



## Pepper Sales Research & Data

We're particular about our produce so we looked into how consumers really thought about their purchases.

### Sales Trends

#### *Variety*

- Most consumers buy sweet peppers versus hot peppers
- Green and red peppers are the leaders in sweet sales
- Most hot pepper sales are from jalapeños

#### *Purchase Volume*

- Consumers buy peppers in bulk (73%)
- Packaged sweet peppers have increased in sales by 20% in the past year
- Consumers are more likely to buy red, orange and yellow packaged peppers than stoplight packages

#### *Growth*

- Bellafina baby bell peppers increased in sales by 885% during the last year
- The peak season for peppers is January to June despite annual availability



FOR MORE INFORMATION ON PEPPER RESERARCH PLEASE CONTACT US AT [jlane@baloianfarms.com](mailto:jlane@baloianfarms.com)

*This research was conducted by FullTilt Marketing. The survey was distributed online to 1,359 bell pepper consumers located West of Mississippi. Participants were identified as the primary household shopper who has purchased bell peppers in the past three months.*