



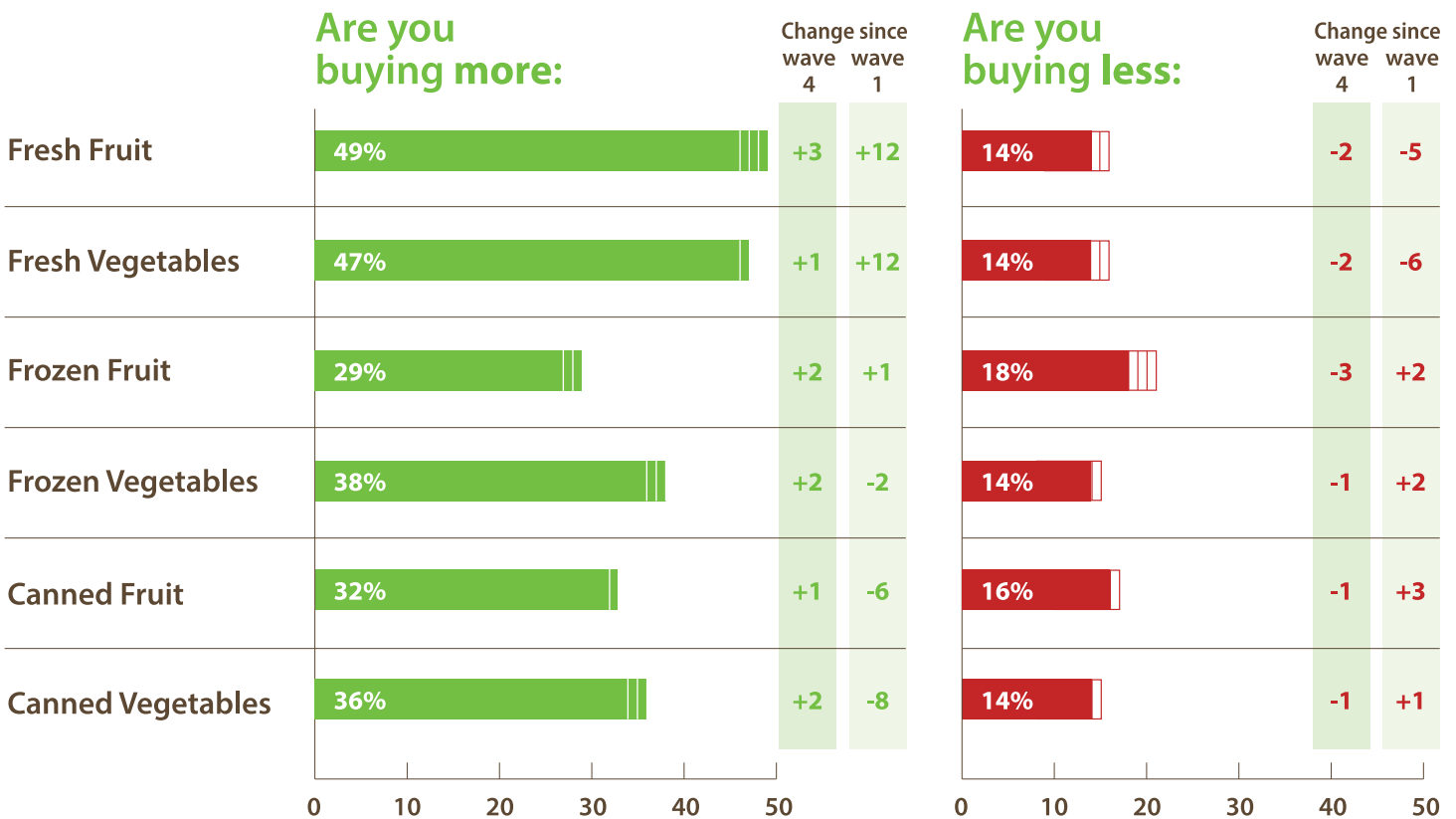
PMA Research

U.S. Consumer Sentiment During the Coronavirus Crisis: Wave 5

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.

“Purchase of and attitudes toward fresh produce have stabilized since the end of April. Stated purchase of fresh produce is stronger than in Waves 1 and 2 while concerns about the safety and shelf life of produce have also stabilized since then.”

– Lauren M Scott, Chief Marketing Officer, PMA



Stated purchasing of fresh produce has grown significantly since Wave 1 and more than 8 out of 10 consumers say they are purchasing more or the same amount of fresh fruits and vegetables as before the COVID-19 outbreak.

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Source: Wave 5 data was collected May 26-29, Wave 4 data was collected May 11-13, 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 4	wave 1
I am shopping less frequently so I am concerned about how long it will last	49%	+2	-2
I am concerned about its safety/cleanliness	35%	-2	-6
It is hard to find what I want in the stores where I shop	24%	-5	-8
It costs too much/am having financial issues	21%	-1	+1
I am not satisfied with the quality that is available where I shop	13%	+1	-2
I am concerned about its country of origin/where it was grown	14%	0	0
I am not that concerned about eating healthy right now	12%	+5	+2
I consider eating fresh produce a treat right now	13%	+3	+4
I am shopping more online now and don't trust the quality of online produce	19%	-3	+10

How much do you agree with the following statements?

I am concerned about the safety/cleanliness of fresh produce now.	58%	0	-3
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.	55%	-3	-2
I'd be more likely to buy produce now if it came in sealed containers or bags.	51%	+1	-2
I consider eating fresh produce a treat right now.	48%	+1	+2
Since the outbreak, I have been paying more attention to the country of origin/where it was grown.	46%	+5	+3
I have been substituting frozen or canned fruits and vegetables for fresh produce since the outbreak.	39%	+6	-1
Financial concerns are preventing me from buying as much fresh produce as before the outbreak.	36%	+2	-3
Eating healthy has declined as a priority in my life right now.	32%	+1	-1
Since the Covid-19 outbreak, I am less concerned about my/my family's diet.	26%	+2	0

0 10 20 30 40 50 60 70

Shoppers are demonstrating they understand fresh produce is an essential part of their diet as they continue to place a priority on eating healthy.

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