

# Spinach



**THIS NUTRIENT-PACKED VEGETABLE** maintains a steady following.

The oldest shoppers surveyed (age 60+) were twice as likely to buy spinach as those in the youngest age bracket (ages 18-29). In fact, the youngest shoppers were the least likely demographic group overall to buy the leafy greens. Shoppers in the highest income bracket earning more than \$100,000 annually were among the most likely overall to buy spinach, as was the case last year.

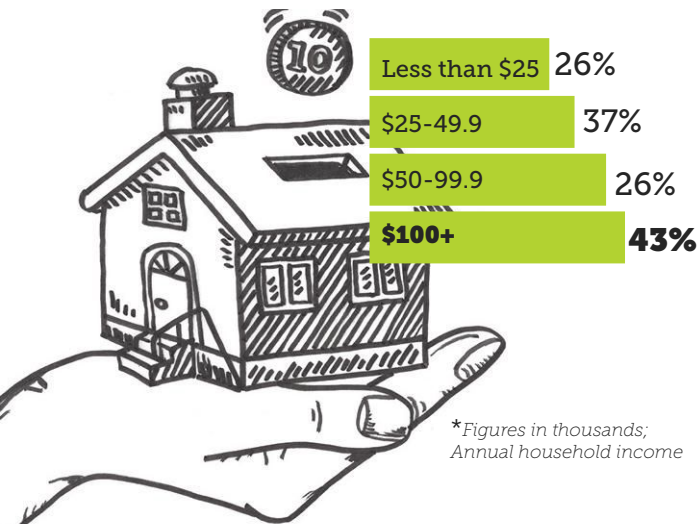
The presence of children didn't seem to have much effect on spinach purchases over the past year, as 35% of both families with kids and those without kids bought the greens during the past 12 months. However, the likelihood of a spinach purchase decreased as the number of kids at home increased.

Interest in organic spinach is on the rise. Last year 36% of buyers said they chose organic spinach at least some of the time—this year 44% said the same. Nearly

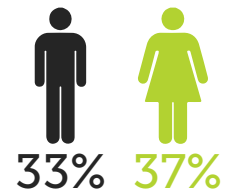
one-quarter of buyers (24%) said they always bought organic spinach, making it the third most popular item purchased as exclusively organic.

Western shoppers were more apt to buy spinach than those in other regions, likely because of their proximity to growing areas. 🌱

## Likelihood of purchase based on household income\*



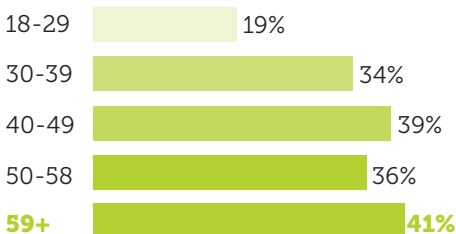
## Likelihood of purchase based on gender



## Likelihood of purchase based on presence of children

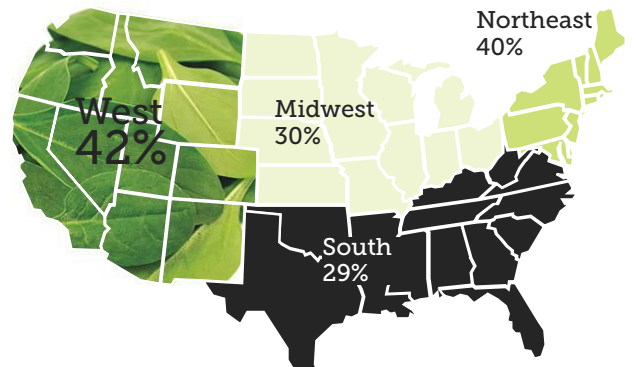


## Likelihood of purchase based on age\*









\*Considering primary household buyers

## Likelihood of purchase based on region



Images: Farm Journal & iStock

# Organic Spinach

SALES		2020
	Pounds sold	78,014,421
	Average retail price per pound	\$6.72
	Retail sales	\$523,993,865
	Percent of total organic produce sales	6.6%
	Organic percent of retail spinach sales	49.5%
	<b>Change in sales from last year</b>	<b>16.5%</b>

Source: IRI

**SHOPPERS WHO CHOOSE SPINACH** think seriously about whether they want organic product or not. One-fifth of spinach buyers said they always chose organic in the past 12 months, and 44% of buyers said they selected organic spinach at least some of the time—up from 36% of shoppers who said the same last year.

Even at an average price of \$6.72 per pound, organic spinach sold well—grossing nearly \$524 million in 2020, according to IRI. Organic spinach accounted for nearly half of all spinach sales, the firm noted.

More than half of households with kids who bought spinach said they chose organic at least some of the time (54% said so), while only 36% of families without kids said the same. Families with two kids

in the home were among the most likely overall to make a periodic organic spinach purchase.

When it came to ethnicity, Hispanic and Black shoppers were most likely to choose organic spinach at least some of the time. In fact, these two groups were some of the most likely overall to grab organic spinach periodically.

Shoppers in their forties comprised the age group most likely to buy organic spinach exclusively, followed by those age 18-29. Consumers age 50 and older were much less likely to make an organic spinach purchase.

Shoppers earning more than \$50,000 were more likely to always buy organic spinach than those earning less. **FT**

## Likelihood of ORGANIC ONLY purchase based on household income\*



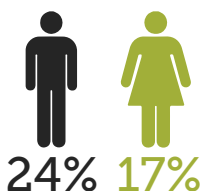
\$\$\$\$\$\$\$ 22%	\$100+
\$\$\$\$\$\$\$ <b>27%</b>	\$50-99.9
\$\$\$\$\$ 17%	\$25-49.9
\$\$\$\$ 12%	Less than \$25

\*Figures in thousands; Annual household income

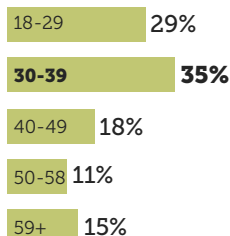
## Likelihood of PERIODIC ORGANIC purchase based on ethnicity

White/Caucasian	41%
Black/African American	55%
<b>Hispanic</b>	<b>56%</b>
Asian	38%
Other	44%

## Likelihood of ORGANIC ONLY purchase based on gender



## Likelihood of ORGANIC ONLY purchase based on age\*



\*Considering primary household buyers

## Organic purchasing patterns of spinach

Organic only **20%**

Organic at least some of the time **44%**