

# Tomatoes

**THE MANY COLORS, VARIETIES AND USES** of tomatoes make them the second most popular vegetable — and third most popular commodity overall — in Fresh Trends 2022. The same was true last year.

Consumers continue to choose the smaller roma and cherry variety tomatoes over the traditional beefsteak/slicers. Cherry tomatoes actually came in first this year as the most popular variety. Their smaller cousin — the grape tomato — also has a strong following, with about one-quarter (26%) of buyers preferring the tiniest tomato.

Tomatoes in their many forms — raw, in sauce or paste

— are used in recipes by 62% of shoppers. Of course, they are most popular in salads, with 71% of buyers saying they used tomatoes in this way.

For the ninth consecutive year, the likelihood of a tomato purchase increased according to age, with age 40 serving as the dividing line. Consumers younger than age 40 were the least likely overall to buy tomatoes. Shoppers 60 and older were the most likely to buy overall.

As was the case last year, families without kids were more likely to buy tomatoes than those with kids. In 2022, the more

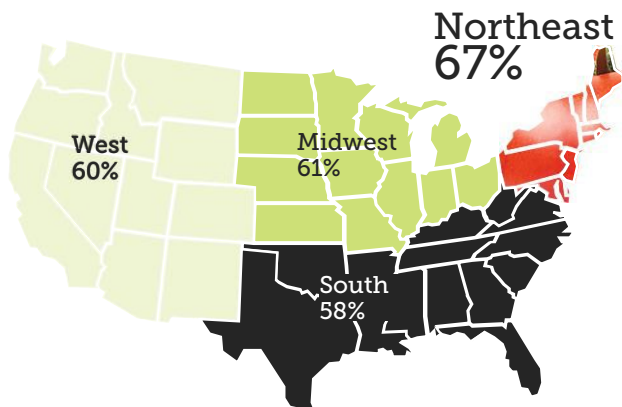


**61%** of customers purchased tomatoes within the past 12 months

## Ways consumers use tomatoes

|                              |     |
|------------------------------|-----|
| As a salad                   | 71% |
| As an ingredient in a recipe | 62% |
| As a side dish               | 37% |
| As a snack                   | 30% |
| As an appetizer              | 18% |
| As a main dish               | 17% |

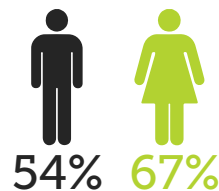
## Likelihood of purchase based on region



## Varieties consumers prefer to purchase

|                                       |            |                                   |     |
|---------------------------------------|------------|-----------------------------------|-----|
| <b>Cherry</b> .....                   | <b>39%</b> | Heirloom.....                     | 20% |
| Roma.....                             | 38%        | Hothouse or greenhouse-grown..... | 20% |
| Field-grown beefsteak or slicers..... | 35%        | Cluster .....                     | 11% |
| Grape.....                            | 26%        | No preference .....               | 18% |

## Likelihood of purchase based on gender



## Likelihood of purchase based on ethnicity

|                              |            |
|------------------------------|------------|
| White/Caucasian .....        | 63%        |
| Black/African American ..... | 51%        |
| Hispanic.....                | 56%        |
| <b>Asian</b> .....           | <b>70%</b> |
| Other.....                   | 66%        |

Images: Farm Journal & iStock

# Tomatoes



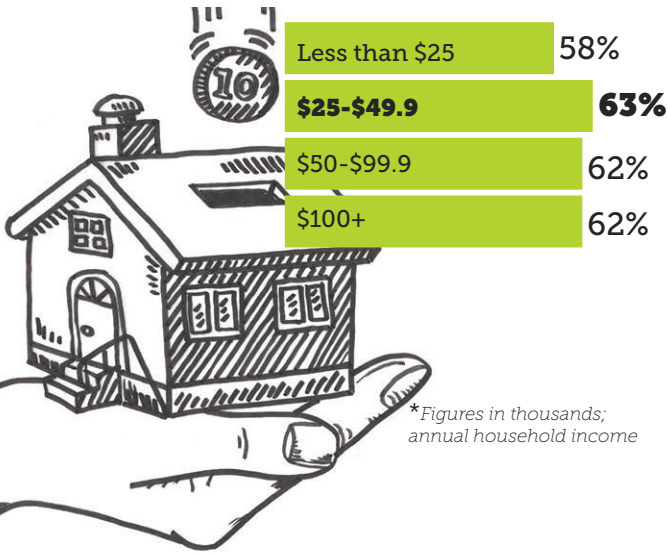
children there were in the household, the less likely the family was to buy the salad veggie.

Tomatoes are popular in all regions. This year shoppers in the South were the least likely to buy when it came to region; last year Southerners comprised the region most likely to buy.

Consumers earning less than \$25,000 annually were less likely to buy the red fruit than those earning more.

Nearly one-third of tomato buyers (32%) said they opted for organic at least some of the time, as was the case last year. Consumers younger than age 40 and those families with at least two children at home were the most likely overall to always choose organic tomatoes. **FT**

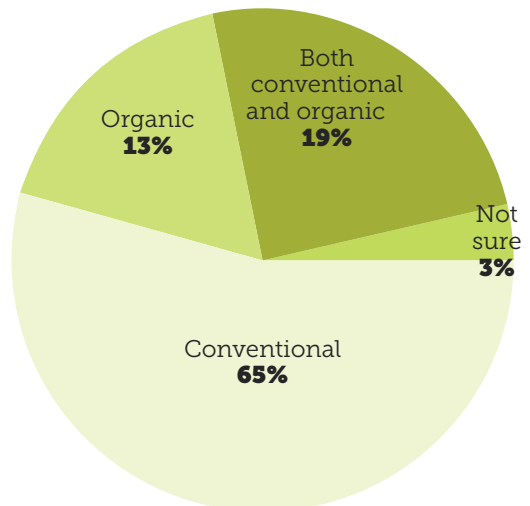
## Likelihood of purchase based on household income\*



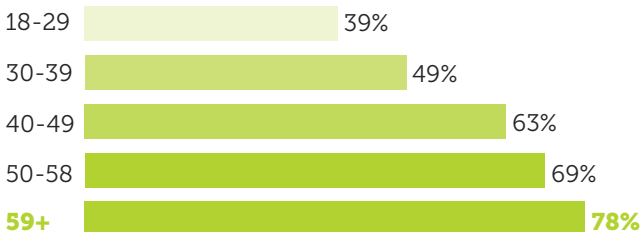
## Likelihood of purchase based on presence of children



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








## Likelihood of purchase based on age\*



\*Considering primary household buyers


# Organic Tomatoes

| SALES   |  | 2020          |
|---|--|---------------|
|  | Pounds sold                            | 75,403,407    |
|  | Average retail price per pound         | \$3.85        |
|  | Retail sales                           | \$290,553,601 |
|  | Percent of total organic produce sales | 3.6%          |
|  | Organic percent of retail tomato sales | 7.2%          |
|  | <b>Change in sales from last year</b>  | <b>17%</b>    |

Source: IRI

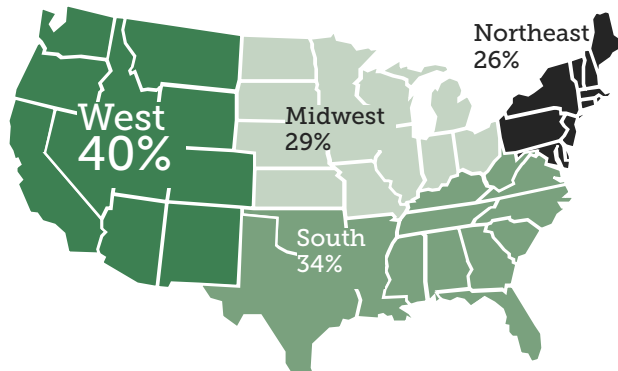
## Likelihood of PERIODIC ORGANIC purchase based on household income\*



|  |                |
|--|----------------|
|  43% | \$100+         |
|  33% | \$50-99.9      |
|  29% | \$25-49.9      |
|  26% | Less than \$25 |

\*Figures in thousands; Annual household income

## Likelihood of PERIODIC ORGANIC purchase based on region




**INTEREST IN ORGANIC TOMATOES** remains about the same as last year, with 32% of buyers saying they chose organic product at least some of the time, as was the case last year. Thirteen percent said they always opted for organic tomatoes.

Organic tomatoes brought in more than \$290.5 million in 2020, and marketers moved more than \$75.4 million pounds of the vegetable, according to IRI.

Organic tomato purchases are clearly driven by age. Thirtysomethings were the most apt to always buy organic product, followed by those age 18-29. Interest in organics fell sharply once consumers hit age 50—with only 2% of those in their fifties and 4% of those age 60 and older saying they bought organic tomatoes in the past year.

Families with kids living at home were nearly twice as likely to always choose organic tomatoes as those without children. Households with two or more kids living at home were among the most likely overall to always buy organic tomatoes.

The likelihood of an organic tomato purchase—both exclusively and periodically—increased according to income. 

Photos: Farm Journal & iStock

# Organic Tomatoes

Likelihood of PERIODIC ORGANIC purchase based on presence of children



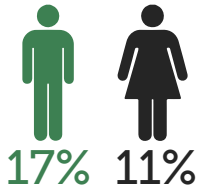
|                       |            |
|-----------------------|------------|
| Have kids             | 19%        |
| 1 kid                 | 14%        |
| <b>2 kids</b>         | <b>23%</b> |
| <b>3 or more kids</b> | <b>23%</b> |
| No kids               | 10%        |

Organic purchasing patterns of tomatoes

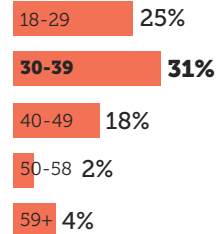
Organic only **13%**

Organic at least some of the time **32%**

Likelihood of ORGANIC ONLY purchase based on gender



Likelihood of ORGANIC ONLY purchase based on age\*



*\*Considering primary household buyers*

