

2025



PEAR SHOPPER INSIGHTS

Patterns, Preferences, and Potential

A look at the pear shopper and
how to reignite category sales
by meeting their preferences

EXECUTIVE SUMMARY

OVERVIEW

In March 2025, Numerator conducted a consumer survey of 2,069 shoppers to understand the pear category and growth opportunities for the future. The survey was sponsored by Pear Bureau Northwest. The quota-based survey analyzed grocery receipts to segment people into heavy, light, lapsed, and non-pear buying groups. Stemilt reviewed the results and prepared the following infographics and key findings.

KEY FINDINGS

THE #1 DRIVER IN PEAR DECLINE IS LOST HOUSEHOLDS. THE HOUSEHOLDS ARE SWITCHING TO OTHER SOFT FRUITS.

Pear purchasing households decreased 9.5% from 2024 to 2025. This could be related to less supply and higher pricing. Households switched from pears to other soft fruit categories, namely peaches, plums, kiwis, and mangos.

THE PEAR SHOPPER SKEWS OLDER, URBAN, NON-CAUCASIAN, AND HAS 3-5 PEOPLE LIVING IN THE HOUSEHOLD.

Approximately 59% of heavy pear buyers are age 45 and older (Gen X and Boomers) and Hispanic and Asian lead ethnicity groups. The heavy pear shopper purchases 4 pears at a time on average. Heavy and light pear buyers also buy fresh apples, oranges and peaches.

PEAR SHOPPERS EAT PEARS WITHIN 2-4 DAYS OF PURCHASE MAKING RIPENESS THE #1 OPPORTUNITY TO GROW SALES.

Three out of four shoppers eat pears within 4 days after purchase, with 40% citing they eat pears 1-2 days after purchase. Retailers that focus on carrying ready-to-eat pears are poised to meet these shopper expectations.

PEARS HAVE AN OPPORTUNITY TO CAPTURE EATING OCCASIONS AT BREAKFAST OR MID-MORNING SNACKTIME.

Consumers enjoy fresh fruit and pears equally for most meal occasions, but there is a 20% gap between fresh fruits and pears for breakfast occasions. Pears lag other fresh fruit for mid-morning snacks by 9%. Educating shoppers about breakfast options with pears, or portability of the fruit can increase eating occasions.

EXECUTIVE SUMMARY

LIGHT PEAR BUYERS ARE THE MOST WILLING TO PURCHASE PEARS MORE OFTEN AND SHOULD BE A FOCUS FOR RETAILERS.

Approximately 84% of light pear buyers could be motivated to purchase pears more often, while only 63% of lapsed pear buyers and 42% of non-buyers are motivated to purchase.

EDUCATION AROUND RIPENESS IS KEY FOR REGAINING LAPSED BUYERS.

Only 18% of lapsed pear buyers have confidence in telling when a pear has the right texture to eat, and 20% would like more information about how to tell when a pear is ripe.

STEMILT'S TIPS FOR PEAR SUCCESS

1.

COMMIT TO A RIPE PEAR PROGRAM

Flavor and consistency matter most to pear shoppers. Carrying pears at the right pressures to deliver a ready-to-eat experience at home is key for category growth.

2.

EDUCATE ON PEAR RIPENESS. There are willing pear shoppers that need to understand how to determine when a pear is ready-to-eat. Educate them through signage, produce teams, demos, and other tactics.

3.

POSITION PEARS AS PORTABLE SNACKS AND BREAKFAST OPTION

Pears are a zero-prep fruit and there is an opportunity to communicate that to shoppers by merchandising them in grab-and-go packages alongside other produce snacking items.

4.

PUSH PEAR PROMOTIONS DURING PEAK SEASONS TO CAPTURE LOST SALES

October and January are key pear sales months, but there are opportunities in-between to win over shoppers that have left the pear category for other soft fruits (mango, kiwi, etc.).

5.

BOOST THE APPEAL OF PEARS TO HEALTH-CONSCIOUS SHOPPERS

Pears have lost sales to fresh fruits like mangos and kiwi. These fruits highlight flavor/texture alongside nutrition and lifestyle in merchandising.

THE SHOPPER

THE HEAVY PEAR SHOPPER

vs

THE LIGHT PEAR SHOPPER

59% of buyers are
45+ years old

57% of buyers are
45+ years old

41% 
are urban

38% 
are suburban



3-4 PERSON
HOUSEHOLDS

40% 
purchase 4+ pears
when buying

58% 
purchase 2+ pears
when buying

**MOTIVATED
BY NUTRITIONAL
BENEFITS OF PEARS**

**MOTIVATED
BY EMOTIONAL
CUES**

SHOPPER PREFERENCE

PURCHASE FREQUENCY

8 out of **10**

shopper eat pears within
FOUR days of purchase

5 out of **10**

shopper eat pears within
TWO days of purchase

#1 OPPORTUNITY

is to deliver consistent ripeness for pear
consumption **2-4 DAYS POST PURCHASE.**

EATING OCCASION



Pears are eaten
WHOLE/CUT
60% of time



Pears are eaten
IN SALADS
20% of time

Shoppers choose **PEARS** for afternoon snacks
and between meals.



#1 OPPORTUNITY for **INCREASING**
EATING OCCASION is **BREAKFAST.**