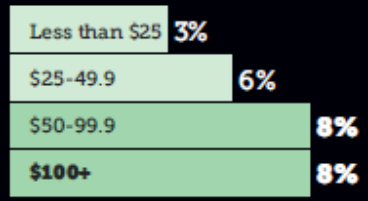


papayas

6%

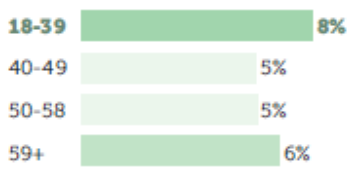
of customers purchased papayas within the past 12 months

Likelihood of purchase based on household income*



*Figures in thousands; Annual household income

Likelihood of purchase based on age*



*Considering primary household buyers

Likelihood of purchase based on ethnicity

| | |
|------------------------|------------|
| White/Caucasian | 5% |
| Black/African American | 5% |
| Hispanic | 11% |
| Asian | 17% |
| Other | 0% |

THIS TROPICAL FRUIT APPEALS to affluent and young shoppers. Affluent consumers were more likely to pick up papayas than those earning less—the delineating line seemed to fall at about \$50,000 (annual income).

Younger shoppers also love papayas. In fact, consumers younger than 50 have been more likely to buy the tropical fruit than older shoppers for years; this year shoppers younger than 40 were the top age group to buy the sweet fruit.

Although papayas are one of the least purchased commodities in the *Fresh Trends* survey, those who buy the fruit are really keyed into organic product. This year half of all papaya buyers said they purchased organic fruit at least some of the time—double the number who said the same last year. Nearly three in 10 (29%) said they always grabbed organic papaya.

Papayas have a dedicated following in families with kids. In fact, this group was nearly twice as likely to pick papayas this year as those without kids living in the home. Families with two children in the household were among the most likely to buy papayas overall. Asian consumers seek out papayas; they've been one of the most likely purchasers of papayas for seven years now. This year they were the group most likely to buy the tropical fruit overall. 🍌

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

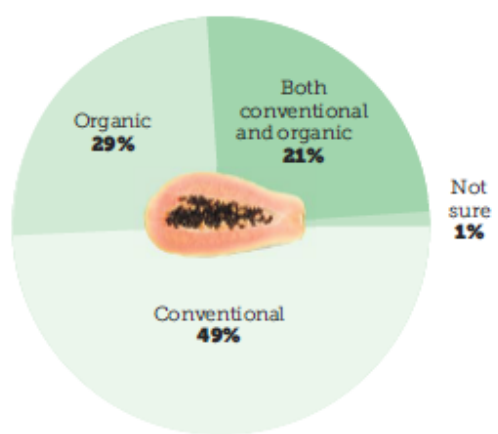


Photo: Adobe Stock/Shock & Farm Journal