

# pineapple



**36%**  
of customers  
purchased pineapple  
within the past 12  
months

**THIS TROPICAL FRUIT** is more popular in families with kids than those without, particularly in families with three or more children living at home. In fact, this group was the most likely to buy pineapple overall, along with those in the top income bracket.

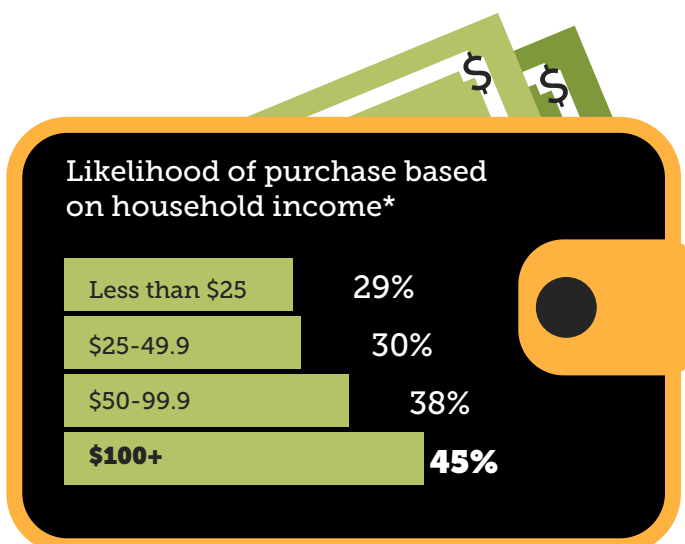
The likelihood of a pineapple purchase increased according to income, a trend now in its thirteenth year.

Consumers from all regions embrace pineapple. Last year Northeastern shoppers comprised the region most likely to buy the spiky fruit; this year they were the least likely to buy when considering region.

In general, shoppers over age 50 were the most likely age group to purchase pineapple this year, although those age 30-39 were also prime purchasers. This completely flips the script from last year, when the youngest shoppers were the most apt to buy.

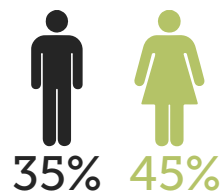
Hispanic shoppers, Asian consumers and those in the "other" ethnic or racial group were all more likely to pick pineapple than those from other ethnic backgrounds.

Most shoppers choose conventionally grown fruit, but 11% of buyers said they sought out organic product every time they made a purchase. 🍌

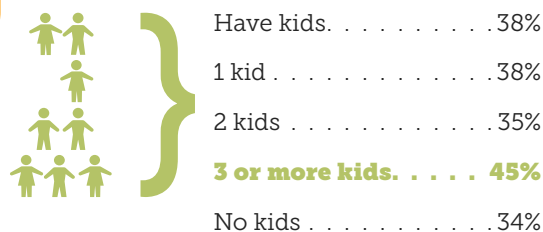


\*Figures in thousands; Annual household income

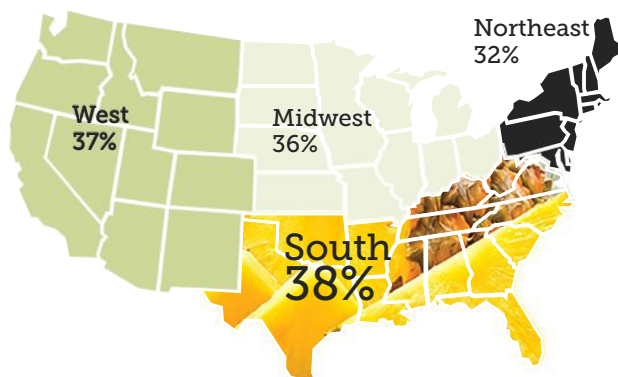
## Likelihood of purchase based on gender



## Likelihood of purchase based on presence of children



## Likelihood of purchase based on region



## Likelihood of purchase based on age\*



\*Considering primary household buyers

Photo: Farm Journal & iStock



**Sales 2020 % change from 2019**

Pounds sold	8,536,168	12.2%
Retail sales	\$16,431,672	4.7%
	<b>2020</b>	<b>2019</b>
Average retail price per lb.	\$1.92	\$2.06
Dollar share of organic fruit	\$0.55	\$0.59
<b>Organic percent of retail Pineapple sales 2020: 2%</b>		

Source: IRI

**OVERVIEW**

Organic pineapples saw modest sales growth in 2020, around 5%. While demand for the sweet fruit is rising slowly, organic product still accounts for just 2% of all pineapple sales. Including organic pineapple in your produce mix does give you another organic option for tropical fruit and may appeal to shoppers looking to buy only organic produce.

**FRESH TRENDS 2021**

11% of consumers said they purchased organic pineapple exclusively, the same as last year, while another 14% said they bought organic pineapple at least some of the time.

**MARKETING TIPS**

Organic pineapple is popular across most demographics. The fruit's sweet flavor makes it a favorite snack of children, and parents like it because it's a healthy snack their kids will eat. Organic pineapple may find favor with shoppers who want to protect the environment of the beautiful places where pineapple is grown. Educate shoppers

about where and how organic pineapple is grown to boost awareness of organic growing practices. Cross-merchandise organic pineapple with other organic tropical fruits, meat and organic stir-fry vegetables.

**DOS AND DON'TS**

**✓ DO:** Include organic pineapple in Chinese New Year promotions as well as in grilling promos as it adds flavor to meat and can be grilled as part of a kabob.

**✗ DON'T:** Don't dump pineapples on the display as they can bruise easily despite their sturdy appearance.



To read more, scan the QR code.

# Dynamic Displays



Photos: Farm Journal

1 Display organic pineapple with other organic fruit like melons as they will have a similar price point to organic pineapple, unlike its conventional counterpart.

## HANDLING

- > Temperature: mature green, 50 to 55°F (10 to 12.8°C); ripe, 45°F (7.2°C), 32 to 35°F (0 to 1.7°C)
- > Relative humidity: 85-90%
- > Mist: no
- > Typical shelf life: 14 to 36 days
- > Odor-sensitive (Do not store or transport odor-sensitive items with commodities that produce odors. Pineapples will absorb odors produced by avocados and green peppers.)
- > Susceptible to chilling injury (Damage sometimes is not apparent until produce is returned to a higher temperature.)
- > Fruit with a deep yellow shell color has higher sugar content because it is picked later in the growing process.



2 Display organic pineapple with other organic tropicals like bananas to capitalize on shoppers' natural associations and encourage impulse purchases.

## COMMON PLUS

Look online at [producemarketguide.com/produce/organic-pineapple](https://www.producemarketguide.com/produce/organic-pineapple) for a list of the most common PLUs.

