



CONSUMER &  
CATEGORY INSIGHTS

# The Evolution of the Organic Shopper: What Retailers Need to Know about Today's Consumers

PART 1



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Who is **buying**  
**organic produce?**

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Why do **consumers**  
**choose organic?**



The organics category is becoming mainstream, purchased by shoppers across all demographics. Recently, the category has grown in just about every measurable way: in volume, dollars spent, and even in conversations in the media.

To learn about who is buying organic produce and gain insight into the reasons why those consumers are choosing organic,

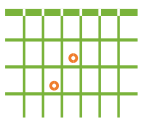
Robinson Fresh® conducted a survey with U.S. consumers who buy produce —both conventional and organic.

### Organic produce: The gateway to other organic products.

When consumers dabble in organic produce, they are more likely to purchase organic goods throughout the entire store and outside the store—like organic snacks or organic cotton sheets.

## Who is buying organics?

Traditionally, organic shoppers have been a niche group. They brought their own reusable or recycled bags to the store, were heavily invested in and advocated for organic products, and believed they were doing their part for the environment by purchasing organic products. But the organic shopper is changing.



### Today's organic consumers are casual shoppers.

Casual shoppers are the segment adding growth to the organic category, meaning that sometimes they purchase organic produce, and sometimes they purchase conventional.

Research indicated that the organic shopper of today is most likely under the age of 35 or has young children living at home. Organic purchases are also highly correlated to household income. **Organics are**

becoming **51%** of survey respondents purchased organic produce within the last 30 days mainstream, and

shoppers are beginning of

those, **73%** purchased both **to** CONVENTIONAL PRODUCE ORGANIC PRODUCE





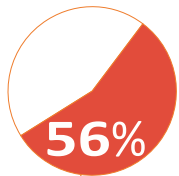
substitute conventional items for organic.

during the same shopping trip



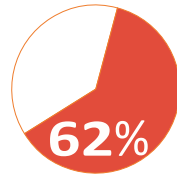


## Who purchased organic produce in the last 30 days?



**56% OF 35-50 YEAR OLDS**

with children in household = 55%  
without children in household = 48%



**62% OF 18-35 YEAR OLDS**

49% of the time, shoppers between the ages of 18 and 25 purchase 1 to 3 organic produce items per trip.

IF THERE ARE KIDS AT HOME, 61% of shoppers purchased organics in the last 30 days versus 38% for those with kids who are over 18 years old.



## Is it children in the household that matters or shopper age?

The presence of children at home is an important factor for shoppers who are 35 and older. However, for Millennials, the presence of children in the household doesn't make a difference in their purchasing decisions. Millennials without children are just as likely to purchase organic produce as those who do have children. Millennials are more likely to purchase organics than any other generational group.





### Research confirmed two important factors.

Household income matters, but so does the presence of children.

- 1 Organic purchases are highly correlated to household income. Those making less than \$50,000 annually are the least likely to purchase organics...
- 2 Unless they are single and don't have kids—in that case, the likelihood that they will make organic purchases jumps up above the average, even if their annual income falls into the \$30-50,000 bucket.

### Other demographics play a role.

Our survey indicated that organic shoppers are **more likely to be female**—but barely.



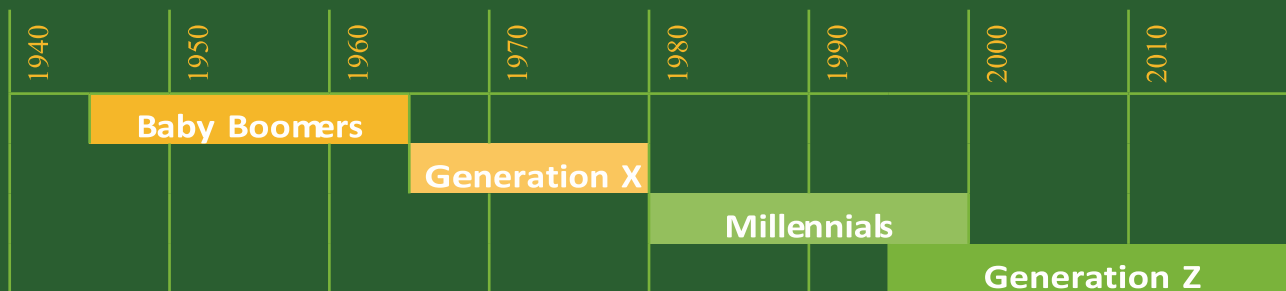
53%

COMPARED TO 50%

of women surveyed of men. This jumps purchased organic up to 66% for men who in the last 30 days are 35 or younger.

## Generations, defined.

Demographic cohorts describe the social generations defined by their birth year.





The dates associated with each generation can differ depending on the source, but these are generally accepted parameters.







## Why do consumers choose organic?

Organics are still an emotional-based purchase. However, for today’s casual shopper, organic purchases are increasingly becoming more of an impulse purchase. The way that produce is merchandised makes a difference in how consumers make purchase decisions.

### Organic produce is increasingly an impulse purchase.

Organic items are an impulse purchase more than 30% of the time. Within the organics category, impulse purchases are two times more likely on items that index higher as healthy snacking options—such as berries and grapes. These categories have grown annually at 19% and 15% (dollar compound annual growth rate, or CAGR), respectively, over the last three years.

As this category matures, it becomes

motivating decisions For perceived



primarily driven by price; and for organic summer squash, being a local product significantly drives purchases.

### TOP 4 FACTORS DRIVING IMPULSE ORGANIC PURCHASES:

- ★ The **freshness and quality** of the produce: 73% of respondents ranked this as a top driving factor
- ★ The **price** of the produce: 61% of respondents rank this as a top driving factor
- ★ The **packaging** the produce comes in
- ★ Whether the organic produce is **locally grown**

increasingly important to understand the factors that impact your shoppers’ purchase and play into casual shoppers’ impulse purchases. example, grape purchases are often driven by the freshness of the fruit; berry purchases are



To learn about what retailers need to know about merchandising organic produce, read

part two of this Consumer and Category Insights series, *The Evolution of the Organic Shopper: What Retailers Can Do to Nurture Sales of Organics.*





Our people lead the fresh food industry in providing exceptional products and service.

## About us

Robinson Fresh® brings you fresh produce and smart logistics solutions. As a division of C.H. Robinson, a top global third party logistics provider, Robinson Fresh provides year round supply with global to local cold chain expertise, as well as world-class solution providers and impactful category insights. This all fuels our innovative supply chain solutions, from seed to shelf.

## About Tomorrow's® Organics



**TOMORROW'S  
ORGANICS**

Robinson Fresh delivers just in time logistics and services for the Tomorrow's® Organics brand. Supported by over 100 years of cold chain expertise, the Tomorrow's Organics consumer brand helps

drive sales and merchandising opportunities. Robinson Fresh's expanding organics supply network, combined with tenured product expertise and integrated category management services, allows them to customize the right organics solutions for each company's consumers. The brand connects with consumers through contributions to Sustainable Harvest International. To learn more about Tomorrow's Organics, visit [www.robinsfresh.com/Brands/Tomorrows-Organics/](http://www.robinsfresh.com/Brands/Tomorrows-Organics/).



Talk with us—we speak fresh.

To discuss Robinson Fresh's capabilities, please reach out to **855-350-0014**. For more information, visit [robinsfresh.com](http://robinsfresh.com) or [blog.robinsfresh.com](http://blog.robinsfresh.com)







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