



CALIFORNIA
TABLE GRAPE
COMMISSION

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News Release

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Consumers Consistently Choose California Grapes

Fresno, CA – Table grapes are purchased so consistently that, according to recent survey data, grapes rank as a staple item on the grocery lists of the majority of U.S. shoppers.

A survey of 2,000 U.S. adults conducted during the current California table grape season showed that 83 percent of shoppers purchased grapes within the past three months. Of those, 17 percent of shoppers purchased grapes almost every day or several times a week, 24 percent of shoppers purchased grapes at about once a week, and 42 percent purchased them about once a month or more.

When shopping for grapes during the California season, shoppers ranked flavor as the most important attribute for purchasing grapes.

According to Neilson IQ data, grapes are among the top 10 produce items by sales, and have shown an increase in price and volume in the last 12 months.

“Shoppers have long viewed California grapes as a staple – something to always consider purchasing,” says Kathleen Nave, president of the California Table Grape Commission. “Given all the changes in retailing and in consumer shopping behavior in recent years, it is good to see that during the California season, grapes have maintained their position as a consumer favorite and a retail sales driver.” Nave noted that the California table grape season has another month of harvest left followed by an additional month-plus of shipping, leaving plenty of time for consumers to continue purchasing this preferred fruit.

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