

# cantaloupe



**CANTALOUPE SALES ARE DRIVEN** by age. 2020 marks the seventh year that shoppers age 59+ were the most likely overall to buy the melon, but this year consumer in their 50s also joined that group. Shoppers age 50 and older were nearly twice as likely to buy cantaloupe as younger consumers.

For the fourth year in a row, families without kids were more likely to buy cantaloupe than those with kids. Consumers with one child at home were the most likely to buy when considering family size.

The orange-fleshed melon was popular in all regions, but this year Midwesterners were more likely to buy than those elsewhere. Caucasian shoppers were the most likely ethnic group to buy cantaloupe for the third straight year (and also among the most likely to buy the fruit overall). African Americans and those in the "other" ethnic group were the least likely to buy.

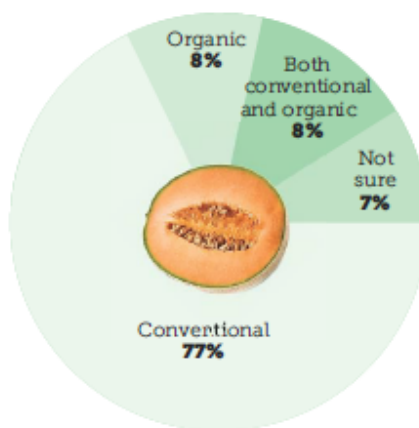
Shoppers in the top income bracket were more likely than others to buy cantaloupe. The likelihood of a purchase increased according to income for the third consecutive year. 🍈

**Interest in organic cantaloupe remained relatively even with last year. Sixteen percent of buyers said they purchased organic melons at least some of the time; 8% always bought organic.**

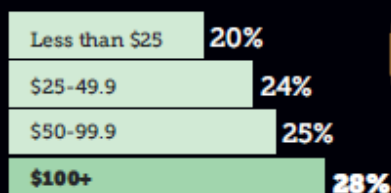
## Likelihood of purchase based on ethnicity

White/Caucasian	28%
Black/African American	12%
Hispanic	20%
Asian	21%
Other	7%

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

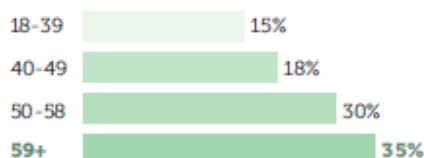


## Likelihood of purchase based on household income\*



\*Figures in thousands; Annual household income

## Likelihood of purchase based on age\*



\*Considering primary household buyers



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