



## 2024 Consumer Tracker

# USA

Americans & Eating Behavior



**The International Fresh Produce Association (IFPA) is the leading global trade association representing companies in the fresh produce and floral supply chains.**



# Research Purposes & Objectives

The IFPA performs a Global Intelligence Consumer Tracking Study on an annual basis to understand and trend consumer behavior and motivations when purchasing fresh fruit and vegetables.

Research is conducted in seven (7) unique geographic areas:

- United States
- Australia
- Brazil
- China
- Germany
- UK
- South Korea

This report summarizes the findings in the United States with 754 consumers.

## Margin of Error:

Overall, the sample size has a margin of error of +/- 1.4% at a 95% level of confidence; or +/- 3.6% for the USA.



# Methodology and Sample Composition

A total of 754 U.S. based surveys were conducted for the study from December 3 - 18, 2024. Participants were sourced from leading online research panels.

To qualify for study inclusion, respondents were screened to meet the following qualifications:

- Age 18 - 78
- Primary or shared responsibility for purchasing groceries for household
- Purchase groceries once a month or more often
- Reside within the United States
- Does not work in a competitive industry

All research was carried out in compliance with all relevant legal and ethical requirements within the United States and in compliance with ISO 20252:2019.





# Americans & Eating Behavior

INTERNATIONAL  
**FRESH  
PRODUCE**  
ASSOCIATION

Eating Behavior

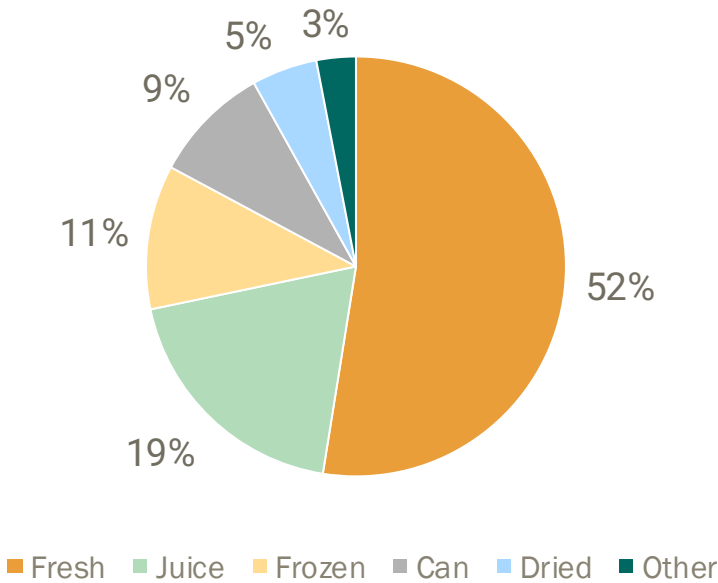
**Fresh fruits and vegetables remain the dominant way Americans are intaking their fruits and vegetables. While there have been some positive trends in fruit and vegetable consumption in the United States, there is still room for improvement. Americans are still not eating an average of 4 cups of fruit and vegetables a day. Although Americans clearly see the importance of fruit and vegetable for themselves and their children.**



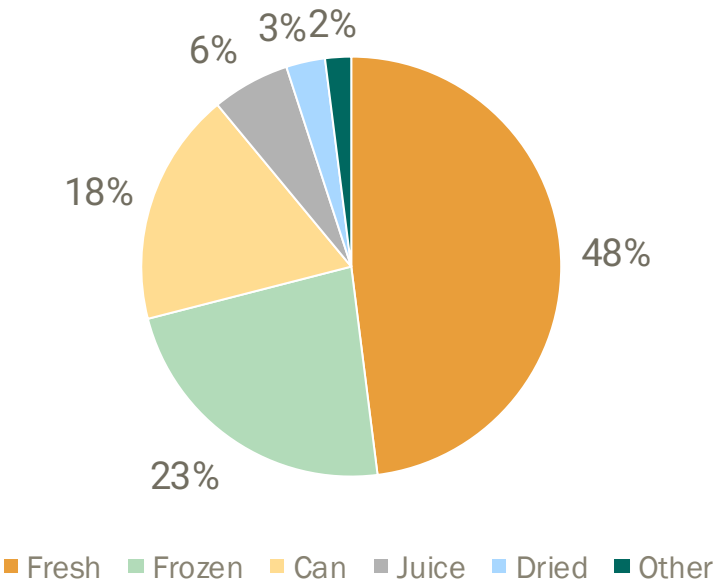


Fresh fruits and vegetables represent about **half of all fruit and vegetable intake among Americans.**

Average Percentage of Fruit Intake by Type



Average Percentage of Vegetable Intake by Type



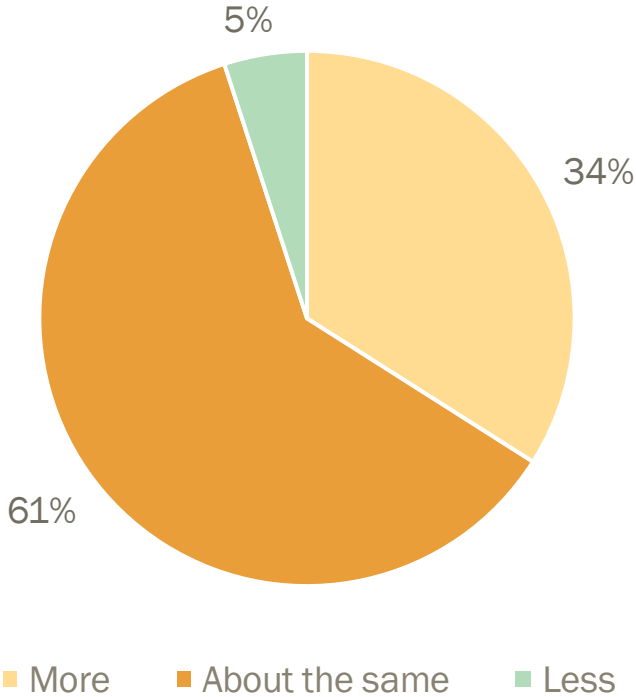
What percentage of your fruit intake is in the following forms:

What percentage of your vegetable intake is in the following forms



95% of Americans ate the **same or more fruits and vegetables compared to the previous year.**

Fruit & Vegetable Consumption Compared To Previous Year

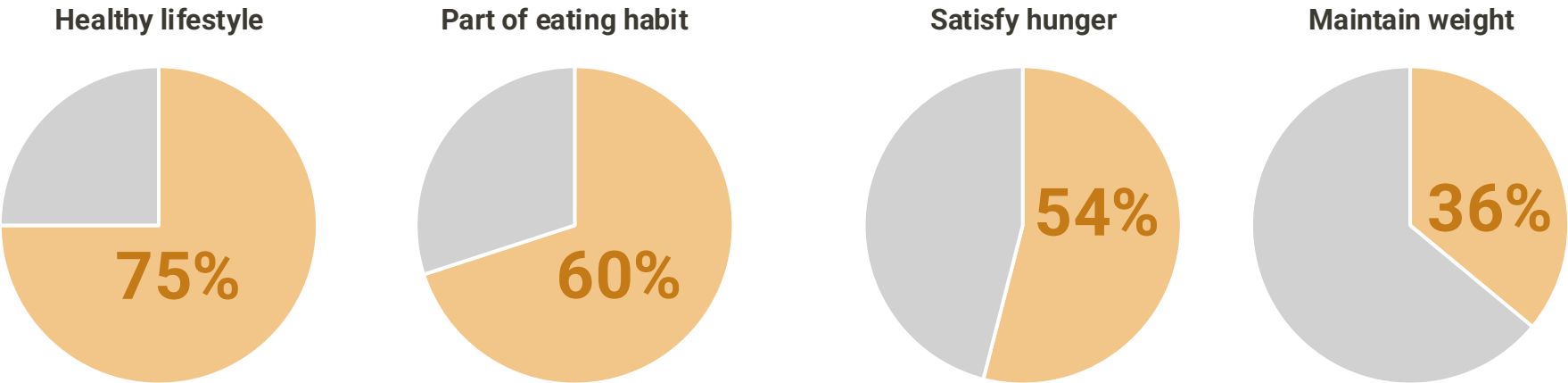


Are you eating more,  
less or the same amount  
of fruits and vegetables  
as last year?





Fruit and vegetable intake **satisfied functional needs.**



Why do you eat fruits and vegetables?



Americans continue to underestimate **the number of recommended servings for fruits & vegetables.**

**2024 Perceived Average  
Number of Servings**

**3**

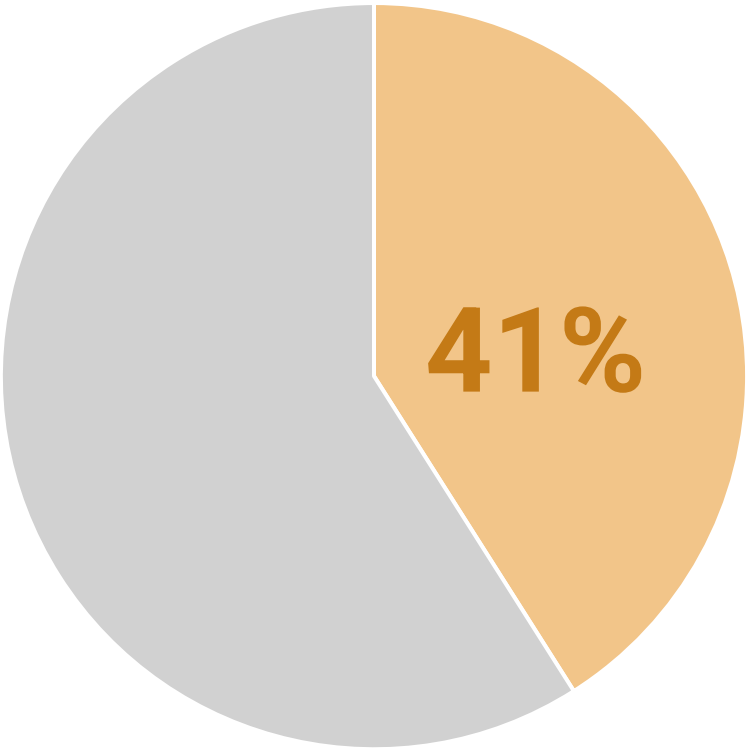
**2022 Perceived Average  
Number of Servings**

**3**

How many servings of fruits  
and vegetables do you  
believe are recommended  
daily for a healthy diet?

Majority of snacks for American children are **not fruits and vegetables**.

% of Children Snacks that are fruits/vegetables

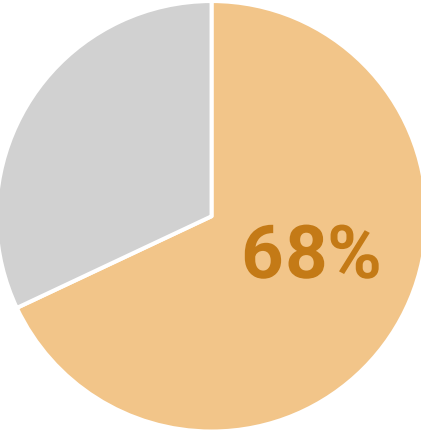


What percentage of the snacks you provide your children are comprised of fresh fruits or vegetables?

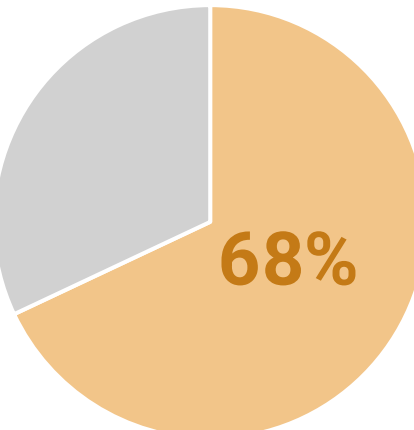
Health is important **but so is new, exciting, tasty and convenient.**

Please indicate how much you agree or disagree with each statement.

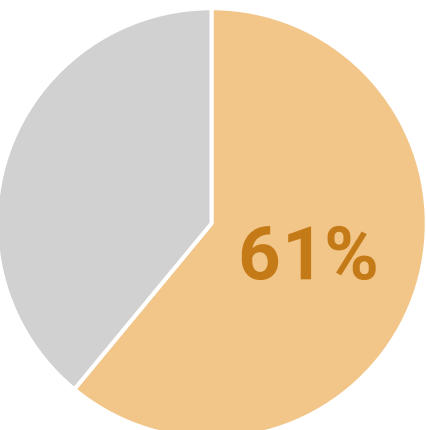
Health is one of the most important factors in deciding which foods I eat



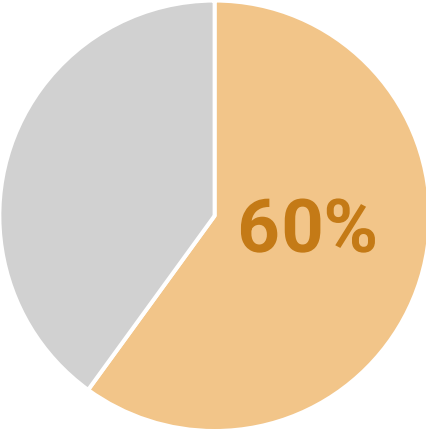
I'm a creature of habit, and stick to the food I know I like



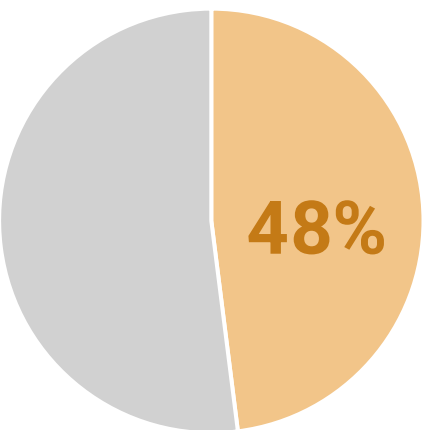
I love cooking and experimenting with new recipes



Quick and easy meals are important to me



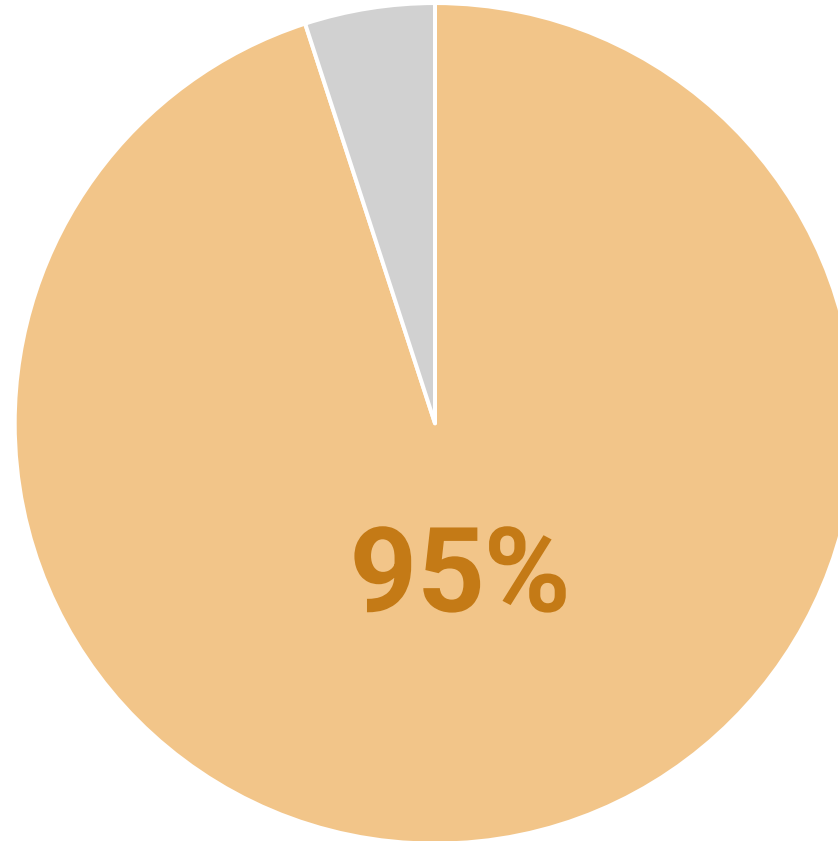
I won't sacrifice taste for health





Americans agree that it **is important for children to eat fruits & veggies.**

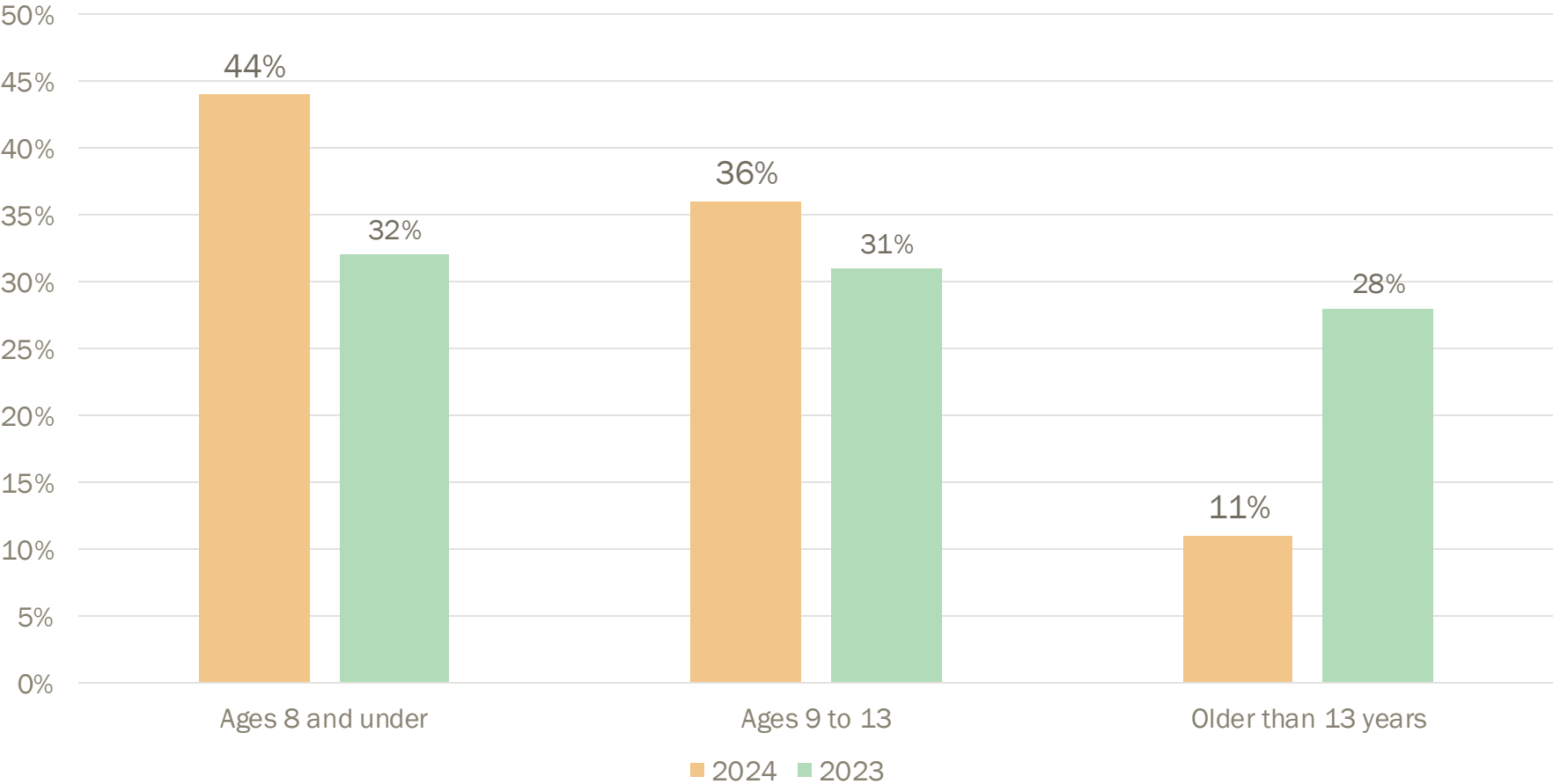
**Important for Children to follow guidelines for fruits and vegetables**



**How much of a priority is it for your children to eat the amount of fresh fruits and vegetables outlined in your country's dietary guidelines?**

41% of American **parents allow children to cook with them at age 9 or older.**

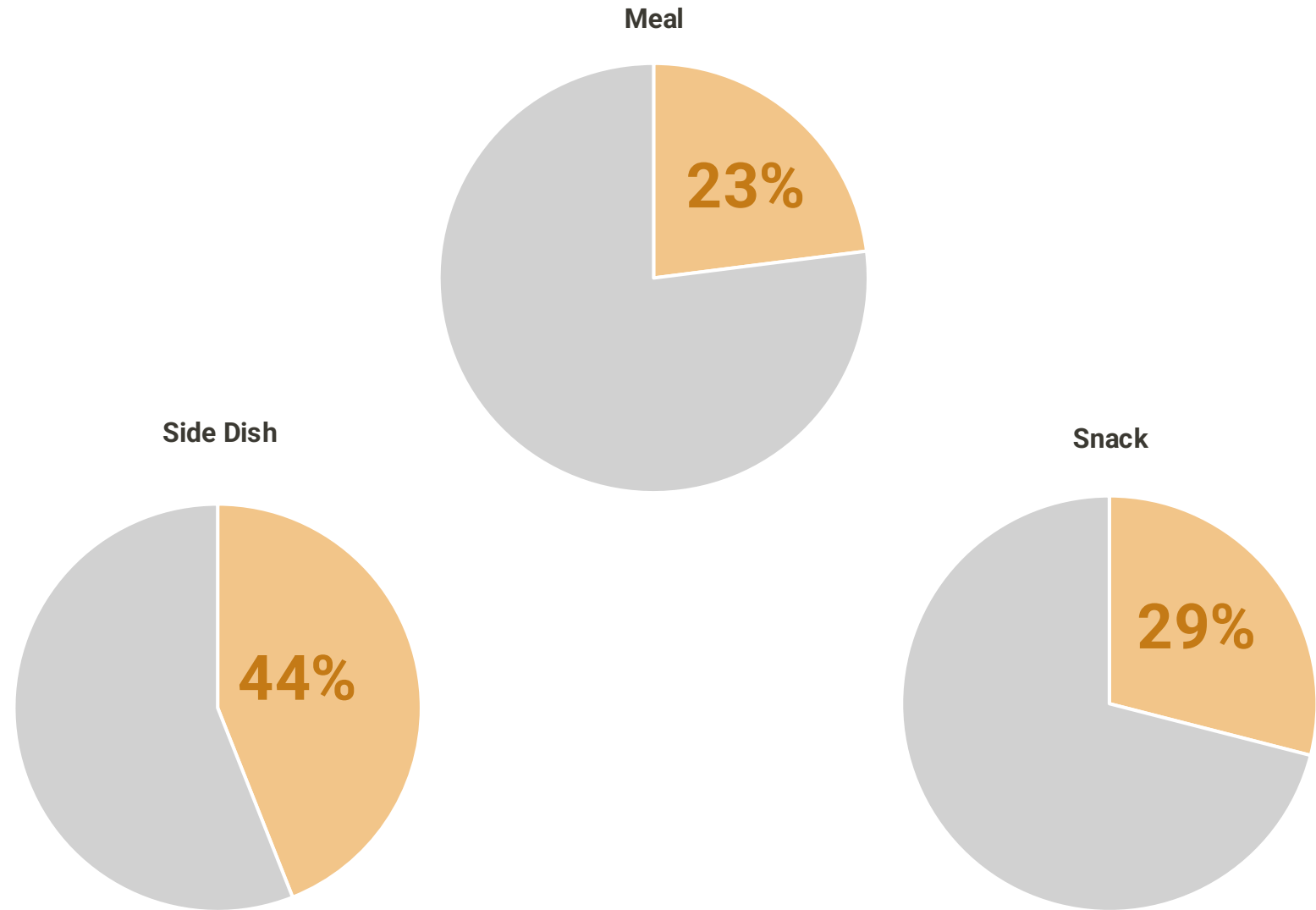
2024 v 2023



At what age did you  
allow your children to  
cook with you.



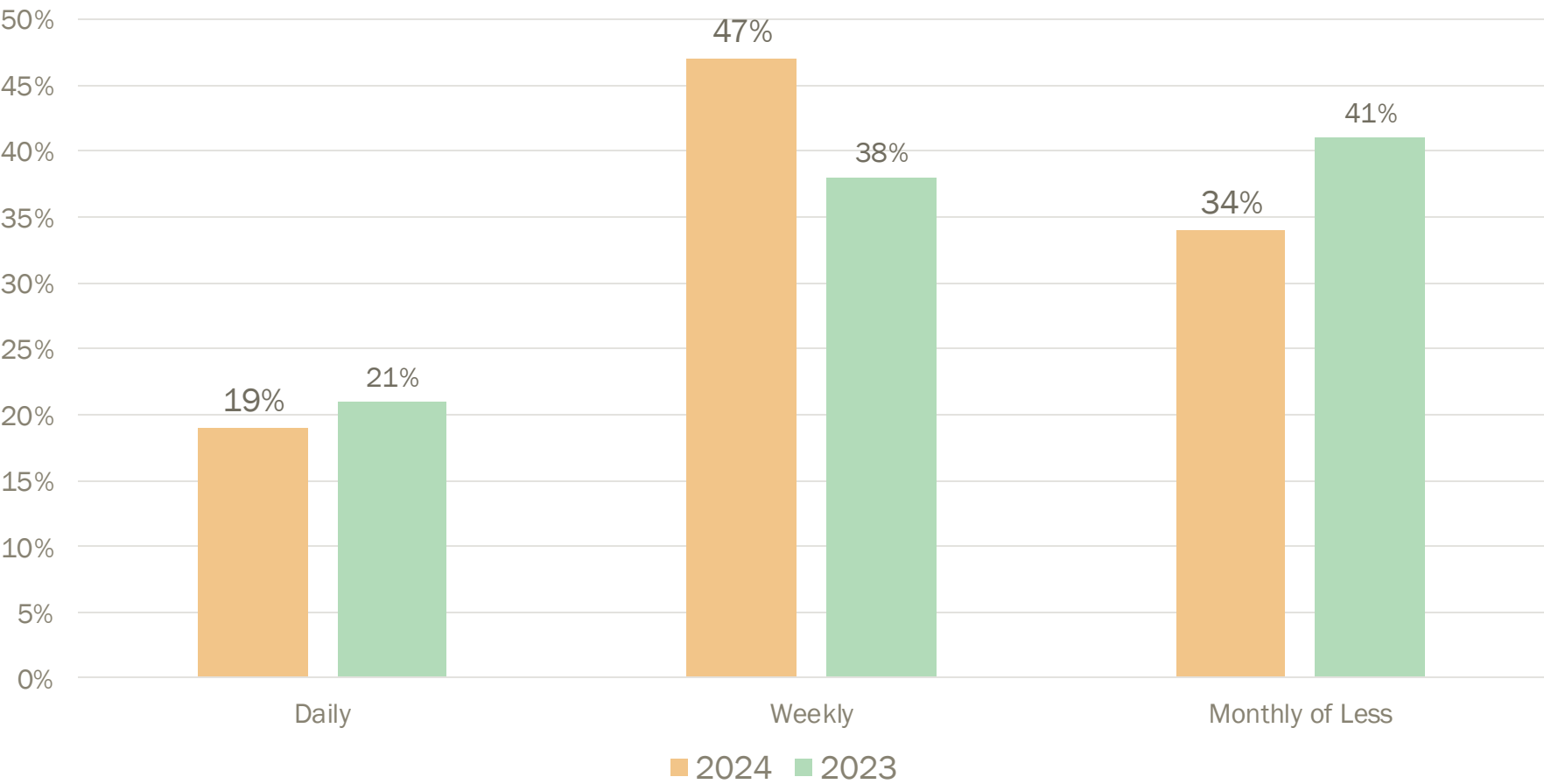
In the US, **fruits and veggies** are consumed primarily as side-dishes.



During any given day,  
how do you consume  
most of your fresh fruits  
and/or vegetables?

66% of adults are replacing meals with a snack on a regular basis up from 59% in 2023

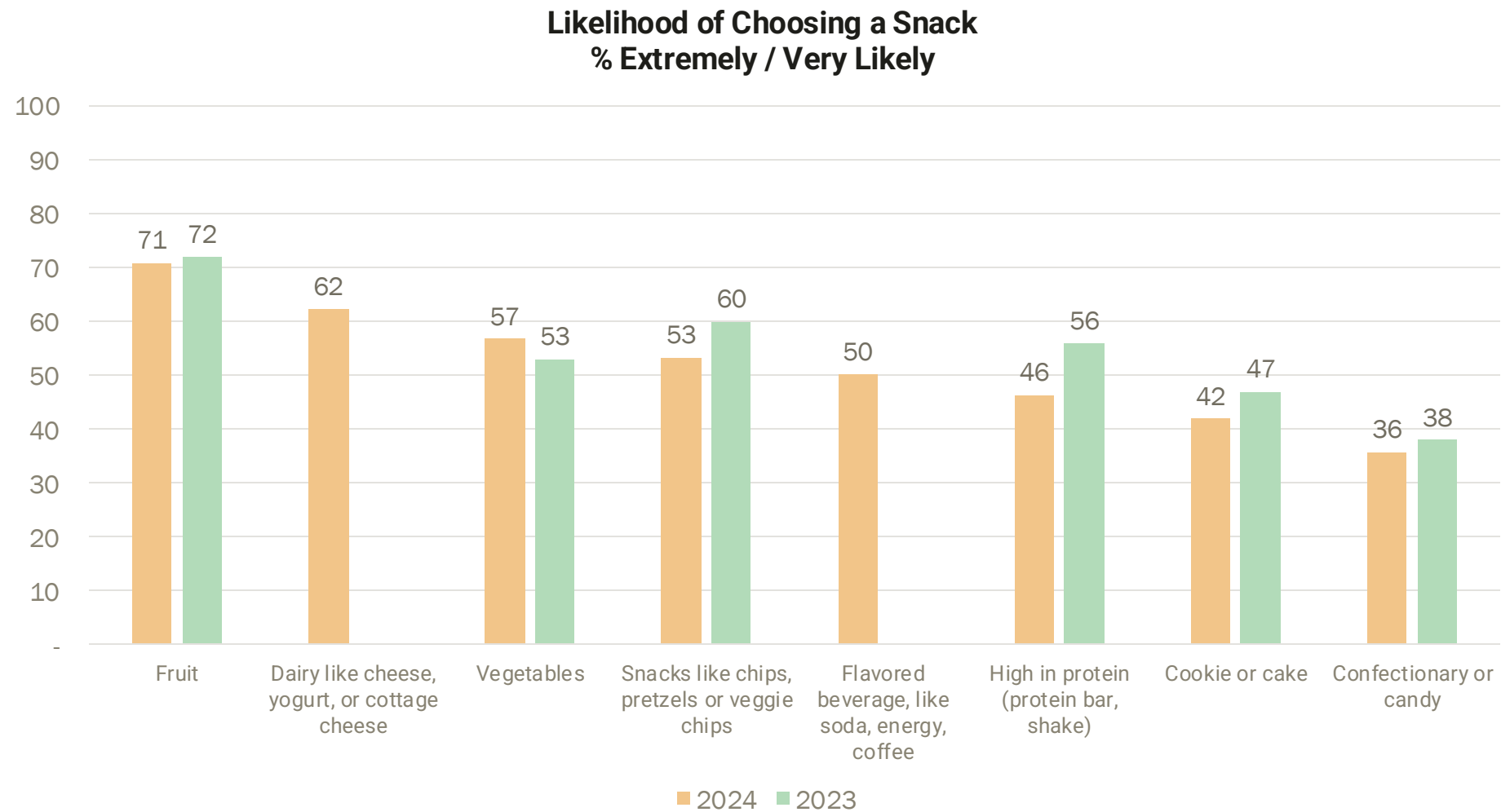
2024 v 2023



How often do you  
replace a meal with a  
snack?



Fruit & vegetables maintain their popularity with being a **popular choice for snacks.**



How likely are you to choose the following types of snacks?

**Functional reasons** for eating fruits and vegetables **rise to the top** with snacking.

	Provide Nutrition (Daily/Weekly)	Sustain Energy (Daily/Weekly)	Support Mood (Daily/Weekly)	Manage Stress (Daily/Weekly)
2024	84%	80%	66%	58%
2023	75%	72%	63%	54%

How often do you choose a snack based on the following: