought organic oranges at least some of the time.

MARKETING TIPS

Market organic oranges to parents by highlighting their health benefits as well as the benefits to the environment. Include organic oranges in a larger organic citrus promotion to encourage shoppers to purchase multiple types of citrus. Cross-merchandise organic oranges with other organic juicing fruits and juicing equipment as well as with other fruit to encourage shoppers to build an organic fruit salad. Make organic oranges part of a larger organic citrus promotion. This will encourage shoppers to buy more than one type of organic citrus. When you put conventional oranges on ad, offer a sale on organic oranges as well to give shoppers options. Include organic oranges in juicing promotions and cross-merchandise them with other organic juicing fruits and vegetables.

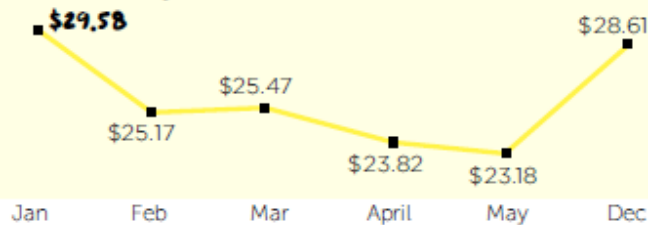
Photo: Farm Journal

	Sales	2018	2019
	Pounds sold	-4.7% change from 2018	19,863,422
	Average retail price per pound	\$1.83	\$1.82
	Retail sales	-5.2% change from 2018	\$36,216,678
	Dollar share of organic fruit	\$1.94	\$1.78
	Organic percent of retail orange sales		3.8%

Source: IRI

Organic monthly shipping point prices 2019

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



DOS AND DON'TS

✓ DO: Keep organic oranges front and center in your department because large, brightly colored citrus displays will attract shoppers' attention.

✗ DON'T: Don't stack organic oranges too high on the

display. While a pyramid of oranges looks great, it can all come tumbling down very quickly when shoppers remove a piece of fruit from the display.



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



3 tips for dynamic organic orange displays



Display organic oranges with other colorful organic fruit like lemons and apples.



Make organic oranges the centerpiece of an organic citrus display. Their larger size and bright orange color make for an eye-catching contrast against the bright colors of other citrus.



Create a large orange display and place it next to pears or dates, which are less vibrantly colored. The color contrast will draw attention to all of the items.