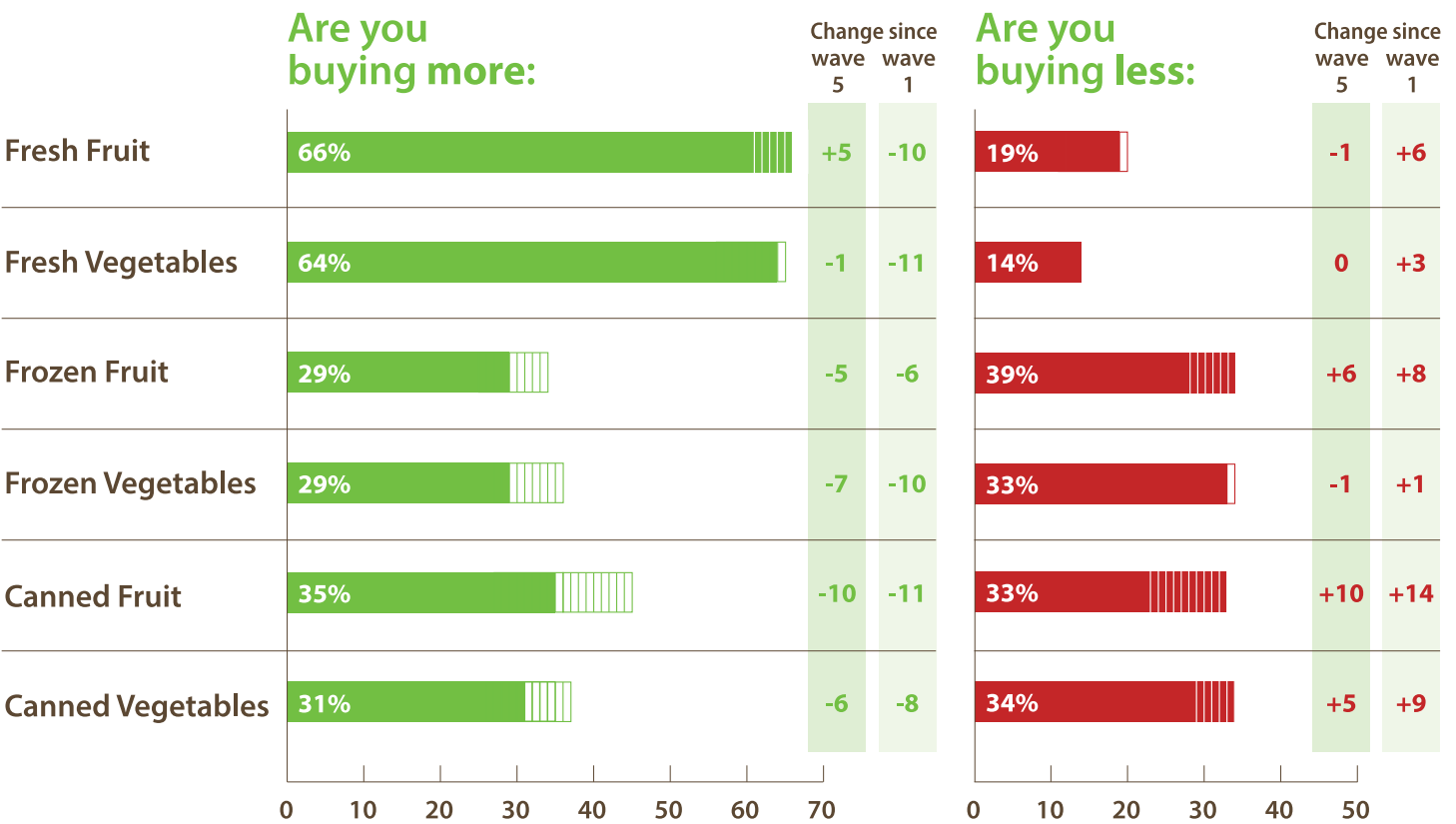


Chinese Consumer Sentiment During the Coronavirus Crisis: Wave 6

PMA's Consumer Sentiment research aims to provide insight into how the Coronavirus pandemic is impacting consumer shopping trends for produce. This is directional information that can help guide PMA and its members with their messaging to consumers during this uncertainty.

“Chinese shoppers’ attitudes towards produce are essentially unchanged since Wave 1 and their produce purchases have stabilized, demonstrating this is more than pantry loading and they consider produce an essential part of their diet.”

– Lauren M Scott
Chief Marketing Officer, PMA



Why would you say you are buying less fresh produce?



Although concern about shelf life continues to be the primary reason for buying less fresh produce, since the beginning of April it has declined as a barrier, as have concerns about produce safety.

How much do you agree with the following statements?

