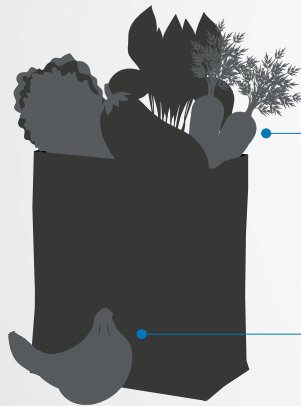


# Explore the Secret Life of Groceries

Ever wonder what happens to fresh produce once a consumer gets it home? Only NPD knows the secret life of groceries. We go beyond POS data to report on what consumers do with produce once they get home. **Here's a closer look ...**



**Older adults (55+) are the heaviest consumers of fresh produce in the home,** though younger Gen Z (up to age 12) consumes it more often than either teens or their Gen X parents' generation.

**Fresh fruit skews to young Gen Z,** while vegetables, potatoes, and salad have higher consumption levels among older Boomers.



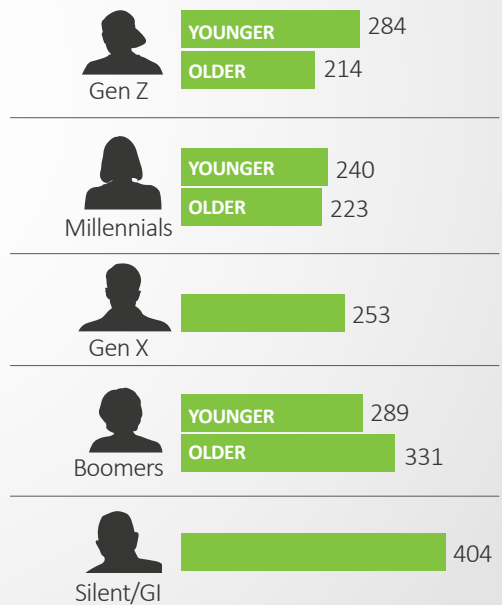
**77%**

**At home, 77% of the time fruit is consumed as is, as the end dish.**

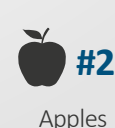
At nearly 1 in 4 (23%) fruit consumption occasions, consumers use fruit in or on another dish.

When consumed as is, consumers most often use the fruit as a side dish (38%) or a snack (33%).

## Annual Fresh Produce Eatings Per Capita



## Top 3 fruits consumed in the U.S.



Understanding how your produce is used helps you understand consumer behavior, distinguish trends from fads, and uncover opportunities. NPD has 40+ years of trend data, allowing for an unprecedented ability to forecast based on that data.

Source: The NPD Group//National Eating Trends\*

**Get more insights like this.** To learn more, contact your NPD account representative, call 866-444-1411, or email [contactnpd@npd.com](mailto:contactnpd@npd.com).

