



# Trendspotting

*WITH CRAIG LEVITT*

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**Trendspotting: Stone fruit can be the hero of the produce aisle this summer**

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By

Craig Levitt

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The summer brings many things to many people. To me, it means the reintroduction to an array of favorite fruits.

Around this time of year watermelon often gets top billing in the produce aisle, but retailers best not forget another summer favorite: stone fruit. I know my eyes light up when I see that first white peach display in the supermarket.

It seems I am not alone.

**According to a recent Harris Poll conducted by Instacart, more than three in five Americans (62 percent) are most looking forward to indulging in peaches this summer, indicating a strong affinity for the fuzzy fruit.**

Following peaches, cherries (49 percent), mangos (40 percent), plums (35 percent) and nectarines (30 percent) are among the top stone fruits Americans are looking forward to eating this summer.

**The survey also revealed some fun facts about Americans and the way they buy and consume stone fruit. For example, the majority of Americans (85 percent) enjoy eating stone fruits fresh, while 31 percent like their stone fruits in baked goods and 26 percent like them in or jam/compote.**

When it comes to stone fruit pairings, the survey suggested that Americans have some interesting ideas when it comes to stone fruit. To wit:

- Yellow peaches demand gourmet pairings; burrata is purchased 550 percent more often with yellow peaches than it is overall, and whole salmon is 629 percent more likely to be purchased when yellow peaches are in the cart compared to the average.
- Yellow nectarines inspire a mix of health and comfort — their presence increasing purchases of popsicles by 139 percent and smoked salmon by 186 percent.
- Plums seem to bring out a taste for Mediterranean cuisine, boosting sales of traditional yogurt, dried dates and pistachios.
- Pluots invite an interest in eclectic snacking with mochi and pressed juices.
- Cherries pair delightfully with prepared shrimp and croissants, proving that fruit and fancy feasts go hand in hand.

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- The tropical vibes of Ataulfo mangos see a surge in canned coconut milk and cream, tofu and paneer, suggesting some serious culinary combinations.

While stone fruit is enjoyed throughout the country, there are some regions that like getting “stoned” more than others.

- New Mexico is the reigning champ, loving its stone fruit 30 percent more than the national average. New Mexicans have a particularly sweet spot for apricots, buying them at a staggering 229 percent more than other states.
- Minnesota and New Jersey aren’t far behind, with purchases 22 percent above the national average. Minnesota’s cherry adoration is notable at 53 percent higher than average.
- Washington, DC, shows a keen preference for mangos, purchasing them 51 percent more often.
- On the West Coast, California craves nectarines, with orders 76 percent more frequent than elsewhere.
- Surprisingly, Georgia, famous for its peaches, orders them 5 percent less than the national average, but transitions its taste to plums, with 28 percent more orders.

[Craig Levitt](#)

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## About Craig Levitt |

When his dreams of becoming a professional hockey player came crashing down due to lack of talent, Craig Levitt turned to journalism. He graduated from Hofstra University in 1992 and has covered various areas of the retail food trade since 1996. Craig joined The Produce News in 2017 and is now managing editor. In his spare time, Craig still plays men's league hockey (poorly) and enjoys walking the aisles of his favorite supermarket with his wife and two daughters.

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