

#### Abstract:

The analysis of Italy's fresh pear retail market indicates high volume, high expenditures, and a large diffusion of fresh pear purchases among Italian consumers, with a quite regular distribution throughout the year. Pear purchasing families were arranged according to the yearly purchased quantity and three groups of consumers were identified: high, medium, and low intensity purchasers. The main social and demographic features of each group were compared (e.g. degree of urbanization, social class, number of family members, and age of the purchaser) as well as geographical distribution among them and between the pear and non-pear purchasing groups. Finally, quality and quantity of fruit purchase of each group were considered, to determine possible competitions and/or synergies among different products. The data suggests that pear purchase declines as consumers dine outside of the home and that pear is not used as a snack food for children.