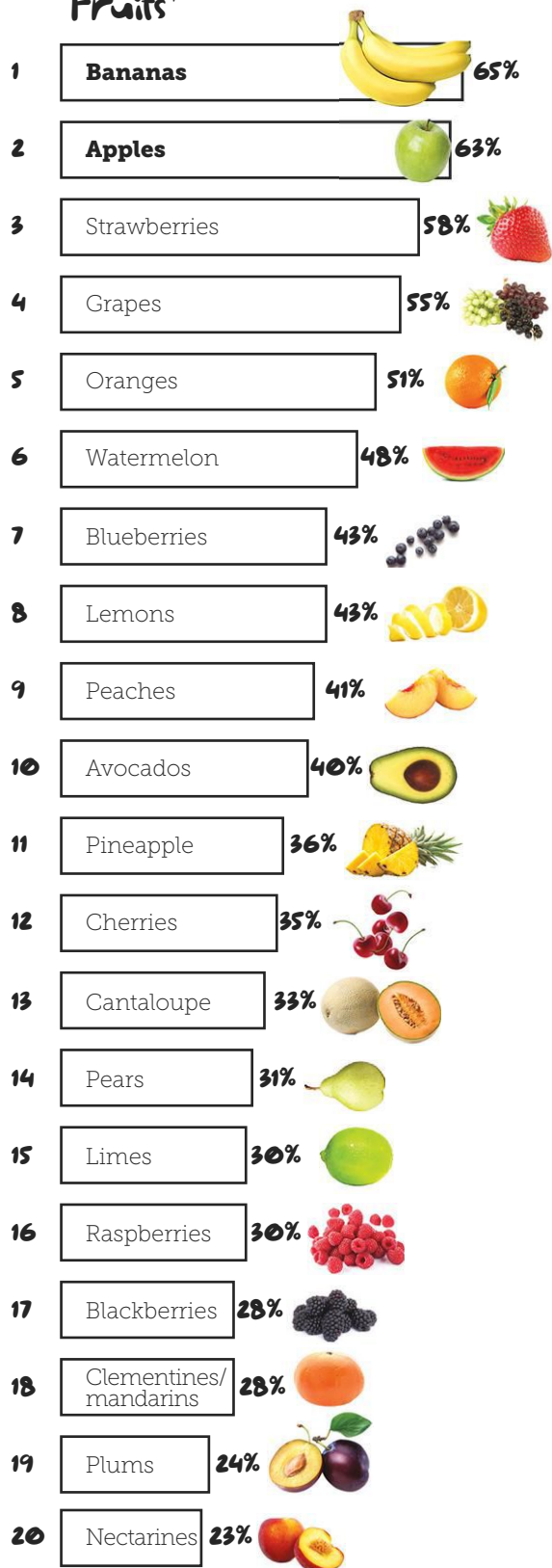
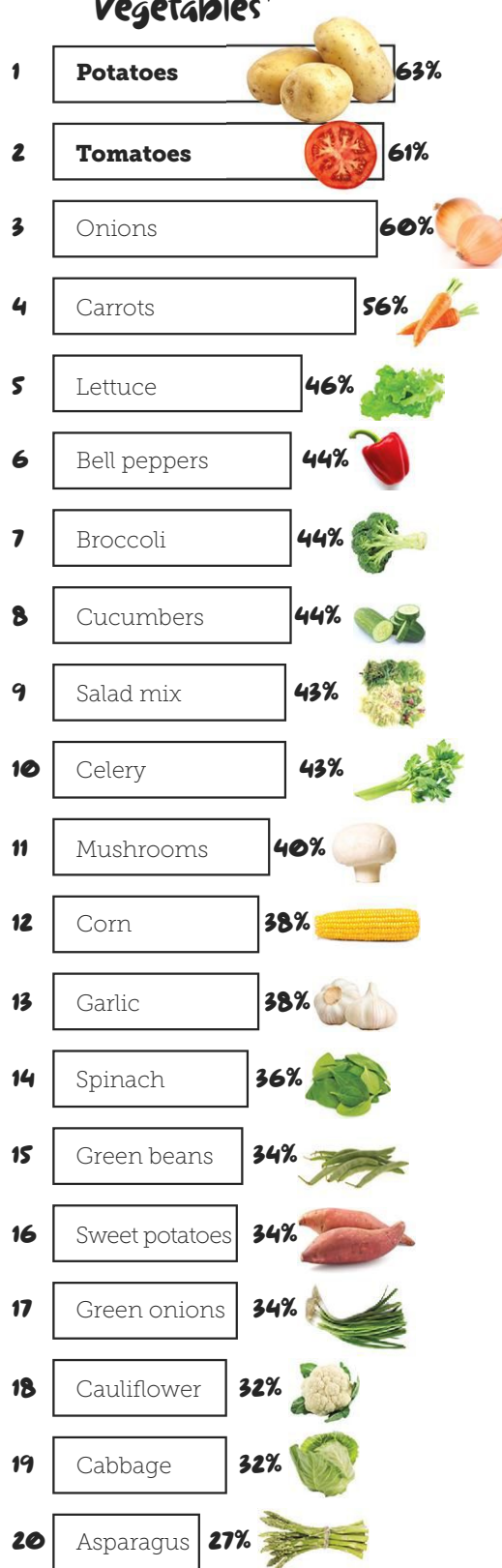


top 20 fruits & vegetables

Fruits*



Vegetables*



*Percentage notes the portion of survey respondents who have bought this item in the past 12 months.

Organic style

2020 was a challenging year in a lot of respects, but organic produce sales benefited from more people staying home to cook and taking an interest in their health and the world around them. Organic produce sales in data provided by IRI for this year's edition of *Organic PMG* accounted for nearly \$8 billion in sales, a more than 15% increase over last year.

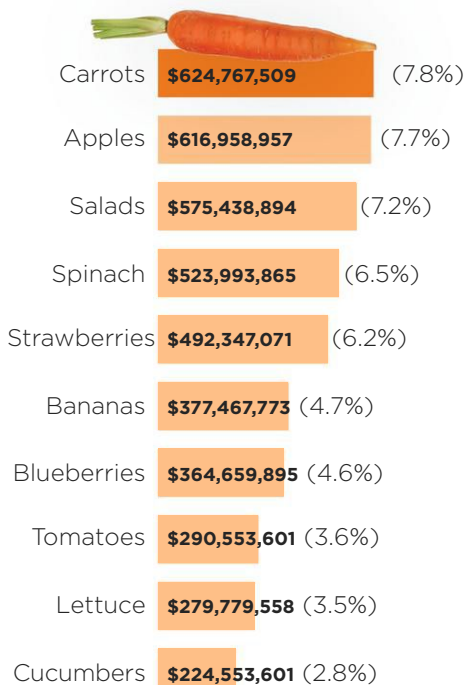
As organic sales continue to grow, it's important to keep an eye on trends so you can fill your limited shelf space with the best-selling options. One way to measure the success of organic items is by total sales volume. Carrots top the list of total sales followed by apples and salads. Here are the top 10 organic items by sales dollars including their percentage share of organic produce sales:

If you only have limited shelf space for organics, then focus on these 10 items to get the most out of your organic space. However, if you want to create a broader organic category, how do you decide which items to add? Some of that you'll figure out through experimentation, but it's also worth looking at organic items that make up a larger percentage of a commodity's total sales.

When it comes to that metric, spinach leads the way followed by salads and carrots. Below are the top 10 organic items by share of total commodity sales.

No matter what data you use to make decisions about which organic produce items to carry, the trend is clear. Organics are still growing and are a great way to add more value to your department. *pmg*

Top 10 organic items by sales dollars*



*Percentage share of organic produce sales

Top 10 organic items by share of total commodity sales

