

**CAN YOU TELL ME WHERE YOU SHOP? I'LL TELL YOU WHO YOU ARE!
CONSUMER ANALYSIS OF FARMERS' MARKETS USING A SYSTEMATIC
LITERATURE REVIEW**

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In recent decades, the number of visitors to farmers' markets has increased significantly. This growing popularity is not only noticeable in Hungary, but also in other countries around the world, and is confirmed by the steady increase in the number of studies on farmers' markets. Our study presents a systematic literature review using the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) procedure to collect, synthesize, and analyze empirical research on consumers of farmers' markets. In the present work, the authors set out to draw findings from previously published studies on consumers of farmers' markets in terms of socio-demographic, income, environmental, and health factors. As a result of a systematic literature review, the vast majority of farmers' market consumers have well-defined and describable characteristics (age, gender, income, place of residence, marital status, education, price sensitivity, etc.). The consumers of farmers' markets are typically middle-aged or older women, with higher education, higher average income, living in a couple or in a married couple, who are interested in health and who have access to tasty, quality products at farmers' markets, and are willing to pay a price premium for them.