

Pears

THE PACKER'S FRESH TRENDS 2023 SURVEY FOUND that 1 in 4 consumers (25%) said they purchased pears in the past year. That compares with 27% of consumers who said they purchased pears in *Fresh Trends 2022* and 31% of consumers who indicated pear purchases in *Fresh Trends 2021*.

The USDA reports retail per capita availability of fresh pears has declined slightly in the past decade. 2011 retail per capita consumption was 3.1 pounds but dropped to 2.7 pounds by 2019.

Higher income levels correlated to higher pear consumption. *Fresh Trends 2023* showed that 36% of consumers earning more than \$100,000 a year said they purchased pears in the past year, compared with 18% of shoppers earning less than \$25,000 annually.

By age bracket, 31% of consumers in the aged 30-39 said they purchased fresh pears, compared with 30% of consumers aged 60 and older, 20% of those consumers from ages 50-59, 21% of consumers from ages 40-49 and 18% of consumers from ages 18-29.

At 27%, white/Caucasian consumers were the most frequent purchasers of fresh pears, *Fresh Trends* data reveals. That compares with 22% for Black/African American consumers, 21% for Hispanic shoppers and 26% for Asian consumers.

The fob average for fresh pears was \$29.96 per carton in 2022, up 6% from \$28.30 per carton in 2021. The average promoted retail price for fresh pears in 2022 was 98 cents per pound, up 10% from 89 cents per pound in 2021. The number of stores promoting fresh pears in 2022 totaled 514,930, down from 588,824 in 2021, the USDA said. 📌



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Pears
Are
Grown
With
Care!

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Reported purchase based on household income*

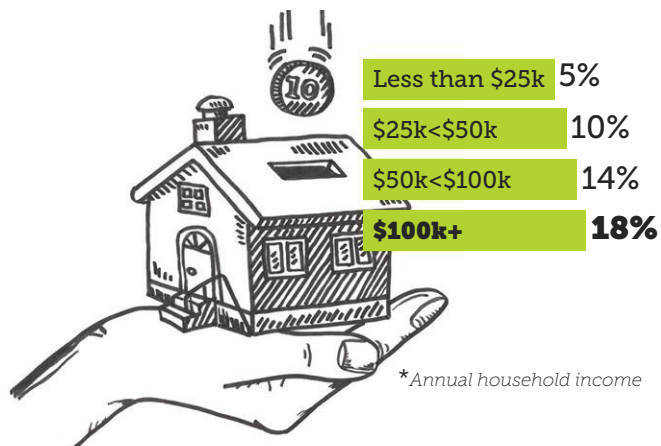


Photo: iStock & Farm Journal

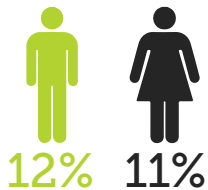
Varieties consumers prefer to purchase

Bartlett (green skin)	36%
No preference	24%
Anjou (yellow skin)	17%
Bosc (reddish/brown skin)	13%
Asian pears or apple pears	10%
(crunchy, shape of an apple)	

Reported purchase based on ethnicity

White/Caucasian	10%
Black/African American	11%
Hispanic	15%
Asian	16%
Other	12%

Reported purchase based on gender



Reported purchase based on age*

18-29	10%
30-39	16%
40-49	18%
50-59	11%
60+	4%

*Considering primary household buyers

Ways consumers use pears





As a snack	71%
As a dessert	35%
As a salad	26%
As a side dish	21%
As an ingredient in a recipe	21%
As an appetizer	17%
As a main dish	15%

A Sweet Pear For Every Taste





Grow your pear category by offering a variety of distinctive profiles


TEXTURE WHEN RIPE:

CRISP

			
Bosc	Seckel	Concorde	Forelle

SOFT & JUICY

			
Red & Green Anjou	Comice	Starkrimson	Bartlett


Pears
 Trade.USAPears.org