

Strawberries

THE PACKER'S FRESH TRENDS 2023 showed that 52% of all consumers said they purchased fresh strawberries in the past year, down from 56% in *Fresh Trends 2022* and down from 58% in *Fresh Trends 2021*.

While blueberry and raspberry consumption has been rising, strawberry consumption dropped slightly over the last decade. Retail per capita availability of strawberries dropped from 6.8 pounds in 2011 to 5.3 pounds in 2019, a decline of 22%.


Strawberry prices were stable in 2022.

The average fob price for strawberries in 2022 was \$16.71 per carton, down 3% from \$17.18 per carton in 2021.

The advertised retail price for strawberries in 2022 was \$2.11 per unit, up 5% from \$2.01 per unit in 2021.

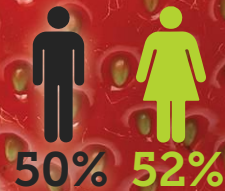
The number of stores promoting strawberries in 2022 totaled 833,592, down 4% from 867,040 in 2021.

Older consumers were the most frequent purchasers of fresh strawberries, according to *Fresh Trends 2023*. Fifty-eight percent of consumers aged 60 and older reported strawberry purchases, compared with 44% of those 18-29 years old.

At 55%, white/Caucasian consumers were the most frequent buyers of strawberries. That compares with 39% for Black/African American shoppers, 53% for Hispanic shoppers and 45% for Asian consumers. 



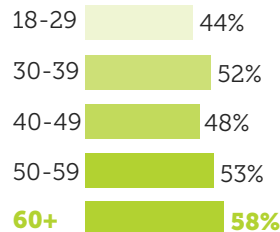
Reported purchase based on gender



Reported purchase based on ethnicity

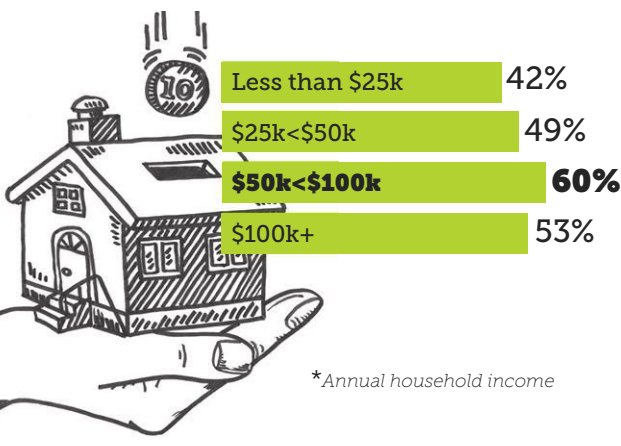


Reported purchase based on age*



*Considering primary household buyers

Reported purchase based on household income*



Reported purchase based on presence of children

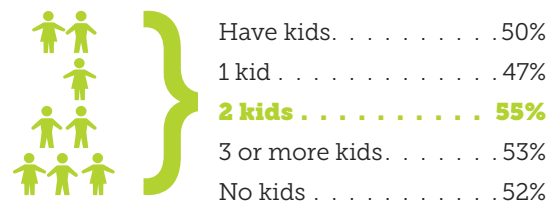








Photo: iStock & Farm Journal

Organic Strawberries



SALES		2021
	Pounds sold	98,457,177
	Average retail price per pound	\$4.55
	Retail sales	\$447,663,419
	Percent of total organic produce sales	5.8%
	Organic percent of retail commodity sales	12.2%
	Change in sales from last year	21.6%

Source: IRI/FreshLook Marketing

CONSUMERS LOVE STRAWBERRIES, and they are showing big enthusiasm for organic strawberries.

IRI retail scan data shows that retail organic strawberry sales in 2021 totaled \$447.6 million, up a whopping 22% from 2020.

Organic strawberries accounted for 12.2% of total retail strawberry sales in 2021, IRI data shows. Organic strawberries also represented nearly 6% of total organic produce sales in 2021, according to IRI.

Retailers in 2021 moved 98.5 million pounds of organic strawberries at an average retail price of \$4.55 per pound, retail scan data reveals.

The Packer's *Organic Fresh Trends 2023* survey found that 15% of consumers shopped exclusively for organic strawberries, compared with 15% in 2022 and 14% in 2021.

Thirty-five percent of consumers said they purchased organic strawberries at least periodically, up from 33% in 2022 and 2021, according to the survey.

Higher-income consumers purchased more organic strawberries than lower-income consumers, but sales were fairly robust in all income categories, according to *Organic Fresh Trends 2023*.

Consumers with kids (23%) are much more likely to shop exclusively for organic strawberries compared to shoppers with no kids (9%), according to the survey.

In addition, *Organic Fresh Trends* survey data shows younger consumers are much more likely to purchase organic strawberries.

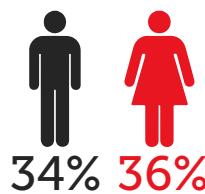
The survey found 25% of consumers 18-29 years old exclusively shopped for organic strawberries, compared with just 7% for shoppers over 60 years old. ^{FT}

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

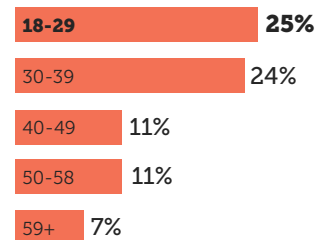


*Figures in thousands; Annual household income

Likelihood of **PERIODIC ORGANIC** purchase based on gender



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



*Considering primary household buyers

Likelihood of **PERIODIC ORGANIC** purchase based on presence of children

