

# Tomatoes

## THE PACKER'S FRESH TRENDS 2023 SURVEY

again found that tomatoes are one of the most widely consumed produce commodities.

Fifty-eight percent of *Fresh Trends 2023* respondents said they purchased tomatoes in the past year, compared with 61% for both *Fresh Trends 2022* and *Fresh Trends 2021*.

Higher-income consumers were the most frequent purchasers of fresh tomatoes, with 66% of shoppers earning more than \$100,000 a year indicating fresh tomato purchases. That compares with 61% of shoppers making \$50,000 to \$100,000 annually, 54% for those earning \$25,000 to \$50,000 per year and 53% of those earning less than \$25,000 annually.

Fresh tomato consumption has remained fairly stable in the last decade. The USDA reports that retail per capita availability of fresh tomatoes dipped slightly from 17.8 pounds in 2011 to 17.3 pounds in 2019.

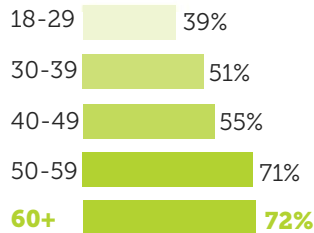
The average fob for fresh tomatoes in 2022 was \$16.82 per carton in 2022, up 23% from \$13.63 per



## Varieties consumers prefer to purchase

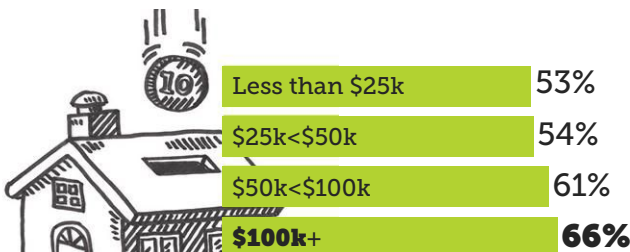
<b>Roma</b> .....	<b>41%</b>
Cherry.....	36%
Field-grown beefsteak or slicers.....	28%
Grape.....	26%
Heirloom.....	19%
Hothouse or greenhouse-grown beefsteak or slicers .....	15%
Clusters.....	14%

## Reported purchase based on age\*



\*Considering primary household buyers

## Reported purchase based on household income\*



\*Annual household income

## Ways consumers use tomatoes

<b>As a salad</b>	<b>72%</b>
As an ingredient in a recipe	60%
As a side dish	34%
As a snack	26%
As an appetizer	16%
As a main dish	15%
As a dessert	8%

Photo: iStock & Farm Journal

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carton in 2021, according to USDA numbers.

The USDA reported that the average advertised retail price for tomatoes in 2022 was \$2.38 per unit, up 8% from \$2.22 per unit in 2021. The number of stores promoting tomatoes in 2022 was 848,534, according to USDA, down 2% from 861,166 stores in 2021.

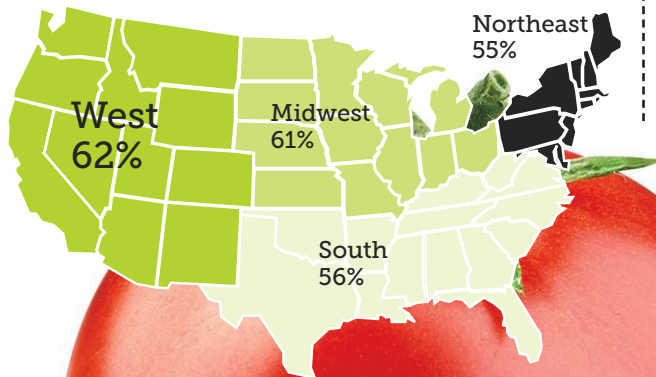
Consumers with no kids at home (62%) were more frequent purchasers of fresh tomatoes, with 53% of shoppers with kids at home reporting fresh tomato purchases.

Shoppers in the West (62%) were the most frequent purchasers of fresh tomatoes, followed by the Midwest (61%), 56% for the South and 55% for the Northeast.

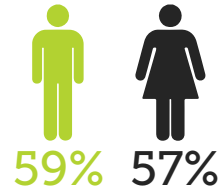
At 72%, consumers aged 60 and older were the top age bracket for tomato consumption. That compares with 71% for the 50-59 age group, 55% for the 40-49 age group, 51% for the 30-39 age group and 39% for the 18-29 age group.

White/Caucasian consumers were the most frequent purchasers for fresh tomatoes (64%), compared with 41% for Black/African American consumers, 55% for Hispanic buyers and 58% for Asian shoppers.

## Reported purchase based on region



## Reported purchase based on gender



## Reported purchase based on ethnicity



## Reported purchase based on presence of children



Photo: iStock & Farm Journal

# Organic Tomatoes

SALES		2021
	Pounds sold	70,464,070
	Average retail price per pound	\$3.88
	Retail sales	\$273,072,790
	Percent of total organic produce sales	3.5%
	Organic percent of retail commodity sales	6.9%
	<b>Change in sales from last year</b>	<b>1.9%</b>

Source: IRI/FreshLook Marketing


**THE ORGANIC TOMATO** category continues to grow at a moderate pace, IRI retail scan data reveals.

In 2021, IRI reported organic tomato sales of \$273.1 million, up 1.9% from 2020.

With 70.5 million pounds sold at an average price per pound of \$3.88 per pound, organic tomatoes accounted for 6.9% of total retail tomato sales in 2021, the IRI reports.

Organic tomatoes accounted for 3.5% of all organic produce sales in 2021, IRI scan data shows.

The Packer's *Organic Fresh Trends 2023* shows 14% of consumers said they purchased organic tomatoes exclusively, little changed from 13% in 2022 and 14% in 2021.


Thirty-four percent of consumers in the 2023 survey said they purchased organic tomatoes at least some of the time, compared with 32% for both 2022 and 2021. 

## Organic purchasing patterns of tomatoes

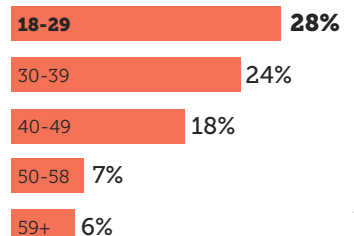
Organic only **14%**

Organic at least some of the time **34%**

## Likelihood of PERIODIC ORGANIC purchase based on gender

 **34%**  **34%**

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

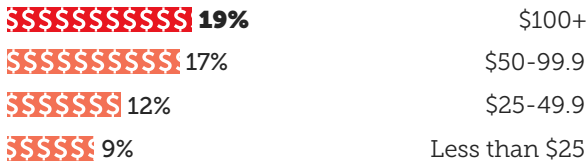


\*Considering primary household buyers



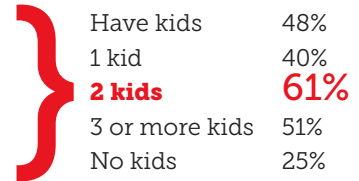
# Organic Tomatoes

Likelihood of ORGANIC ONLY purchase based on household income\*

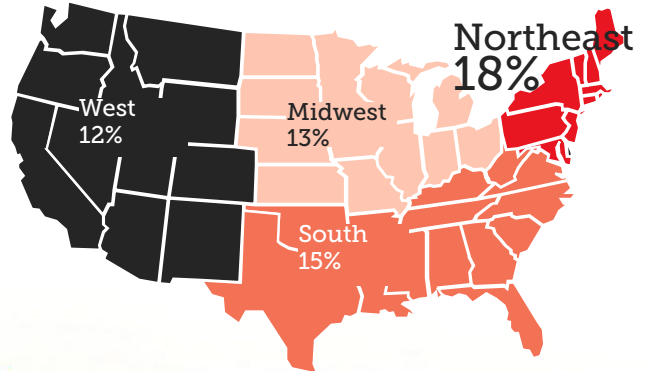


\*Figures in thousands; Annual household income

Likelihood of PERIODIC ORGANIC purchase based on presence of children



Likelihood of ORGANIC ONLY purchase based on region



# Wholesum's Flavorful Organic Tomato Trends

For the organic tomato consumer, flavor is key! Deemed the most important attribute when purchasing tomatoes, it is what keeps consumers coming back to a brand. For those seeking an elevated and delectable experience, high-flavor premium snacking tomatoes and heirlooms have a particular appeal. A look at sales for the first half of 2022 provides a glimpse of the increasing popularity of these items.

With 10% growth in sales in the first half of 2022, the premium snacking tomato subcategory has bolstered itself as the third largest subcategory in the organic tomato market, outpacing field-grown grapes. Right behind premium snacking in terms of sales growth is the organic heirloom tomato subcategory with 5.7% year over year growth. The appeal of heirloom tomatoes also resonates deeper for organic consumers, given its greater penetration in the US organic tomato market.

With a delectable lineup of high-flavor greenhouse-grown organic tomatoes, Wholesum is here to deliver on consumers' desires! Wholesum's Flavor Lineup is a lively assortment of organic snacking tomatoes composed of four distinct packs ranging from classic red cherry tomatoes on the vine to a four-color medley, each with a slightly distinct flavor profile for the more adventurous.

The most recent addition to Wholesum's greenhouse-grown flavorful repertoire is organic heirlooms. Heirloom tomatoes are a wonderful treat, sought after for their vibrant colors, unique textures, and succulent flavor. Wholesum highlights their reliable supply and outstanding shelf life of these generally delicate specialty tomatoes by bringing them indoors into state of the art greenhouses in Arizona. Wholesum's chief commercial officer, Ricardo Crisantes states, "By bringing organic heirlooms indoors we can ensure greater consistency in the product quality and flavor while still maintaining its traditional charm." The current offering consists of three colors: red, yellow, and brown. "We seek opportunities for innovation that bring excitement to the category!" states Crisantes.

Wholesum is a leading grower and shipper of 100% organic, Fair Trade Certified fresh produce. The third-generation family farming operation is based in Amado, Arizona with production in the US and Mexico. With over 90 years of farming experience, Wholesum has been dedicated to creating a more noble food production system that nourishes people and the planet through responsible growing, thirty plus years of organic production, equitable labor practices and environmental protection.

Find out more at [wh.farm](https://www.wh.farm)

Data Sources: Nielsen US FMCG Fresh Tomato Data 1/3/2022 - 6/1/2022

## Greenhouse Heirlooms fresh from Arizona



wh.farm



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