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FRESH trends 2025


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FRESH trends 2025

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Contents

Commodity index

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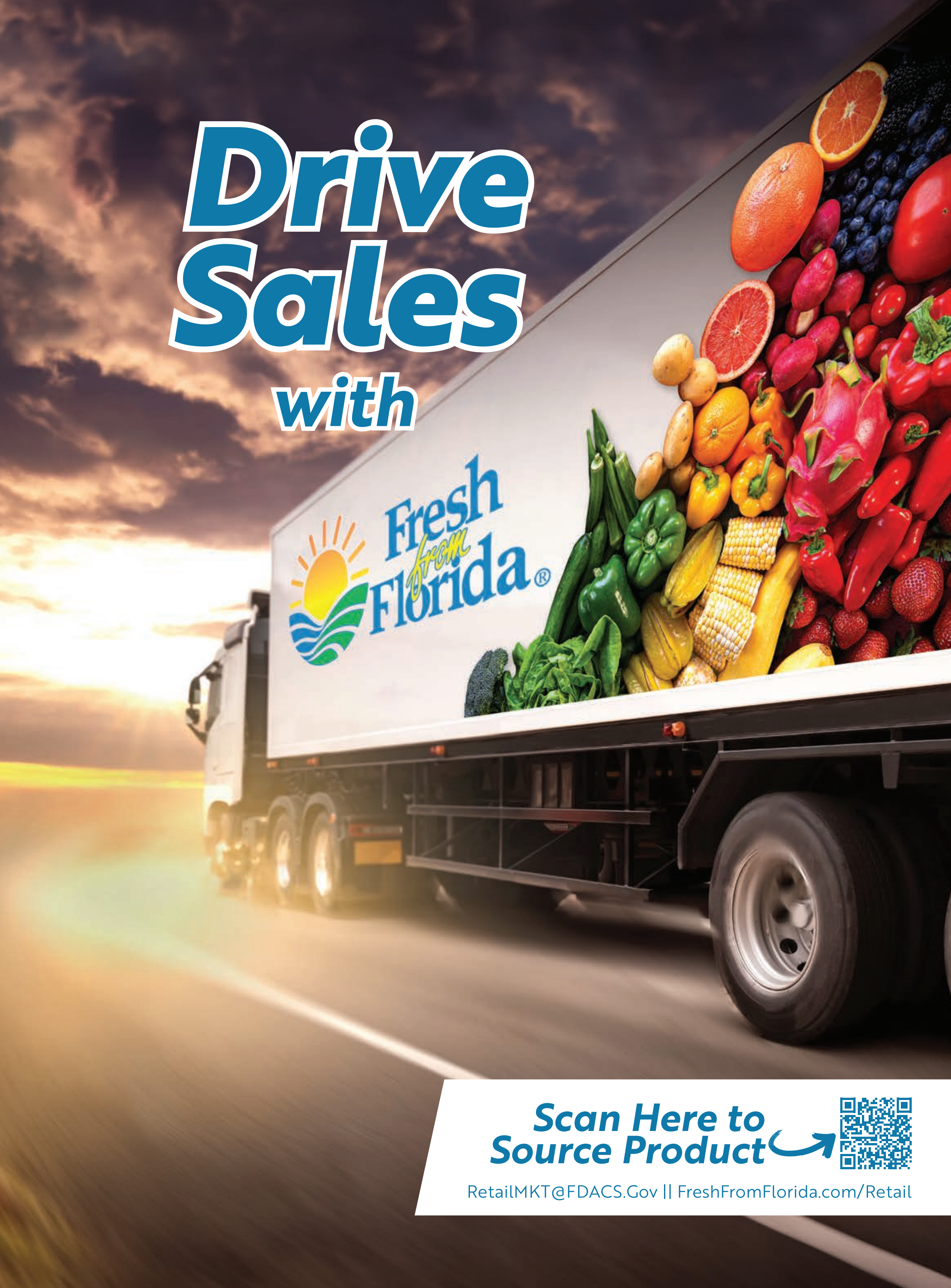
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Background and objectives

Since 1983, The Packer has sponsored 42 major consumer studies to track trends in the purchases and consumption of fresh produce. These studies have documented the fluctuation in purchases of specific fruits and vegetables as well as changing attitudes toward various produce industry issues. *Fresh Trends* represents the only ongoing consumer research study that is available to the entire industry.

This year consumers were surveyed via an online study fielded in February 2025. The study was completed by 1,107 targeted respondents from a nationwide U.S. consumer panel. The outgoing sample was balanced to mirror the U.S. population where possible in terms of gender, age, ethnicity, and household income. Respondents ranged in age from 18 to over 65 years old, with a gender distribution balanced between female and male. Racial and ethnic representation included African American/Black, Asian American/Asian, Caucasian/white and identifying as other. Surveys took less than 15 minutes to complete.

Representatives from The Packer and Farm Journal's Intelligence team designed the survey. Dynata, a global provider of sampling solutions for survey research, supplied the sample for the survey. Data was collected via Qualtrics, an American experience management (XM) company that provides survey tools, quantitative statistical analysis, and a platform for managing various customer, employee, and product experiences. The survey data was analyzed by an independent research contractor with extensive experience in consumer insights and data analysis, ensuring objective interpretation and industry-standard rigor.

Results include households that bought at least one of the more than 60 listed fresh fruits or vegetables (not frozen, canned or dried) in the past 12 months. Additionally, only those who are responsible for all, most or equally share some of the grocery shopping for their household were included in the final sample, and participants had to be age 18 or older. Data was also gathered about varieties purchased and organic purchases.

Other topics covered in the survey included produce consumption habits over the past few years, as well as the economic and demographic factors influencing produce purchases. Respondents were also asked about their online grocery shopping behaviors. Additionally, the survey explored awareness and usage of GLP-1 medications, and whether these weight loss treatments have led to increased produce purchases or consumption.

Any survey sample is subject to some degree of error. One type of error results from the fact that only selected individuals are surveyed, rather than the entire population, also known as the margin of error. The other types of errors that may occur are in the areas of measurement, data processing and/or interpretive errors. The Packer, Farm Journal, Dynata, and Qualtrics use quality procedures that ensure such errors are kept to a minimum.

Additional sales data

Stories inside The Packer's *Fresh Trends 2025* magazine may also include additional details and context by citing retail sales data from Circana OmniMarket Integrated Fresh, a Chicago-based market research firm (@WeAreCircana). This retail sales data is for fresh produce for the latest 52-week period ending Feb. 23, 2025: Total U.S. Multi-Outlet+ with C-store (grocery, drug, mass market, military, convenience and select club, dollar, beauty and online retailers).

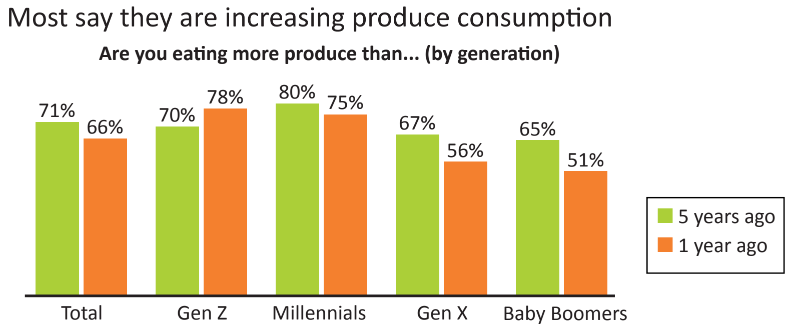
Photo: adisa, Adobe Stock

Fresh Trends 2025
Driving demand in an age of uncertainty

By Jennifer Strailey

While higher grocery prices remain a pain point for consumers, the majority still indicate they are eating more fresh produce than a year ago, The Packer's *Fresh Trends 2025* survey finds. Increased consumption is most notable among younger consumers, with 78% of Gen Z and 75% of millennial survey respondents indicating they are eating more fresh produce than a year ago.

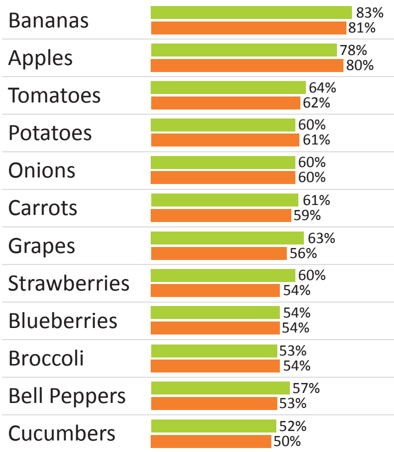
Another positive: 59% of consumers surveyed in this year's report said they are open to trying new produce items. When asked what, if any, new produce items shoppers were buying now that they weren't buying two years ago, apples (28%), avocados (27%), bananas (23%), asparagus (21%) and blueberries (19%) made the top five.



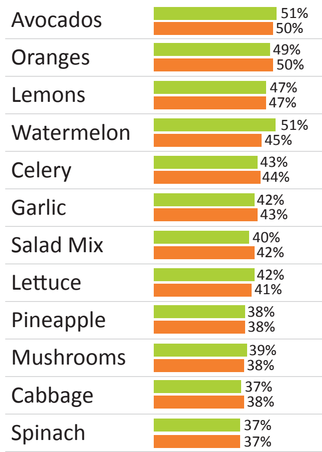
While all age cohorts claim to eat more produce now than in previous years, this trend is especially pronounced among younger groups (Gen Z and millennials).

Most fruits and vegetables have remained the same from 2023-2024 or had a slight decrease

Top dozen most purchased fresh fruits & vegetables in last 12 months



Next dozen most purchased fresh fruits & vegetables in last 12 months



Grapes, strawberries, watermelon, and bell peppers showed the steepest decrease

But the *Fresh Trends 2025* survey — fielded to more than 1,050 female (53%) and male (47%) consumers throughout the U.S., representing five generations and multiple income levels — also shows that consumers are feeling the effects of inflation and grocery prices that are on average 35% higher today than they were just five to six years ago.

What's more, an overwhelming majority, or 9 out of 10 consumers, report they are seeing price increases in produce this year and are taking a variety of steps to manage costs.

Forty-seven percent of consumers surveyed said they are trying to afford price increases by cutting other areas of their budget rather than their grocery bill; 33% are buying cheaper alternatives; and 27% are simply buying less.

Two-thirds of shoppers said they try to buy items on sale, while 1 in 2 consider store brands to control their food budget.

What produce purchases do consumers curtail most frequently due to cost?

Survey respondents indicated they were most likely to cut value-added produce, berries, organics and avocados from their grocery bill.

Additionally, 80% of shoppers indicate they have made a change in how they shop due to rising food costs, with 48% trying to eat at home more and 33% trying to buy less-expensive food.

And while the majority of consumers indicate they prefer to buy healthy, they do so when they can get a good deal — a trend that carries through all household income levels, with more than 50% of consumers with annual household incomes of $25,000 or more citing this caveat.

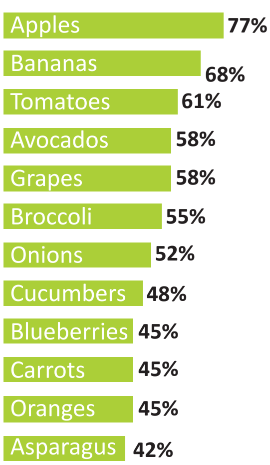
Similarly, most consumers said they would buy more fresh produce if price were not an issue. And older consumers would be especially interested in purchasing more locally grown produce if it were affordable.

The rise in consumers taking GLP-1 medication may also be a driver of fresh produce sales, as *Fresh Trends 2025* found that 84% of consumers taking GLP-1 medication indicate they have increased their produce consumption.

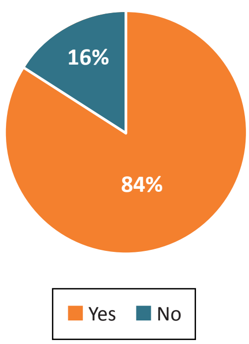
And while health is the primary reason for eating more produce among all consumers, 87% of GLP-1 users cite health as a reason to eat more fruits and vegetables.

84% of consumers taking GLP-1 medication, indicate they have increased their produce consumption

Top Dozen Produce Items Purchased by Consumers Now Taking GLP-1 Medication



% Consuming More Produce Since Starting GLP-1 Medication



Apples led the increases

The Packer's Fresh Trends 2025 separately surveyed more than 50 consumers taking GLP-1 medication on their produce purchasing habits.

Organic produce resonates most with younger shoppers

The majority of consumers still predominantly purchase conventionally grown produce or a mix of conventional and organic, finds *Fresh Trends 2025*. Strawberries are the produce item most frequently reported to be bought organic, followed by bananas and potatoes.

When considering an organic produce purchase, price is the top factor for consumers, 64% of whom said they weigh if the organic item is worth the extra cost.

Interestingly, despite being most sensitive to food inflation, younger generations — Gen Z and millennials — much more frequently reported buying organic produce than older generations, with millennials — with the highest rate of reported purchases at 1 in 3 — saying the majority of their produce is organic.

Younger generations are also willing to pay a higher price for organic, with 17% of Gen Z and 14% of millennials indicating they would be willing to pay 25% to 49% more for organic, compared to just 3% of Gen X and 7% of baby boomers. Roughly 1 in 5 Gen Xers and baby boomers are unwilling to pay a higher price for organic.

"As a market researcher, I'm not surprised that younger generations are willing to pay more for organic produce," said Jonna Parker, vice president of the fresh foods group at Circana. "Gen Z has grown up in a world that looks wholly different from the people 10, 20 or 30 years older than them and, ultimately, what's important to them is different.

"They have always lived in a world with personal variety and choice — from what music to listen to or what makeup or T-shirt to wear and the infinite number of choices in just those three categories — and they're then frustrated that they don't have those kinds of choices in produce.

"Organic is a choice. It's a label. And while it does have meaning, the average American consumer doesn't understand the science behind it. So, for better or for worse, 'organic' has become a descriptive word to younger consumers — a choice — like 'artisan' or 'specialty,'" she continued. "And honestly, even the produce choice for them is often influenced as much by the variety, the brand or the organic label as it is by the availability of it."

While baby boomers more frequently reported buying their organic produce at a regional chain and all other generations more often said they purchase organic at a chain superstore (i.e. Target or Walmart), *Fresh Trends 2025* found that Gen Z, at 13%, is the generation most frequently indicating they also buy organic produce from a chain discounter.

"We've seen an uptick in smaller format, limited-assortment stores like convenience stores, budget stores and dollar stores starting to expand their produce," said Parker. And while, she says the older population may have a preconceived notion as to the quality of the fresh produce at these stores, the younger generation doesn't share that bias.

For the sake of convenience, Gen Z buys produce where they are and at the same places they're already shopping for other things, she says.

"And by the way, I think we are too quick to dismiss the quality and the offerings at other channels for fresh produce," Parker adds. "They have really upped their game. There are snack packs, value-add and, yes, even organics at discount and small-footprint stores that we previously wouldn't have thought."

Photo: Dan Dalton/KOTO, Adobe Stock

Consumers love local, but do they show it?

Locally grown is another choice shoppers have in the produce department, and while 2 in 3 consumers said they feel strongly about buying locally grown produce, millennials and Gen Z also lead the way in that category, with 47% of millennials and 45% of Gen Z saying they're buying more locally grown produce than last year.

But *Fresh Trends 2025* found that while consumers want to spend on local and specialty produce items, their actions may not reflect those desires. Gen Xers and baby boomers are the least frequent in reporting that they bought more local this year compared to last year at 26% and 18%, respectively.

Seventy-nine percent of parents are more likely to feel strongly about buying local produce than non-parents at 60%. Regionally speaking, consumers in the Northeast (74%) are most likely to feel strongly about buying local.

The demographic showing local the most love are GLP-1 patients, 85% of whom said they feel strongly about buying local produce, and 62% of whom said they are purchasing more local produce than a year ago.

And while the majority of consumers said they would buy more fresh produce if price were not a concern, specialty and value-added produce are the least likely categories to see an increase in purchase regardless of price, according to *Fresh Trends 2025*.

Is the time right for value-add?

While *Fresh Trends 2025* found that consumers are quick to cut back on value-added produce when they're pinching pennies, Parker sees opportunity in the category.

"There's some really positive points in value-added produce," she said. "With fresh mango, for example, a good portion of the category is in value-add."

Perhaps related, *Fresh Trends 2025* found that only 33% of consumers feel comfortable selecting a ripe mango for immediate consumption.

"But other than fruits, some kits and some single-serve salads, the produce convenience category has been relatively flat," Parker said. "So, even within value-added produce, there are parts that are growing while other parts are flatlining, and so it's averaging out to hold steady."

When talking about value-add, time is of the essence, says Parker.

"Too often we think about value-add produce versus whole produce, when really the choice for the consumer is: Do I have time to make this or is there another solution?

"One of the most important takeaways about value-added produce is that the majority of dinners take 30 minutes or less to prepare and we're seeing growth, particularly in things that take between five to 15 minutes and are really about assembly and simple prep," she said.

Where they buy

Conventional supermarkets still reign supreme in leading where consumers purchase their produce, but many are trying other channels, with nearly half shopping online; 44% buying from mass merchants like Target and Walmart; 32% picking up produce at specialty stores such as Whole Foods Market and Trader Joe's; and 1 in 4 going to farmers markets, finds *Fresh Trends 2025*.

Parents are much more likely to shop online with 62% doing so compared to 31% of non-parents, finds *Fresh Trends 2025*. And the majority of millennials are shopping online, but all other generations said they are still shopping more in person than online.

For consumers who don't shop online, a desire to touch and smell the produce in the supermarket was the top reason for 46% of shoppers.

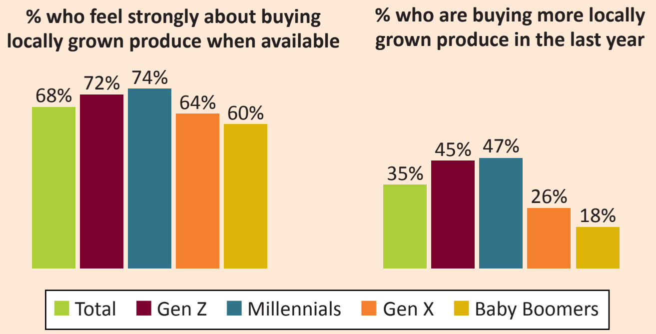
But regardless of how they shop for produce, the top items going into baskets remain the same, says Parker.

"We know from our own e-commerce sales data, as well as meeting with various retailers and folks like Instacart, that the most popular fruits and vegetables in brick-and-mortar are the same most popular fruits and vegetables online," says Parker. "And there is a direct correlation to how they're merchandised.

"We're not talking enough about digital merchandising and digital influence in produce," continues Parker, who says thinking shoppers want to make a trip to three different physical stores to buy tomatoes is an outdated concept.

"We've gotten so

2 in 3 feel strongly about buying locally grown produce



Millennials and Gen Z lead the way with sentiment toward local produce and buying more fruits and vegetables than last year.

mired in this trap of, 'Gosh, doesn't everyone want to go to the local grocer and buy this here and that there?' Which, to be honest, is a very baby boomer, older Gen X way of shopping," she said.

Driving demand

Fresh Trends 2025 found that while putting items on sale is the leading reason consumers will try new produce, millennials and Gen Z are also likely to try new produce because of what they have seen on social media.

Just how powerful is social media in driving produce trends? Parker points to the fourth quarter of 2023, when Circana noticed grape volumes were growing by double digits.

"Our internal teams came to us and said, 'What's going on with grapes?' The theory was that it was all the new varieties coming to market," says Parker. "And while I think new varieties of grapes and new packages brought eyes to the set, after running all the analysis, we found that 80% of the volume growth was just regular green conventional grapes.

"But new people were coming into the category because social media was showing them how they could roll grapes in Jell-O powder and freeze them for a sweet treat," she continues. "There was so much excitement among young people, and that cascaded into a whole new usage occasion for grapes."

More than a social media success story, the frozen grapes craze is an example of why the produce industry needs to think differently to drive sales, says Parker.

"We can't do what we've always done and expect demand to increase," she says. "The biggest thing is for suppliers to recognize that they can't just rely on the retailer to generate demand anymore."

Differentiation is key

To remain competitive, differentiation is key for retailers, says Parker, as "the choices in produce are pretty much the same across retail."

"Retailers need to deliver that because produce is still the most frequently shopped department in the store, and it is why people choose which store or the other," she says. "But because we're offering a lot of the same categories and varieties, they're choosing where to shop based on price and how clean the department is, not because of the 65 categories within produce.

"I think a lot of the retailers who are crushing it in produce, especially with younger shoppers, are making very choiceful decisions about what they are and are not carrying," says Parker.

And when it comes to creating new usage occasions for produce, the industry would do well to take a page from the CPG playbook.

"There's always been a chasm between what happens in center store and the produce aisle," she says. "We don't give people a lot of differentiating attributes in produce compared to CPG."

Photo: pressmaster, Adobe Stock

Meeting consumers where they are

As uncertainty increasingly becomes the norm, the needs of the produce consumer are changing. The produce suppliers and retailers who identify and meet these needs will have a competitive advantage.

"When you think about the last five years, there's been major disruptions in the daily life of humans and at a faster pace than any of us could have previously imagined," says Parker. "COVID, inflation, tariffs and the political unrest globally, AI — any one of those things would have been a decade-defining piece. We also have five generations as our buying audience right now, and those five generations have experienced humanity in such widely different ways.

"The companies I see that are weathering these storms slightly better than others are the ones who recognize this is an unprecedented moment, so I can't just do what I've always done."

An eye on growth

While produce was the only fresh department to increase its share of sales in 2024, according to Circana, there's much room for growth.

"The average American only buys 1.9 produce items whenever they buy produce. And we could sit here and high five, because there certainly are departments that get one, however, we have 65 categories," says Parker. "We have everything from breakfast, lunch, dinner and snack solutions in one department; no other department in the store offers the everyday consumer more versatility than produce.

"Are we happy with 1.9? Who is driving your produce dollars and which categories are they really into across the store? Who are they and how do I keep them happy? How you're going to keep them happy is by understanding who they are and what their needs are," Parker says.

Fresh Trends 2025 takes a deep dive into 51 commodities, exploring shopper habits, preferences and more to offer actionable insights that grow businesses.

Apples

FOR THE SECOND YEAR IN A ROW, apple purchases have risen, according to responses in The Packer's *Fresh Trends 2025* survey, with more than 80% of consumers reporting purchasing apples in the past 12 months. That's an increase from 78% in *Fresh Trends 2024* and up from 58% in the 2023 survey, 55% in 2022 and 63% in 2021.

As in previous *Fresh Trends* reports, consumers with the highest household income levels most frequently bought apples, with 92% of those earning more than $100,000 annually indicating fresh apple purchases. That's up slightly from 88% in the 2024 survey, 67% in 2023, 61% in 2022 and 69% in 2021.

The percentage of consumers making less than $25,000 a year who said they bought apples in the past year dipped slightly in *Fresh Trends 2025*, with only 65% reporting apple purchases, as opposed to previous surveys of 66.3% in 2024, 50% in 2023, 44% in 2022 and 47% in 2021.

Consumers in the Midwest (82%) and Northeast (83%) more frequently reported purchasing apples than those in the South (79%) and West (75%), which is a change from 2024 when consumers in the West led the regions.

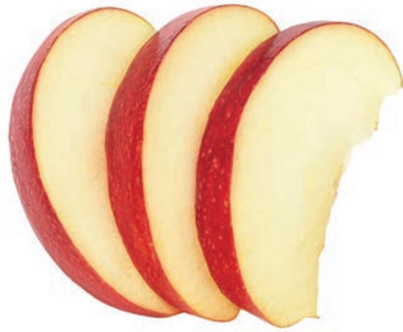
The survey shows 84% of consumers aged 18-29 and 81% of those aged 40-49 reported purchasing apples.

Apples remain a strong snacking option for consumers as 84% of *Fresh Trends* respondents said they use apples as snacks — and 92% of baby boomers giving that response.

Fresh Trends data shows Honeycrisp continues to lead varieties purchased, followed by fuji and gala. Premium variety Cosmic Crisp continues to grow in the category, jumping from 14% of consumers-reported purchases jumping from 14% in the 2024 survey to 21%.

Most consumers, about 57% said they bought only conventional apples, while 20% indicated they purchased only organically grown apples, and 20% said they bought a combination of conventional and organic apples. Consumers aged 18-29 and 30-39 more frequently reported purchasing only organic apples than other age brackets, at 34% and 30% respectively, which is still lower than those aged 18-29 (45%) and 30-39 (47%) reporting conventional purchases.

Consumers with dependent children also more frequently reported buying only organic apples (24%) compared to shoppers without children (17%). FT



Varieties consumers prefer to purchase

Honeycrisp	**42%**
Fuji	39%
Gala	36%
Granny smith	35%
Golden delicious	30%
Red delicious	29%
Cosmic Crisp	21%
Pink Lady	18%
Macintosh	16%
EverCrisp	12%
Ambrosia	11%
Envy	11%
SweeTango	11%
Jonathan	7%
Pazazz	5%
WildTwist	5%

Conventional vs. organic

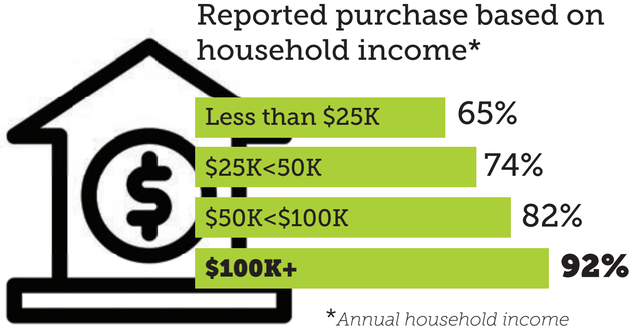
Conventional	**57%**
Organic	20%
Both conventional and organic	20%

How consumers prefer to use apples

As a snack	**84%**
As an ingredient in a recipe	35%
As a dessert	34%
As a salad	24%
As an appetizer	21%
As a side dish	21%
As a main dish	14%

Photo: istock, Farm Journal

Reported purchase based on household income*



*Annual household income

Artichokes

THE PACKER'S *FRESH TRENDS 2025* DATA shows 10% of consumers indicating they purchased artichokes in the past 12 months, higher than 9.6% in the 2024 survey and 8% in the 2023 report, but the same as 2022.

Higher-income households, those making $50,000 to $100,000 (12%) and those making $100,000 or more (15%) annually, more frequently reported buying artichokes than lower income brackets, with only 7% of those making less than $25,000 a year and 5% of those making between $25,000 to $50,000 saying they added artichokes to their shopping carts.

Artichoke consumers tend to skew younger, with those aged 30-39 having the highest reported purchase rate at 15%. Consumers aged 18-29 also more frequently said they bought artichokes (11%) than those in older age groups. This is in line with *Fresh Trends 2024* data which showed younger consumers also purchasing more artichokes.

Consumers with dependent children more frequently indicated artichoke purchases (14%) than those without children (7%).

Reported purchase based on household income*

Less than $25K	7%
$25K<50K	5%
$50K<$100K	12%
$100K+	**15%**

*Annual household income

Fresh Trends shoppers in the West reported buying artichokes most often, at 15%, compared with other U.S. regions.

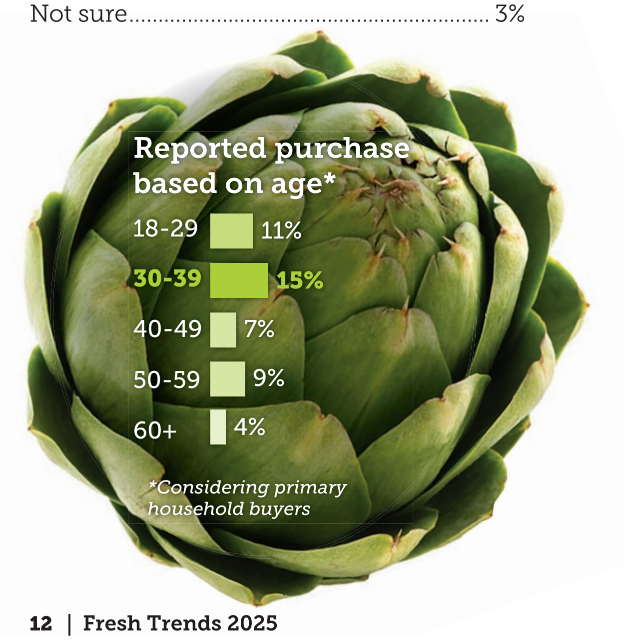
Of those who reported purchasing artichokes, more than 58% said they bought baby or smaller artichokes. And consumers slightly preferred conventionally grown artichokes only (36%) compared to organic only (28%), while 33% of primary household buyers said they purchased a mix of conventional and organic.

Conventional vs. organic

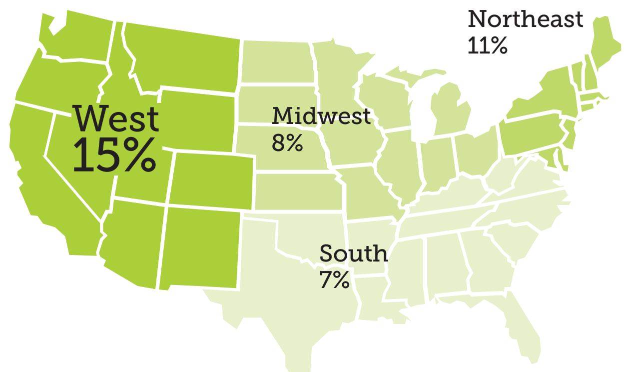
Conventional	**36%**
Organic	28%
Both conventional and organic	33%

Purchased baby or smaller artichokes

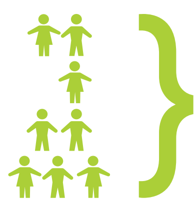
Yes	**58%**
No	39%
Not sure	3%



Reported purchase based on region



Reported purchase based on dependent children



Has kids	14%
1 kid	14%
2 kids	**15%**
3+ kids	**15%**
No kids	7%

Photo: istock, Farm Journal


Ocean Mist Farms
Roastables
READY-TO-ROAST KIT
Sun-Dried Tomato
BRUSSELS SPROUTS HALVES WITH GARLIC PARMESAN GARNISH
15
INCLUDES FRESH BRUSSELS SPROUTS, SEASONING & GARNISH • TRIMMED, WASHED & READY •
KEEP REFRIGERATED
Ocean Mist Farms
Roastables
READY-TO-ROAST KIT
Sweet Sesame
BRUSSELS SPROUTS HALVES WITH TUXEDO SESAME SEED GARNISH
15
INCLUDES FRESH BRUSSELS SPROUTS, SEASONING & GARNISH • TRIMMED, WASHED & READY •
KEEP REFRIGERATED
Ocean Mist Farms
Roastables
READY-TO-ROAST KIT
Lemon Caesar
BRUSSELS SPROUTS HALVES WITH PARMESAN PANKO GARNISH
15
INCLUDES FRESH BRUSSELS SPROUTS, SEASONING & GARNISH • TRIMMED, WASHED & READY •

Asparagus

ACCORDING TO THE PACKER'S *FRESH TRENDS 2025* DATA, 6% of consumers said they bought asparagus in the previous 12 months, about the same rate as *Fresh Trends 2024* (36.9%).

By comparison, 26% of respondents in *Fresh Trends 2023* and 28% in the 2022 survey reported asparagus purchases.

Shoppers in the West most frequently indicated that they added asparagus to their carts (43%), followed by consumers in the Northeast (39%), Midwest (37%) and the South (28%), *Fresh Trends 2025* shows.

At 42%, consumers with two dependent children were the most frequent to report buying asparagus when considering family size.

Consumers aged 40 or older more often indicated they bought asparagus than did their younger counterparts.

When examining annual household income, shoppers earning more than $50,000 most frequently reported asparagus purchases.

Of respondents who said they bought asparagus in the last 12 months, more than 62% said they purchased only conventional asparagus, while 16% said they bought only organic and 19% indicated they purchased both conventional and organic asparagus.

More than 70% of consumers without dependent children said they prefer to buy conventionally grown asparagus over organic. And consumers aged 50 or older more frequently reported purchasing conventional exclusively (82% for ages 50-59 and 82% for 60 or older).

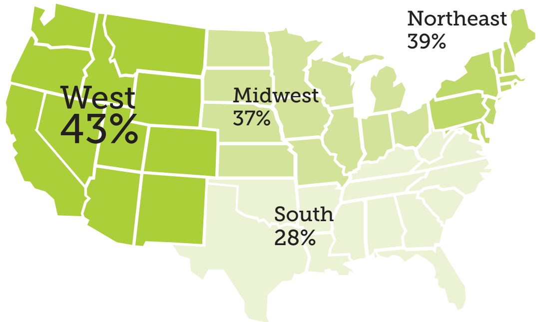
Photo: istock, Farm Journal

Reported purchase based on household income*

Less than $25K	18%
$25K<50K	30%
$50K<$100K	41%
$100K+	**48%**

*Annual household income

Reported purchase based on region



Reported purchase based on age*

18-29	29%
30-39	38%
40-49	36%
50-59	37%
60+	**39%**

*Considering primary household buyers

Conventional vs. organic

Conventional....................62%
Organic 16%
Both conventional
and organic.............................19%

Reported purchase based on dependent children

Has kids 39%
1 kid 39%
2 kids 42%
3+ kids 33%
No kids 34%

Avocados

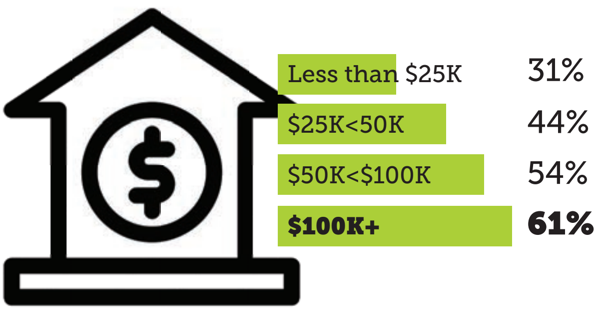
AVOCADO PURCHASES ONCE AGAIN remained high, according to The Packer's *Fresh Trends 2025* data, which shows 50% of consumers reported adding avocados to their shopping carts in the past 12 months. In addition, 27% of consumers said they purchased avocados for the first time. Consumers aged 18-29 and shoppers living in the Northeast were the most frequent in saying they made their first avocado purchase.

More affluent shoppers, those making more than $100,000 in annual household income, most frequently reported purchasing avocados, while 54% of those earning $50,000 to $100,000 also made up the lion's share of avocado purchases.

By region, shoppers living in the West most frequently said they bought avocados, followed by the Northeast (50%), South (46%) and Midwest (42%).

Avocado purchases are fairly similar among age brackets, according to this year's *Fresh Trends* data.

Reported purchase based on household income*



*Annual household income

Conventional vs. organic

Conventional	**54%**
Organic	22%
Both conventional and organic	21%

Photo: istock, Farm Journal

CALIFORNIA AVOCADOS

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California Avocados offer more than just exceptional flavor. Where California Avocados are carried, retail sales rise by +9% in units and +26% in dollars during the California season compared to the non-California season.* With our expert insights, support and programs, the California Avocado Commission can help you grow sales and improve customer satisfaction.

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CALIFORNIA AVOCADOS

Circana, 52 weeks ending 9-1-2024, *California and West Regions

Avocados

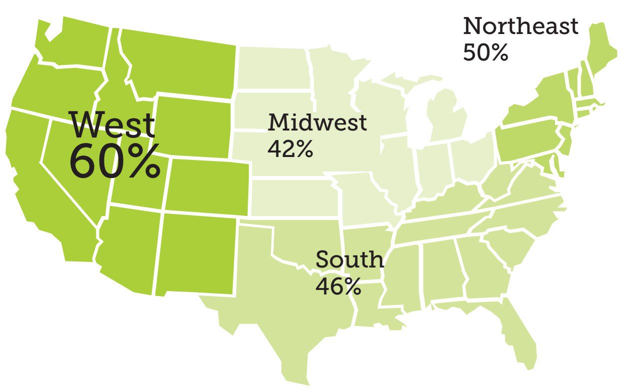
Most consumers (54%) said they prefer to buy conventional avocados, while 22% reported buying organic avocados and 21% said they bought both conventional and organic.

Only 44% of consumers said they felt comfortable selecting ripe avocados for immediate consumption, and 41% of consumers said they knew how to ripen avocados at home.

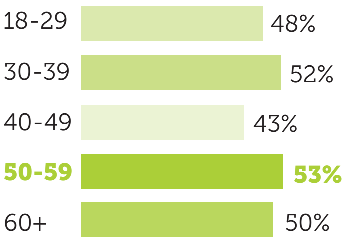
Reported purchase based on dependent children

Has kids	52%
1 kid	**54%**
2 kids	49%
3+ kids	53%
No kids	48%

Reported purchase based on region



Reported purchase based on age*



Considering primary household buyers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Bananas

ALTHOUGH ONLY SLIGHTLY HIGHER than apples, which sit at 80%, bananas remain the most purchased fresh produce commodity, according to The Packer's *Fresh Trends 2025* survey.

Nearly 81% of consumers said they added the tropical fruit to their shopping carts in the past 12 months, similar to 83% in *Fresh Trends 2024*.

About 37% of consumers said they purchased more bananas because of continued higher food costs, and 27% said they purchased bananas for the first time in the past year, with the highest number of first-time buyers residing in the Northeast.

Consumers earning more than $50,000 in annual household income had the highest rate of reported purchases for bananas — at 87% for those making more than $100,000 and 84% for those making $50,000 to $100,000.

Consumers with larger families most frequently said they bought bananas, with 90% of respondents with three or more dependent children 90% reporting purchases.

With the fruit's popularity, there is no wide variation in buying habits among age brackets, *Fresh Trends 2025* data shows. Reported purchases also were fairly similar by region, with consumers in the Northeast having the highest rate at 84% and the lowest being in the West at 78%.

Most consumers said they preferred to purchase conventional bananas at 53%, with 21% reporting purchasing organic bananas and 22% reporting purchasing both conventional and organic.

The majority of consumers (72%) reported being confident in selecting ripe bananas at the store, while 63% said they are confident in ripening bananas at home.

Photo: istock, Farm Journal

Reported purchase based on age*

Age	Reported purchase
18-29	80%
30-39	79%
40-49	80%
50-59	**86%**
60+	80%

*Considering primary household buyers

Reported purchase based on dependent children

Has kids	83%
1 kid	82%
2 kids	81%
3+ kids	**90%**
No kids	79%

Conventional vs. organic

Conventional	**53%**
Organic	21%
Both conventional and organic	22%

Blackberries

CONSUMER REPORTS OF BLACKBERRY PURCHASES in the past 12 months remained steady at 34% in The Packer's *Fresh Trends 2025* survey, similar to 33.2% in the 2024 survey and higher than 25% in the 2023 report.

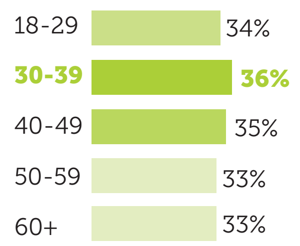
Higher-earning consumers with annual household income greater than $100,000 most frequently said they bought blackberries (46%), with the lowest rate (21%) among those making less than $25,000.

Purchase rates were close among consumers with dependent children (38%) and those without (32%). There also was no wide variation by age group, ranging from 33% for shoppers aged 50 or older up to 36% for those aged 30-39.

Consumers in the West most frequently reported purchasing blackberries (39%), followed by the Midwest (35%), Northeast (34%) and South (31%).

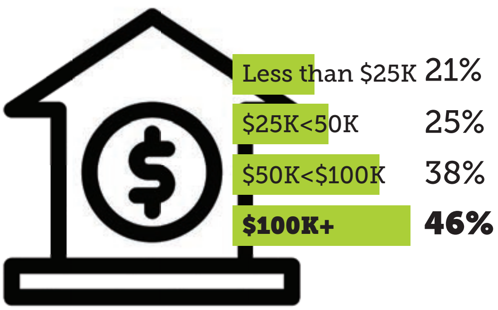
Of those who purchased blackberries, 52% said they preferred to buy conventional blackberries, compared to 20% who only purchased organic blackberries and 25% who bought a combination of organic and conventional. Consumers who most often said they bought conventional blackberries were those without dependent children (60%), those aged 50-59 (71%) and those aged 60 or older (73%).

Reported purchase based on age*



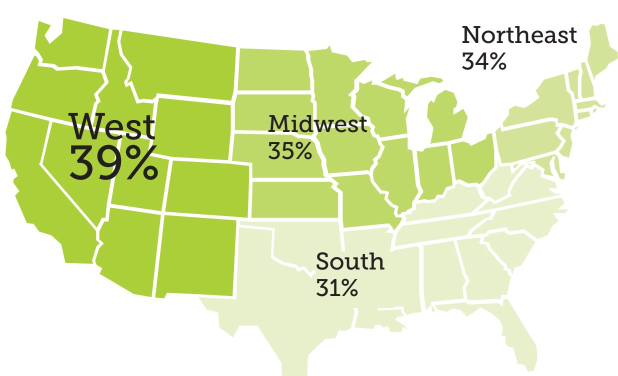
*Considering primary household buyers

Reported purchase based on household income*

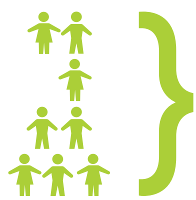


*Annual household income

Reported purchase based on region



Reported purchase based on dependent children



Has kids 38%
1 kid 39%
2 kids 35%
3+ kids 40%
No kids 32%

Conventional vs. organic

Conventional 52%
Organic 20%
Both conventional and organic ..25%

Photo: istock, Farm Journal


PRODUCE
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Blueberries

BLUEBERRY CONSUMPTION REMAINED STEADY according to The Packer's *Fresh Trends 2025* data, which shows 54% of surveyed consumers purchased blueberries in the past 12 months, which is unchanged from *Fresh Trends 2024* and higher than 37% in the 2023 survey.

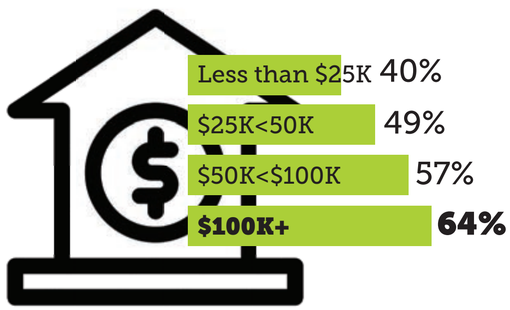
Higher-income consumers most frequently said they bought blueberries, with 64% of respondents with more than $100,000 in annual household income indicating purchases. By age group, consumers aged 50 or older were the most frequent in reporting blueberry purchases, with 60% of those aged 50-59 and 59% of those aged 60 or older saying they added blueberries to their shopping carts in the past year.

The Fresh Trends 2025 survey did not show a significant difference in buying habits based on the presence of dependent children, with 51% of consumers with children reporting blueberry purchase compared to and 56% of consumers without children.

Consumers in the West were the most often to indicate they bought blueberries (60%), followed by the Midwest (56%), Northeast (53%) and South (49%).

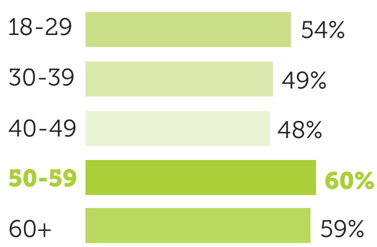
Of those who purchased blueberries, the majority said they prefer to buy conventionally grown blueberries (52%), compared to 20% who purchased organic exclusively and 24% who purchased a mix of both conventional and organic. Consumers aged 50 or older that live in the Midwest were the most frequent to report buying conventionally grown blueberries.

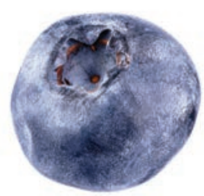
Reported purchase based on household income*



*Annual household income

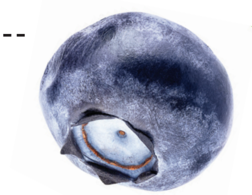
Reported purchase based on age*





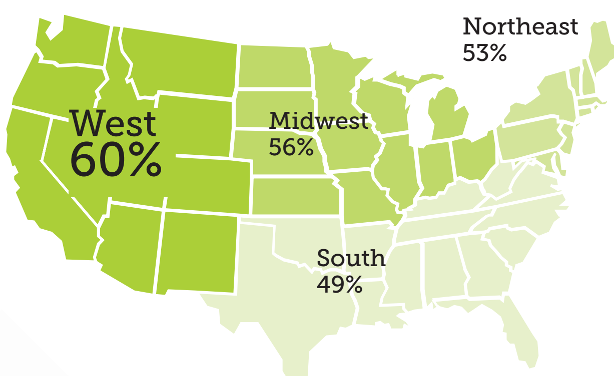
*Considering primary household buyers

Conventional vs. organic



Conventional................52%
Organic 20%
Both conventional and organic.........................24%

Reported purchase based on region



Reported purchase based on dependent children

Has children. 51%
1 kid 49%
2 kids 51%
3+ kids 57%
No kids 56%

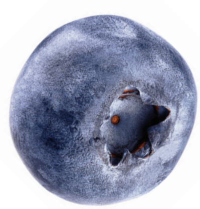


Photo: istock, Farm Journal

Broccoli

CONSUMERS WHO REPORTED purchasing broccoli in the past 12 months remained relatively flat, according to The Packer's *Fresh Trends 2025* data. Fifty-four percent of surveyed shoppers said they added broccoli to their shopping carts, compared with 53.4% for *Fresh Trends 2024*, though that percentage remained higher than 43% in the 2023 report.

Shoppers with three or more dependent children were the most frequent in reporting they bought fresh broccoli, which was also the case in *Fresh Trends 2024*.

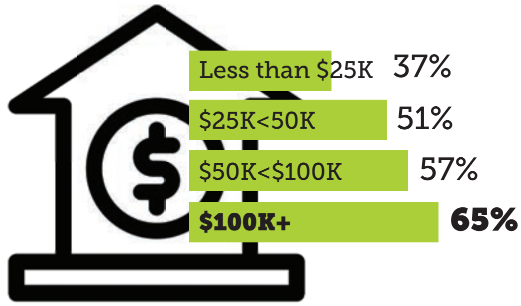
By annual household income, consumers earning more than $100,000 (65%) were the most frequent to report purchasing broccoli, compared with 37% for those making less than $25,000.

Reported purchases based on region remained relatively the same as the 2024 report, with 59% of consumers in the Northeast, 57% of consumers in the West, 51% of consumers in the South and 50% of consumers in the Midwest saying they bought broccoli.

When examining age groups, respondents aged 60 or older most often reported buying broccoli (60%).

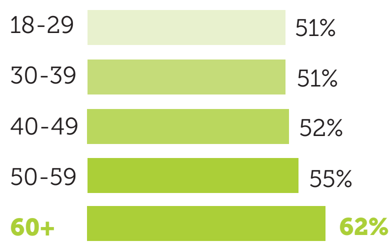
Of those consumers who reported purchasing broccoli in the past 12 months, more than 60% said they preferred to buy conventionally grown broccoli, compared with 18% of consumers who only bought organic and 18% who purchased a mix of organic and conventional. Consumers who most frequently reported buying conventional broccoli make less than $25,000 in annual household income, live in the Midwest, do not have dependent children and are aged 50 or older.

Reported purchase based on household income*



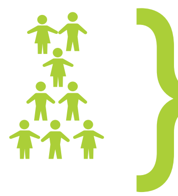
*Annual household income

Reported purchase based on age*



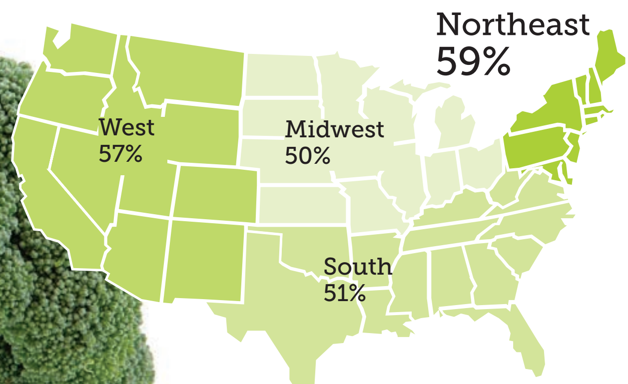
*Considering primary household buyers

Reported purchase based on dependent children



Has kids 56%
1 kid 54%
2 kids 54%
3+ kids 70%
No kids 53%

Reported purchase based on region



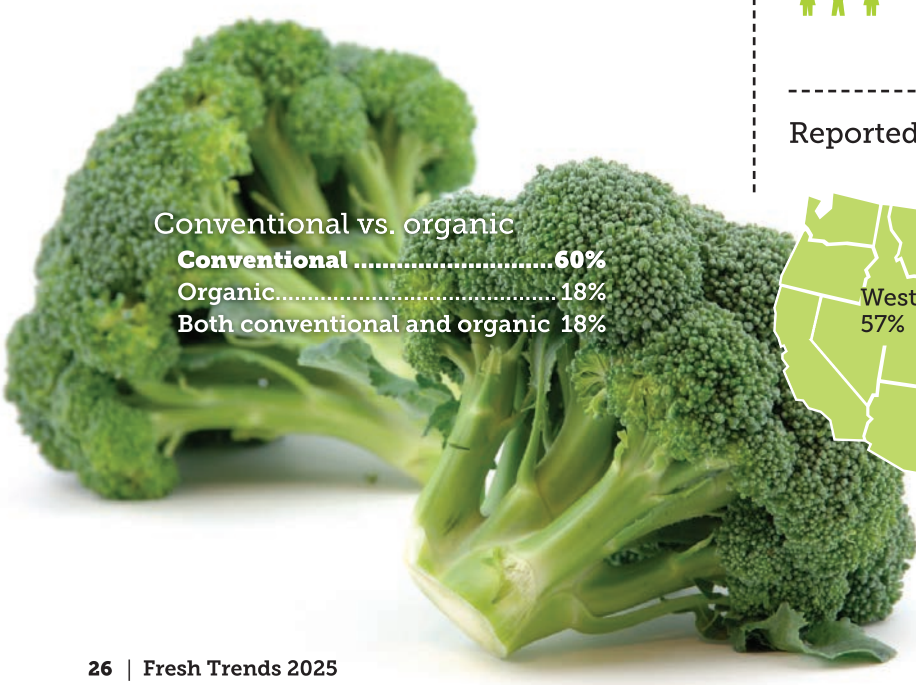


Photo: istock, Farm Journal

Brussels sprouts

THE PERCENTAGE OF CONSUMERS reporting they bought Brussels sprouts dropped slightly, according to The Packer's *Fresh Trends 2025* survey data, in which 21% of consumers indicated they bought Brussels sprouts in the past 12 months, compared to 23.2% in *Fresh Trends 2024*, but it remained higher than 17% from the 2023 report.

Consumers with annual household income over $100,000 were the most frequent to report adding Brussels sprouts to their shopping carts, compared to 13% of those making less than $25,000.

Shoppers in the Northeast (25%) most frequently indicated that they bought Brussels sprouts, followed by the West (21%), South (20%) and Midwest (19%).

By age group, 24% of those aged 50 to 59 and 29% of those aged 60 or older reported buying Brussels sprouts, compared to 15% for those aged 18-29.

Of the respondents who said they bought Brussels sprouts, 62% said they prefer to buy conventionally grown, compared to 12% who purchased organic only and 21% who purchased a combination of organic and conventional. Consumers who most frequently reported buying conventional were those earning between $25,000 and $50,000 annually (72%), without dependent children (68%) and those aged 40 or older — 84% of consumers aged 60 or older, 70% for those aged 50-59 and 62% for those aged 40-49. FT

Reported purchase based on household income*

Less than $25K	13%
$25K<50K	6%
$50K<$100K	22%
$100K+	**31%**

*Annual household income

Reported purchase based on age*

18-29	15%
30-39	19%
40-49	19%
50-59	24%
60+	**29%**

*Considering primary household buyers

Conventional vs. organic

Conventional 62%
Organic 12%
Both conventional
and organic......................... 21%

Reported purchase based on dependent children

Has kids 21%
1 kid. 22%
2 kids 19%
3+ kids 22%
No kids 22%

Photo: istock, Farm Journal

Cabbage

CABBAGE SAW A NOTICEABLE RISE in popularity in The Packer's *Fresh Trends 2025*, most notably among younger consumers. The survey shows 35% of consumers in the 18-29 age group reported purchasing cabbage during the previous 12 months, up from 30.9% in *Fresh Trends 2024*, while other demographics saw a decline except for those aged 60 years or older, which increased from 37.5% in 2024 to 39% in 2025.

Overall, respondents reporting cabbage purchases rose slightly to 38%, up from 37.3% from 2024 and 30.8% in *Fresh Trends 2023*.

By region, reported purchases remained somewhat consistent, with the biggest change in the West, rising from 36.9% in 2024 to 42% in the 2025 survey.

Cabbage's affordability has long made it a staple for budget-conscious shoppers. Looking at annual household income, 38% of consumers earning less than $25,000 said they bought cabbage, up from 27.1% in 2024. Reported cabbage purchases decreased for all other income segments: 30% for $25,000 to $50,000 (34.7% in 2024), 34% for $50,000 to $100,000 (38.6% in 2024) and 42% for more than $100,000 (43.3% in 2024

Consumers who said they purchased organic cabbage increased to 17%, up from 12.8% in 2024.

Reported purchase based on age*

18-29	35%
30-39	36%
40-49	35%
50-59	**42%**
60+	39%

**Considering primary household buyers*

Conventional vs. organic

Conventional 62%

Organic 17%

Both conventional and organic....................... 19%

Reported purchase based on generation

Gen Z................................35%

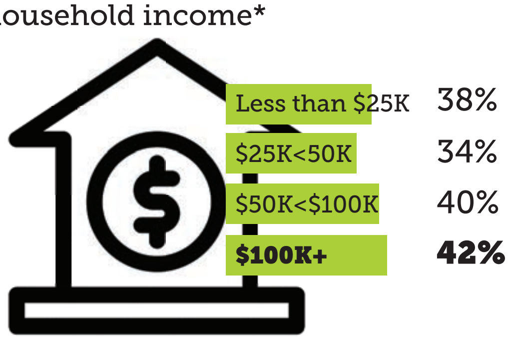
Millennials..................... 36%

Gen X...............................41%

Baby Boomers.......... 43%

Traditionalists 0%

Reported purchase based on household income*



**Annual household income*

Reported purchase based on region

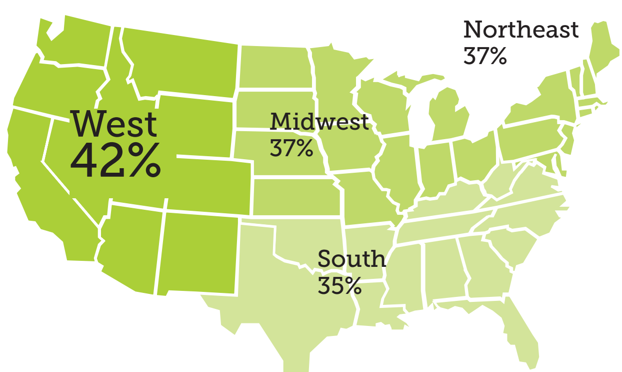
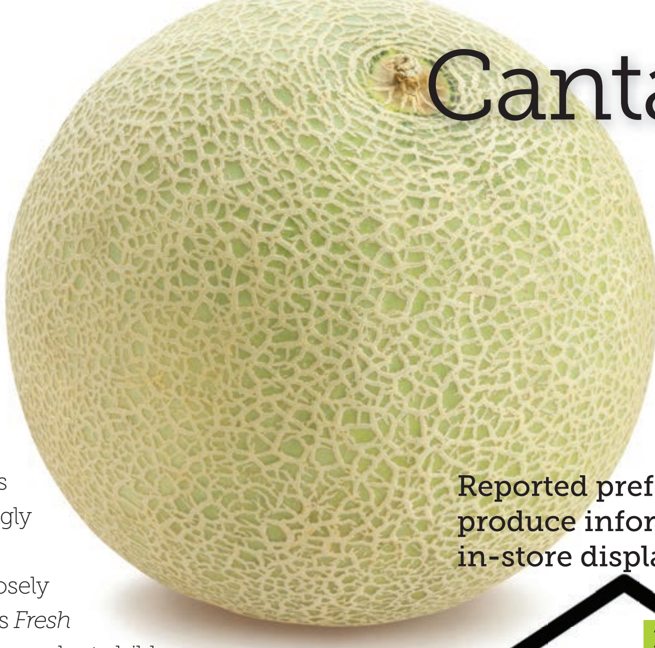


Photo: istock, Farm Journal

Cantaloupe



THE PERCENTAGE OF CONSUMERS in The Packer's *Fresh Trends 2025* who reported buying cantaloupes (28%) in the past 12 months was down from 32.5% in the 2024 survey.

Survey respondents who reported purchasing cantaloupes in the 2025 survey overwhelmingly said they bought conventional melons (72%). This compares closely to the 71.1% of cantaloupe-buyers *Fresh Trends 2024*. Consumers with dependent children more frequently reported buying organic cantaloupes compared to respondents with no dependent children. Younger respondents also more frequently reported purchasing organic cantaloupes than each of the older demographics.

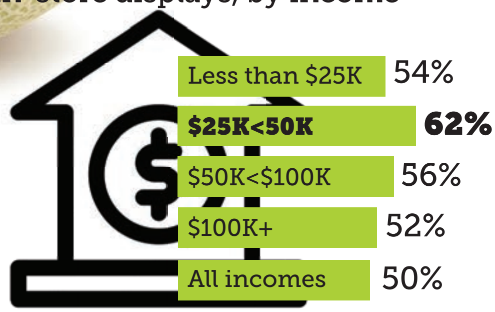
Only one in three cantaloupe buyers reported being comfortable selecting a ripe, ready-to-eat cantaloupe at the store, according to *Fresh Trends 2025* data. This low level of confidence was fairly consistent across income levels and geographic regions; however, there was a significant difference in confidence between younger and older consumers.

At the ends of the age spectrum, only 26% of shoppers aged 18-29 reported feeling comfortable picking a ripe melon, whereas 52% of consumers aged 60 years or older gave that response.

Confidence further dropped overall when it came to knowing how to pick a cantaloupe to ripen at home with only one in five saying they knew how. Older purchasers lost their lead on younger consumers as well.

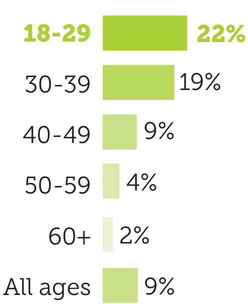
When it comes to getting more information about produce — such as tips for storage, preparation, recipes or origin details — 54% of *Fresh Trends 2025* respondents preferred in-store displays. The strength of this preference varied little across the age groups but was sensitive to household income. Of survey respondents with less than $25,000 in annual household income, 62% reported they prefer getting additional information on produce from in-store displays. This compares to 50% for respondents earning more than $100,000 a year.

Reported preference for produce information via in-store displays, by income*



**Annual household income*

Reported *organic-only* purchase based on age*



**Considering primary household buyers*

Reported confidence in selecting for ripeness based on age*

	Ready to eat	At home
All ages	33%	21%
18-29	26%	23%
30-39	23%	16%
40-49	26%	23%
50-59	39%	21%
60+	52%	22%

**Considering primary household buyers*

Photo: istock, Farm Journal

Carrots

CARROTS REMAIN ONE of the most universally purchased vegetables in The Packer's *Fresh Trends 2025* lineup, with strong numbers across all income levels and age groups. The survey shows 59% of consumers reported buying carrots in the past 12 months, down slightly from about 61% in the 2024 report.

Consumers with annual household income of $50,000 to $100,000 and those earning more than $100,000 had the highest rate of reported purchases at 65% each, while 56% of those earning $25,000 to $50,000 and 45% of shoppers making less than $25,000 said they bought carrots.

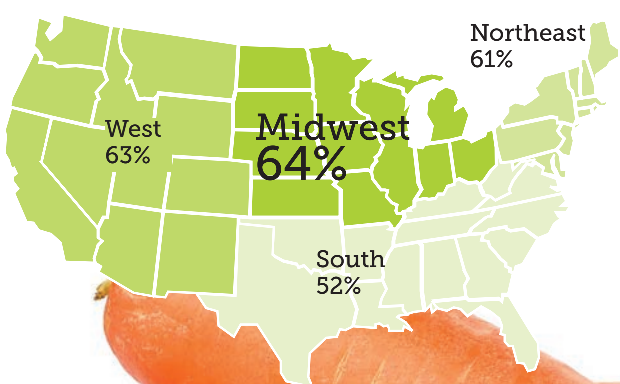
According to *Fresh Trends 2025* data, 58% of respondents reported buying conventional carrots in the past year; 18% reported buying organic exclusively, and 21% said they bought both conventional and organic.

By region, shoppers in the Midwest (64%) and West (63%) had the highest rates of reported carrot purchases. The Northeast followed slightly behind at 61%, with the South at 52%.

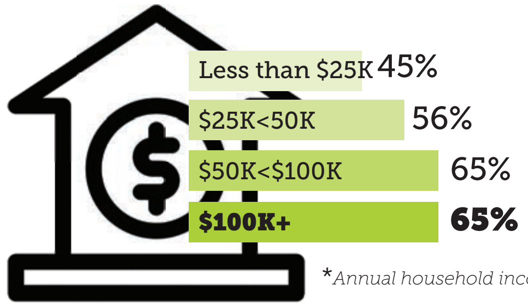
A slightly higher percentage of consumers with no dependent children (60%) said they bought carrots than did shoppers with children (57%).

In examining age generations, baby boomers most frequently reported carrots purchases at 75%, with Gen X following at 61%.

Reported purchase based on region



Reported purchase based on household income*

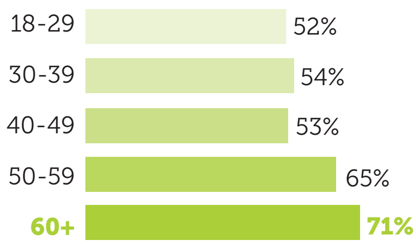


*Annual household income

Reported purchase based on age generation

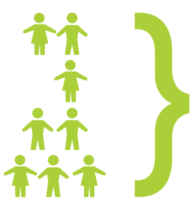
Gen Z 52%
Millennials 54%
Gen X 61%
Baby Boomers 75%
Traditionalists 47%

Reported purchase based on age*



*Considering primary household buyers

Reported purchase based on dependent children



Has kids 57%
1 kid 59%
2 kids 51%
3+ kids 68%
No kids 60%

Photo: istock, Farm Journal

Cauliflower

IN THE PACKER'S *FRESH TRENDS 2025*, 31% of survey respondents reported buying fresh cauliflower in the past year, down slightly from 32.8% in *Fresh Trends 2024*.

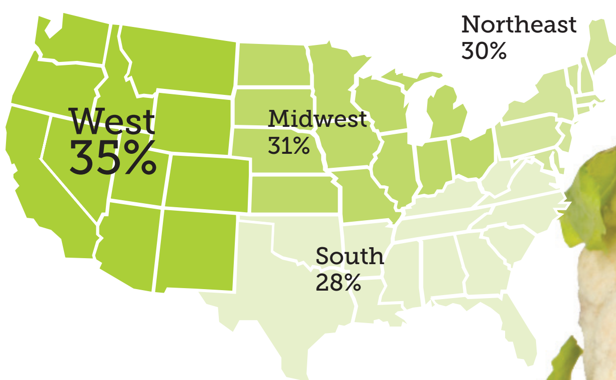
Households earning more than $100,000 annually most frequently reported buying cauliflower at 40%. Meanwhile, 17% of shoppers earning less than $25,000 a year said they bought cauliflower.

By region, the West led with 35% of consumers reporting cauliflower, with the South on the low end at 28%.

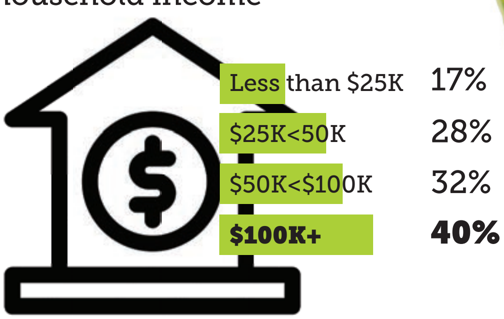
Baby boomers were the generation that most frequently reported buying cauliflower, at 42%, followed by Gen X and Traditionalists (both at 35%), with millennials at 25% and Gen Z at 24%.

Of consumers who reported buying cauliflower over the past year, 68% said they preferred to purchase conventional cauliflower. That's compared to 10% who said they bought only organic and 20% who said they purchased conventional and organic.

Reported purchase based on region



Reported purchase based on household income*



**Annual household income*

Reported purchase based on dependent children

Has kids	31%
1 kid	**33%**
2 kids	32%
3+ kids	27%
No kids	30%

Photo: istock, Farm Journal

Celery

FRESH TRENDS 2025 shows 44% of surveyed consumers reported purchasing celery in the past 12 months, up from 42.8% in the 2024 report.

Older consumers more frequently said they bought celery, with 51% of those aged 50-59 and 61% of shoppers aged 60 or older reporting purchases, according to *Fresh Trends 2025* survey data.

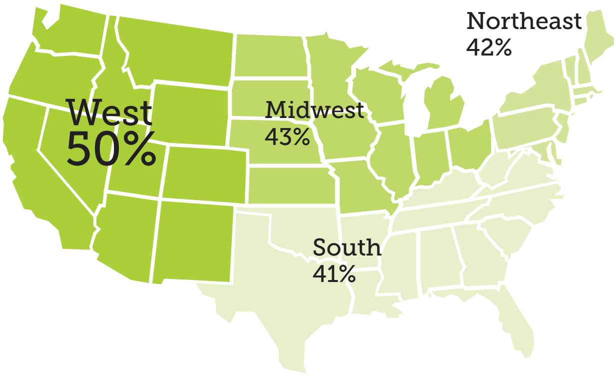
Consumers with no dependent children (46%) more frequently said they bought celery than did those with dependent children (40%).

Health is a paramount reason for consumers increasing produce consumption. Of *Fresh Trends 2025* respondents who reported eating more produce than they did five years ago, 82% said they are doing so for "health reasons" and to get more nutrients in their diets.

Of consumers who reported celery purchases, 69% said they bought conventional, while 12% said they shopped for organic only and 17% chose both conventional and organic.

When asked about what thoughts go into deciding whether to buy organic fresh fruits and vegetables, the top answer chosen was "Price — Is it worth the extra cost? I weigh the price vs. the advantage to my health," at 64%.

Reported purchase based on region



Reported purchase based on age generation

Gen Z	34%
Millennials	32%
Gen X	49%
Baby Boomers	**65%**
Traditionalists	47%

Reported purchase based on dependent children

Has kids	40%
1 kid	**49%**
2 kids	28%
3+ kids	47%
No kids	46%

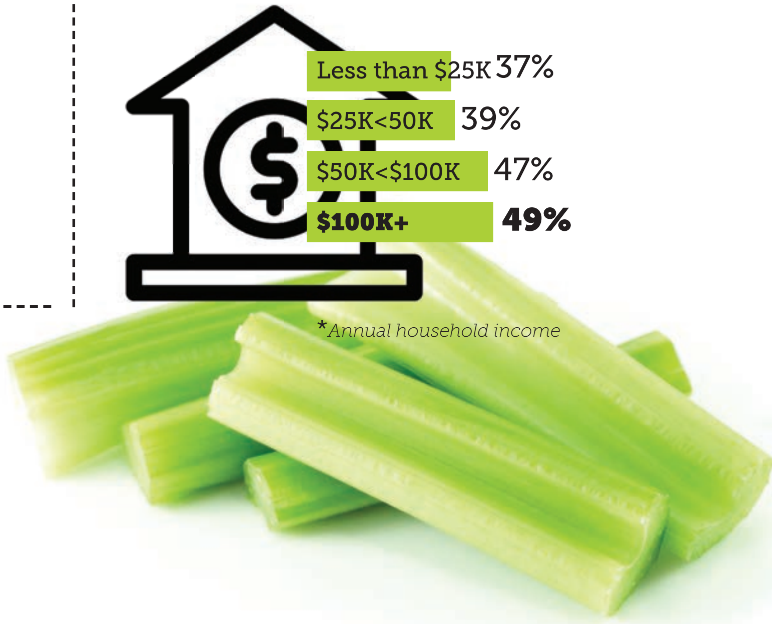
Photo: istock, Farm Journal

Reported purchase based on age*

18-29	34%
30-39	31%
40-49	40%
50-59	51%
60+	**61%**

**Considering primary household buyers*

Reported purchase based on household income*



Conventional vs. organic

Conventional....................................69%
Organic 12%
Both conventional and organic 17%

Cherries

CHERRIES ARE ONE OF THE FEW PRODUCE items that truly create a seasonal sense of urgency — and the numbers back it up in The Packer's *Fresh Trends 2025*. In this year's survey, cherries maintained their status as a premium purchase with strong appeal among older, higher-income consumers. Households earning over $100,000 annually and shoppers aged 50 and older reported the highest purchase rates.

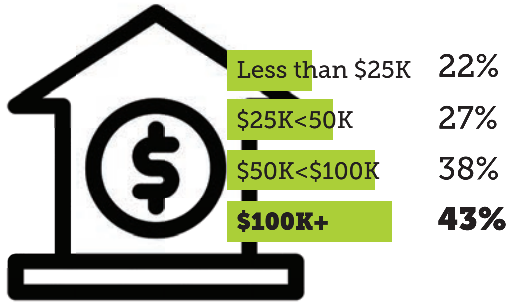
Cherries are most often purchased during their brief seasonal window, typically May through August. This creates a built-in opportunity for limited-time promotions and eye-catching displays. However, pricing can be a barrier for some shoppers, with consumers earning under $25,000 annually reporting the lowest percentage (22%).

In *Fresh Trends 2025*, 34% of shoppers reported fresh cherry purchases in the previous 12 months, a drop from 37.5% in *Fresh Trends 2024*, which was up from 29% in the 2023 report and 36% in the 2022 survey.

By region, the lowest reported purchase rate for fresh cherries was in the South (27%) versus the Midwest (36%), West (36%) and Northeast (40%).

Retail data from Circana OmniMarket Integrated Fresh showed sales dollars for fresh cherries (conventional and organic) at nearly $1.3 billion for the 52-week period ending Feb. 23, 2025, up 13.5% from a year prior. Volume sales of almost 344 million pounds for the period was up 8.3% from a year ago.

Reported purchase based on household income*



**Annual household income*

Conventional vs. organic

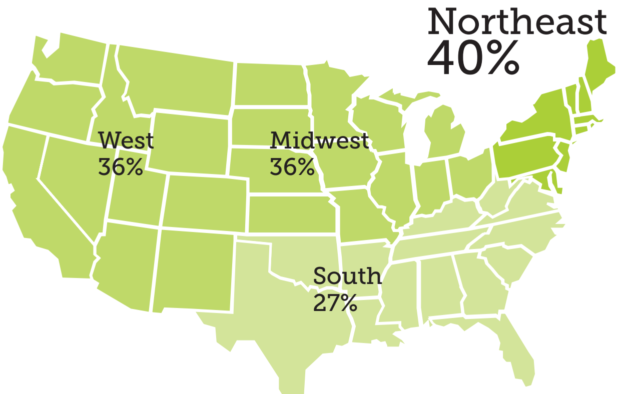
Conventional....57%
Organic....18%
Both conventional and organic....22%

Photo: istock, Farm Journal

Reported purchase based on dependent children

Has kids	35%
1 kid	36%
2 kids	33%
3+ kids	**38%**
No kids	33%

Reported purchase based on region



Reported purchase based on age generation

Gen Z	34%
Millennials	31%
Gen X	32%
Baby Boomers	**43%**
Traditionalists	24%

Reported purchase based on age*

18-29	34%
30-39	30%
40-49	29%
50-59	36%
60+	**41%**

**Considering primary household buyers*

Corn

TRADITIONALLY SEEN AS A SEASONAL ITEM, corn is benefiting from better availability of fresh product throughout the year as well as the pre-shucked convenience packing.

Sweetcorn remains a household staple as shown in The Packer's *Fresh Trends 2025*, with 34% of respondents saying they bought fresh corn in the past 12 months, though that is down from 39.5% in *Fresh Trends 2024*.

Reported purchases by consumers with an annual household income of less than $25,000 rose from 19.3% in 2024 to 23% in *Fresh Trends 2025*; however, it decreased in all other income categories.

The bulk of *Fresh Trends 2025* respondents who reported purchasing only conventional was at 67%, a slight drop from 68% in the 2024 report, while 12% indicated they only bought organic, up from 11.2%. Meanwhile, 18% reported purchasing both conventional and organic, up from 16.7%, and those responding "not sure" dropped to 3%, down from 4.1% in last year's report.

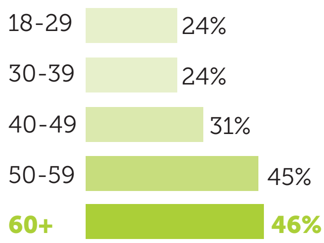
The survey shows 32% of respondents with dependent children said they bought corn, while 36% without kids indicated such purchases.

Consumers aged 60 or older (46%) and aged 50-59 (45%) most frequently reported buying corn.

Reported purchase based on household income*

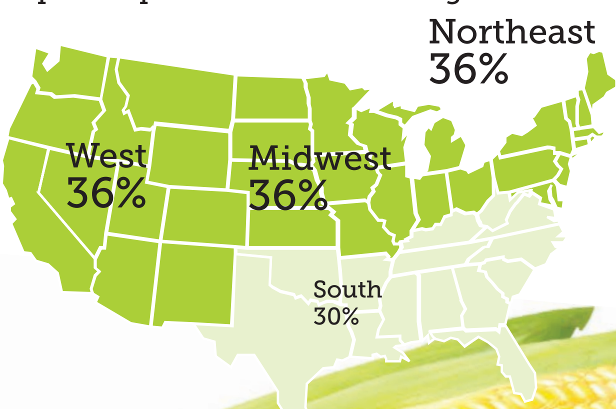
*Annual household income

Reported purchase based on age*



*Considering primary household buyers

Reported purchase based on region



Reported purchase based on age generation

Gen Z	24%
Millennials	27%
Gen X	41%
Baby Boomers	**48%**
Traditionalists	41%

Conventional vs. organic

Conventional	**67%**
Organic	12%
Both conventional and organic	18%

Photo: istock, Farm Journal

Cucumbers

ALTHOUGH RESPONDENTS WHO reported purchasing cucumbers in the previous 12 months dropped from 52.2% in The Packer's *Fresh Trends 2024* to 50% in *Fresh Trends 2025*, cucumbers held strong, possibly due to their role in fresh salads, hydration trends and snacking options.

By annual household income, consumers with higher incomes most frequently said they bought cucumbers. Who all reported purchasing cucumbers? The largest percentage reported were those with a household income of more than $100,000 at 59%. That's followed by those earning $50,000 to $100,000 (54%), compared to those earning $25,000 to $50,000 and those making less than $25,000 a year (both 41%), according to *Fresh Trends 2025*.

The survey shows 66% of consumers said they bought only conventional cucumbers, while 14% reported purchasing only organic and 18% indicating they bought both conventional and organic.

For reported purchases by region, respondents in the Northeast and West (both 53%) were followed by 48% in the South and 45% in the Midwest.

By generation, baby boomers most frequently reported purchasing cucumbers at 64%, followed by Gen X at 56%, with Gen Z and millennials at 42%. FT

When asked, "Which of the following phrases, if any, describe all of the ways you use cucumbers?" *Fresh Trends* respondents who reported buying cucumbers said:

As a salad	**64%**
As a snack	52%
As an ingredient in a recipe	45%
As a side dish	44%
As an appetizer	21%
As a main dish	10%

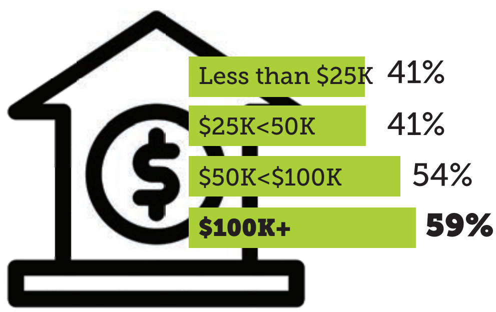
Reported purchase based on age generation

Gen Z..........42%
Millennials..........42%
Gen X..........56%
Baby Boomers..........64%
Traditionalists..........29%

Conventional vs. organic

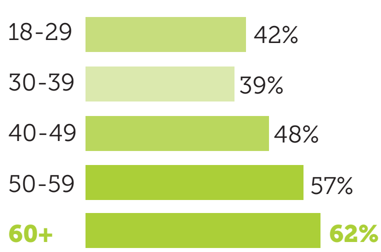
Conventional..........66%
Organic..........14%
Both conventional and organic..........18%

Reported purchase based on household income*



*Annual household income

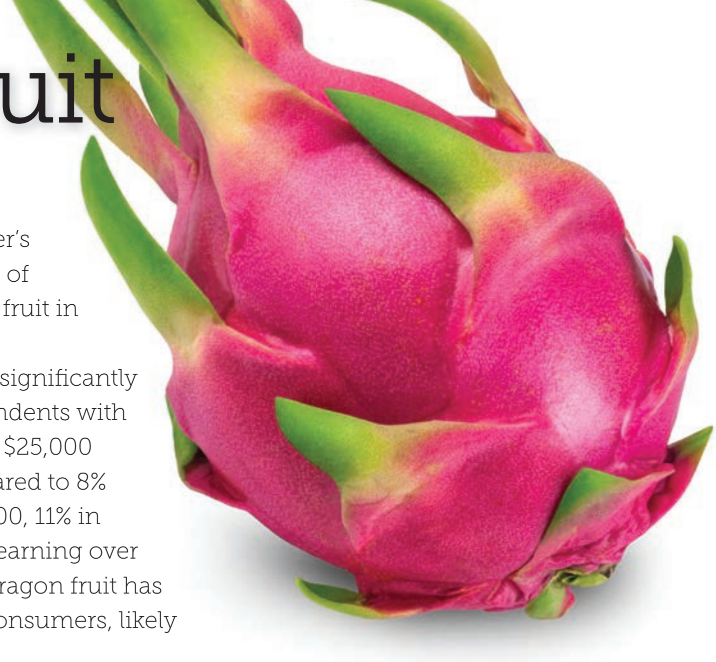
Reported purchase based on age*



*Considering primary household buyers

Photo: istock, Farm Journal

Dragon fruit



DRAGON FRUIT REMAINS A NICHE ITEM for most shoppers with The Packer's *Fresh Trends 2025* finding that only 10% of respondents saying they purchased the fruit in the past 12 months.

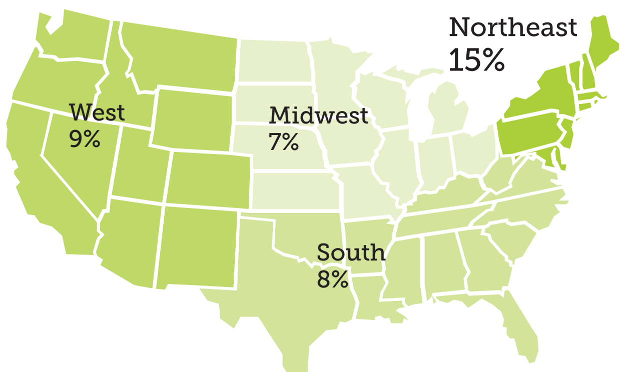
However, purchasing patterns varied significantly by household income. Just 3% of respondents with annual household incomes of less than $25,000 reporting dragon fruit purchases compared to 8% of consumers earning $25,000 to $50,000, 11% in the $50,000 to $100,000 range and 13% earning over $100,000. These findings suggest that dragon fruit has stronger appeal among high-income consumers, likely due to its premium price point.

Household makeup appeared to be a factor in dragon fruit purchases, as the survey data shows families with dependent children, especially larger families, more frequently reported purchasing dragon fruit. Among respondents with children at home, 14% said they bought dragon fruit, compared to 7% of those without children.

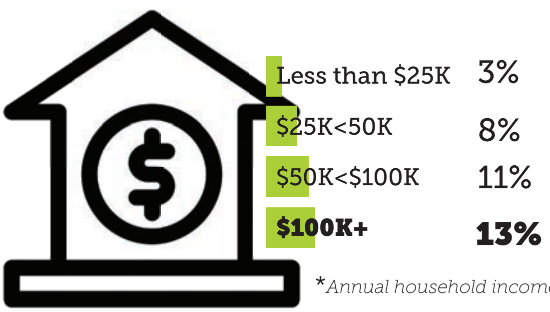
The rate of reported purchases was highest in the Northeast (15%) versus 7% in the Midwest, 8% in the South and 9% in the West.

Consumers aged 18-29 and 30-39 showed the highest dragon fruit purchase rates, both at 12%. By generation, 12% of Gen Z said they had purchased dragon fruit in the previous 12 months, just shy of millennials at 13%.

Reported purchase based on region

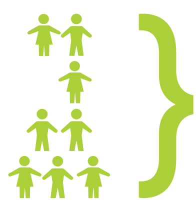


Reported purchase based on household income*



**Annual household income*

Reported purchase based on dependent children



Has kids 14%
1 kid 10%
2 kids 15%
3+ kids 22%
No kids 7%

Reported purchase based on age generation

Gen Z 12%
Millennials 13%
Gen X 8%
Baby Boomers 5%
Traditionalists 0%

Reported purchase based on age*

18-29	**12%**
30-39	**12%**
40-49	11%
50-59	8%
60+	5%

**Considering primary household buyers*

Conventional vs. organic

Conventional......... 57%
Organic 18%
Both conventional and organic........ 21%

Photo: istock, Farm Journal

Eggplant

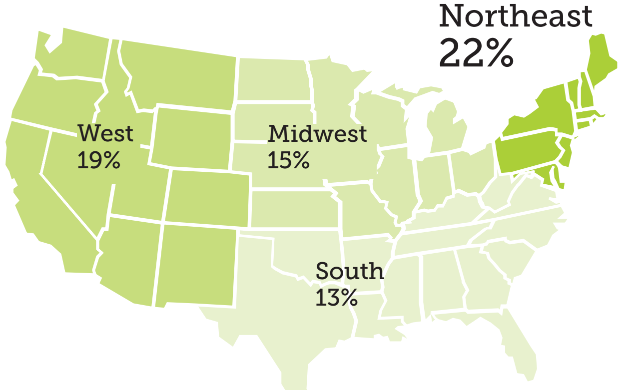
EGGPLANT PURCHASING SAW NOTABLE SHIFTS in both preference for organic options and higher income households. In The Packer's *Fresh Trends 2025*, 29% of respondents reported buying only organic eggplant in the past 12 months, up from 19.7% in *Fresh Trends 2024*; consumers who said they only bought conventional eggplant declined from 50.9% in 2024 to 43% in 2025, indicative of this shift.

The survey also showed a difference in reported rates of purchase when considering consumers' annual household incomes. Only 9% of respondents earning less than $25,000 said they bought eggplant, compared to 11% in the $25,000 to $50,000 bracket, 19% in the $50,000 to $100,000 range and 25% among those earning more than $100,000 a year.

Twenty percent of consumers with dependent children reported eggplant purchase, compared to 14% of respondents without children.

Age generations were fairly consistent in reported rates of purchase, with baby boomers and Gen Z the most frequent at 18% each, followed by millennials (17%), Gen X (15%) and traditionalists (6%). FT

Reported purchase based on region



Conventional vs. organic

Conventional	**43%**
Organic	29%
Both conventional and organic	23%

Reported purchase based on age*

18-29	**18%**
30-39	**18%**
40-49	15%
50-59	14%
60+	**18%**

**Considering primary household buyers*

Reported purchase based on age generation

Gen Z	**18%**
Millennials	17%
Gen X	15%
Baby Boomers	**18%**
Traditionalists	6%

Reported purchase based on dependent children

Has kids	**20%**
1 kid	**20%**
2 kids	**20%**
3+ kids	**20%**
No kids	14%

Reported purchase based on household income*

Less than $25K	9%
$25K<50K	11%
$50K<$100K	19%
$100K+	**25%**

**Annual household income*

Photo: istock, Farm Journal

Garlic

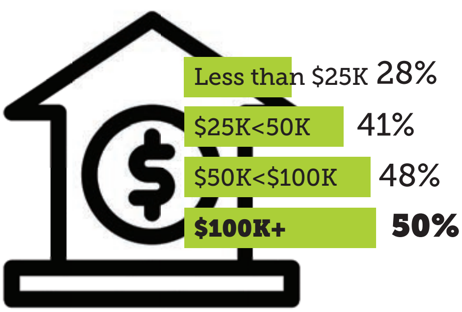
GARLIC, STILL A KITCHEN STAPLE, held steady in The Packer's *Fresh Trends 2025*. The survey shows that 43% of consumers reported buying fresh garlic over the previous 12 months, around the same as 42% reported in *Fresh Trends 2024*.

By income levels, 50% of consumers with annual household income of more than $100,000 said they bought garlic, followed by 48% of respondents earning $50,000 to $100,000. Still, garlic was a popular commodity regardless of income level with 28% of those making than $25,000 and 41% of shoppers making $25,000 to $50,000 saying they bought garlic.

Consumers in the West (51%) and the Northeast (44%) most often reported purchasing garlic.

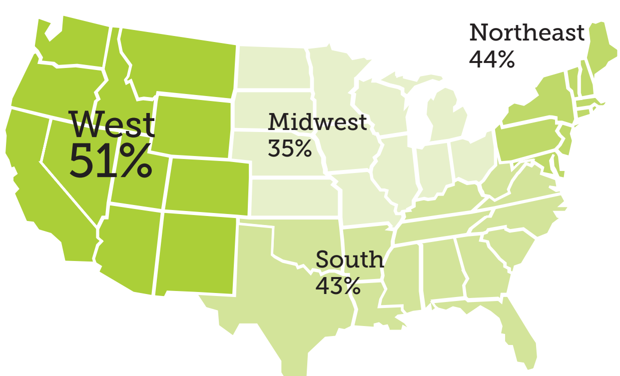
Of respondents who reported buying garlic, 57% said they bought conventionally grown product, while 16% said purchased organic only, and 25% reported buying conventional and organic. FT

Reported purchase based on household income*



*Annual household income

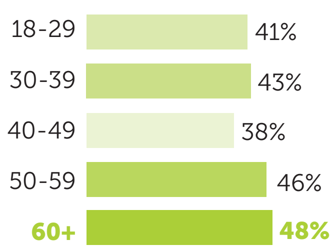
Reported purchase based on region



Reported purchase based on age generation

Gen Z	41%
Millennials	42%
Gen X	43%
Baby Boomers	**52%**
Traditionalists	6%

Reported purchase based on age*



*Considering primary household buyers

Reported purchase based on dependent children

Has kids	41%
1 kid	39%
2 kids	**52%**
3+ kids	44%
No kids	42%

Photo: istock, Farm Journal

Grapefruit

REPORTED PURCHASING OF GRAPEFRUIT increased slightly in The Packer's *Fresh Trends 2025*, with 19% of consumers saying they bought grapefruit in the previous 12 months, compared to 16.8% in *Fresh Trends 2024*.

Consumers with over $100,000 in annual household income most frequently reported purchasing grapefruit at 26%.

The survey also indicated a relatively consistent cross-generational appeal for grapefruit, with purchases reported by 20% for both baby boomers and millennials, 19% of Gen X, 16% of Gen Z and 12% of traditionalists.

Most respondents (57%) said they only opted for conventional grapefruit, while 18% reported choosing organic exclusively and 23% said they purchased both conventional and organic.

By region, consumers in the Northeast most frequently indicated they bought grapefruit (23%), followed by the Midwest (20%), South (17%) and West (16%).

Grapefruit purchases were more frequently reported from consumers with dependent children (22%) versus those without children (17%). Of respondents with one child, 20% reported purchasing grapefruit, compared to 24% for consumers with two children and 25% among those with three or more children.

Reported purchase based on household income*

Less than $25K	9%
$25K<50K	18%
$50K<$100K	20%
$100K+	**26%**

*Annual household income

Conventional vs. organic

Conventional................................57%
Organic 18%
Both conventional and organic 23%

Reported purchase based on age*

18-29	16%
30-39	**21%**
40-49	19%
50-59	19%
60+	19%

*Considering primary household buyers

Reported purchase based on dependent children

Has kids 22%
1 kid 20%
2 kids 24%
3+ kids 25%
No kids 17%

Reported purchase based on age generation

Gen Z.. 16%
Millennials...20%
Gen X.. 19%
Baby Boomers..20%
Traditionalists 12%

Reported purchase based on region

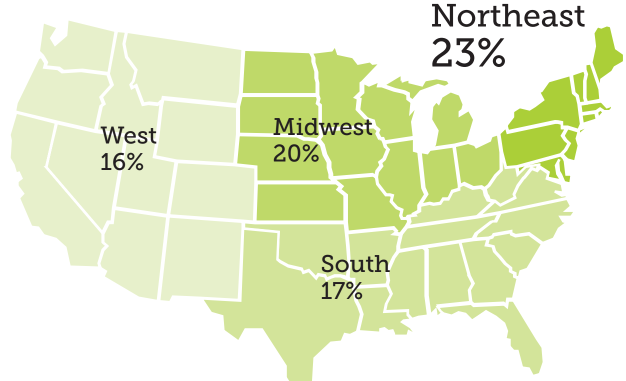


Photo: istock, Farm Journal

Grapes

GRAPES REMAIN A CONSUMER FAVORITE across the board, The Packer's *Fresh Trends 2025* shows.

Overall, 56% of consumers said they bought fresh grapes during the past 12 months, down from 63% in *Fresh Trends 2024*.

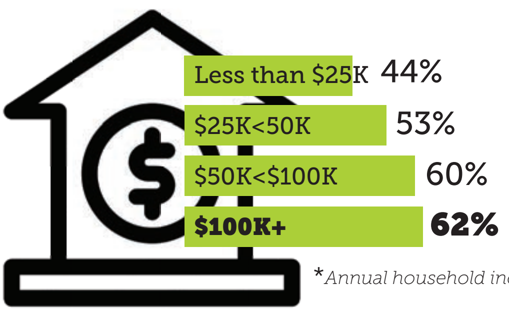
Fresh Trends 2025 shows higher-income consumers most frequently reported buying grapes, with those making more than $100,000 per year in household income (62%) and those earning $50,000 to $100,000 (60%) leading the way.

Of branded grapes purchased, *Fresh Trends 2025* respondents said they bought the following: Cotton Candy (37%), Autumn Crisp (25%), Candy Hearts (14%), Moon Drop (14%), Candy Snaps (13%) and "other" (47%).

By age generation, baby boomers (70%) most frequently reported purchasing grapes, followed by Gen X (60%), millennials (50%), Gen Z (48%) and traditionalists (35%).

When reviewing consumer preferences of growing methods, 57% said they bought conventional grapes only, while 18% reported buying organic exclusively and 23% said they bought both conventional and organic. FT

Reported purchase based on household income*



*Annual household income

Reported branded grape purchase based on household income*

	Under $25K	$25K <$50K	$50K <$100K	$100K+
Autumn Crisp	19%	23%	24%	32%
Cotton Candy	37%	31%	38%	42%
Candy Hearts	10%	10%	13%	20%
Candy Snaps	6%	11%	9%	21%
Moon Drop	10%	11%	13%	19%
Other	56%	48%	46%	43%

Reported purchase based on age generation

Gen Z 48%
Millennials 50%
Gen X 60%
Baby Boomers 70%
Traditionalists 35%

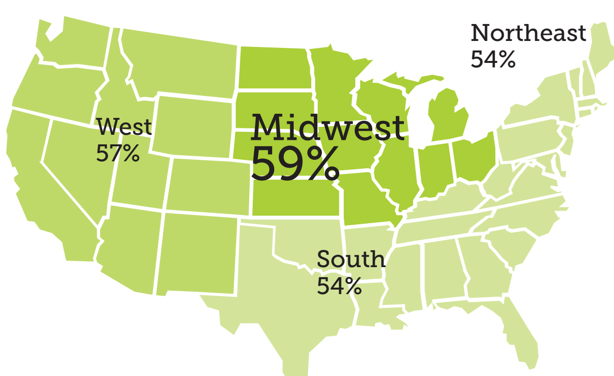
Conventional vs. organic preference

Conventional 57%
Organic 18%
Both conventional and organic 23%

Reported purchase based on dependent children

Has kids 55%
1 kid. 59%
2 kids 51%
3+ kids 53%
No kids 56%

Reported purchase based on region



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Honeydew

HONEYDEW MELONS WERE AMONG the commodities that consumers least frequently reported purchasing in the previous 12 months, at 15%, according to survey responses for The Packer's *Fresh Trends 2025*, down from 18.6% in the 2024 report.

Of survey respondents who said they bought honeydew, most said they purchased conventionally grown, though younger shoppers more frequently said they bought organic than did older consumers.

The survey shows 64% of honeydew buyers said they purchased conventional melons, essentially unchanged from *Fresh Trends 2024*. Reported purchases of organic only was at 17%, up from about 12% in the 2024 report.

Younger consumers led the way on buying organic honeydew. While 44% of shoppers aged 18-29 reported purchasing only organic, only 3% of respondents aged 60 or older reported doing so.

At 41 percentage points of difference, honeydews represented the widest spread of difference between the oldest and youngest age groups for organic-only purchasing among all fruits on the *Fresh Trends 2025* survey.

The organic purchasing behavior of the youngest honeydew buyers aligns with an overall trend with survey respondents: Organics are more popular with younger groups.

In general, consumers aged 18-49 more frequently reported buying organic produce for improved health or nutrient content. Younger shoppers more often said they are willing to pay more for organic produce than did older consumers.

Reported willingness to pay more for organic produce based on age*

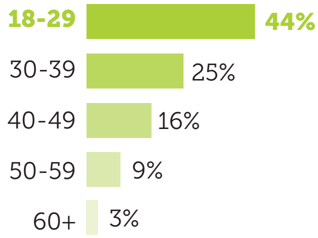
	Won't pay more	Will pay 1%-24% more	Will pay >25% more
All ages	14%	65%	21%
18-29	12%	60%	29%
30-39	9%	64%	28%
40-49	16%	58%	27%
50-59	21%	73%	7%
60+	16%	77%	7%

**Considering primary household buyers*

Conventional vs. organic

Conventional....................................64%
Organic 17%
Both conventional and organic 17%

Reported *organic-only* purchase based on age*



**Considering primary household buyers*

Photo: istock, Farm Journal

Kale

THIRTEEN PERCENT OF CONSUMERS said they bought kale in the previous 12 months, according to The Packer's *Fresh Trends 2025* survey, down from 15.6% in the 2024 report.

This decline came during a time of minor cost increases for kale. According to Circana OmniMarket Integrated Fresh retail data for the 52-week period ending Feb. 23, 2025, total kale prices climbed 0.6% to a per volume price of $2.98.

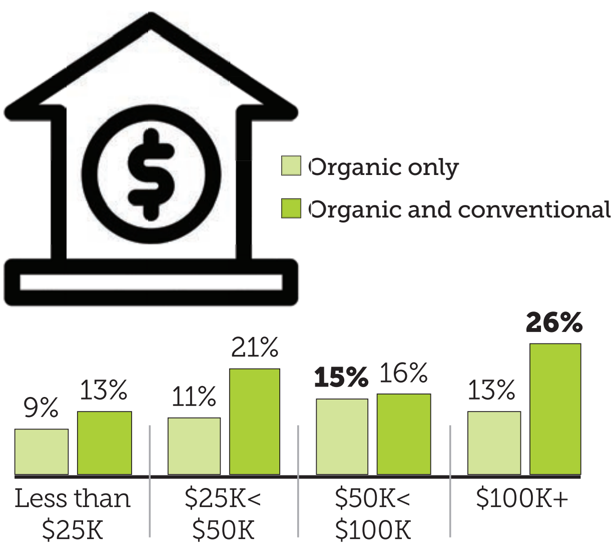
Respondents more frequently reported buying kale as their annual household income increased. For example, only 9% of respondents earning less than $25,000 reported buying kale in *Fresh Trends 2025*. That percentage rose to 10% for consumers making $25,000 to $50,000, then to 15% for those earning $50,000 to $100,000 and 17% for shoppers with incomes greater than $100,000.

The percentage of consumers who reported buying organic kale decreased. In *Fresh Trends 2025*, 13% of kale buyers reported purchasing only organic and 20% reported buying both organic and conventional, compared to 26% and 27.2%, respectively, in *Fresh Trends 2024*. According to the Circana retail data, the price per volume of organic kale rose only 0.4% over the surveyed year to $4.35.

Interestingly, a higher percentage of respondents in the lowest income bracket reported buying kale (9%) in *Fresh Trends 2025* than they did in the 2024 report (5.5%), while at the same time the percentage for those in the highest income bracket decreased from 23.7% to 17% in *Fresh Trends 2025*.

Consumers with dependent children (22%) more frequently reported buying organic kale compared to those without dependent children (6%).

Reported organic purchases based on household income*



Conventional vs. organic

Conventional only 66%
Organic only 13%
Both conventional and organic 20%

Reported purchase based on dependent children

Has kids 22%
1 kid 26%
2 kids 7%
3+ kids 27%
No kids 6%

Photo: istock, Farm Journal

Kiwifruit

THE PACKER'S *FRESH TRENDS 2025* SURVEY shows 17% of shoppers reported buying fresh kiwifruit in the past 12 months, compared to 18.1% in the 2024 report.

According to retail sales data compiled by Circana OmniMarket Integrated Fresh for the 52-week period ending Feb. 23, 2025, the price of all kiwifruit grew by 8.1% year-over-year with a per volume price of $3.45. That is a relatively high overall price compared to other fresh fruits with only berries, cherries, pomegranates and dates seeing higher per volume prices.

Half of kiwifruit buyers in *Fresh Trends 2025* said they bought only conventional fruit, with 21% reporting they purchased organic exclusively and 29% saying they bought a mix of both organic and conventional.

According to Circana, the per volume price of organic kiwifruit as of late February 2025 stood at $4.84, up 11.2% from the same time a year before. This compares to the conventional price of $3.31, which only grew 7% year over year.

The organic purchasing behavior of kiwi-buying survey respondents differed somewhat from what consumers overall said about their organic purchases. Three in 10 shoppers said they were cutting back on organic produce to help control food prices; however, the percentage of reported organic kiwifruit purchases was higher in *Fresh Trends 2025* than in the 2024 report, when 17.5% of kiwi buyers bought only organic and 27% bought both organic and conventional.

While the survey responses suggest current kiwi-loving customers will buy even in the face of rising prices, 41% of respondents said sales would motive them to try new produce. Hearing about new products via word of mouth (38% of respondents) and samples (33%) were also strong factors to entice consumers to try something new.

How consumers prefer to use kiwifruit

As a snack	**82%**
As a dessert	31%
As a salad	24%
As a side dish	22%
As an appetizer	21%
As an ingredient in a recipe	20%
As a main dish	12%

Reported purchase based on household income*

Less than $25K	13%
$25K<50K	14%
$50K<$100K	**20%**
$100K+	19%

*Annual household income

Reported organic purchases based on household income*

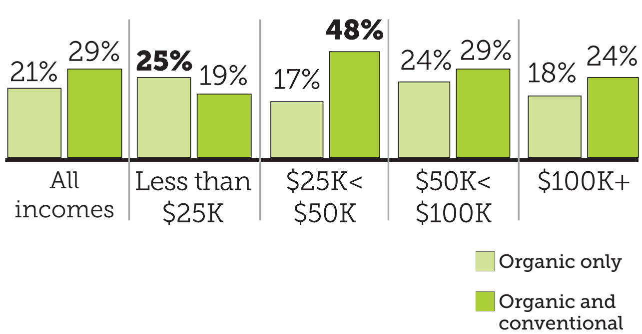


Photo: istock, Farm Journal

Lemons

IN THE PACKER'S *FRESH TRENDS 2025* SURVEY, 47% of consumers said they purchased lemons in the past 12 months, virtually unchanged from the 2024 report. However, more survey respondents reported buying organic lemons compared to the previous year. These purchase patterns come despite falling prices for conventionally grown lemons and increasing prices for organic lemons.

Overall reported lemon purchases showed income sensitivity, with the percentage of respondents who said they bought lemons rising as income levels increased. For example, only 35% of respondents in the lowest annual income bracket (earning less than $25,000) reported buying lemons, compared to 56% of those in the highest bracket (earning more than $100,000).

Consumers with dependent children (49%) were slightly more frequent in reporting lemon purchases than those without dependent children (45%). Survey data shows 65% of respondents with three or more children said they bought lemons.

By age, shoppers aged 50 or older more frequently reported buying lemons than did younger consumers.

The percentage of consumers who said they only bought conventionally grown lemons (51%) was down 11.4 percentage points in *Fresh Trends 2025* compared to the 2024 report. Meanwhile, both reports of organic-only (22%) lemon purchases and purchases of both types (24%) of lemons rose by 7.7 and 6 percentage points, respectively.

These shifts happened despite falling conventional lemon prices and rising organic prices. According to Circana OmniMarket Integrated Fresh retail sales data for the 52-week period ending Feb. 23, 2025, the price per volume for conventional lemons fell 1% to $1.88 compared to the year before. The data shows the price per volume for organic lemons grew by 2.3% to $3.18.

Interestingly, when compared to the price sensitivity shown across all reported lemon purchases, lemon-buying respondents from the lowest income bracket more frequently reported buying organic lemons than did other income groups. Of lemon-buying consumers, 56% of those in the lowest household income bracket reported buying only organic lemons or both organic and conventional. This compares with 46% of lemon buyers in the highest income bracket.

Fresh Trends 2025 data also shows 68% of shoppers with household incomes of less than $25,000 annually reported that perceptions of nutrient content and health motivate them when they chose to buy organic. This is higher than the average of 61% of respondents across all income brackets.

Lower-income, organic-buying respondents were unsurprisingly less willing than organic buyers across all income levels to pay more for organic produce overall. Compared to 14% of all organic buyers who said they were unwilling to pay more, 24% of the respondents earning less than $25,000 annually said they would not. Interestingly, 41% of organic-buying respondents in this lowest income bracket said they would be willing to pay up to 9% more for organic produce. That compares to 33% of all organic buyers across all income levels. FT

Photo: istock, Farm Journal

Reported purchase based on household income*

All incomes	47%
Less than $25K	35%
$25K<50K	40%
$50K<$100K	50%
$100K+	**56%**

*Annual household income

Reported purchase based on dependent children

Has kids	49%
1 kid	48%
2 kids	43%
3+ kids	**65%**
No kids	40%

Lettuce

REPORTED PURCHASES OF BULK LETTUCE in the previous 12 months were mostly unchanged in The Packer's *Fresh Trends 2025* at 41%, compared to 41.8% in the 2024 report.

The rate for reported purchases by consumers in the lowest income bracket, with annual household incomes less than $25,000, were at least 12 percentage points lower at 29% than purchase rates for all other income brackets. Despite this income-based trend in overall purchases, 23% of lettuce-buying respondents from the lowest income bracket said they bought only organic lettuce, the highest of any income group.

The *Fresh Trends 2025* survey shows 78% of consumers who purchased lettuce said they bought it for use in salads. The next most common uses were as an ingredient (43%) or as a side dish (37%).

When asked what varieties of lettuce they preferred to buy, a third of lettuce-buying respondents put romaine at the top of the list. Trailing by 5 percentage points was iceberg, with 28% of respondents saying it was their preferred variety. Spring mix followed in third place at 15%.

Six percent of lettuce-buying respondents called arugula their favorite lettuce variety. The option was new on the *Fresh Trends 2025* survey and not mentioned in the free-response answers in the previous year's survey.

Varieties consumers prefer to purchase

Romaine	33%
Iceberg	28%
Spring mix	15%
No preference	8%
Arugula	6%
Leaf	6%
Boston/bibb	2%

How consumers prefer to use lettuce

As a salad	**78%**
As an ingredient in a recipe	43%
As a side dish	37%
As a main dish	21%
As a snack	21%
As an appetizer	17%
As a dessert	5%

Reported purchase based on household income*

All incomes	41%
Less than $25K	29%
$25K<50K	41%
$50K<$100K	44%
$100K+	**45%**

*Annual household income

Reported *organic-only* purchase based on household income*

All incomes	15%
Less than $25K	**23%**
$25K<50K	15%
$50K<$100K	17%
$100K+	9%

*Annual household income

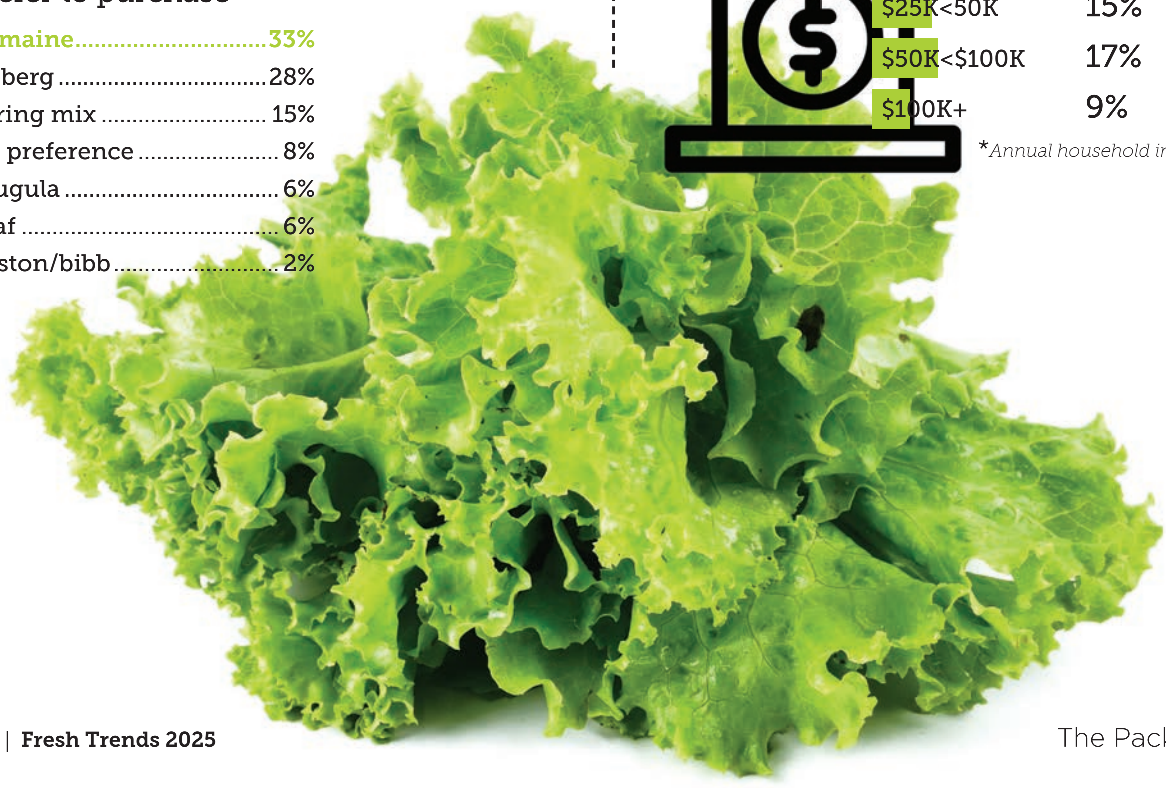


Photo: istock, Farm Journal

Limes

THE PERCENTAGE OF CONSUMERS who reported purchasing limes in the previous 12 months were down in The Packer's *Fresh Trends 2025* survey at 29%, compared to just over 33% in the 2024 report.

Much like in lemons, reported lime purchases rose with income, and younger respondents more frequently said they purchased organic limes than older consumers. Unlike lemons, there was not a big shift in organic lime purchasing behavior reported. All this comes despite overall lime price declines and increases in organic lime prices year-over-year.

Annual household income appeared to be a factor in lime purchasing behavior. Each successive income bracket saw increasing percentages of respondents reporting lime purchases in the *Fresh Trend 2025* survey. For example, only 17% of consumers earning less than $25,000 said they bought limes, compared to 35% making more than $100,000.

As with lemons, respondents with dependent children (31%) more frequently said they bought limes than those without (28%). Parents with three or more dependent children (38%) most frequently reported buying limes.

Of consumers who reported buying limes in *Fresh Trends 2025*, 15% said they bought organic limes exclusively, while 62% said they preferred conventionally grown limes, and 18% said they purchased both organic and conventional.

According to Circana OmniMarket Integrated Fresh retail data for the 52-week period ending Feb. 23, 2025, the price per volume for organic limes grew by 7% to $3.05. Circana data shows a 16.4% decline in organic lime sales volume over that period.

Younger lime buyers were most frequently reported buying organic limes compared to their older peers in *Fresh Trends 2025*. A third of consumers aged 18-29 said they bought only organic limes and 28% reported buying both organic and conventional limes. For shoppers aged 60 or older, those numbers were 3% and 8%, respectively.

Conventional vs. organic

Conventional only 62%
Organic only..15%
Both conventional and organic 18%

Reported purchase based on age*

18-29	28%
30-39	**30%**
40-49	13%
50-59	14%
60+	8%

*Considering primary household buyers

Reported purchase based on dependent children

Has kids 31%
1 kid 32%
2 kids 28%
3+ kids 38%
No kids 28%

Reported purchase based on household income*

Less than $25K	17%
$25K<50K	26%
$50K<$100K	34%
$100K+	**35%**

*Annual household income

Photo: istock, Farm Journal

Mangoes

THE PERCENTAGE OF SHOPPERS who said they bought mangoes in the previous 12 months dropped slightly at 23% in The Packer's *Fresh Trends 2025* survey, down from 25% in the 2024 report.

Overall, higher-income consumers and those with dependent children more frequently reported buying mangoes. Younger generations also more frequently said they bought mangoes than shoppers in older generations.

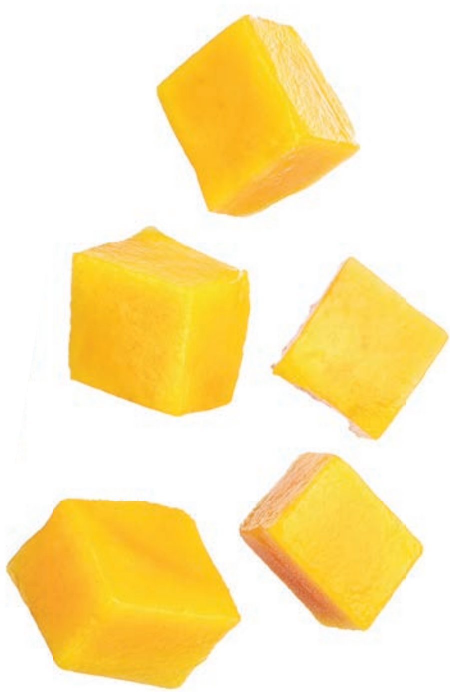
Fresh Trends 2025 data shows only one in three buyers said they were comfortable selecting ripe mango to be used for immediate consumption. This is a relatively low confidence level among tropical fruits. By comparison, 72% of banana buyers, 44% of avocado buyers and 40% of pineapple buyers reported they were comfortable selecting ripe, ready-to-eat fruits. Among tropical fruit, only the papaya had a lower confidence level reported at 16%.

Similarly, when mango buyers were asked if they knew how to ripen the fruit when they got them home, only one in four said they did.

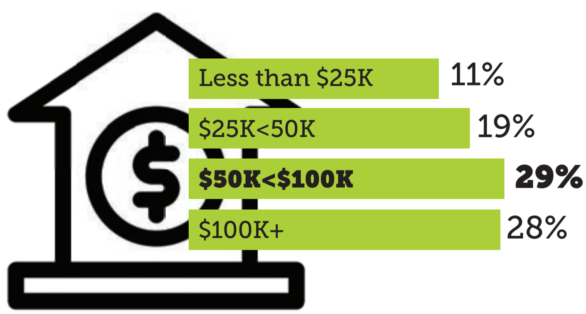
For both confidence questions, a higher percentage of Gen Zers and millennials said they were confident than did their Gen X, baby boomer or traditionalist peers. Still, that peaked at 39% of millennial mango buyers who said they could pick a ready-to-eat fruit and 30% saying they knew how to ripen one at home.

Younger generations also reported being more adventurous in fresh fruit purchases. For example, 17% of millennial respondents said they were very interested in trying new produce and often purchase unfamiliar items, compared to 9% of Gen Z, 10% of Gen X, 7% of baby boomers and 12% of traditionalists. Similarly, most Gen Z (65%) and millennial (56%) respondents said they were open to trying new produce if recommendations or promotions are involved.

When it comes to trying new produce, Gen Z and millennial shoppers stand out among the age demographics. Compared to their older peers, social media and social media influencers were overwhelmingly strong factors that reportedly motivate a new produce purchase.



Reported purchase based on household income*



**Annual household income*

Reported confidence in selecting for ripeness based on generation*

	Ready to eat	At home
Gen Z	38%	29%
Millennials	39%	30%
Gen X	30%	24%
Baby Boomers	22%	15%
Traditionalists	24%	0%

**Considering primary household buyers*

Photo: istock, Farm Journal

Reported purchase based on generation*

Gen Z	**29%**
Millennials	26%
Gen X	20%
Baby Boomers	19%
Traditionalists	0%

**Considering primary household buyers*

Reported social media as a factor in trying new produce based on generation*

Gen Z	**44%**
Millennials	37%
Gen X	18%
Baby Boomers	6%
Traditionalists	6%

**Considering primary household buyers*

Mushrooms

GENERAL MUSHROOM PURCHASES declined slightly in The Packer's *Fresh Trends 2025* with 38% of survey respondents reporting they bought mushrooms in the past 12 months, compared to 39.4% the year before. However, consumers who reported buying specialty mushrooms such as enoki, morel, oyster, portabellas, lion's mane and shiitake rose to 12% from 9.4% the previous year.

Of those who reported buying general mushrooms, three out of four said they purchased sliced mushrooms. That's down from 83% in *Fresh Trends 2024*.

Across the top 24 most purchased fruits and vegetables reported in *Fresh Trends 2025*, older shoppers tended to report more produce purchases than did younger shoppers. This polarization was evident in mushrooms, with 54% of shoppers aged 60 or older saying they bought mushrooms, compared to only 29% of respondents aged 18-29.

Specialty mushrooms did not see a strong age-related trend in reported purchases. Buying rates were relatively flat across age demographics except for a notable spike in the aged 50-59 group with 16% reporting specialty mushroom purchases.

Along with age, consumers more frequently reported general mushroom purchases as their income increased. Only 25% of respondents with an annual household income under $25,000 said they bought mushrooms, compared to 46% of consumer earning more than $100,000 annually. The trend held for specialty mushroom purchases as well, with

Reported purchase based on dependent children

	General	Specialty
Has kids	32%	12%
1 kid	35%	14%
2 kids	30%	10%
3+ kids	28%	15%
No kids	42%	12%

Reported lion's mane purchase based on household income*

*Annual household income

Reported purchase based on household income*

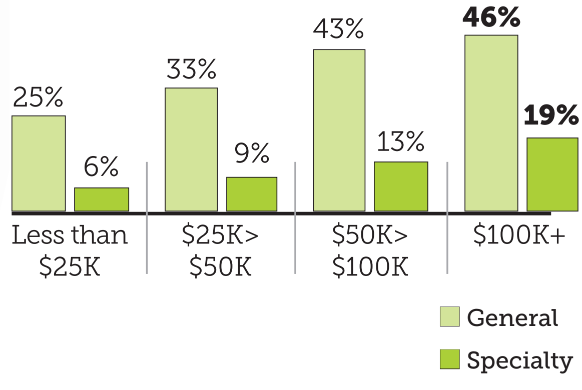


Photo: istock, Farm Journal

only 6% of respondents in the lowest income bracket reporting purchases compared to 19% in the highest.

The trend did not hold true when looking at reported purchasing behavior around the recently popular lion's mane mushroom, however. While specialty mushroom buyers with annual household incomes over $100,000 most frequently reported lion's mane purchases at 48%, those with annual household incomes under $25,000 were the next most frequent at 36%.

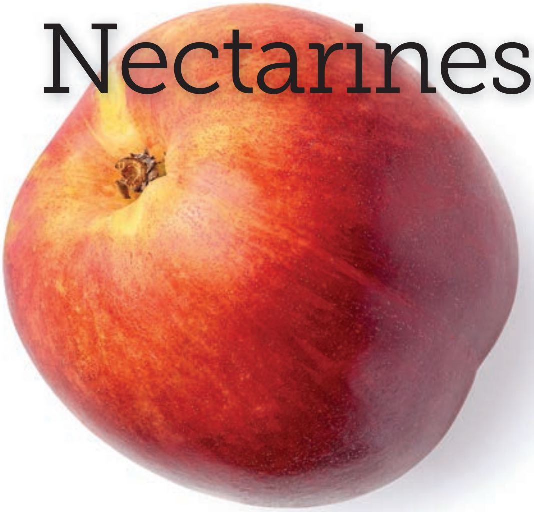
Interestingly, the effect of income on reported mushroom purchasing behavior was less extreme than in *Fresh Trends 2024*. For example, only 20% of *Fresh Trends 2024* survey respondents with an annual household income under $25,000 reported buying general mushrooms (compared to 25% in *Fresh Trends 2025*). For the highest income bracket, 50% of Fresh Trends 2024 respondents reported buying general mushrooms (compared to 46% in Fresh Trends 2025).

These income-based changes in reported mushroom buying behavior came despite flat mushroom prices. According to Circana OmniMarket Integrated Fresh retail sales data for the 52-week period ending Feb. 23, 2025, the price per volume of all fresh mushrooms — general and specialty, conventional and organic — was unchanged at $4.52 compared to the same time the year before.

Fresh Trends 2025 survey respondents without dependent children more frequently reported buying general mushrooms compared to consumers with children. For those with children, the rate of reported mushroom purchases declined as the number of children in the household grew.

Interestingly, however, that trend did not hold true when respondents were asked about specialty mushroom purchases. Twelve percent of shoppers, both with and without dependent children, said they bought specialty mushrooms. FT

Nectarines



FIFTEEN PERCENT OF CONSUMERS surveyed for The Packer's *Fresh Trends 2025* said they purchased fresh nectarines within the past year, down from about 17% in *Fresh Trends 2024*.

Comparing nectarine popularity to that of other stone fruits, 33% of consumers reported buying peaches, and 19% said they purchased plums during the past year.

By annual household income, consumers earning between $50,000 and $100,000 were the most frequent to report purchases.

Among respondents with dependent children, those with three or more children most often said they bought nectarines.

Geographically, consumers in the West led the way with 20% reporting nectarine purchases.

Older consumers also showed higher purchase rates: 21% of respondents aged 60 or older said they bought nectarines in the past 12 months, closely followed by the 50-59 age group at 20%.

Conventional nectarines remained the dominant choice at retail, with 52% of nectarine buyers saying they bought conventional only. Fifteen percent of buyers said they opted for organic fruit, while 28% said they purchased both types.

Ripeness plays a notable role in nectarine purchase behavior. One in four consumers said they feel comfortable buying ripe nectarines for immediate use, while just 16% of consumers said they are confident in ripening the fruit at home, highlighting a potential education opportunity.

At retail, the nectarine category showed solid year-over-year gains. According to Circana OmniMarket Integrated Fresh retail sales data for the 52 weeks ending Feb. 23, 2025, dollar sales for fresh nectarines reached $406.6 million, up 12.7% from the previous year. Sales by volume increased 8.1% to 159.2 million pounds, while the average price per pound rose 4.2% to $2.55.

Conventional nectarines drove most of the category's growth, with dollar sales rising 12.3% to $383.9 million. Volume increased 7.5% to 151.7 million pounds, and the average price per pound climbed 4.5% to $2.53.

Organic nectarines posted particularly strong results, with dollar sales jumping 19.1% to $22.7 million and volume rising 21.5% to 7.6 million pounds. The average price per pound for organic fruit declined slightly, down 2% to $3. FT

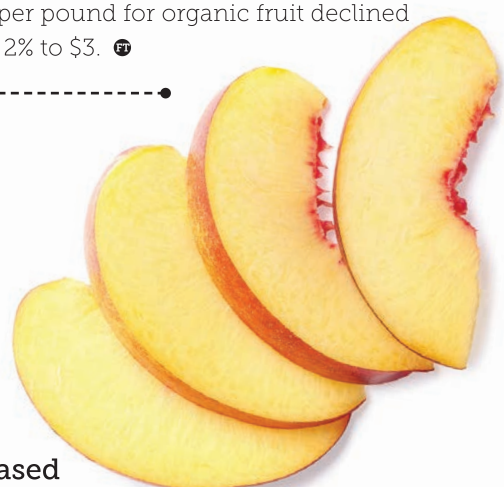
Reported purchase based on household income*

Less than $25K	12%
$25K<50K	13%
$50K<$100K	**18%**
$100K+	15%

**Annual household income*

Conventional vs. organic

Conventional	**52%**
Organic	15%
Both conventional and organic	28%



Reported purchase based on dependent children

Has kids	13%
1 kid	14%
2 kids	11%
3+ kids	**18%**
No kids	16%

Photo: istock, Farm Journal

Green onions

A THIRD OF RESPONDENTS in The Packer's *Fresh Trends 2025* reported buying green onions in the past 12 months, up slightly from 31.4% in the 2024 survey.

In looking at regions, 44% of consumers in the West said they bought green onions, up from 36.1% the previous year. While reported purchase rates were similar from year to year for the Midwest and South, the percentage of consumers in the Northeast who said they bought green onions rose to 26%, up from 23% in *Fresh Trends 2024*.

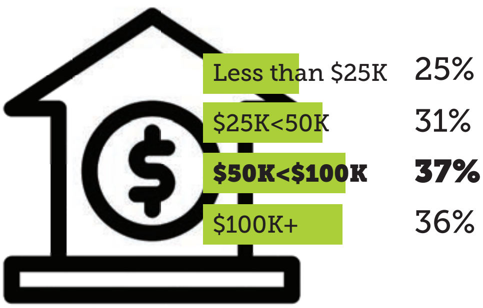
Consumers without dependent children slightly more frequently reported buying green onions (34%) compared to respondents with dependent children (32%). Among respondents with dependent children, those with one child (36%) more frequently reported buying green onions than their peers who have more children.

While the rate of reported green onion purchases tended to be higher as respondents' annual household income bracket increased, lower-income consumers saw the greatest increase in *Fresh Trends 2025* from the previous survey.

For example, 25% of consumers earning less than $25,000 a year reported buying green onions compared to 17.7% in *Fresh Trends 2024*. Conversely, the rate for respondents with over $100,000 in annual income dropped to 36% from 41.5%. These shifts decreased the green onion-purchasing disparity between respondents in the survey's lowest and highest income brackets.

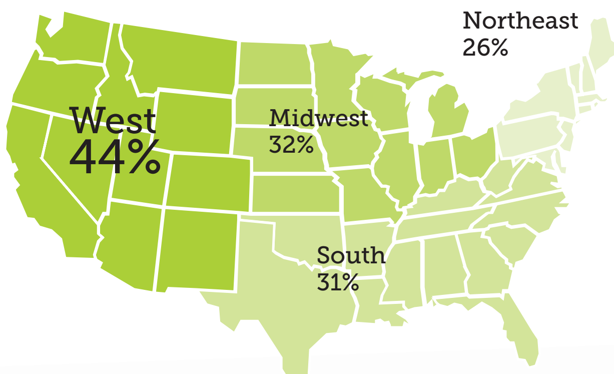
Fresh Trends 2025 shows 63% of consumers reported buying conventional only, with 14% saying they bought organic only and 21% reported buying conventional and organic.

Reported purchase based on household income*



**Annual household income*

Reported purchase based on region



Reported purchase based on dependent children

Has kids 32%
1 kid. 36%
2 kids 29%
3+ kids 28%
No kids 34%

Photo: istock, Farm Journal

Onions

ONIONS REMAIN A STAPLE at the grocery store, with 60% of respondents in The Packer's *Fresh Trends 2025* survey reporting onion purchases in the past 12 months, essentially unchanged from the 2024 report.

Among those with an annual household income of $50,000 to $100,000, 64% reported buying onions during the past year. Onions are also popular with larger families with three or more dependent children (57%). Regionally, 63% of consumers in the Midwest and 62% in the West reported purchasing onions.

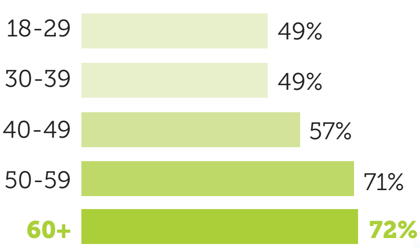
Onions have broad appeal across all age groups, though older generations appear to purchase them at higher rates. Seventy-two percent of respondents aged 60 or older said they bought onions in the past year, along with 71% of those aged 50-59. In comparison, only 49% of consumers aged 18-29 and 30-39 reported making purchases.

The *Fresh Trends 2025* survey show 65% of consumers who reported onion purchases said that they bought conventional onions, compared to 11% who bought organic. Additionally, 21% of respondents purchased both conventional and organic onions.

According to Circana OmniMarket Integrated Fresh multichannel retail data for the 52 weeks ending Feb. 23, 2025, dollar sales for onions totaled $3.5 billion, reflecting a 9.8% increase from the previous year. Sales by volume grew 4.5% to 2.7 billion pounds, while average price per pound increased by over 5% to $1.30.

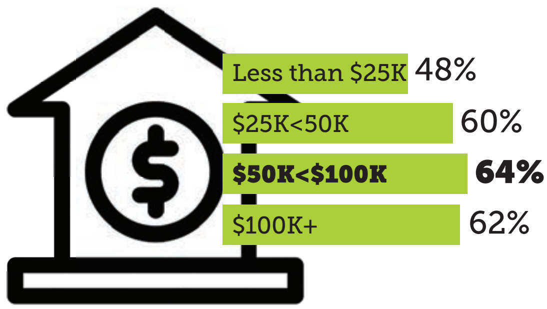
Dollar sales for conventional onions reached $3.2 billion, up 10.6%. Volume sales grew 5.1% to 2.6 billion pounds, and price per volume increased 5.3% to $1.28. Organic onion sales, however, saw a slight decline of 0.8% in dollar sales, totaling $228.6 million. Organic volume sales dropped 7%, though the average price per pound increased 6.8% to $1.88.

Reported purchase based on age*



*Considering primary household buyers

Reported purchase based on household income*



*Annual household income

Photo: istock, Farm Journal

Conventional vs. organic preference

Conventional	**65%**
Organic	11%
Both conventional and organic	21%

Oranges

ORANGES CONTINUE TO BE a must-have item for many families, with 50% of respondents to The Packer's *Fresh Trends 2025* survey indicating purchases in the past 12 months, up slightly from 49% in the 2024 report. Comparatively, 29% of consumers reported buying clementines or mandarins.

Among those who indicated orange purchases, 68% said they bought conventional oranges, while 13% purchased organic. Another 15% reported buying both organic and conventional options.

Higher-income shoppers were well represented among orange buyers, with 56% of *Fresh Trends 2025* respondents reporting an annual household income of $100,000 or more. More than half (52%) of those reporting orange purchases said they have dependent children, with 57% reporting larger families with three or more children.

By generation, 57% of baby boomers said they bought oranges during the past year. Similarly, 57% of consumers aged 60 or older indicated the same.

The Midwest led the way among U.S. regions, with 53% of respondents from that area indicating they bought oranges.

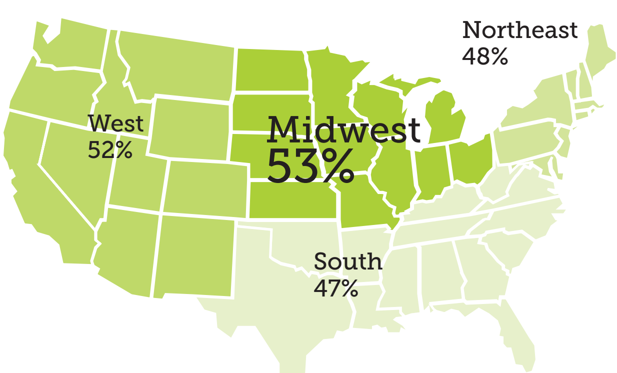
Survey results also suggest that consumers perceive oranges as a good value in a high-cost grocery landscape. Nine percent of respondents said they are increasing their orange purchases due to food prices.

Retail sales data from Circana OmniMarket Integrated Fresh for the 52 weeks ending Feb. 23, 2025, supports the fruit's continued strength in the marketplace. Dollar sales for fresh oranges rose 2% over the prior year to reach $1.5 billion. Volume sales increased 3.6% to 1.1 billion pounds, while the average price per pound declined 1.5% to $1.37.

Conventional oranges drove most of the growth, with dollar sales up 2.4% to $1.4 billion and volume sales increasing 3.8% to 996 million pounds. The average price per pound held steady at $1.37.

Organic orange sales showed a modest decline, with dollar sales slipping 1.5% to $134.9 million and volume sales falling 2.9%. The average price per pound for organic oranges was $1.34. FT

Reported purchase based on region



Reported purchase based on age generation

Gen Z	47%
Millennials	44%
Gen X	52%
Baby Boomers	**60%**
Traditionalists	47%

Reported purchase based on dependent children

Has kids	52%
1 kid	54%
2 kids	47%
3+ kids	**57%**
No kids	48%

Photo: istock, Farm Journal

Peaches

ONE-THIRD OF CONSUMERS who participated in The Packer's *Fresh Trends 2025* survey reported purchasing fresh peaches within the past year, a step down from 37.5% in the 2024 report. When considering annual household income, the groups most frequently reporting purchase — at 35% each — are consumers earning $50,000 to $100,000 and those making more than $100,000.

Among consumers who bought peaches and reported having dependent children, the largest percentage (42%) indicated they have only one dependent child

Generationally, 42% of baby boomers said they bought peaches in the past 12 months. Similarly, 41% of respondents aged 60 or older reported peach purchases.

Leading the way by region, 35% of consumers in the Northeast said they bought peaches.

Conventional peaches remained the top choice, with 38% of consumers reporting such purchases. Meanwhile, 28% of respondents said they choose organic peaches exclusively and 29% said they purchased both conventional and organic options.

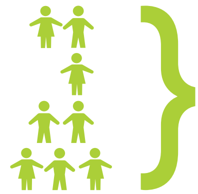
Ripe fruit plays a key role in peach purchasing decisions. Forty-one percent of respondents said they are comfortable selecting ripe peaches for immediate use, while 27% reported knowing how to ripen peaches at home, highlighting a potential opportunity for shopper education.

Circana OmniMarket Integrated Fresh retail sales data for the 52 weeks ending Feb. 23, 2025, showed a healthy increase in peach sales. Dollar sales rose 7.6% year-over-year to $752.9 million, while volume sales climbed 12.8% to 323 million pounds. The average price per pound declined 4.7% to $2.33.

Conventional peaches drove most of the growth, with dollar sales increasing 8% to $732.8 million and volume up more than 13% to 316.8 million pounds. The average price per pound for conventional peaches dipped 4.7% to $2.31.

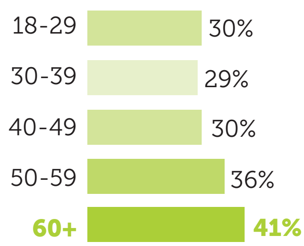
Organic peaches, meanwhile, saw a 5.9% decrease in dollar sales to $20 million. Volume fell 7.8% to 6.4 million pounds, and the average price per pound rose 2.1% to $3.15.

Reported purchase based on dependent children



- Has kids 33%
- **1 kid. 42%**
- 2 kids 23%
- 3+ kids 35%
- No kids 34%

Reported purchase based on age*



*Considering primary household buyers

Reported purchase based on household income*

*Annual household income

Photo: istock, Farm Journal

Pears

ACCORDING TO THE PACKER'S *FRESH TRENDS 2025* survey, 27% of consumers reported purchasing pears within the past 12 months, the same as the 2024 report.

Shoppers with annual household incomes of $100,000 or more were the most frequent to report buying pears, at 34%.

Older consumers — particularly those aged 60 or older — showed the highest reported rates of purchase, at 35% for the age group. Baby boomers (36%) led all generational groups, and regionally, the Northeast posted the highest buying rate at 29%.

When it comes to variety preferences, green Bartlett pears emerged as the favorite, with 37% of shoppers selecting them, followed by Anjou at 18%. Sixty percent of pear buyers said they chose conventional pears, while 17% preferred organic and 21% said they purchased both.

Survey respondents overwhelmingly reported consuming pears as a snack (82%), though many also said they enjoyed them as a dessert (33%) and in recipes (24%). This suggests an opportunity to boost sales by showing shoppers enticing applications beyond simple snacking.

Only 23% of consumers said they know how to ripen pears properly at home, highlighting an opportunity for retailer-driven education to boost consumer confidence and, potentially, sales.

Circana OmniMarket Integrated Fresh retail sales data for the 52 weeks ending Feb. 23, 2025, shows total dollar sales for fresh pears reached $523.9 million, down 9% from the previous year. Volume sales totaled 256.8 million pounds, a decrease of 15.5% from the year prior. The average retail price increased 7.7% to $2.04 per pound.

Conventional pear sales far outpaced organic dollar sales at $462.8 million, compared to $61 million for organic. Both categories saw declines over the previous year, with conventional sales down 13.7% and organic purchases down 21%. FT

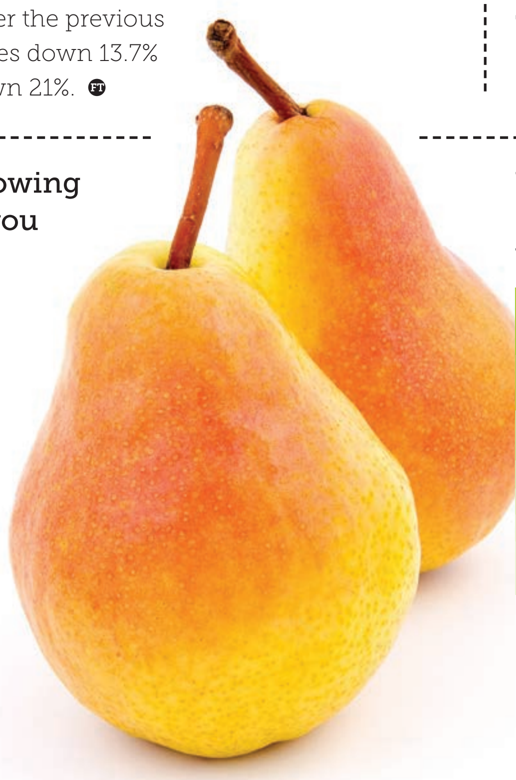
Reported purchase based on age generation

Gen Z	26%
Millennials	23%
Gen X	29%
Baby Boomers	**36%**
Traditionalists	24%

**Considering primary household buyers*

Which one of the following varieties of pears do you prefer to purchase?

Bartlett	**37%**
Anjou	18%
Asian pears	16%
No preference	16%
Bosc	12%
Other	1%



Which of the following, if any, describe all the ways you use pears?

As a snack	**82%**
As a dessert	33%
As an ingredient in a recipe	24%
As a salad	21%
As a side dish	19%
As an appetizer	19%
As a main dish	10%
Not sure	1%

Photo: istock, Farm Journal

Bell peppers

THE PACKER'S *FRESH TRENDS 2025* shows 53% of consumers said they bought bell peppers in the previous 12 months. That's down slightly from 58% in *Fresh Trends 2024*, but still higher than 43% in the 2023 survey.

Shoppers who more frequently said they purchased bell peppers are those aged 50-59 (60%) and those aged 60 or older (58%).

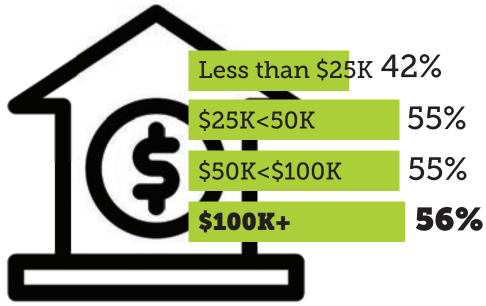
Consumers with than $25,000 in annual household income were the least frequent to report buying bell peppers, at 42%, while all other income levels were at 55% or 56%.

Shoppers without dependent children (56%) more often said they bought bell peppers than did those with children (48%).

Midwestern consumers led the way in reported purchases (57%), followed by the Northeast (52%), West (52%) and South (51%).

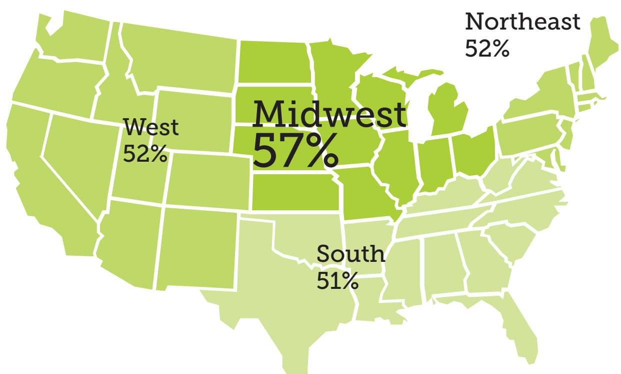
Most consumers (65%) said they prefer to purchase conventional peppers, compared to 15% who purchase only organic and 17% who purchase both organic and conventional. Of respondents who purchased bell peppers, those making under $25,000 a year and without dependent children were the most likely to purchase conventional bell peppers.

Reported purchase based on household income*

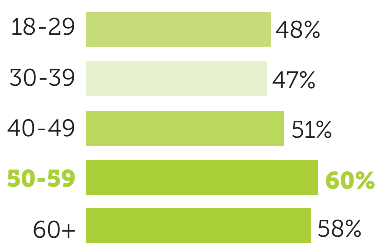


*Annual household income

Reported purchase based on region



Reported purchase based on age*



*Considering primary household buyers

Reported purchase based on dependent children

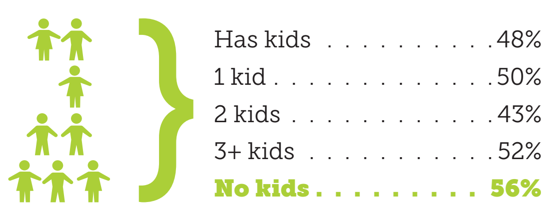


Photo: istock, Farm Journal

Specialty peppers

SPECIALTY PEPPERS ARE HOT, according to results from The Packer's *Fresh Trends 2025* survey. Twenty-three percent of shoppers said they purchased them in the past 12 months, including cayenne, poblano, jalapeño, Anaheim and habanero varieties. This figure is consistent with *Fresh Trends 2024* and up from 17% in the 2023 report.

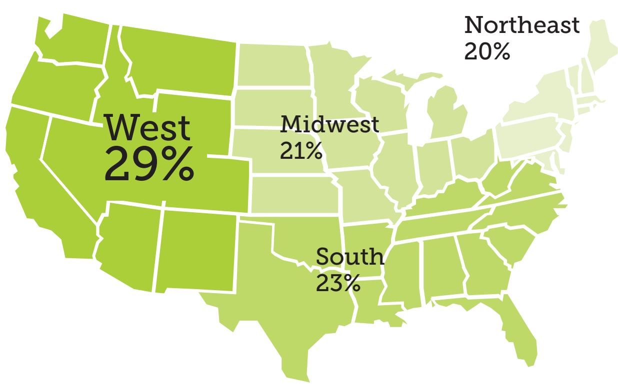
Specialty peppers were especially popular among higher-income consumers. Among those with an annual household income over $100,000, 29% reported purchasing from the category.

Regionally, the West showed the highest purchase rate for specialty peppers at 29%, with the South following closely.

Survey results suggest younger consumers have a strong preference for these peppers. Thirty-one percent of consumers aged 30-39 said they purchased specialty peppers in the past year, along with 24% of those aged 18-29.

Generationally, 29% of millennials reported buying specialty peppers, as did 24% of Gen Z consumers. This presents an opportunity to boost interest among older demographics through colorful store displays, recipes and preparation tips.

Reported purchase based on region



Reported purchase based on age*

18-29	24%
30-39	**31%**
40-49	23%
50-59	21%
60+	17%

**Considering primary household buyers*

Reported purchase based on age generation

Gen Z	24%
Millennials	**29%**
Gen X	20%
Baby Boomers	19%
Traditionalists	0%

Pineapples

THIRTY-EIGHT PERCENT OF CONSUMERS said they purchased fresh pineapple — both whole and convenience items — in the past 12 months, according to *Fresh Trends 2025*. The majority of consumers, 61%, purchased conventional pineapple, while 17% bought organic and 22% purchased both.

Circana OmniMarket Integrated Fresh reports dollar sales of pineapple were nearly $1.3 billion for the 52 weeks ending Feb. 23, 2025, up 5 percentage points compared to the same time frame a year ago. Circana further reports dollar sales of organic pineapple were $11.5 million also for the 52 weeks ending Feb. 23, down 0.6% compared to the year prior.

Like in so many categories within organic, when it comes to organic pineapple, Gen Z showed the strongest support of the category, with 33% of these younger shoppers reporting they had purchased

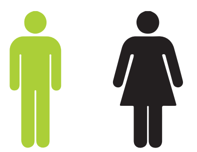
Reported *organic-only* purchase based on age generation

Gen Z	**33%**
Millennials	23%
Gen X	7%
Baby Boomers	9%

Reported confidence in selecting ripe pineapple

Gen Z	36%
Millennials	40%
Gen X	41%
Baby Boomers	**42%**
Traditionalists	18%

Men and women purchase pineapple equally



39% 38%

Photo: istock, Farm Journal

organic pineapple in the past 12 months, according to *Fresh Trends 2025*. Millennials were next in line with 23% reporting they had purchased organic pineapple in the past 12 months. No traditionalists indicated an organic purchase in the category.

There are some newcomers to the category, but there could be more. Ten percent of consumers surveyed said they had purchased fresh pineapple in the past 12 months who hadn't purchased it in the previous two years or more.

How confident are shoppers in selecting a pineapple that is ripe and ready for immediate consumption? Forty percent of consumers surveyed indicated this knowledge, and confidence went up with age through the baby boomer generation. Traditionalists, at just 18%, were less confident in selecting a ripe pineapple.

Only 23% of all consumers said they knew how to ripen a pineapple once they got it home. FT

Plums

NINETEEN PERCENT OF CONSUMERS surveyed for The Packer's *Fresh Trends 2025* said they purchased fresh plums in the past 12 months, a tick down from 20.7% in the previous year's report.

Of those buyers, 61% reported purchasing conventionally grown plums, while 17% opted for organic. Nearly one in five (19%) said they purchased both types.

Among consumers with annual household incomes of more than $100,000, 24% reported buying fresh plums — more than any other income group.

Regionally, the Northeast showed the highest rate of reported purchases at 23%, followed by the West at 19%. Among consumers with dependent children, those with three or more children most frequently reported buying plums (22%).

Survey data shows 25% of consumers aged 60 or over bought plums during the past year, the highest among all age groups. This trend held across generational lines, with 25% of baby boomers and 24% of traditionalists reporting plum purchases.

In contrast, just 14% of consumers aged 18-29 said they purchased the fruit in the previous 12 months, suggesting an opportunity for retailers and marketers to reach millennial and Gen Z audiences with targeted messaging or promotional strategies.

Sales data underscores steady performance for plums at retail. According to Circana OmniMarket Integrated Fresh multichannel data for the 52 weeks ending Feb. 23, 2025, dollar sales of fresh plums totaled $372 million — an 11.2% increase from the previous year. Volume sales rose 6.9% to 143.3 million pounds, while the average price per pound increased 4% to $2.60.

Conventional plums drove the bulk of the category's growth, with dollar sales rising 11.5% to $363.3 million. Volume sales increased 7.1% to 140.6 million pounds, and price per pound climbed 4.1% to $2.58.

Organic plums experienced more modest performance. Dollar sales remained flat at $8.7 million, reflecting a 0.3% year-over-year increase. Volume declined by 3.4% to 2.7 million pounds, and the average price per pound rose 3.8% to $3.23.

Conventional vs. organic

Conventional	**61%**
Organic	17%
Both conventional and organic	19%

Reported purchase based on age generation

Gen Z	14%
Millennials	16%
Gen X	20%
Baby Boomers	**25%**
Traditionalists	24%

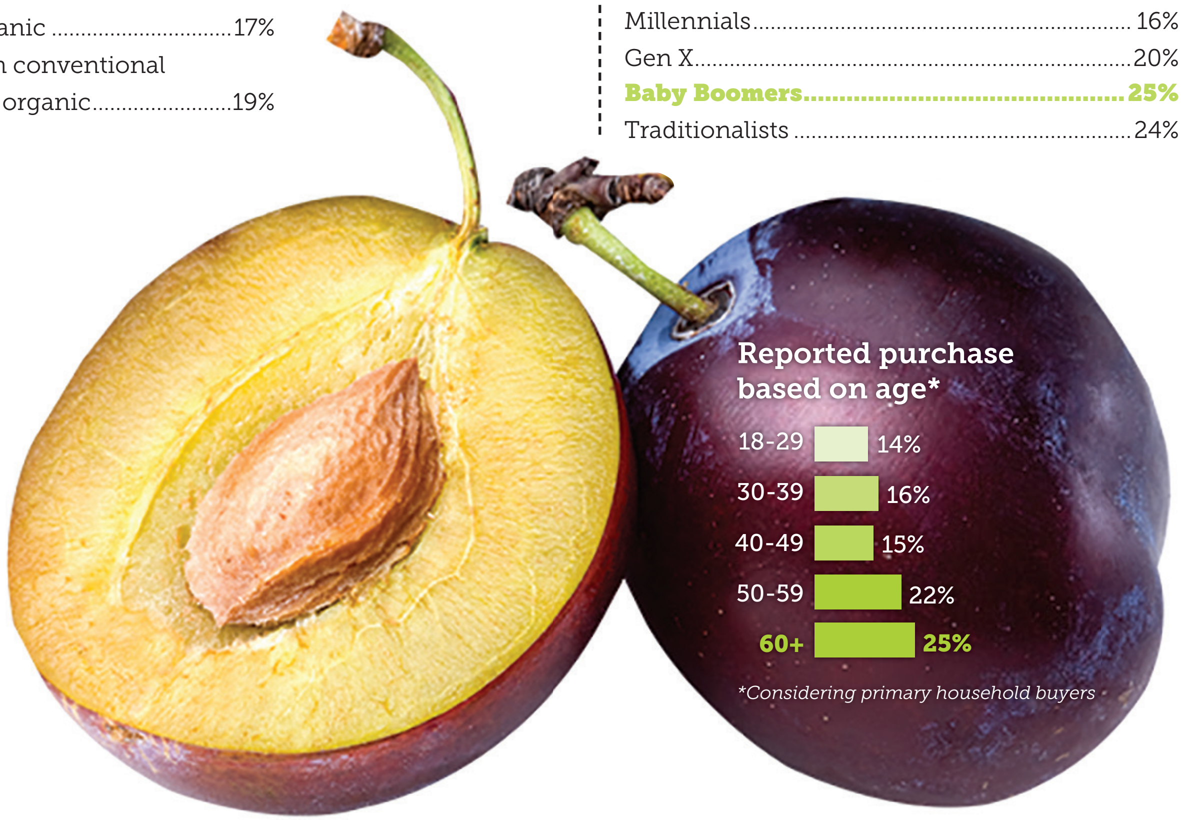


Photo: istock, Farm Journal

Pomegranates

ACCORDING TO THE PACKER'S *FRESH TRENDS 2025* SURVEY, 12% of consumers reported purchasing fresh pomegranates in the previous 12 months, up from 10.5% in the 2024 report.

Of those buyers in *Fresh Trends 2025*, 46% said they chose conventional pomegranates, 11% opted for organic and 40% reported purchasing both conventional and organic fruit.

Shoppers with annual household incomes of $50,000 to $100,000 and those earning more than $100,000 had the highest percentages of reported pomegranate purchases at 14% each. Regionally, the West led the way with 17% of consumers reporting purchases.

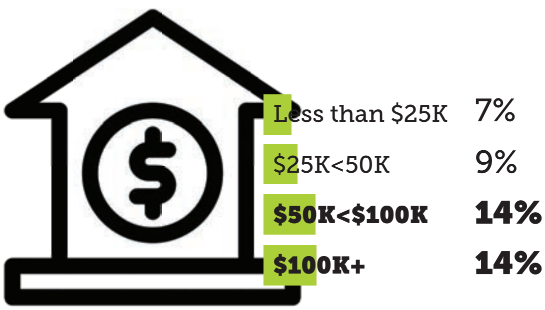
By age group, consumers aged 18-29 (15%) most frequently reported buying pomegranates. To increase interest across generations, retailers can create dynamic displays, promote the health benefits of pomegranates and provide shoppers with easy recipes.

Circana OmniMarket Integrated Fresh retail data for the 52 weeks ending Feb. 23, 2025, showed that dollar sales of fresh pomegranates totaled $222 million, holding steady year over year. However, volume sales dipped 4.7% to 60.3 million pounds, while the average price per pound rose 4.9% to $3.68.

Conventional pomegranates dominated the market, generating $221.1 million in sales, a 1.2% increase over the previous year, despite a 4.5% drop in volume. Prices rose 5.9% to $3.67 per pound.

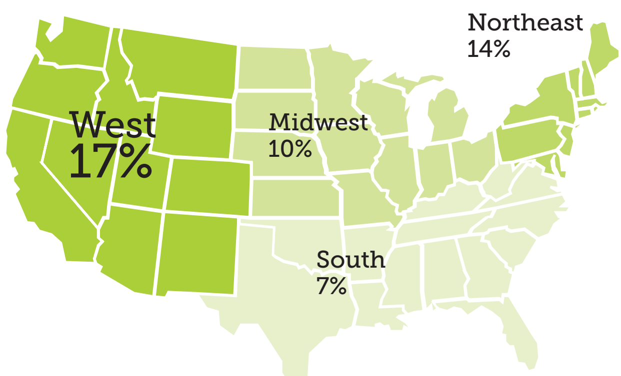
In contrast, organic pomegranates experienced steep declines. Dollar sales fell 73.5% to just $929,535, and volume dropped 58.3% to 122,024 pounds. Prices for organic also fell, down 36.5% to $7.62 per pound.

Reported purchase based on household income*



*Annual household income

Reported purchase based on region



Conventional vs. organic

Conventional.. 46%
Organic 11%
Both conventional and organic.................40%

Photo: istock, Farm Journal

Potatoes

"POTATOES ARE HAVING A MOMENT," said Jonna Parker, vice president of the fresh foods group at Circana. While there were many years when consumers who were avoiding carbs, avoided potatoes, Circana now sees expanded consumption of potatoes.

"Potatoes have really made it back onto the plate," added Parker, who sees consumers embracing a wide variety of potatoes and preparations from jacket potatoes to quick cooking minis.

The Packer's *Fresh Trends 2025* found that 61% of consumers surveyed said they purchased potatoes in the past 12 months, making it one of the most-purchased vegetables, second only to tomatoes at 62% of consumers reporting purchases.

Potatoes are popular across all regions of the U.S., with the highest percentage of consumers, or 65%, in the West reporting they bought the vegetable in the past 12 months.

And while potatoes are also popular across generations, they were most frequently reported as being purchased by baby boomers, 84% of whom said they bought potatoes in the past 12 months.

Potatoes were also a top produce item that consumers (36%) said they were buying more of today because of the cost of food.

As one of the most versatile vegetables, potatoes are used in a variety of dishes and even as a main. The most popular way to use potatoes is as a side — with 78% of consumers indicating as such — followed by using potatoes as an ingredient in a recipe for 65% of consumers. And while 39% of consumers reported using potatoes as a main dish, 67% of traditionalists indicated they use potatoes equally as a main and a side.

When asked which potato varieties they prefer, russets came out on top with 59% of consumers indicating a preference for the spud. Reds, with 41% of consumers preferring those, and yukons at 36% rounded out the top three.

But potato preferences differ among generations. Seventy-five percent of baby boomers said they preferred russet potatoes compared to 40% of Gen Z. And 47% of Gen Xers indicated a preference for yukon potatoes, compared to just 17% of both Gen Z and traditionalists.

How consumers prefer to use potatoes

As a side dish	**78%**
Ingredient in recipe	65%
As a main dish	39%
As an appetizer	24%
As a snack	17%
In a salad	16%
As a dessert	3%

Varieties consumers prefer to purchase

Russet	**59%**
Red	41%
Yukon	36%
White	33%
Fingerling	16%
Petite	13%
Purple	10%

Photo: istock, Farm Journal

Raspberries

THIRTY PERCENT OF CONSUMERS surveyed in The Packer's *Fresh Trends 2025* reported purchasing raspberries in the past 12 months, making them the least-purchased berry in the category.

Annual household income played a role in raspberry purchase, with 35% of consumers with an annual household income of $50,000 to $100,000 and 37% of those with a household income over $100,000 saying they bought raspberries in the past 12 months. This compares to just 21% of those with household incomes of $25,000 to $50,000.

Generationally speaking, the consumers who most frequently reported purchasing raspberries in the past 12 months were Gen Z (30%), Gen X (32%) and baby boomers (38%).

The majority, or 59%, of consumers said they purchased conventional raspberries, as compared to 15% who said they purchased only organic raspberries. Twenty-three percent reported purchasing both conventional and organic.

Gen Z was once again the generation most frequently reporting purchases of organics in this category, with 38% saying they bought organic raspberries in the past 12 months, more than double the percentage of millennials (14%) and Gen Xers (15%) who reported such a purchase.

Organic raspberry purchase based on generation

Gen Z	**38%**
Millennials	14%
Gen X	15%
Baby Boomers	3%
Traditionalists	0%

Raspberry purchase based on generation

Gen Z	30%
Millennials	23%
Gen X	32%
Baby Boomers	**38%**
Traditionalists	18%

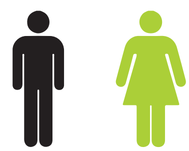
Berries by the numbers

Reported purchase by type in the past 12 months

Strawberries	**54%**
Blueberries	**54%**
Blackberries	34%
Raspberries	30%

**Considering primary household buyers*

Higher rate of women bought raspberries in the past 12 months



13% 17%

Photo: istock, Farm Journal

Radishes

JUST 12% OF CONSUMERS surveyed in The Packer's *Fresh Trends 2025* said they purchased fresh radishes during the past year, close to 13% who indicated the same in the 2024 report.

Respondents with an annual household income of more than $100,000 (17%) most frequently reported purchases.

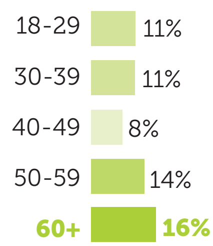
When examining age groups, 16% of consumers aged 60 or older said they purchased radishes in the past year, compared to 8% of those aged 40-49. By generation, baby boomers had the highest purchasing rate at 17%.

Consumers overwhelmingly favored conventional radishes, with 70% reporting such purchases versus 12% who bought organic only. Fourteen percent said they purchased both organic and conventional varieties.

Dollar sales for radishes increased by 2.8% to $144 million, according to Circana OmniMarket Integrated Fresh retail data for the 52 weeks ending Feb. 23, 2025. However, sales by volume declined 2.6%, totaling 70.2 million pounds. The average price per pound increased 5.6% to $2.05.

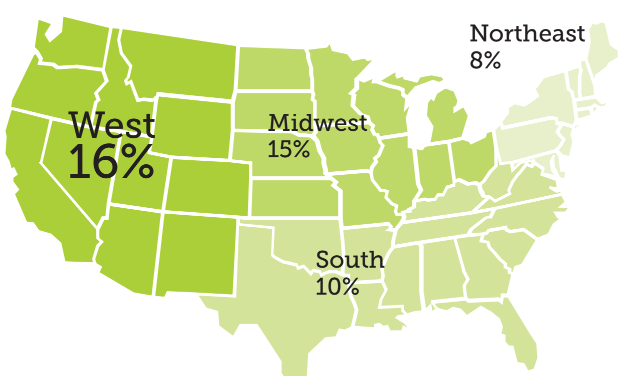
Conventional radishes saw dollar sales of $132.1 million, up 3.1%, while volume sales dropped 2.3%. The average price per pound for conventional radishes rose by 5.5% to $1.98. Organic radish dollar sales were $12 million, reflecting a slight increase of 0.2%. However, volume sales dropped 8.1%. The average price per pound for organic radishes increased 9% to $3.35.

Reported purchase based on age*

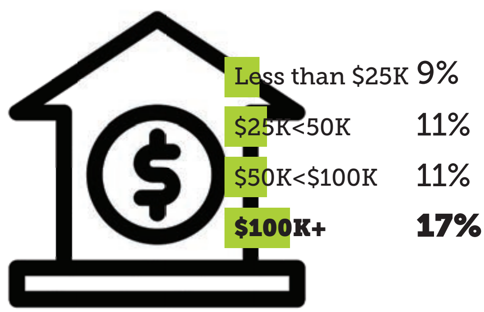


*Considering primary household buyers

Reported purchase based on region



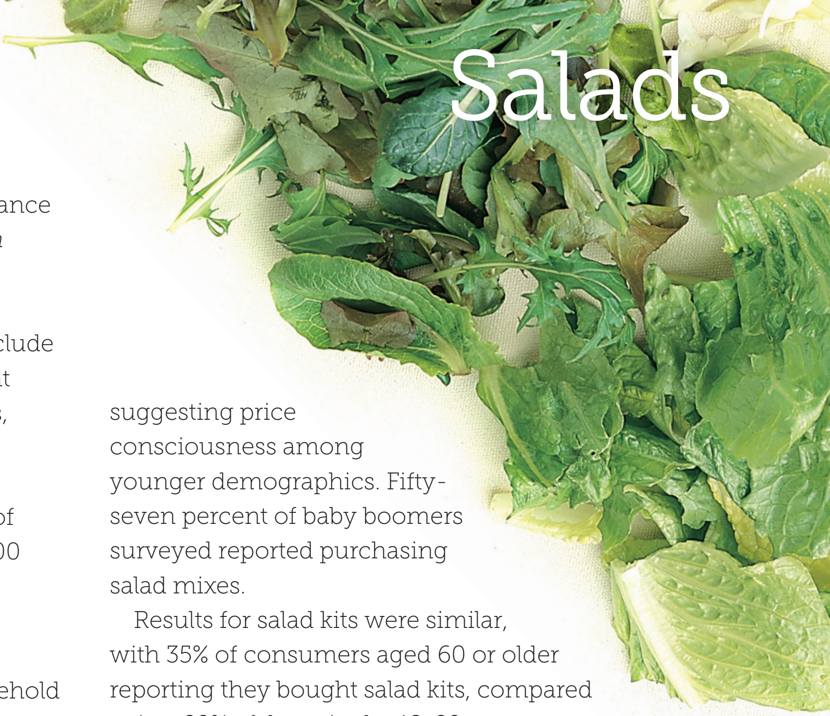
Reported purchase based on household income*



*Annual household income

Photo: istock, Farm Journal

Salads



SALAD MIXES AND KITS showed mixed performance over the past year, according to The Packer's *Fresh Trends 2025* survey.

Forty-two percent of respondents reported purchasing in the past year salad mixes, which include washed and prepackaged salads, while 28% bought salad kits — consisting of a combination of greens, toppings and dressing.

Salad mixes tended to be most popular among higher-income consumers. Forty-seven percent of those with an annual household income of $50,000 to $100,000 saying they purchased salad mixes, compared to 33% of consumers earning less than $25,000 per year.

For salad kits, 32% of those with an annual household income of more than $100,000 reported making a purchase, compared to just 22% of those earning less than $25,000 per year.

Among consumers with two or more dependent children at home, 34% said they bought salad mixes, suggesting these items are considered convenient, time-saving options for family meals.

Forty-eight percent of survey respondents in the Midwest said they purchased salad mixes in the past year. More women than men reported buying salad mixes (49% versus 34%).

For salad kits, 34% of consumers in the West reported purchasing the items, followed by 31% in the Midwest.

Older consumers most frequently reported purchasing salad mixes, with 46% of those aged 60 or older saying they bought salad mixes, compared to only 32% of consumers aged 18-29 and 30-39, suggesting price consciousness among younger demographics. Fifty-seven percent of baby boomers surveyed reported purchasing salad mixes.

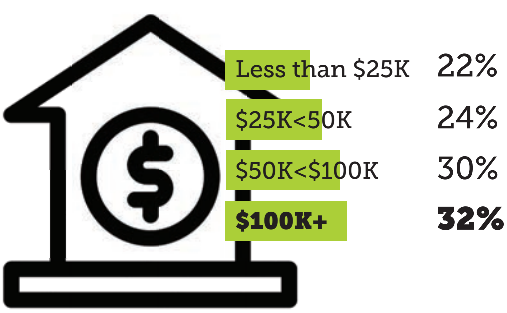
Results for salad kits were similar, with 35% of consumers aged 60 or older reporting they bought salad kits, compared to just 22% of those in the 18-29 age group.

Dollar sales for salads and leafy greens were flat, with a slight 0.5% increase to $10.5 billion, according to Circana OmniMarket Integrated Fresh retail sales data for the 52 weeks ending Feb. 23, 2025. Volume sales declined by 1.2% to 2.7 billion pounds, while price per volume increased by 1.8% to $3.85.

Dollar sales for conventional salad mixes rose by 1.1%, while organic mixes saw a decrease.

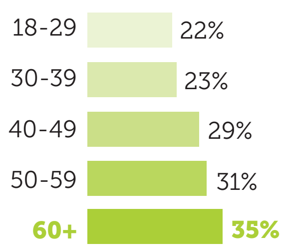
Dollar sales for salad kits increased by 1.6% to $3.3 billion, with volume sales rising 1.8% to 562 million. Price per volume for salad kits declined by 0.1% to $5.88. Organic salad kits saw a nearly 27% increase in dollar sales to $287 million, while conventional kits saw a slight decline of 0.2%. This suggests opportunities for retailers to boost sales by stocking additional organic options.

Reported purchase based on household income* *(salad kits only)*



Annual household income; salad kits

Reported purchase based on age*



Considering primary household buyers

Photo: istock, Farm Journal

Salads

What type of salad mixes, if any, have you purchased in the past 12 months? *(salad mixes only)*

Iceberg mix.......... 53%

Mixed greens/spring mix.......... 75%

Romaine.......... 51%

Spinach.......... 46%

In the past 12 months, which of the following packages have the salads you purchased been packaged in? *(salad mixes only)*

Bags.......... 84%

Clear rectangular plastic container (clamshells).......... 52%

Single-serve bowls.......... 26%

Spinach

SPINACH IS A VERSATILE VEGETABLE that plays well in everything from side dishes to salads to soups and more. The Packer's *Fresh Trends 2025* finds that 37% of consumers said they purchased fresh spinach in past 12 months, and the vegetable was most popular among baby boomers surveyed with 45% indicating they had purchased it in the past 12 months.

Spinach was least popular with traditionalists and millennials who were surveyed, with 24% and 31%, respectively, indicating they had purchased spinach in the past 12 months.

A greater percentage of higher-income households reported purchasing spinach, with 45% of consumers with annual household incomes of $50,000 to $100,000 saying they had purchased fresh spinach in the past 12 months and 43% of households with incomes of more than $100,000 indicating so.

The majority, or 60%, of consumers said they bought conventional spinach in the past 12 months, and just 14% indicated they only buy organic spinach.

As to usage occasions, 59% of consumers said they use spinach as an ingredient in a recipe — the most popular way to use spinach among survey respondents. Salads were a close second at 57% of consumers citing that use for spinach.

Older generations are more likely to eat spinach in a salad than their younger counterparts. Forty-eight percent of Gen Z respondents and 50% of millennial respondents said they eat spinach in salads, compared to 65% of Gen Xers and 63% of baby boomers who say they use spinach in salads.

When it comes to baby spinach or regular fresh spinach, 38% of consumers said they prefer baby, 33% prefer regular and 28% do not have a preference.

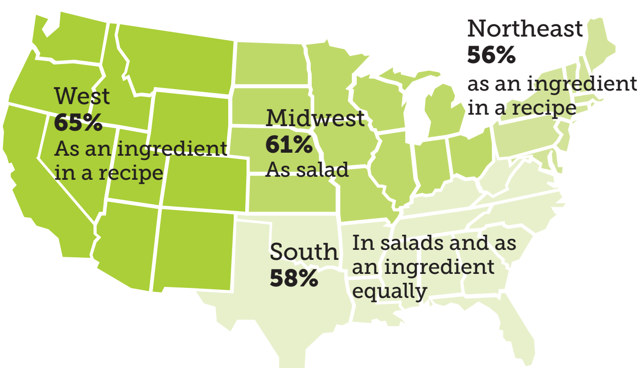
Fresh Trends 2025 further found that older shoppers prefer baby spinach and younger shoppers prefer regular spinach, with 54% of Gen Z shoppers saying they prefer regular and just 23% of Gen Z saying they prefer baby. Gen X and baby boomers indicated the reverse, with 48% of Gen Xers and 44% of baby boomers saying they prefer baby spinach and 24% of Gen Xers and 20% of baby boomers saying they prefer regular. Millennials were more evenly divided with 35% indicating a preference for baby spinach and 40% saying they prefer regular.

People in the West also prefer baby spinach to regular at 44% and 25% respectively.

Eleven percent of consumers surveyed said they are buying more spinach now than they were two or more years ago.

Dollar sales of spinach were $1.1 billion, according to Circana OmniMarket Integrated Fresh retail sales data for the 52-week period ending Feb. 23, 2025, down 3.6% from a year ago. Circana further reports dollar sales of conventional fresh spinach were $5.4 million and organic spinach sales were $5.98 million for the same 52-week period.

Most popular way to use spinach by region



How consumers prefer to use spinach

As an ingredient in a recipe	**59%**
As a salad	57%
As a side dish	49%
As a main dish	21%
As a snack	15%
As an appetizer	13%

Women vs. Men

50% 66%
Use spinach as an ingredient in a recipe

45% 65%
Use spinach in a salad

Photo: istock, Farm Journal

Strawberries

STRAWBERRIES MAKE THE LIST of top 10 most purchased fruits and vegetables at No. 8. Fifty-four percent of consumers said they purchased strawberries in the past 12 months.

The red berries are also the produce item that consumers most frequently reported purchasing as organic, with 23% of *Fresh Trends 2025* survey respondents saying they bought organic strawberries in the last 12 months.

About half of Gen Z (48%) and millennials (50%) reported purchasing strawberries in the past 12 months. Fifty-six percent of Gen Xers said they had purchased strawberries in the past 12 months, though baby boomers most frequently reported purchases at 69%. Fewer traditionalists, or 35%, said they purchased strawberries in the past 12 months.

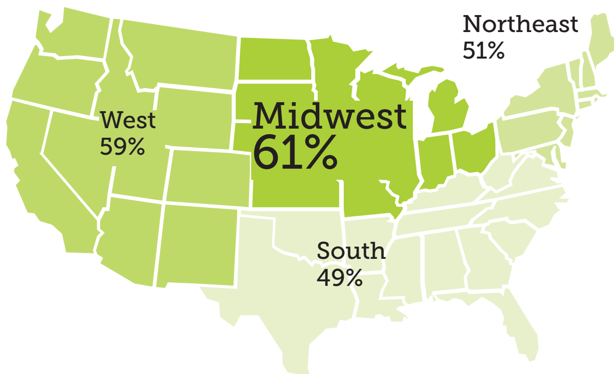
The total berry category continues to boom. Dollar sales for the berry category were over $12 billion, according to Circana OmniMarket Integrated Fresh retail data for the 52-week period ending Feb. 23, 2025, up 6.1% over a year ago. Circana further reports that berries' price per volume was $4.36 for that time period, down four percentage points compared to a year ago.

Nine percent of consumers said they were new purchasers of strawberries, buying them for the first time in the past two or more years.

When consumers were asked what factors make them likely to purchase produce they haven't purchased before or more of a certain kind of produce, "on sale" was the most popular response at 41%, followed by word of mouth (38%), sampling (33%) and social media (27%).

A greater rate of consumers in the Midwest and West reported buying strawberries in the past 12 months

Reported purchase based on region



Women more frequently reported purchasing strawberries in the past 12 months

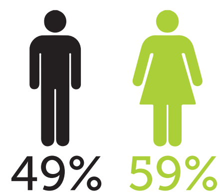


Photo: istock, Farm Journal

Sweetpotatoes

WHILE THE YOUNGEST survey respondents in *Fresh Trends 2025* showed some of the lowest purchasing power behind sweetpotatoes — with just 26% of Gen Z indicating a purchase in the past 12 months — they also showed they're the most open to trying something new or differentiated in the category.

When consumers who indicated they had purchased sweetpotatoes in the past 12 months were then asked if they had purchased purple sweetpotatoes in that time frame, *Fresh Trends 2025* found that younger generations are leading purchases in this subcategory, with 60% of Gen Z and 50% of millennials reporting a purple sweetpotato purchase in the past 12 months as compared to 26% of Gen Xers and 16% of baby boomers. No traditionalists reported a purple sweetpotato purchase.

Across all generations, 35% reported purchasing sweetpotatoes in the past 12 months. Household income appears to play a role, with 43% of those with annual household incomes of $100,000 or more saying they had purchased sweetpotatoes in the past 12 months, compared to just 20% of those with household incomes under $25,000 a year.

Gen Z also stood out in the organic sweetpotato subcategory, again showing a craving for differentiation in produce. While the majority of consumers, or 64%, indicated purchasing conventional sweetpotatoes in the past 12 months as compared to just 12% who said they purchased organic sweetpotatoes, 39% of Gen Z reported an organic sweetpotato purchase.

Older generations reported far less frequent organic sweetpotato purchases, with 17% of millennials, 6% of Gen Xers and just 4% of baby boomers indicating an organic sweetpotato purchase in the past 12 months. FT

Sweetpotato purchase by generation

Gen Z	26%
Millennials	31%
Gen X	37%
Baby boomers	**49%**
Traditionalists	24%

Organic sweetpotato purchase by generation

Gen Z	**39%**
Millennials	17%
Gen X	6%
Baby boomers	4%

Among purchasers of sweetpotatoes, who has bought purple sweetpotatoes in the past 12 months?

Gen Z	**60%**
Millennials	50%
Gen X	26%
Baby boomers	16%

60%

Purple sweetpotatoes most popular with Gen Z

Tomatoes

THE PACKER'S *FRESH TRENDS 2025* survey found that 62% of consumers indicated they had purchased fresh tomatoes in the past 12 months. The fruit-that-eats-like-a-vegetable edged out potatoes (61%) and onions (60%) as the most-purchased vegetable.

While the popularity of tomatoes extends across all five generations, men and women, and geographic regions, more baby boomers (74%) said they purchased tomatoes in the past 12 months than any other generation.

The majority of consumers, or 61%, indicated buying conventional tomatoes in the past 12 months, and 15% said they bought organic in that time frame. Twenty-one percent said they purchased both conventional and organic.

Organic tomato purchases in the past 12 months were highest among Gen Z, with 34% indicating an organic tomato buy. Seventeen percent of millennials, 11% of Gen X and 7% of baby boomers said they bought organic tomatoes in the past 12 months.

When it comes to usage, most consumers, 72%, said they use tomatoes as an ingredient in recipes and 62% said they use it in salads. Consumers with dependent children most frequently reported using tomatoes as an ingredient in a recipe, with 70% indicating such use.

Despite the widespread popularity of tomatoes, only 50% of *Fresh Trends 2025* survey respondents said they feel comfortable selecting ripe tomatoes for immediate consumption. The generational group with the lowest confidence to pick ripe tomatoes was Gen Z at just 32%. However, the survey found confidence in selecting ripe tomatoes increases with age, as 47% millennials, 55% of Gen X and 69% of baby boomers expressing such confidence.

Additionally, only 32% of respondents said they know how to ripen tomatoes once they get them home.

Varieties consumers prefer to purchase

Cherry	43%
Roma	43%
Field-grown beefsteak/slicers	33%
Heirloom	27%
Grape	27%
Hothouse- or greenhouse-grown beefsteak or slicers	17%
No preference	14%
Clusters/tomatoes on vine	12%

Reported purchase based on region

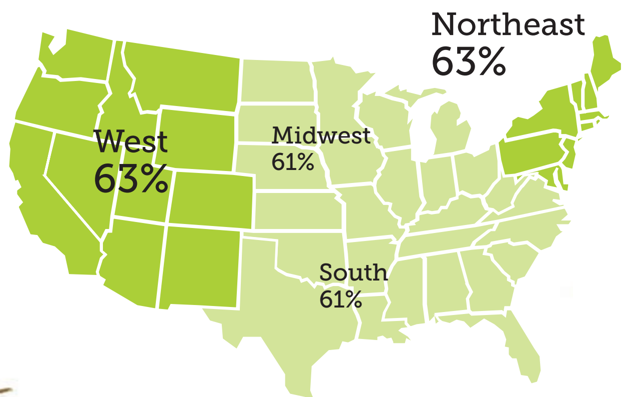


Photo: istock, Farm Journal

Rocco Reds™: The Chef's Tomato™

A Bold, Flavorful Revolution for Your Kitchen

Pure Flavor® is proud to unveil its latest innovation in the tomato category: Rocco Reds™: The Chef's Tomato™. This new, premium tomato is a game-changer, packed with intensely bold flavor, rich red color and vine-fresh aroma that will transport you back in time with its true classic tomato taste. Rocco Reds™ delivers the exceptional quality and flavor consumers crave, making it the perfect addition to any kitchen, from home chefs to restaurant kitchens.

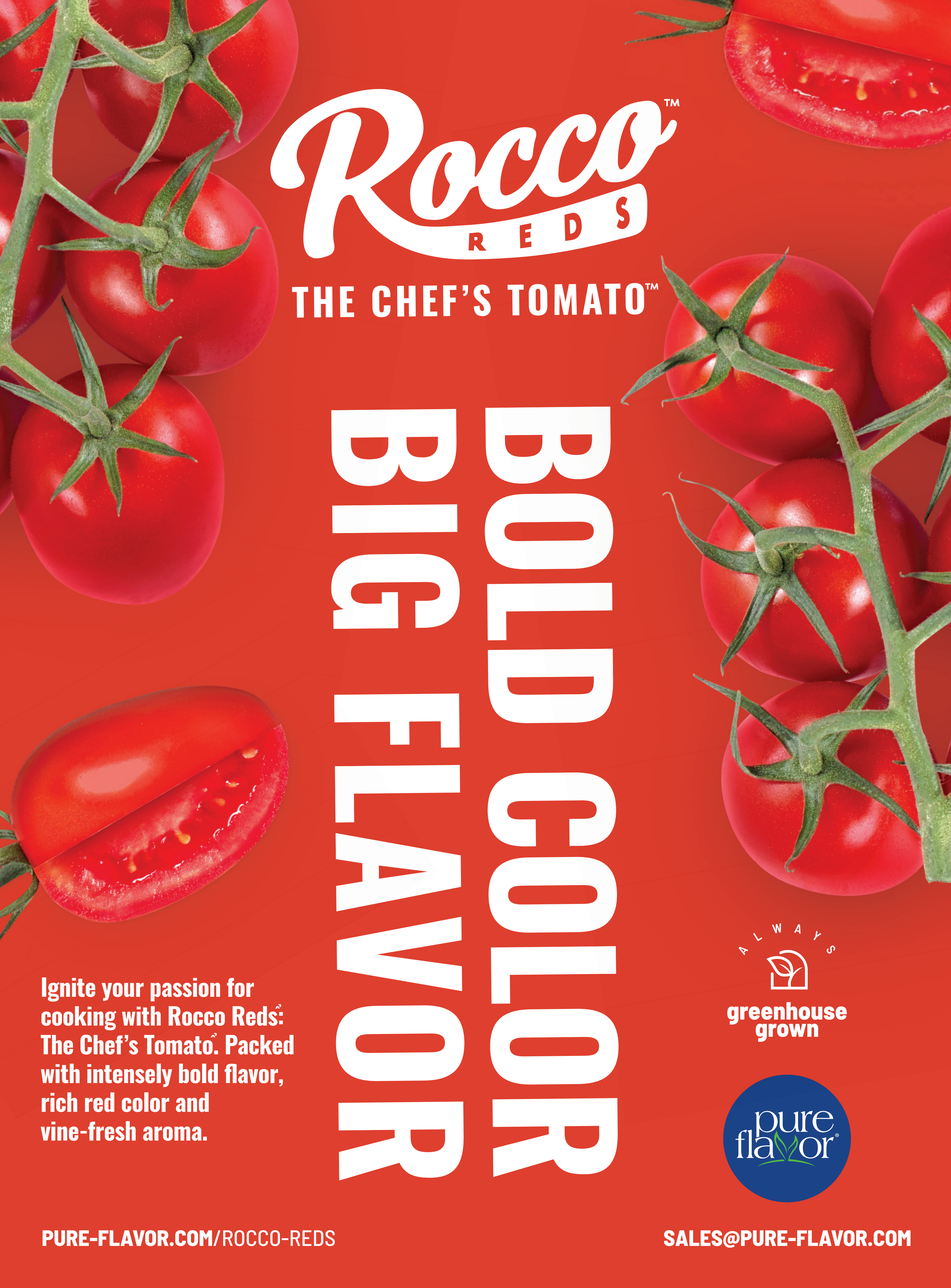
Grown in Pure Flavor®'s company-owned greenhouses, Rocco Reds™ is designed to break the mold of the traditional Roma tomato. While the Roma category has been historically dominated by field-grown varieties, Rocco Reds™ stands out with its year-round availability and unmatched flavor. The on-the-vine variety is a vibrant red all the way through and has a firmer body with less gel, perfect for slicing on sandwiches, adding to salads, or amping up any recipe.

With innovative marketing support and a commitment to sustainability, Rocco Reds™ is poised to transform the tomato category and provide consumers with an elevated tomato experience.

Discover the bold taste of Rocco Reds™: The Chef's Tomato™—the new kitchen staple!

Explore Pure Flavor's Rocco Reds Tomatoes and find 'Nonna's sauce' recipe at pure-flavor.com/rocco-reds

PHOTO CREDIT PURE FLAVOR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Ignite your passion for cooking with Rocco Reds™: The Chef's Tomato™. Packed with intensely bold flavor, rich red color and vine-fresh aroma.
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Tomatoes

The majority of both men and women indicated purchasing tomatoes in the past 12 months

59% 65%

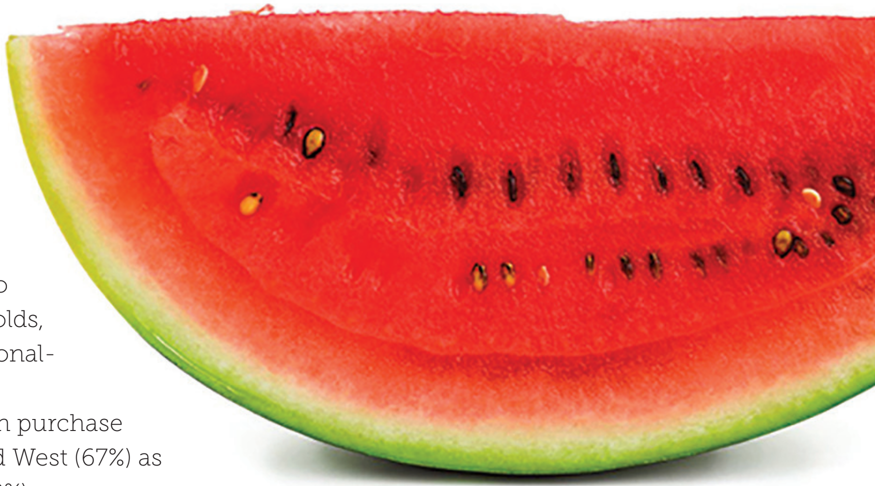
How consumers prefer to use tomatoes

As an ingredient in a recipe	**72%**
Salad	62%
Side	34%
Snack	30%
Main dish	18%
Appetizer	18%
Dessert	5%

Conventional vs. organic purchase

Conventional.................................61%
Organic 15%
Both conventional and organic 21%

Watermelon



SMALLER, PERSONAL-SIZE WATERMELONS appear to be catching on with certain consumers. The Packer's *Fresh Trends 2025* found that 45% of consumers said they purchased watermelon in the last 12 months, and among those, 63% had purchased a small one.

Petite watermelons were most frequently reported as purchased by households with two dependent children, at 85%. Far fewer households, or 55%, with no kids reported purchasing personal-size watermelon in the past 12 months.

Smaller watermelons were a more common purchase among consumers in the Northeast (72%) and West (67%) as compared to the Midwest (57%) and South (58%).

The majority of consumers, or 64%, said they purchased conventional watermelons; 17% purchased organic and 16% purchased both conventional and organic. Once again, Gen Z was the generation with the highest rate of reported organic purchases, with 38% indicating they had bought organic watermelon in the past 12 months. Millennials were next with 26% saying they had purchased the organic melon. Just 12% of Gen Xers and 3% of baby boomers indicated such a purchase.

Less than half, or 47%, of consumers said they feel comfortable buying ripe watermelons for immediate consumption. The lowest confidence was among Gen Z consumers at just 39%, however, confidence increases with age. Forty-one percent of millennials, 49% of Gen X, and 62% of baby boomers said they were confident in selecting a watermelon for immediate consumption.

More younger consumers purchased personal-size watermelon than their older counterparts.

Reported purchase of personal-size watermelon based on age generation

Gen Z	**73%**
Millennials	**73%**
Gen X	57%
Baby Boomers	50%
Traditionalists	50%

Photo: istock, Farm Journal

Watermelon

All five generations purchased watermelon in the last 12 months.

Gen Z	43%
Millennials	39%
Gen X	48%
Baby Boomers	**57%**
Traditionalists	24%