

# pineapple



**THIS SWEET TROPICAL FRUIT** attracts families with kids. One-quarter of those with kids living at home said they bought pineapple, compared to 23% without kids who said the same. The likelihood of a pineapple purchase increased according to the number of children in the home.

This spiky fruit is popular in every region and with every age group. This year Northeasterners were more likely to buy pineapple than those in other regions.

Income plays a role in pineapple purchases. The likelihood of a purchase increased according to income, with consumers in the

lowest income bracket being the least likely to buy the fruit overall and those in the top income bracket being among the most likely to buy.

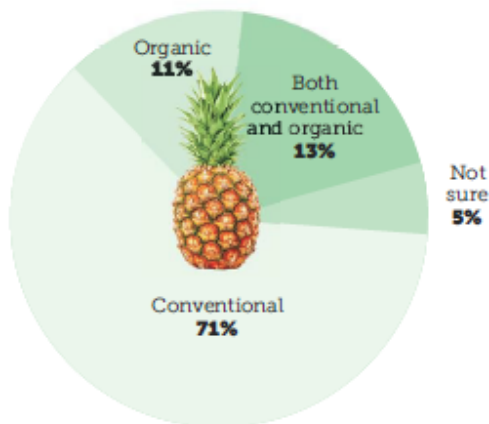
Hispanic shoppers are more likely to buy the yellow-fleshed fruit than those from other ethnic backgrounds—in fact, they have taken the top spot for three years in a row now. African American consumers were the least likely to buy pineapple overall, along with those in the lowest income bracket.

Nearly one-quarter of pineapple buyers said they opted for organic fruit at least some of the time; 11% said they always bought organic pineapple. 🍍

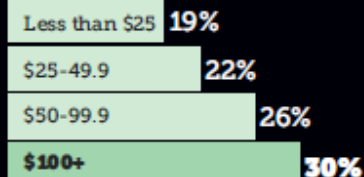
## Likelihood of purchase based on ethnicity

White/Caucasian	24%
Black/African American	19%
<b>Hispanic</b>	<b>31%</b>
Asian	23%
Other	22%

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

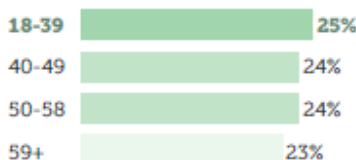


## Likelihood of purchase based on household income\*



\*Figures in thousands; Annual household income

## Likelihood of purchase based on age\*








\*Considering primary household buyers

**FRESH trends DATA** For more **Fresh Trends** data online, including interactive features, visit: [ThePacker.com/Fresh-Trends-Data](http://ThePacker.com/Fresh-Trends-Data)

# Pineapple pmg organic 2020

## OVERVIEW

While organic pineapple sales are growing, they account for less than 1% of all pineapple sales. However, including organic pineapple in your produce mix means you can offer a well-rounded organic tropicals category. Promote them as a fruit grown with earth-friendly practices to appeal to shoppers looking to make sustainable choices.

	Sales	2018	2019
 Pounds sold		0.6% change from 2018	3,990,704
 Average retail price per pound		\$1.18	\$1.24
 Retail sales		5.5% change from 2018	\$4,951,399
 Dollar share of organic fruit		\$0.23	\$0.24
 Organic percent of retail pineapple sales			<b>0.7%</b>

Source: IRI

## FRESH TRENDS 2020

11% of consumers said they purchased organic pineapple exclusively, while another 13% said they bought organic pineapple at least some of the time.

## MARKETING TIPS

Organic pineapple is a universally adored fruit. Both kids and parents enjoy its sweet flavor. Promote it to parents as a healthy, environmentally conscious choice for their families. Cross-promote organic pineapple with meat and organic stir-fry vegetables. Include it in Chinese New Year promotions and holiday gift baskets.



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

## 2 tips for dynamic organic pineapple displays



1 Display organic pineapple with other organic fruits like bananas and melons to encourage shoppers to give it a look.



2 Include organic pineapple in a larger display of organic fruits that includes a variety of options, making it a one-stop source for consumers looking for organics.

### 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.

### DOS AND DON'TS

✓ **DO:** Be gentle when placing pineapple on the display. While it may look sturdy, it can bruise easily.

✗ **DON'T:** Don't cut organic pineapple in house for fresh-cut products unless your facility is organically certified.

### COMMON PLUS

For a list of the most common PLUS, look online at [ProduceMarketGuide.com/produce/organic-pineapple](http://ProduceMarketGuide.com/produce/organic-pineapple)

