

sprouts

SPROUTS ARE AN ASIAN FAVORITE. Consumers of that ethnicity have been the most likely overall to buy the vegetable for five of the past six years, including results from *Fresh Trends 2020*. Asian shoppers were nearly twice as likely to buy sprouts as those of all other ethnicities.

Sprout buyers were largely likely to select organic product, with 43% of consumers saying they chose organic sprouts at least some of the time. Shoppers age 18-39 and those part of the 'other' demographic group were the most likely overall to make a periodic organic sprouts purchase. More than one-fifth of buyers (21%) said they always bought organic sprouts.

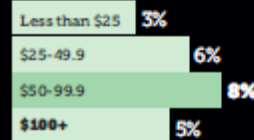
Shoppers in their 40s were more likely to purchase the vegetable than those older or younger. Those shoppers, along with Asian consumers, were among the most likely overall to buy, along with those living in the Northeast and those earning \$90,000-100,000 annually.

While the presence of children seemed to have little effect on sprout purchases overall, families with one child living at home were more likely to buy the veggie than those with more kids. 🍌



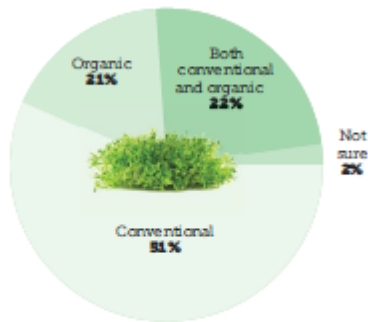
6%
of customers purchased sprouts within the past 12 months

Likelihood of purchase based on household income*

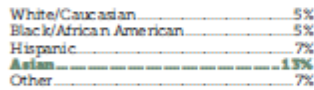


*Figures in thousands; Annual household income

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



Likelihood of purchase based on ethnicity

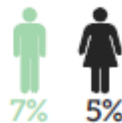


Likelihood of purchase based on age*



*Considering primary household buyers

Likelihood of purchase based on gender








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

Photo: Shutterstock.com/PhotoLibrary

Sprouts pmg organic 2020

OVERVIEW

Organic sprout sales rose more than 4% in 2019, with organic sprouts accounting for nearly a quarter of all sprout sales. Sprout buyers tend to be health-conscious and will seek out the food they want, so make sprouts a part of your organic mix to provide a boost to your bottom line.

Sales	2018	2019
 Pounds sold	2.5% change from 2018	1,378,309
 Average retail price per pound	\$5.11	\$5.20
 Retail sales	4.4% change from 2018	\$7,165,982
 Dollar share of organic vegetables	\$0.21	\$0.21
 Organic percent of retail sprout sales		23%

Source: IRI

FRESH TRENDS 2020

21% of consumers said they purchased organic sprouts exclusively, up from 14% last year, while another 22% said they bought organic sprouts at least some of the time.



To see more online visit ProduceMarketGuide.com/produce/organic-sprouts

A tip for dynamic organic sprout displays



Offer sprouts in clearly labeled packaging, making it easy for shoppers to find what they're looking for.



MARKETING TIPS

Don't just promote organic sprouts as a topping for salads. Include them in summertime grilling promotions as a topping for hamburgers and other sandwiches. Provide packaged sprout options that are clearly labeled and include flavor information to help shoppers decide which sprouts are best for them. Promote the practices used to grow organic sprouts to encourage environmentally conscious shoppers to give them a try.

Photos: Stock to Farm Journal