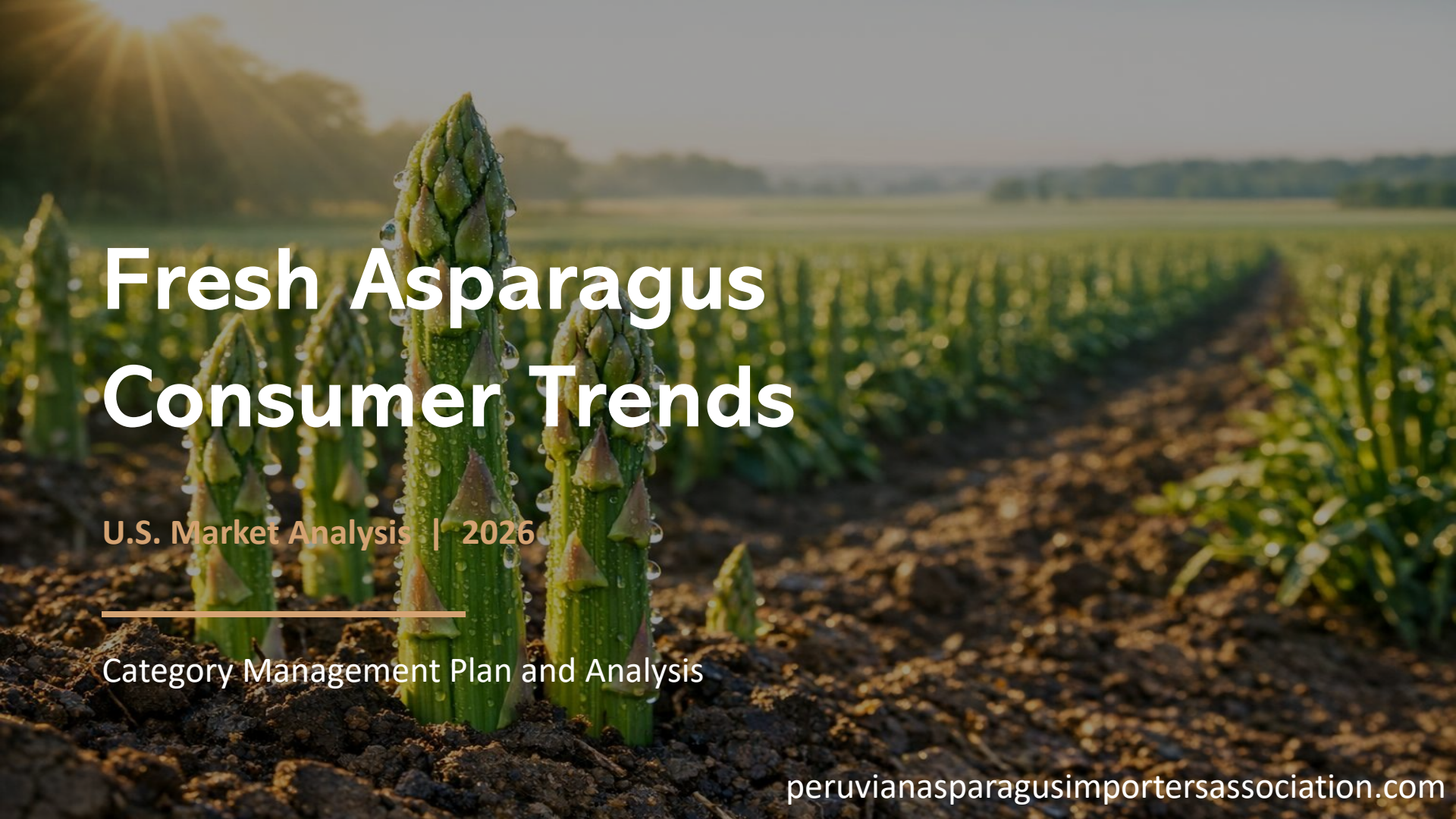




Fresh Asparagus Consumer Trends

U.S. Market Analysis | 2026

Category Management Plan and Analysis

peruvianasparagusimportersassociation.com

Key Trade Takeaways



\$251M

USDA Market Value
(2025)

481 lbs

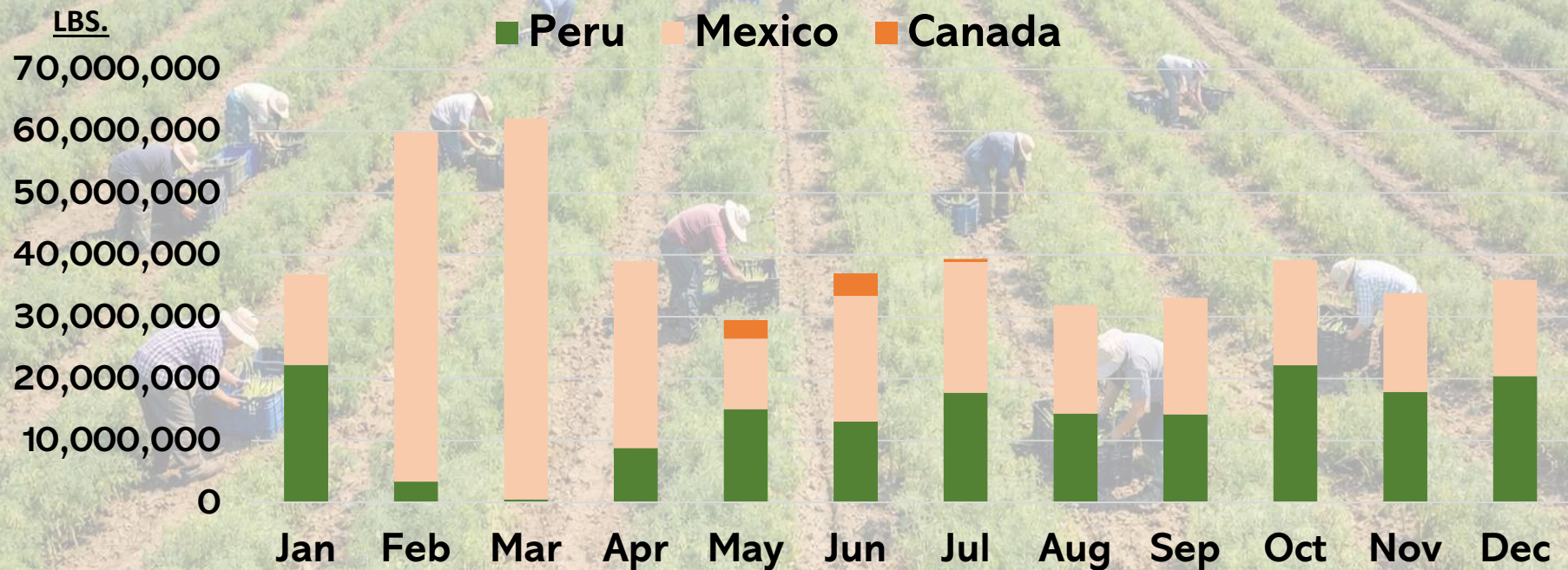
USDA Annual Import Volume
(2025)

94%

Supply from
Imports
(Estimated)

- ✓ USDA Market value tipped to \$251M by 2025 — ranking fresh asparagus from Peru as #1 commodity of imported vegetables sector outpacing other produce commodities.
- ✓ Fresh asparagus imports totaled in 2025 at 481 million pounds, resulting that 94% of consumed asparagus is supplied by imports. Making fresh asparagus available 365/7.
- ✓ Fresh asparagus from Peru currently holds 76 per cent of \$327M total market share of imported fresh vegetables from Peru.

2025 Asparagus Market Import Volume

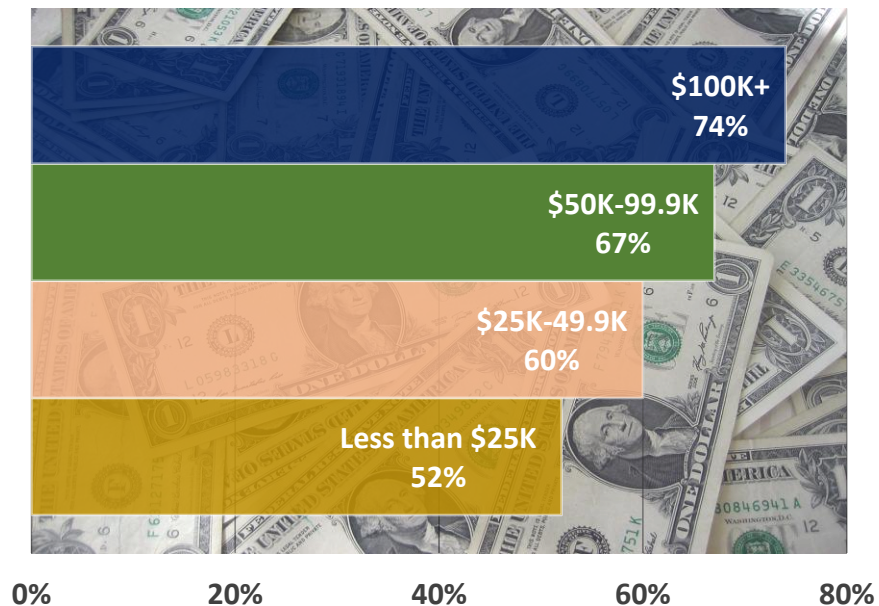




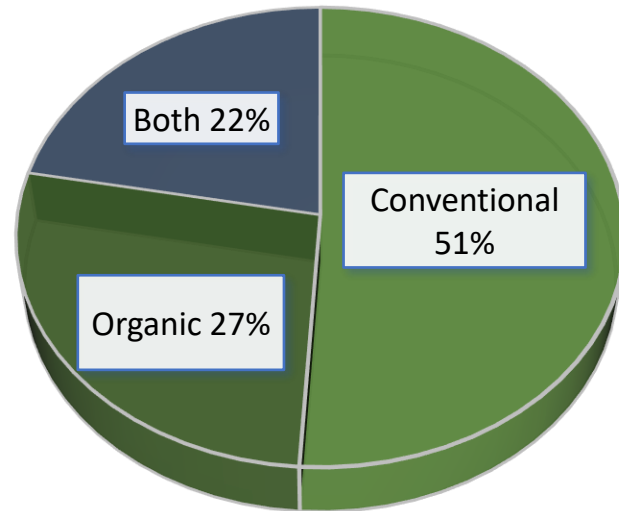
Who Buys Fresh Asparagus?

KEY POINT: 66% of U.S. consumers purchased asparagus in the past 12 months.

By Household Income:



Conventional vs Organic:



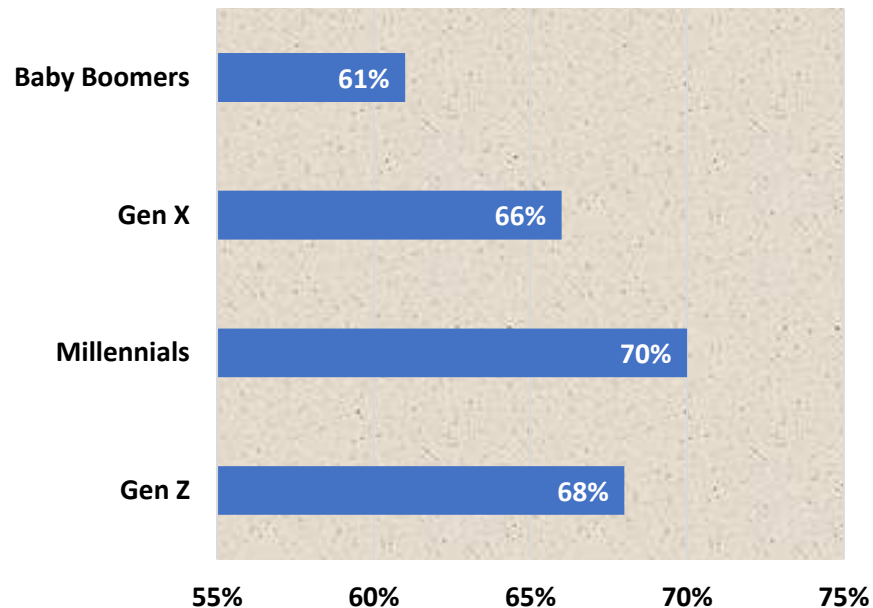


Who Buys Fresh Asparagus?

GENERATIONS: BOOMER, GEN X, MILLENNIAL, GEN Z



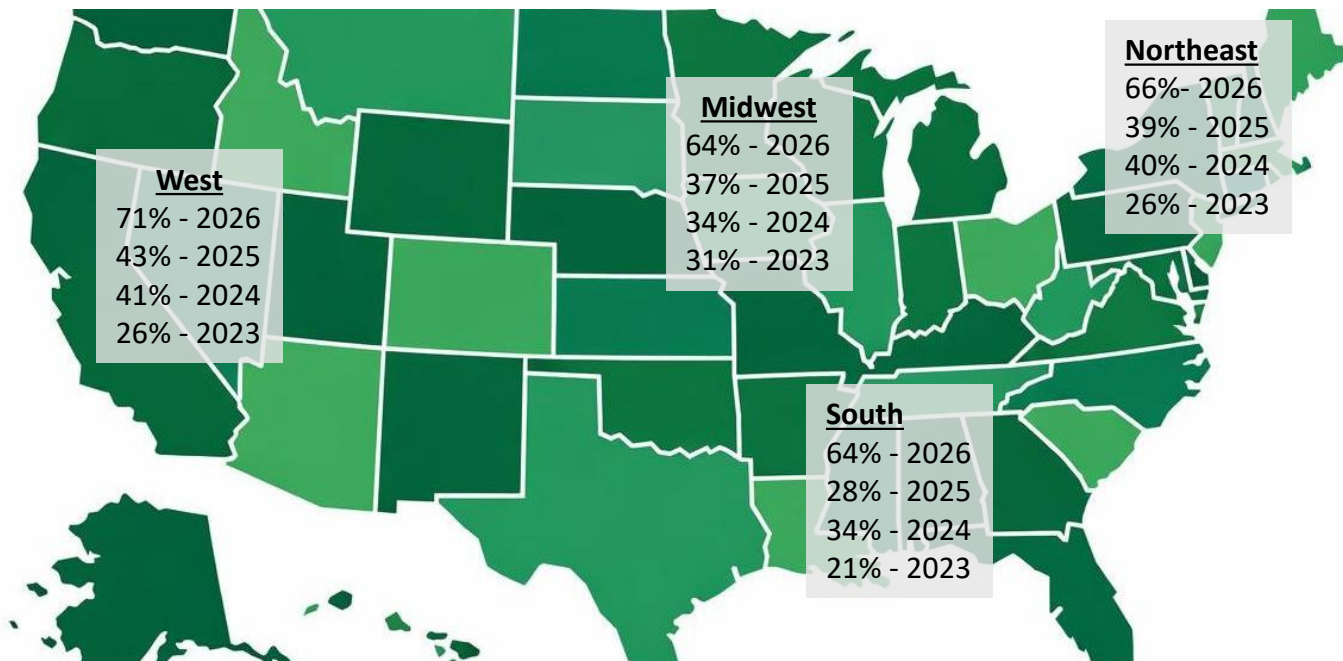
Purchase based on Generation:





Who Buys Fresh Asparagus?

Purchase based on U.S. Region:





Health & Wellness Drivers

Asparagus aligns with major consumer wellness trends

- Rich in vitamins A, C, E, K, folate, fiber, and antioxidants
- Low calorie, high nutrient density — ideal for weight-conscious diets
- Anti-inflammatory and digestive health benefits drive wellness appeal
- Fits plant-based, low-carb, and clean-label dietary trends
- Versatile preparation: grilled, roasted, steamed, in salads, soups, stir-fried or as a healthy side
- In-store sampling and recipe cards reduce first-time buyer intimidation





Marketing Opportunities

Key Marketing Tactics:

Eye-catching displays & endcaps Use prominent produce section placement, clear signage, and cross-merchandising with complementary items, meats, seafood, chilled condiments, other produce items to create large vibrant displays.

Promote health benefits Leverage nutritional messaging: low calorie, high fiber, rich in vitamins. Position asparagus as a superfood with anti-inflammatory, digestive, and heart-health benefits. Aligns with plant-based and clean-label macro trends.

Recipe integration & demos In-store sample demos reduce first-time buyer intimidation. Easy recipes engage new consumers, that result in repeat buyers. Spotlight ease of convenience of fresh grilled asparagus, asparagus wraps, roasted or cut up and included in salads.

Year-round programs Import availability from fresh asparagus enables 52-week promotional programs. PAIA importers provide conventional and value-added SKUs for consistent retail support.



Source: PAIA Category Management