## IFPA Commodity

Profiles
Oranges.

International Fresh Produce Association brings you the latest information on production, global trade, and consumer sentiment for top categories of fresh produce.

## Consumer sentiment

 fast facts:**$62 \%$ of consumers eat oranges for their nutritional benefits such as vitamins and minerals

Three quarters of consumers say they eat oranges because of the great taste

Oranges are more likely to be an unplanned purchase compared to other commodities

More than 30\% of consumers say when it is orange season, they feel motivated to purchase oranges

