

INTERNATIONAL
**FRESH
PRODUCE**
ASSOCIATION



2024 Consumer Tracker
USA

American Psyche



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.



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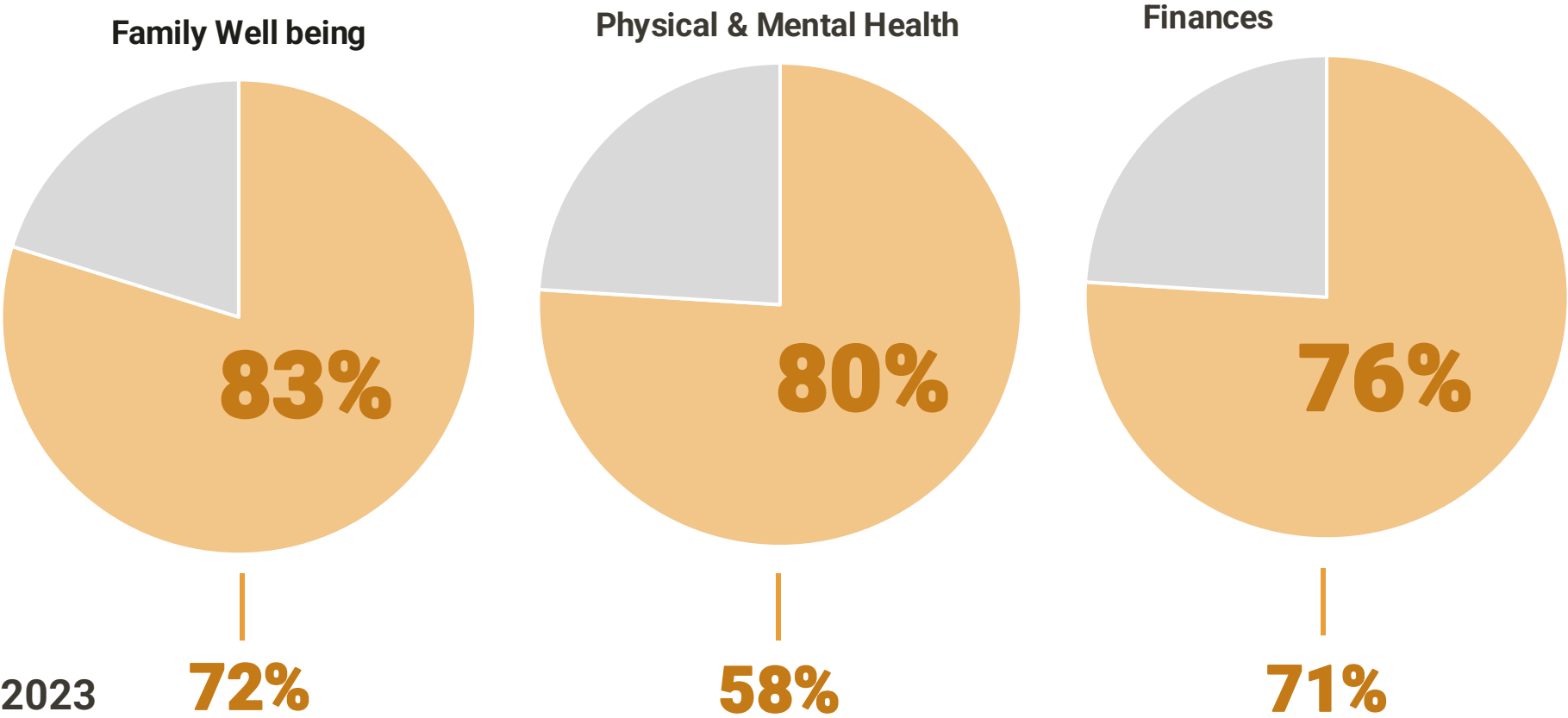
Psyche

Americans are more concerned in 2024 about their family well being, health and finances than in 2023. Almost ½ of Americans are stressed by produced prices. Entertainment-based purchases an/or discretionary purchases were the ones most likely reduced in 2024. In November 2024, a fourth of Americans were concerned about pollical upheaval.



Basic family well being continues to be top of mind for consumers.

2024

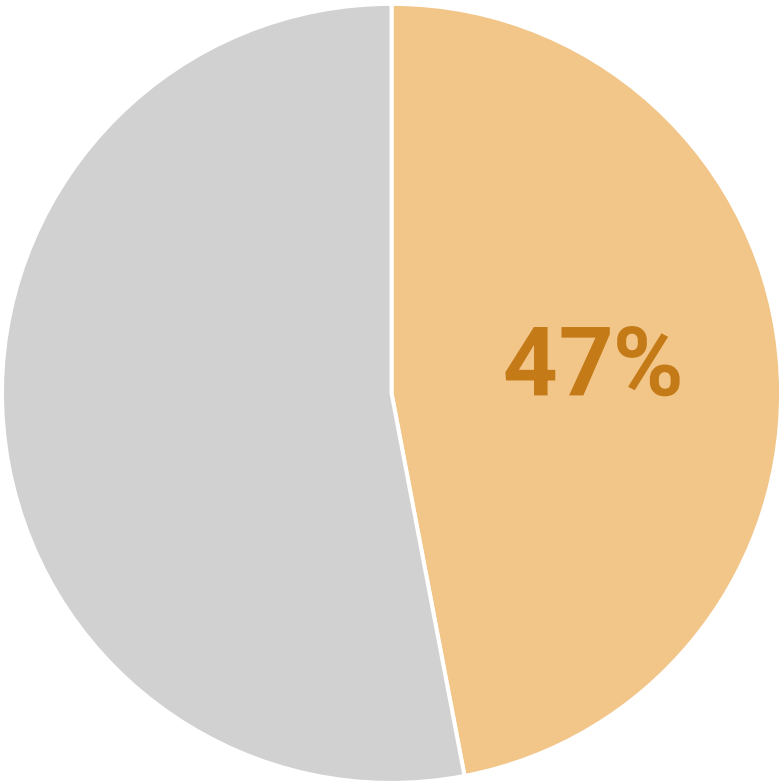


Primary concerns for
family and health

Psyche

Almost half of Americans are **stressed by produced prices.**

I feel stressed by the prices of produce items



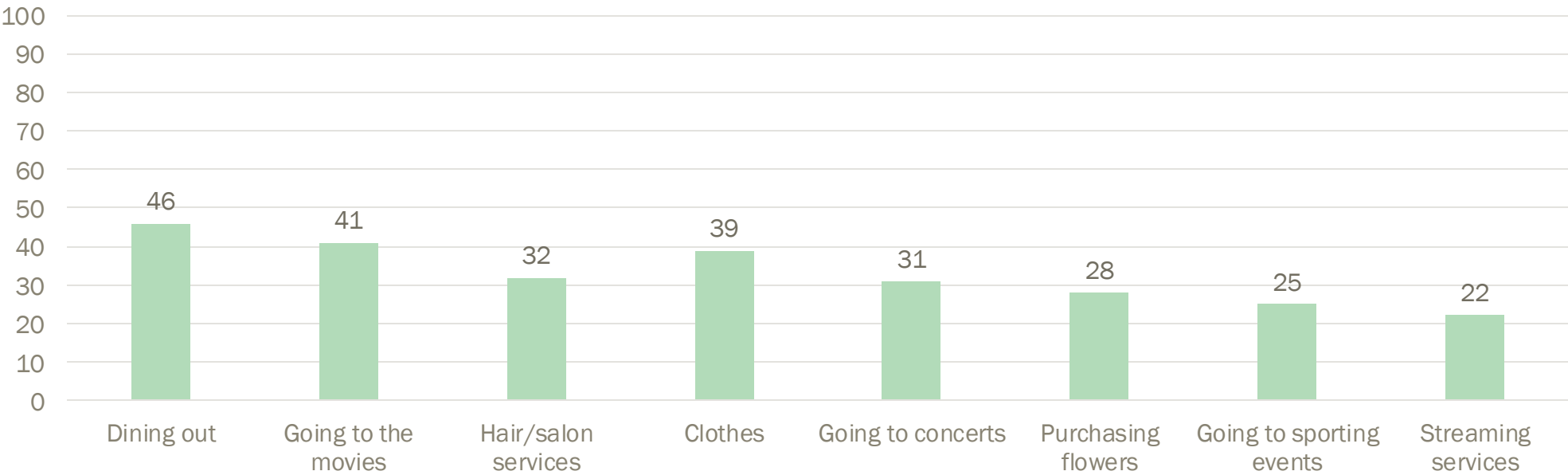
How much do you agree
with the following
statements?

Psyche



The top items and/or activities which saw a reduction in purchasing during the past year were **primarily entertainment-based or discretionary purchases.**

Items / Activities Reduced Purchasing In Last Year

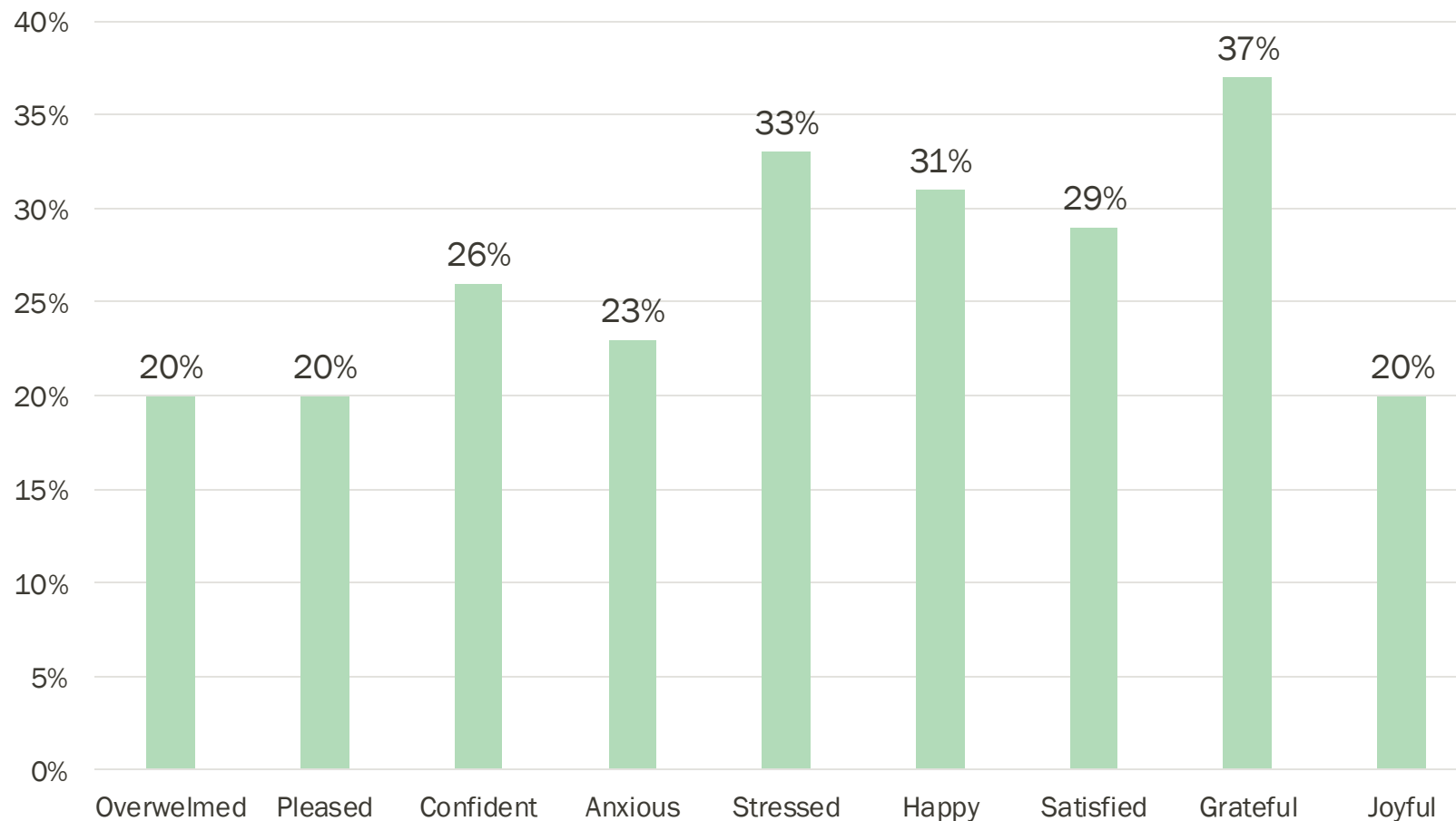


Which items if any did you reduce purchasing in the last year?



While most of the top-tier mental state descriptors were positive, one in three consumers did mention stressed as well

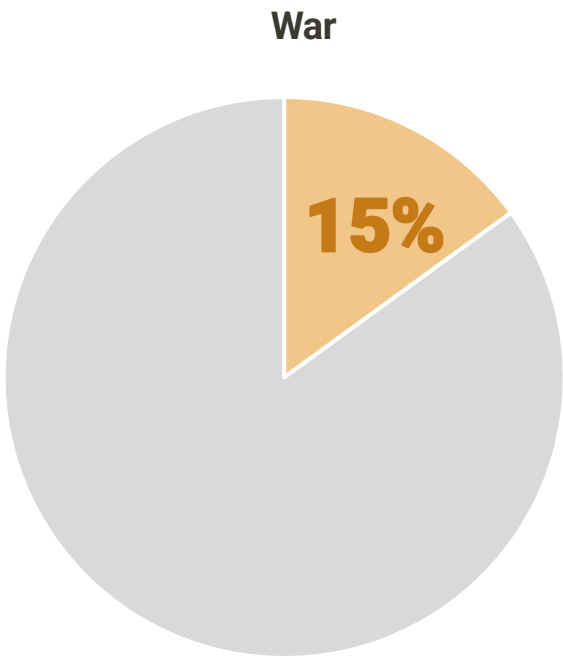
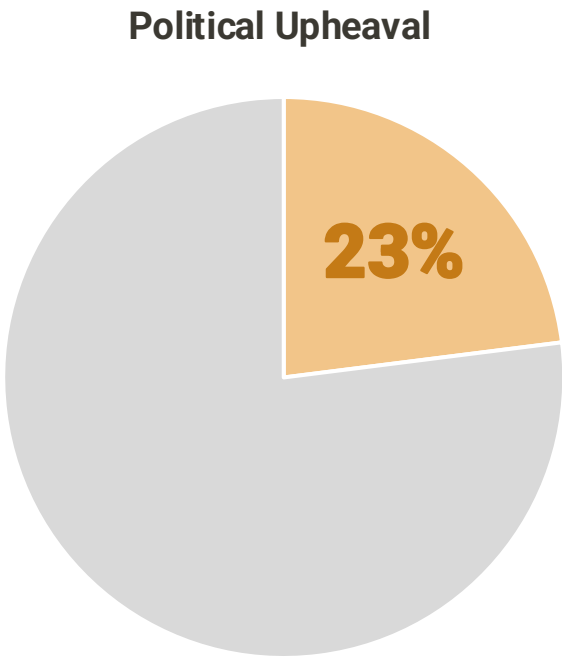
Mental State Over the Past Year



Which three words best describes your mental state this year?



Less than a quarter of Americans were concerned about **political upheaval** in November 2024.



Just thinking about the current state of things overall, what are your three primary concerns right now for yourself/family?