

Strawberries

THESE BRIGHT RED BERRIES

continued to be a consumer favorite in 2021, finding favor as the No. 2 most popular fruit in Fresh Trends 2022 — a title typically held by apples. Perhaps consumers were seeking out additional sources of vitamin C during the pandemic, but no matter the reason, these fruits found their way into the fridges of more than half of all consumers.

The likelihood of a strawberry purchase increased according to age for the fourth consecutive year. Shoppers 60 and older were the most likely group overall to make a berry purchase.

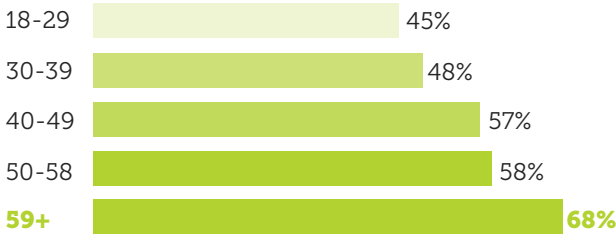
While a favorite in more than half of family households with kids, strawberries were actually more popular in homes without children. Those with one child living at home were more apt to buy the berries than those with more kids.

Last year, Westerners comprised the region most likely to buy this red fruit; this year, Midwesterners took the top spot, followed by those in the Northeast. Consumers earning \$50,000-\$99,999 annually were the top income group to buy strawberries this year. **EF**



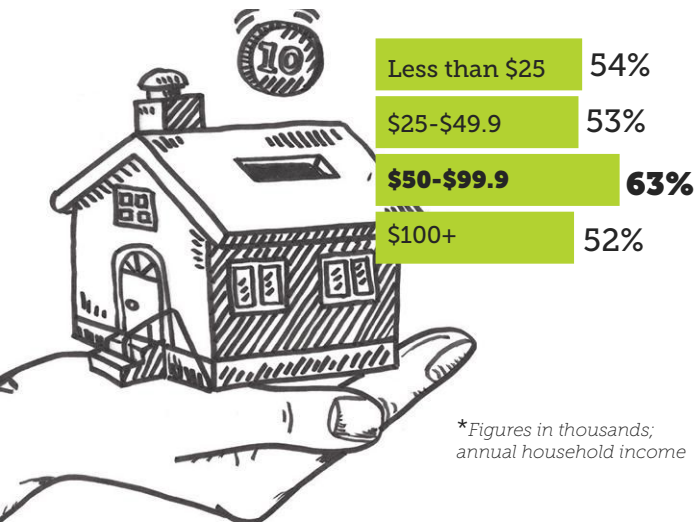
56% of customers purchased strawberries within the past 12 months

Likelihood of purchase based on age*



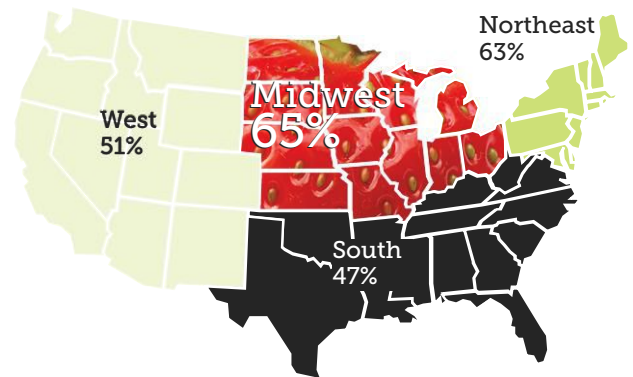
*Considering primary household buyers

Likelihood of purchase based on household income*

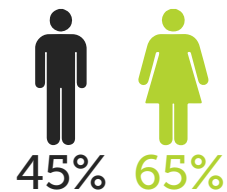


*Figures in thousands; annual household income

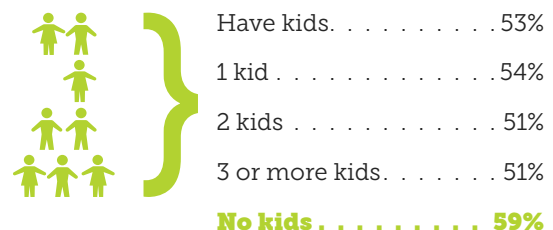
Likelihood of purchase based on region



Likelihood of purchase based on gender







Likelihood of purchase based on presence of children



Images: Farm Journal & iStock



Organic Strawberries

SALES		2020
	Pounds sold	214,591,365
	Average retail price per pound	\$5.55
	Retail sales	\$1,190,453,621
	Percent of total organic produce sales	14.9%
	Organic percent of retail berry sales	16.4%
Change in sales from last year		12%

Source: IRI


RETAIL SALES OF BERRIES (strawberries, blueberries and the like) topped 1.19 million in sales for 2020, according to IRI. Organic berries made up more than 16% of all berry sales.

Strawberry shoppers are comfortable in their organic purchasing patterns, which have remained steady over the past two years. One-third of strawberry shoppers said they opted for organic berries at least some of the time, and 15% said they always chose organic strawberries – numbers similar to those seen in *Organic Fresh Trends 2021*.

Families with children at home were more likely to buy organic strawberries than those with no kids. Exactly half of households with two kids said they chose organic strawberries at least some of the time – which was twice as many as in households with three children.

Shoppers in their forties and younger were much more likely to buy organic strawberries – both exclusively and periodically – than older shoppers. And interest in organic berries fell sharply after age 50.

Hispanic shoppers were the standouts when considering ethnicity. More than one-quarter of buyers (27%) said they always chose organic strawberries, and 47% said they opted for organics at least some of the time.

The likelihood of a periodic organic strawberry purchase increased steadily according to income. 

Organic purchasing patterns of strawberries

Organic only **15%**

Organic at least some of the time **33%**

Likelihood of PERIODIC ORGANIC purchase based on household



*Figures in thousands; Annual household income

Likelihood of PERIODIC ORGANIC purchase based on presence of children

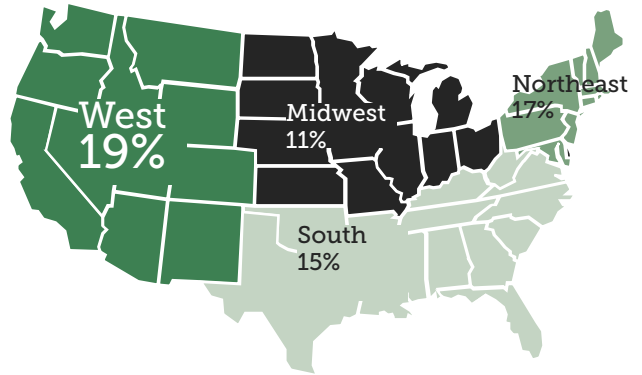


Organic Strawberries

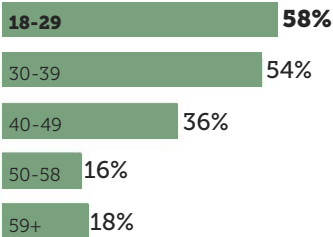
Likelihood of ORGANIC ONLY purchase based on gender



Likelihood of ORGANIC ONLY purchase based on region



Likelihood of ORGANIC ONLY purchase based on age*



*Considering primary household buyers

Likelihood of PERIODIC ORGANIC purchase based on ethnicity

White/Caucasian	13%
Black/African American	18%
Hispanic	27%
Asian	13%
Other	17%

