



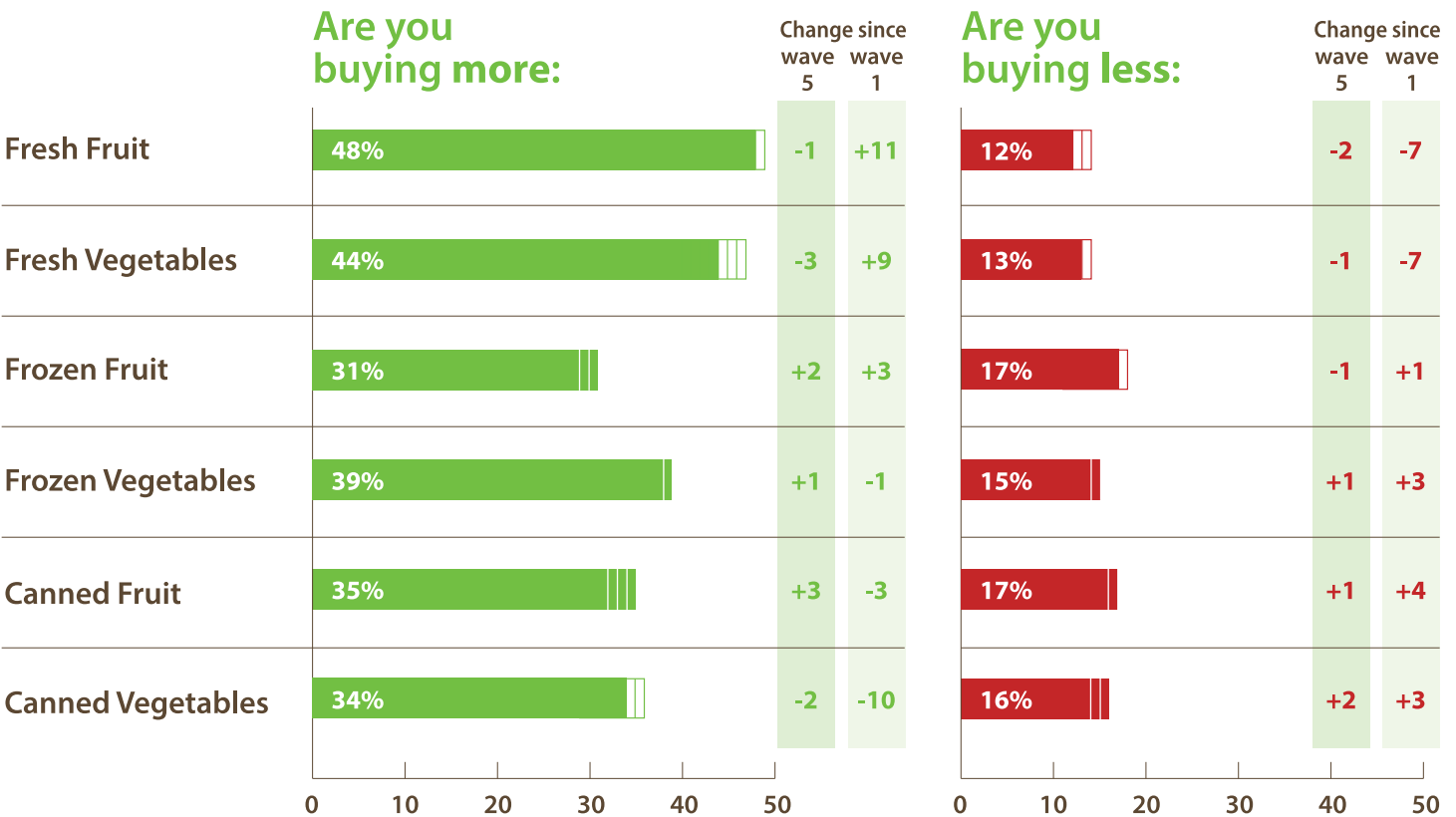
PMA Research

U.S. Consumer Sentiment During the Coronavirus Crisis: Wave 6

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

"As the country reopens and consumers settle into their next normal, nearly half of U.S. shoppers say they are buying more fresh produce than before the start of the pandemic, demonstrating this is more than pantry loading and they consider produce an essential part of their diet."

- Lauren M Scott, Chief Marketing Officer, PMA



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Source: Wave 6 data was collected June 8-10, Wave 5 data was collected May 26-29, and Wave 1 on March 27-31 in the US. IPSOS N=500 shoppers in US.

*Research conducted among 500 respondents in the US, age 18+ who are the primary food/drink shoppers OR share the food and drink responsibilities with someone else and are responsible for at least half of the food and drink shopping. Results should not be projected to the entire US population.



Why would you say you are buying less fresh produce?

		Change since wave 5	Change since wave 1
I am shopping less frequently so I am concerned about how long it will last	50%	+1	-1
I am concerned about its safety/cleanliness	36%	+1	-5
It is hard to find what I want in the stores where I shop	24%	0	-8
It costs too much/am having financial issues	19%	-2	-1
I am not satisfied with the quality that is available where I shop	14%	+1	-1
I am concerned about its country of origin/where it was grown	16%	+2	+2
I am not that concerned about eating healthy right now	12%	0	+2
I consider eating fresh produce a treat right now	5%	-8	-4
I am shopping more online now and don't trust the quality of online produce	23%	+4	+14

How much do you agree with the following statements?

I am concerned about the safety/cleanliness of fresh produce now.	56%	-2	-5
Since the outbreak, I have been paying more attention to the shelf life of produce so, I try to buy produce that has a longer shelf life.	54%	-1	-3
I'd be more likely to buy produce now if it came in sealed containers or bags.	45%	-6	-8
I consider eating fresh produce a treat right now.	48%	0	+2
Since the outbreak, I have been paying more attention to the country of origin/where it was grown.	43%	-3	0
I have been substituting frozen or canned fruits and vegetables for fresh produce since the outbreak.	37%	-2	-3
Financial concerns are preventing me from buying as much fresh produce as before the outbreak.	36%	0	-3
Eating healthy has declined as a priority in my life right now.	33%	+1	0
Since the COVID-19 outbreak, I am less concerned about my/my family's diet.	26%	0	0

0 10 20 30 40 50 60 70

While produce sales remain strong during the pandemic, the less than favorable produce experience from online shopping is something to watch as the trend of this delivery method will stick and likely grow.

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