

# Fresh Pears: “Barriers to Purchase” Study



## Project Goals:

- To understand what prevents shoppers from buying (or buying more) pears.
- Which barriers or attributes are unique for pears vs. other fresh fruit categories?
- What we can do to overcome these purchase barriers and sell more pears?

Surveyed 4,000 produce shoppers from across the U.S., including 1,000 respondents each generation: Millennial, Generation X, Baby Boomer and Silent. This allowed us to see changes in response based on age.

71% of consumers said there was something we could do to get them to buy more pears....and, great news, it is not just about lowering the price!



- “Only” 23% of shoppers purchase fresh pears at least weekly vs. 92% buying fruit.
- But, 41% of Millennials are consuming fresh pears at least weekly & they are raising the next generation of pear lovers!

## What keeps you from buying (or buying more) fresh pears?

- Price is always a #1 response in all surveys – but, pear shoppers were less concerned about “Price being too expensive” than all fruit buyers.
- 35% of consumers have issues with the **ripeness** of pears being offered on shelf. 10% do not know how to tell if pears are ripe.
- Other attributes measured include: Appearance, Assortment, Organic, Package Size, and Convenience.

	How often do you - or does anyone in your household - eat fresh pears?				
	Total N=4000	Silents N=1000	Baby Boomers N=1000	Gen X N=1000	Millennials N=1000
Daily	4%	1%	0%	4%	9%
A few times a week	10%	5%	7%	10%	19%
Weekly	9%	7%	7%	11%	13%
A few times a month	19%	21%	19%	18%	19%
Monthly	9%	10%	9%	9%	10%
A few times a year	28%	34%	36%	27%	17%
Rarely / Never	20%	22%	22%	22%	15%