

INTERNATIONAL  
**FRESH  
PRODUCE**  
ASSOCIATION



2024 Consumer Tracker  
**USA**

Americans & Purchasing 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.

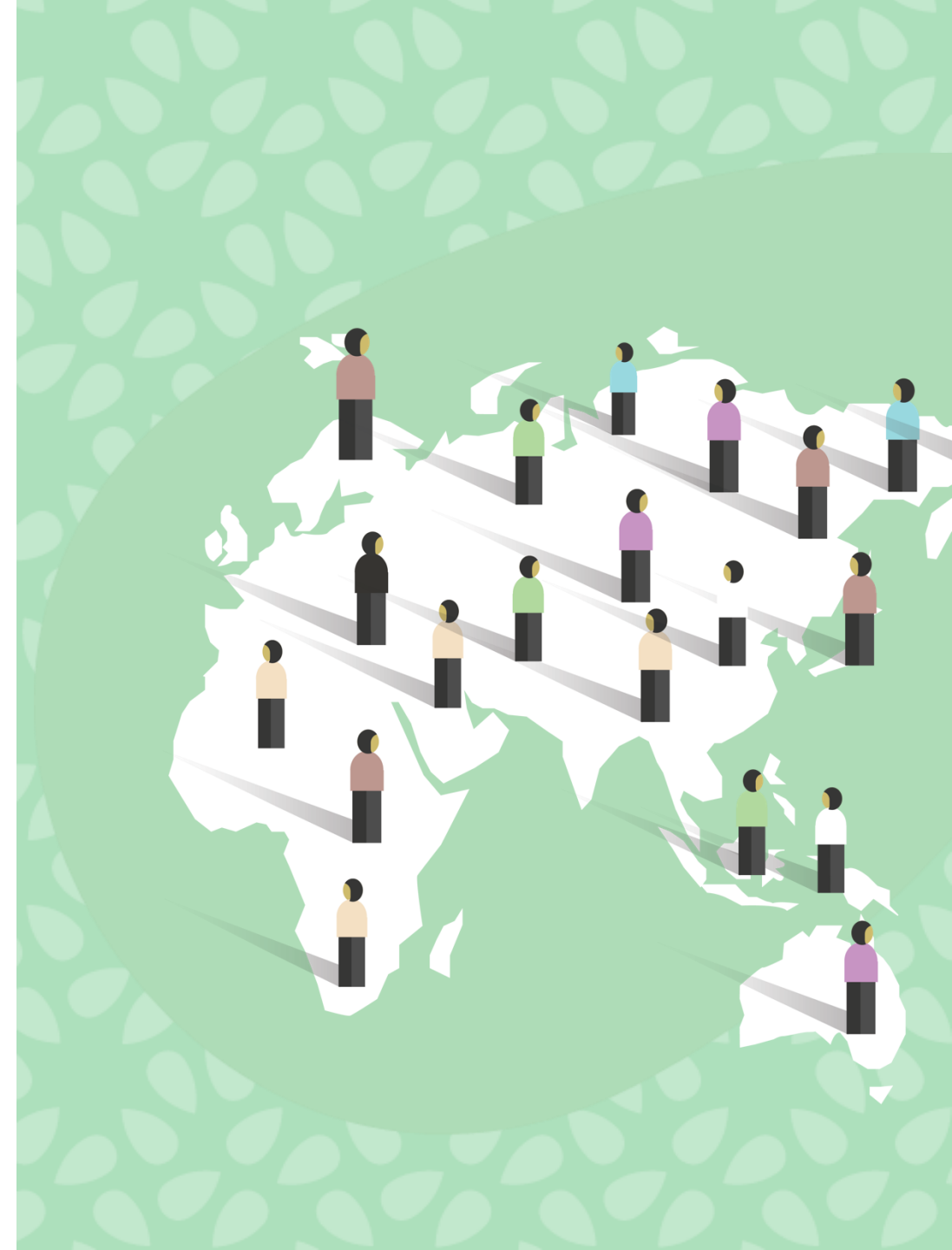
Research is conducted in seven (7) unique geographic areas:

- 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 & Purchasing Behavior

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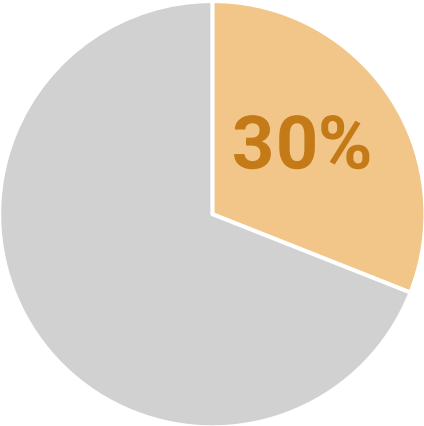
Purchasing Behavior

**Price is an important attribute for groceries. When grocery shopping for fresh fruits and vegetables, three in ten consumers report that they would not change their purchasing habits regardless of price increases. Nearly three in four consumers have made changes due to budget constraints within the past year, with the most common actions being decreases in items purchased overall, giving things up entirely, and purchasing smaller-sized food items**

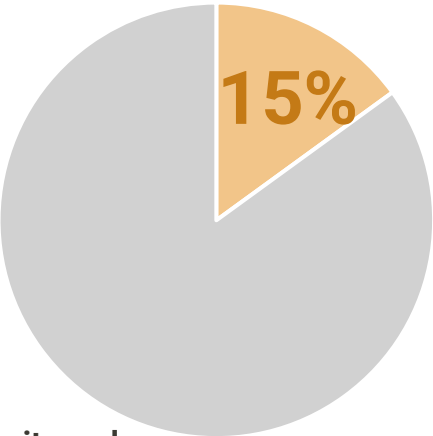


Fruits and vegetables are a **must on the grocery list.**

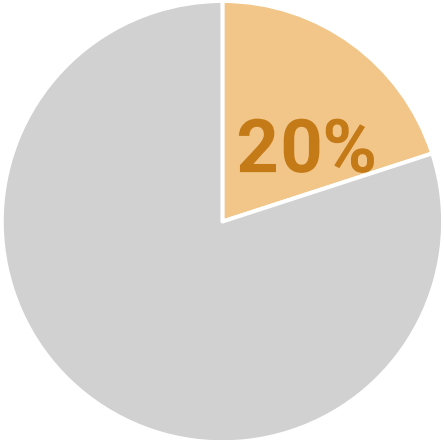
I always buy the same fresh fruits and vegetables regardless of price



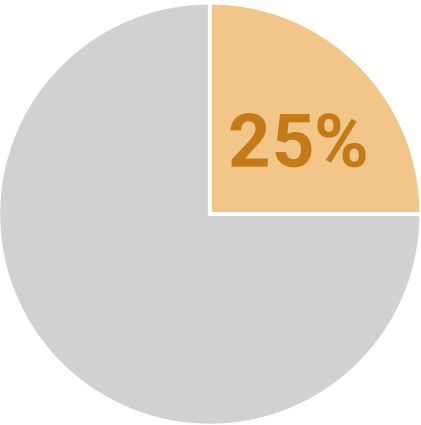
I price check at a different store



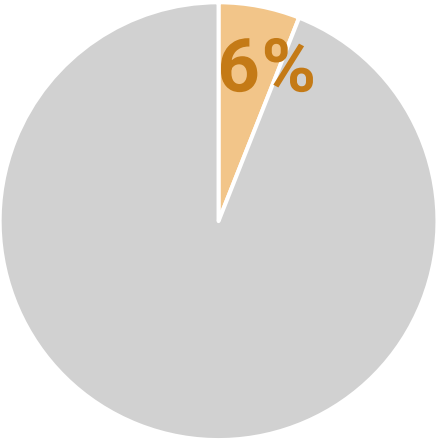
I buy fewer fruits and vegetables that visit



I substitute the fresh fruits and vegetables with frozen or canned



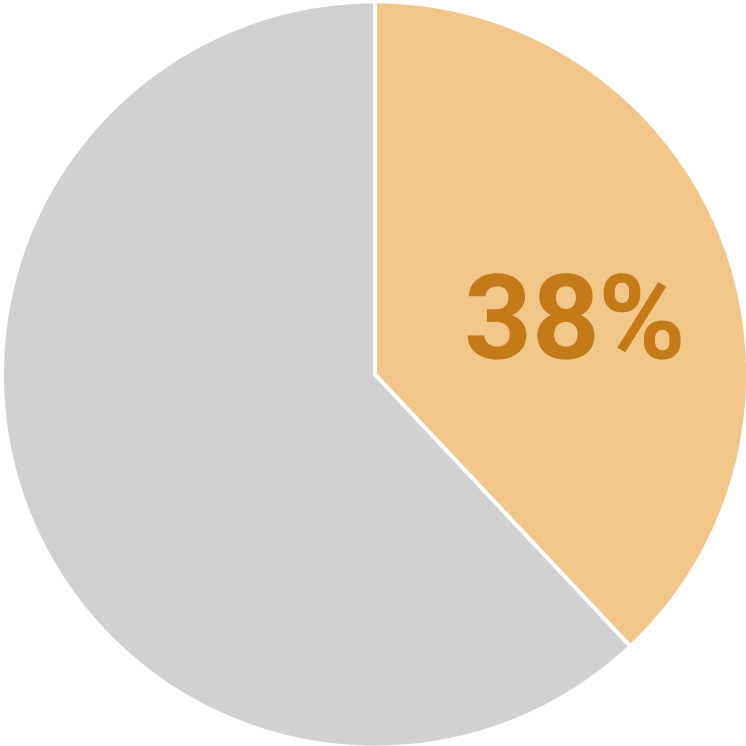
I skip buying fresh fruit & veggies



When grocery shopping for fresh fruits and vegetables which of the following actions best describes what you do if prices are higher than what you are willing to pay?

Nearly four in ten Americans **seek out fresh cut or added value fruits and vegetables.**

% of Value Added Fruits /Vegetables

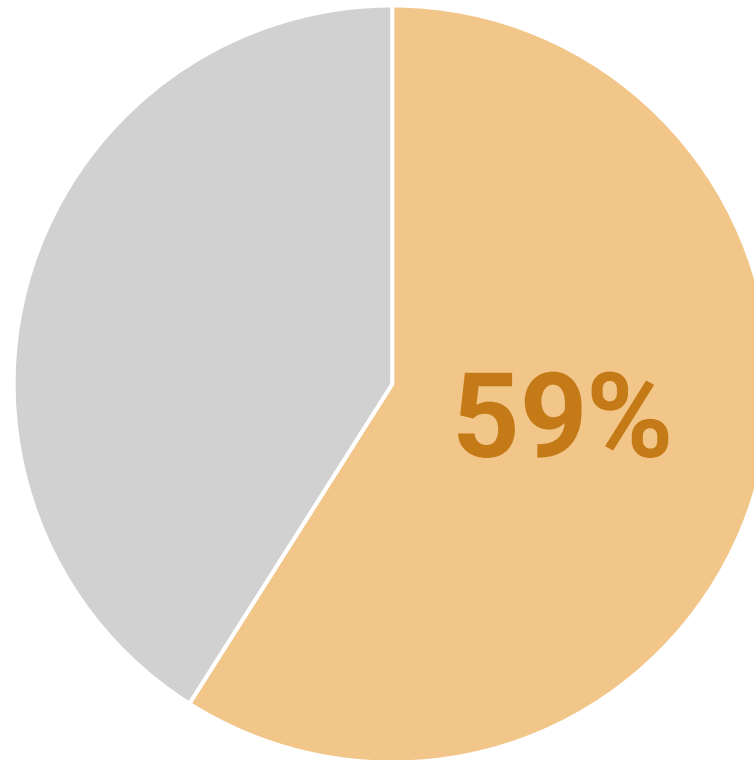


Have you been asked to follow a health-related diet by your health provider?



Americans are **brand agnostic with produce.**

When it comes to produce, I don't care about the brand



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

Americans are **least likely** to give up meat, fresh vegetables, and fresh fruit **when prices increase.**

Meat

**49%**

Fresh Fruit

**36%**

Fresh Vegetable

**36%**

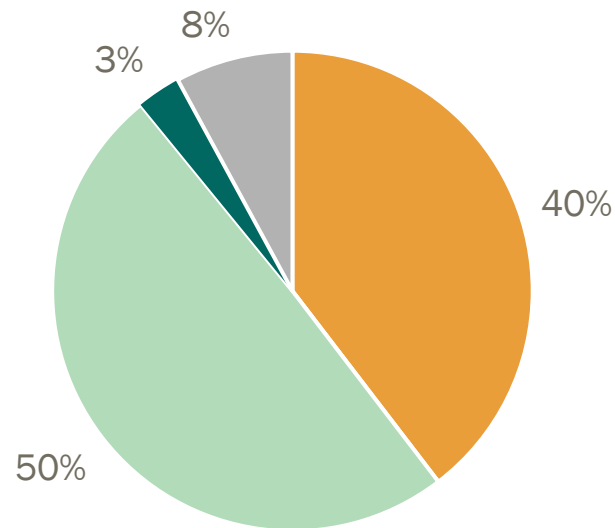
Top Items Least  
Willing to Give Up  
If Prices Increase

**Purchasing Behavior**



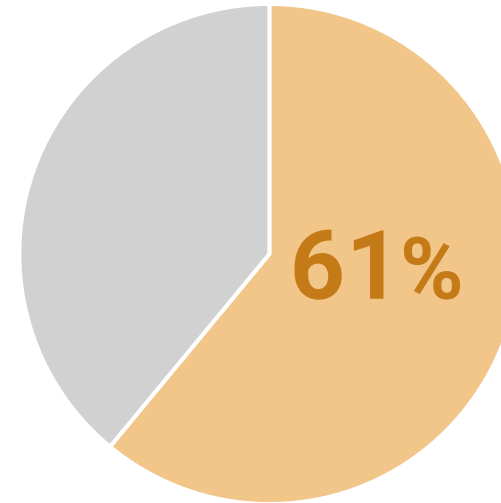
**Price is an important attribute for groceries.** 50% of Americans believe the price of fresh fruit and vegetables is fair; yet 60% of American are willing to pay more for quality.

**Price of fruits and vegetables**

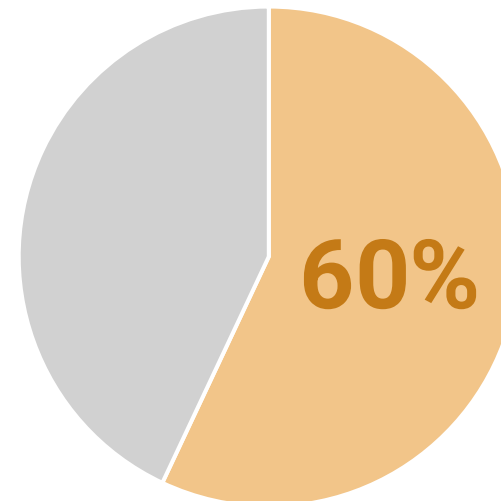


- Price seems too high
- The price I pay is fair
- The price I pay seems too low
- I will purchase regardless of price

**When it comes to groceries,  
price is the most  
important attribute**



**I am typically willing to  
pay more for high  
quality food**



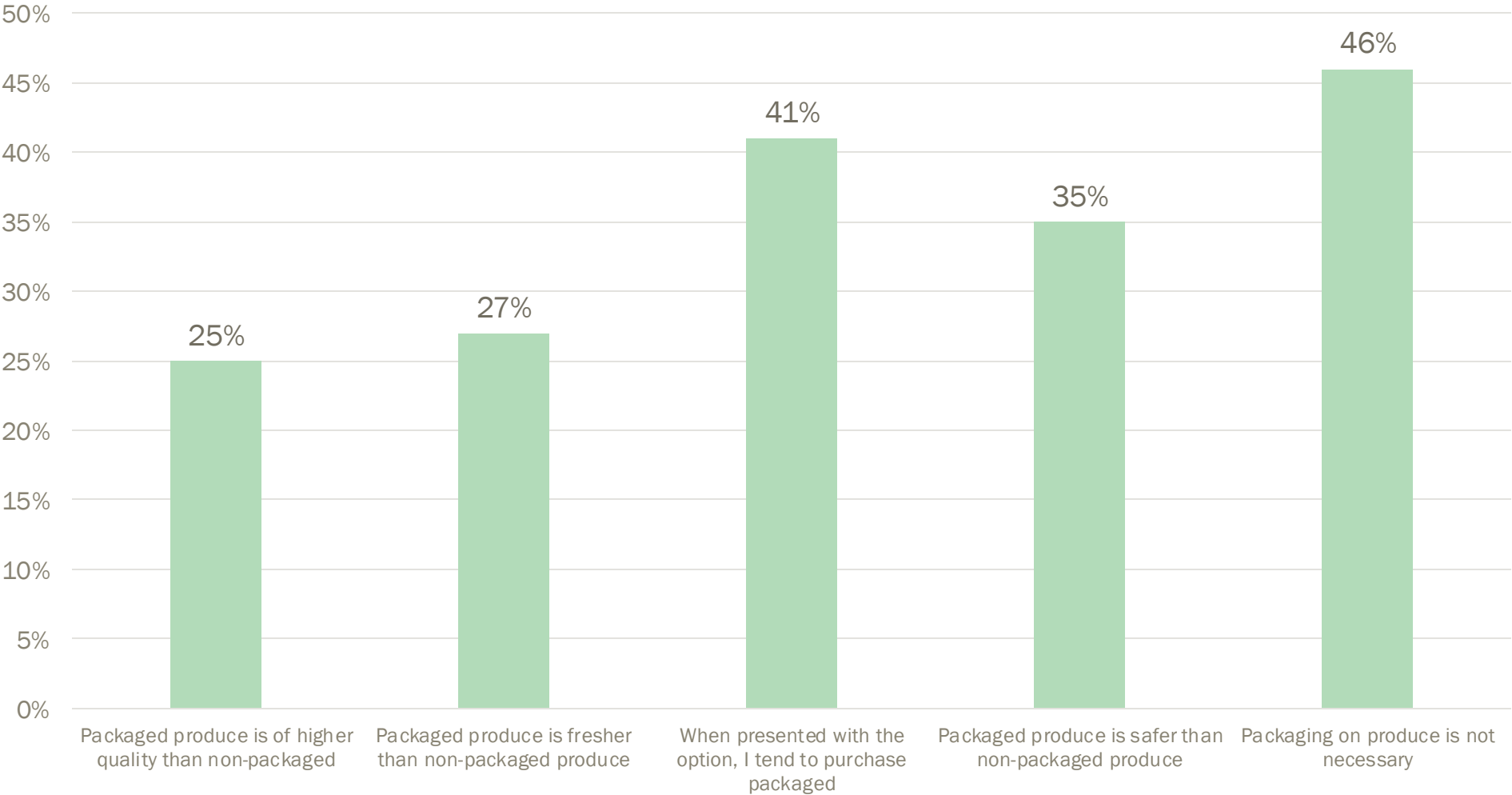
**Which of the following  
statements best reflects  
your feelings about the price  
of the fresh fruits &  
vegetables and cut flowers  
you purchase in  
supermarket?**

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

**Purchasing Behavior**

46% of Americans agree that **packaging on produce is not necessary.**

**Agreement with Packaged Produce Statements**  
Top-2-Box Summary (Agree Completely/Somewhat)



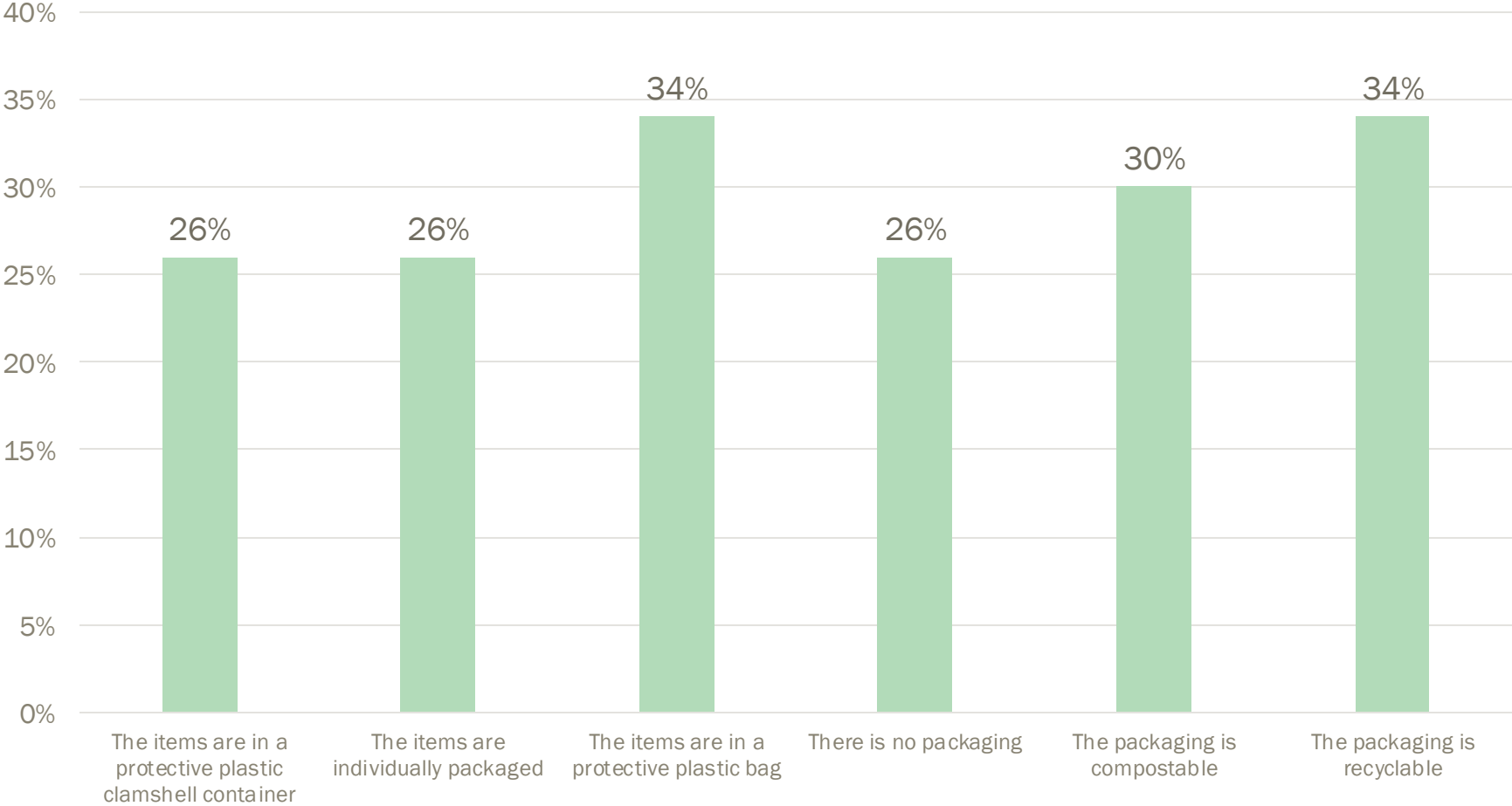
How much do you agree with the following statements?





Most Americans **do not place importance on produce packaging** attributes with a quarter preferring no packaging.

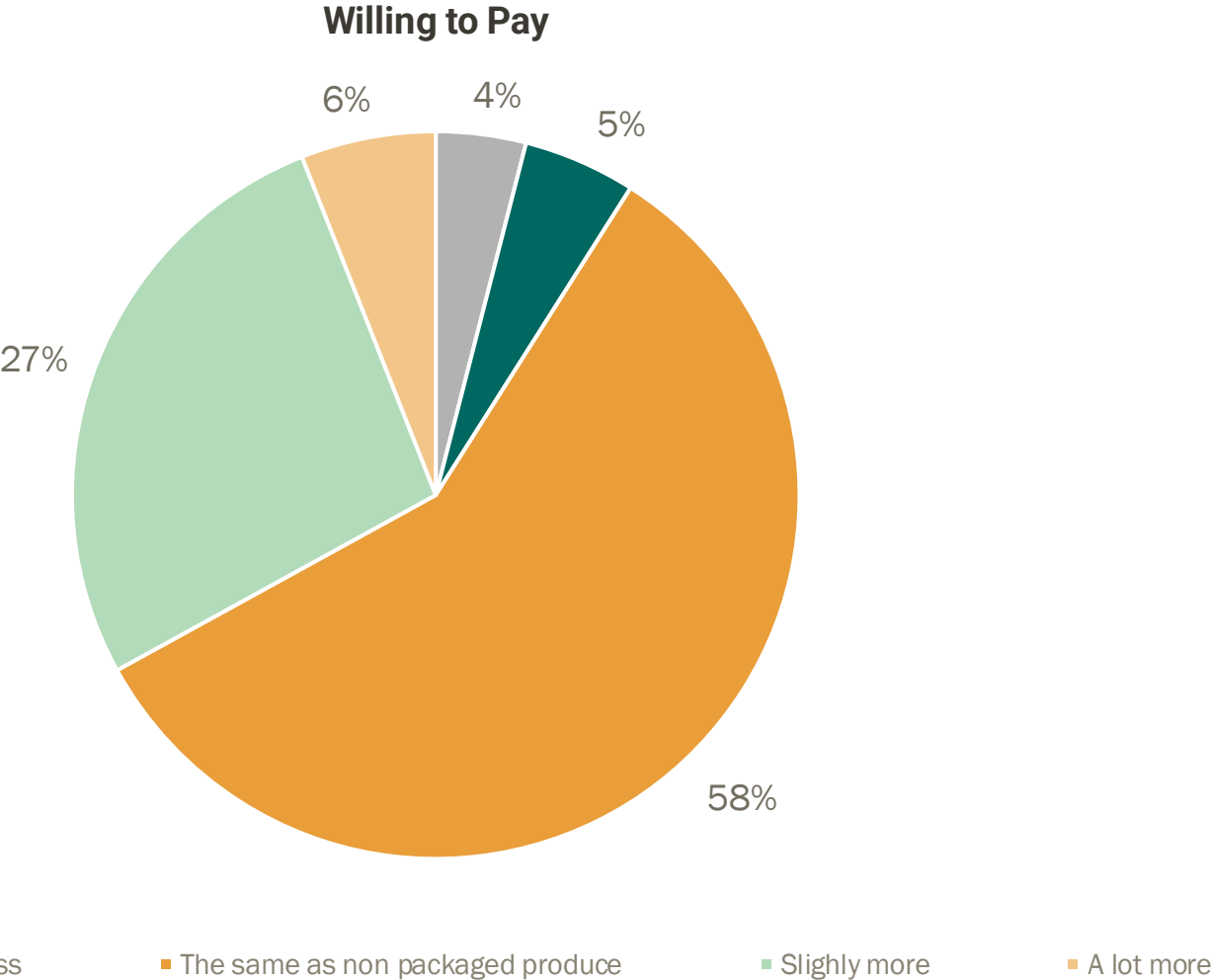
**Packaging Attribute Importance**  
**% Extremely / Very Important**



How important are the following when thinking about fresh fruits and vegetables?

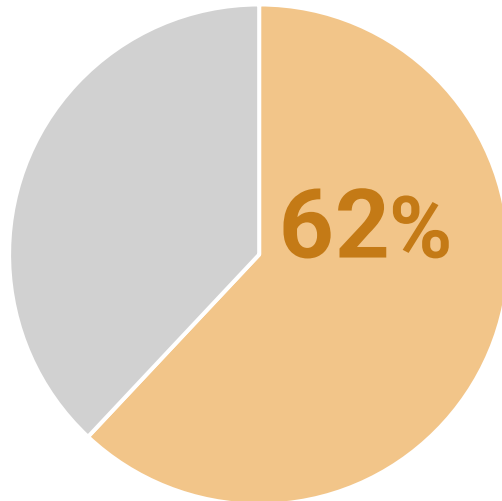
One in three American are **willing to pay some type of premium** for packaged produce.

How much are you  
willing to pay for  
packaged produce?

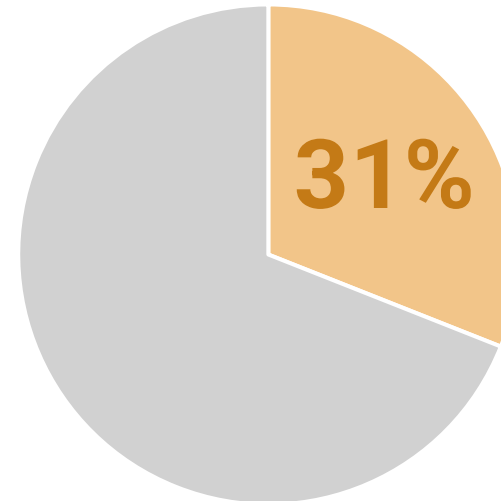


Americans are looking at nutrition labels when making purchasing decisions although **packaging itself has little influence.**

**I rely on food nutrition labels to help me  
make decisions when food shopping**

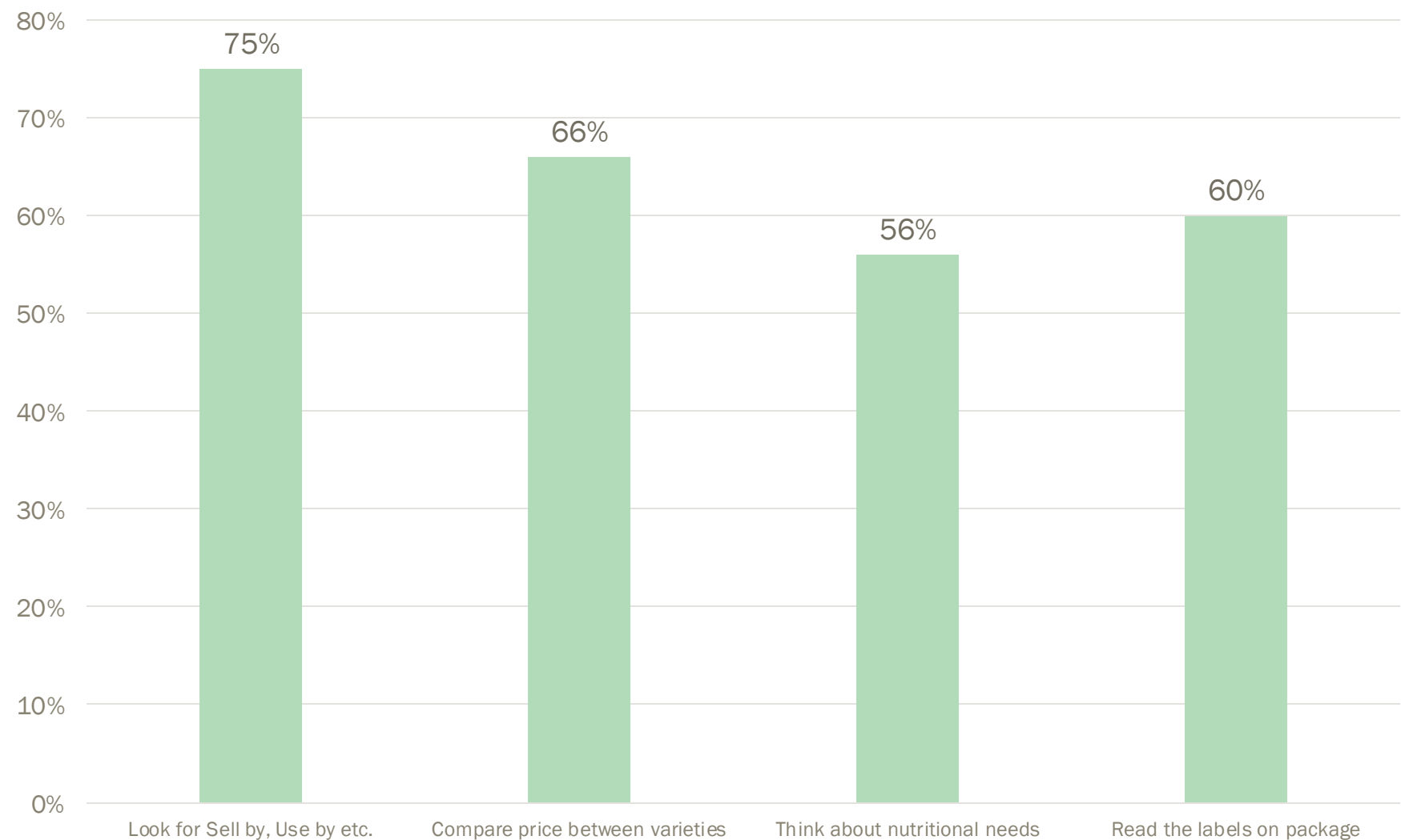


**I rely on the packaging to sway my  
purchasing decision on most items**



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

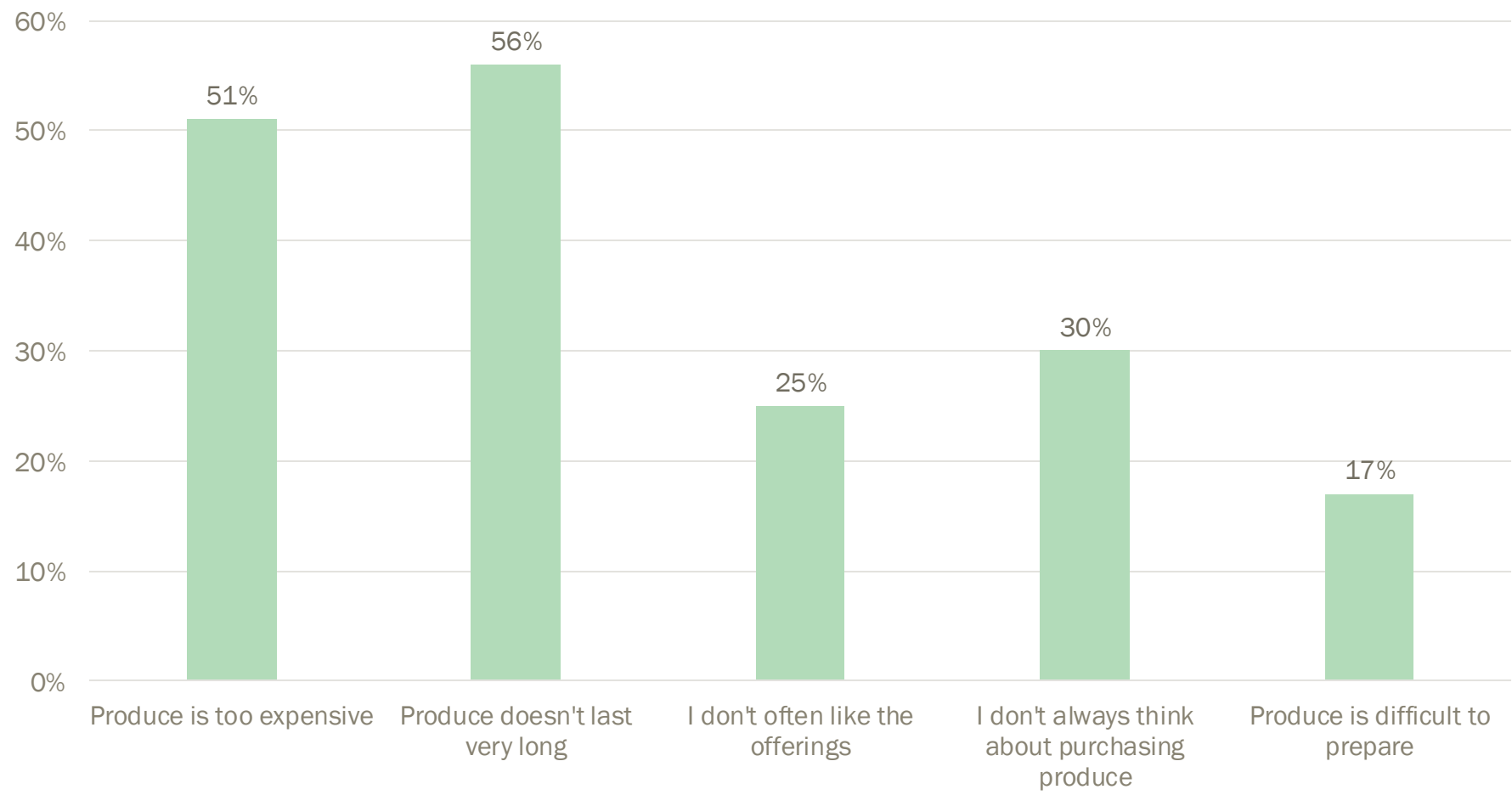
Americans commonly check “sell by,” “use by,” or “best by” dates and compare different varieties based on price.



How often do you do the following when purchasing fresh fruits and vegetables in the supermarket?



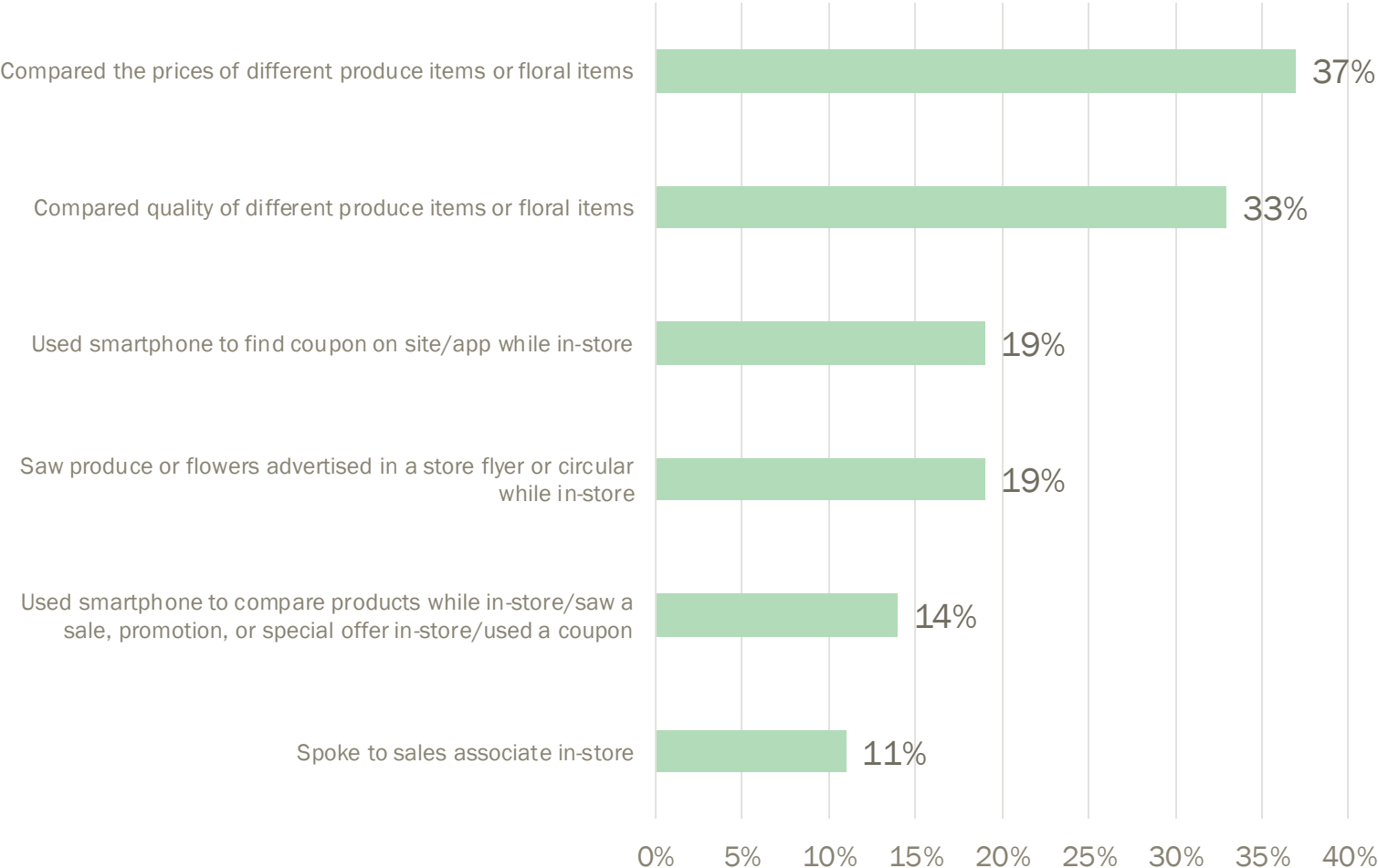
Barriers for purchasing fresh produce are **perishability and price**.



How much does the following keep you from purchasing fresh fruit, vegetables, and/or flowers?

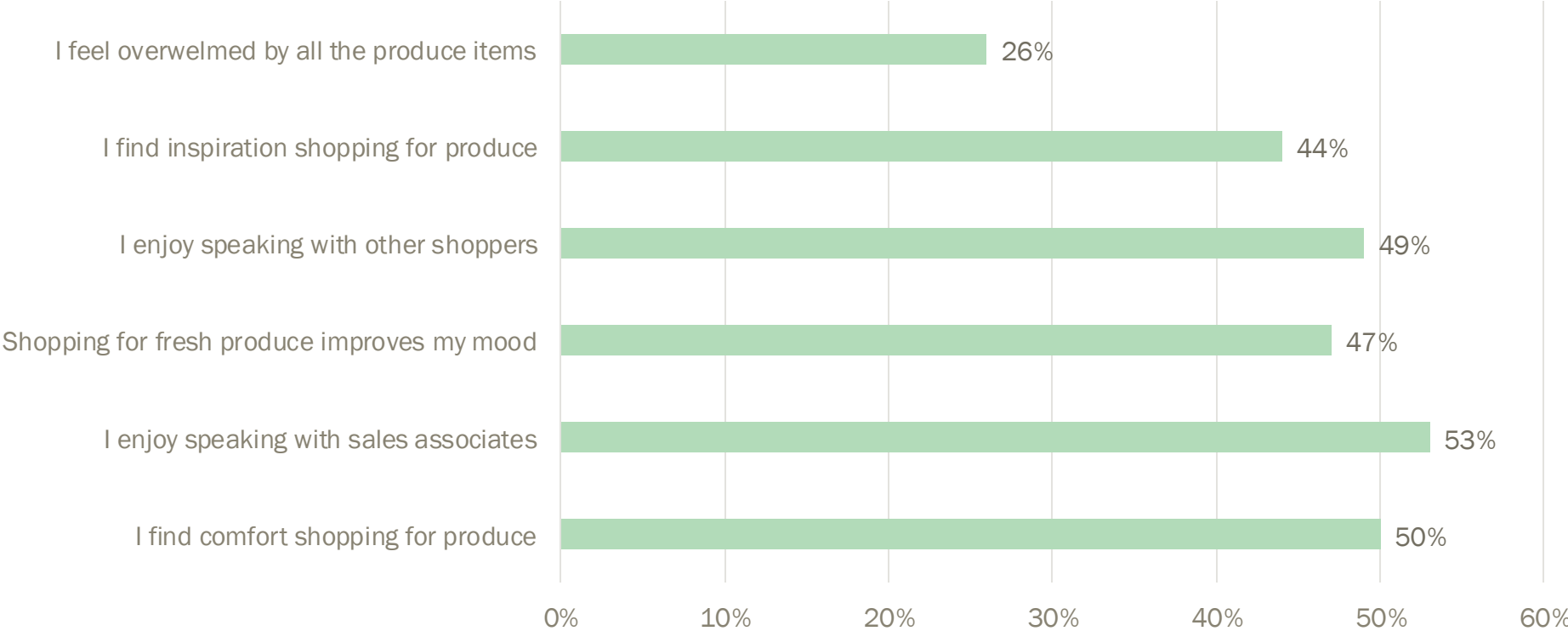
While shopping **a third of Americans compare price and quality** of fruits and vegetables.

See/Do in Store Related to Purchasing Fruit, Vegetables, or Flowers



While you grocery shop, what did you see or do in the store related to purchasing fruit, vegetables or flowers?

Shopping for produce has a **positive impact on emotions** for most Americans.



How much do you agree with the following statements?