

INTERNATIONAL
**FRESH
PRODUCE**
ASSOCIATION



2024 Consumer Tracker
USA



Americans & Healthy Eating

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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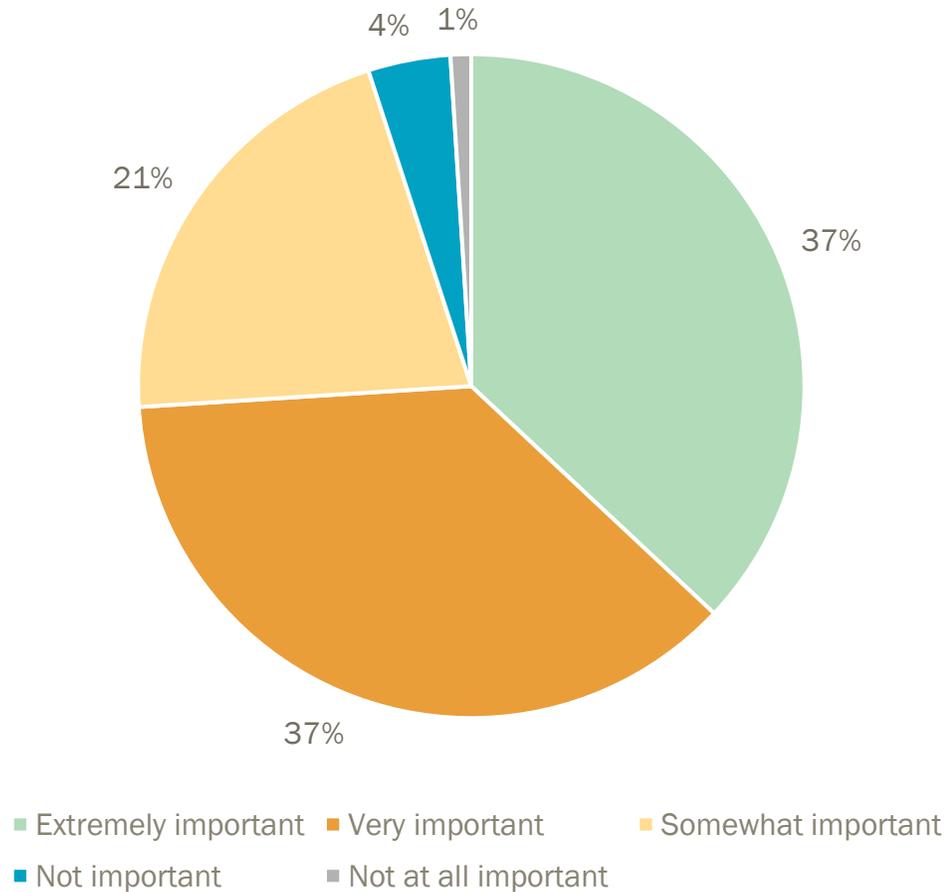
Healthy Eating

Healthy eating is a critical aspect of maintaining overall well-being and preventing chronic diseases. In the United States, the focus on healthy eating has been growing, with consumers increasingly aware of the importance of incorporating fruits and vegetables into their diets yet this has not transformed into action. This report provides an in-depth analysis of the current state of healthy eating in the US, based on recent survey data.



Three out of four Americans believe eating **fruits and vegetables is important to maintaining their lifestyle.**

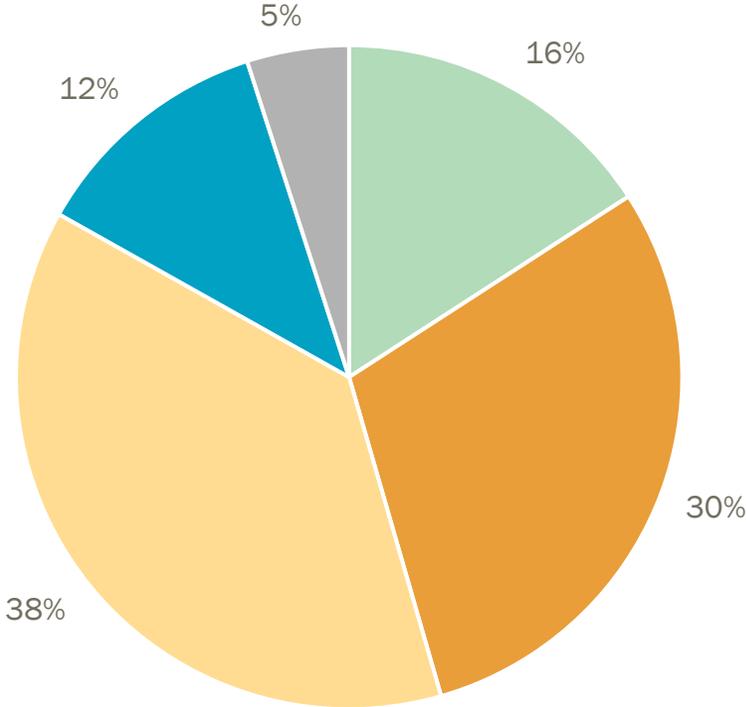
Fruit & Vegetable Consumption Importance



How important is eating fruits and vegetables to maintaining your lifestyle?

87% percent of Americans are concerned **eating healthy; 46% are very or extremely concerned.**

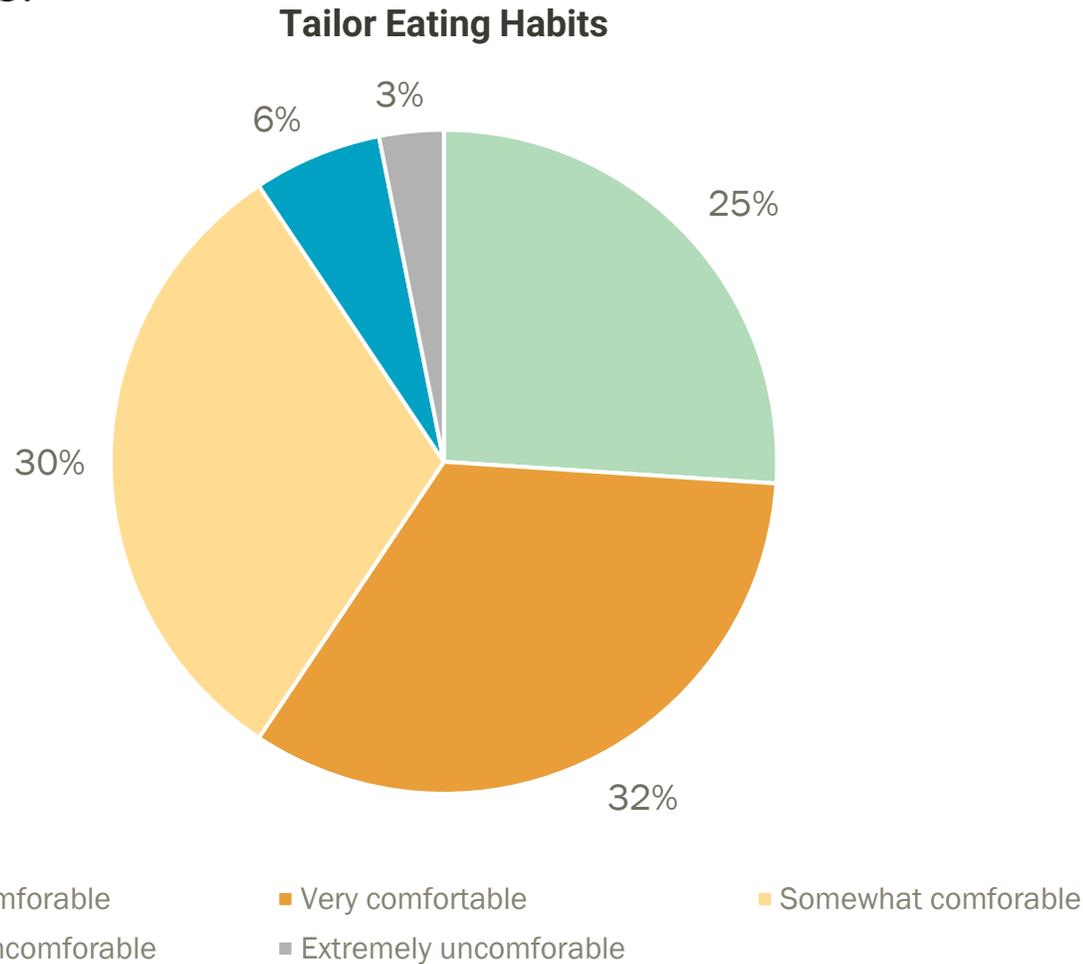
Concerned with Healthy Eating



- Extremely concerned
- Very concerned
- Somewhat concerned
- Not concerned
- Not at all concerned

How concerned are you about eating healthy on most days?

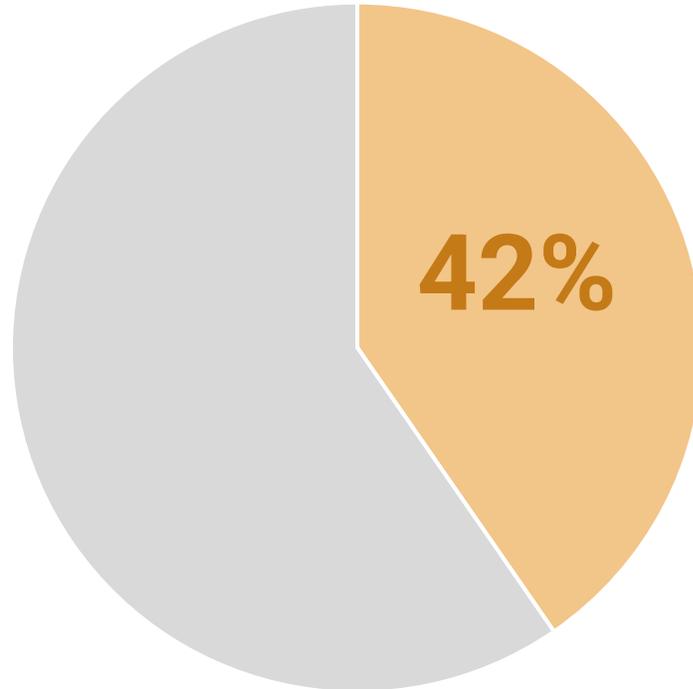
60% of Americans are comfortable with **tailoring their eating habits for maximum health considerations**, rather than turning to modern medicine for chronic diseases.



How comfortable are you with tailoring your eating habits for maximum health considerations rather than turning to modern medicine for chronic diseases, i.e. high blood pressure, obesity, etc.?

Almost 40% of Americans **eat what they want, when they want.**

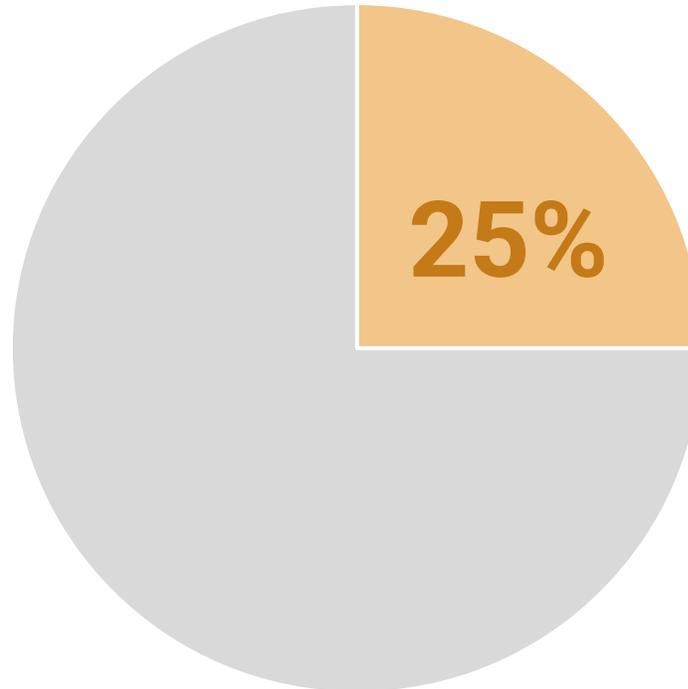
Not following a diet



Which statement best describes your eating behavior?

One out of four Americans have been asked to **follow a health-related diet by their provider.**

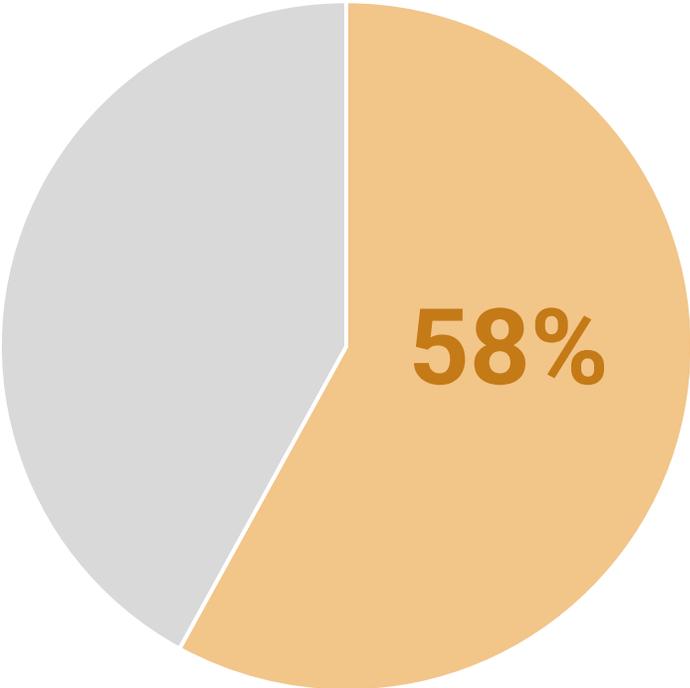
Asked to follow health related diet



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

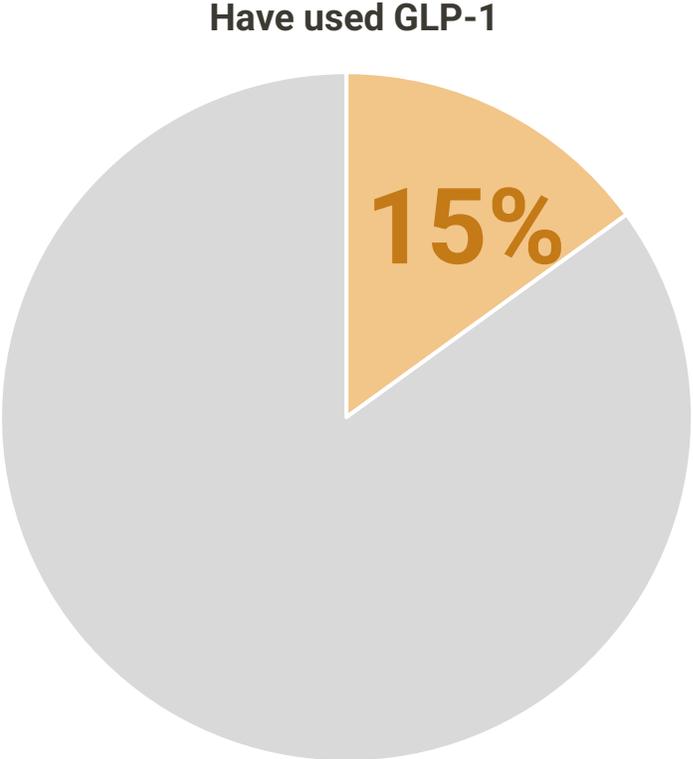
Of those asked to follow a health-related diet, **58% have reported a high degree of success in terms of following that diet.**

Successful in following recommended diet



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

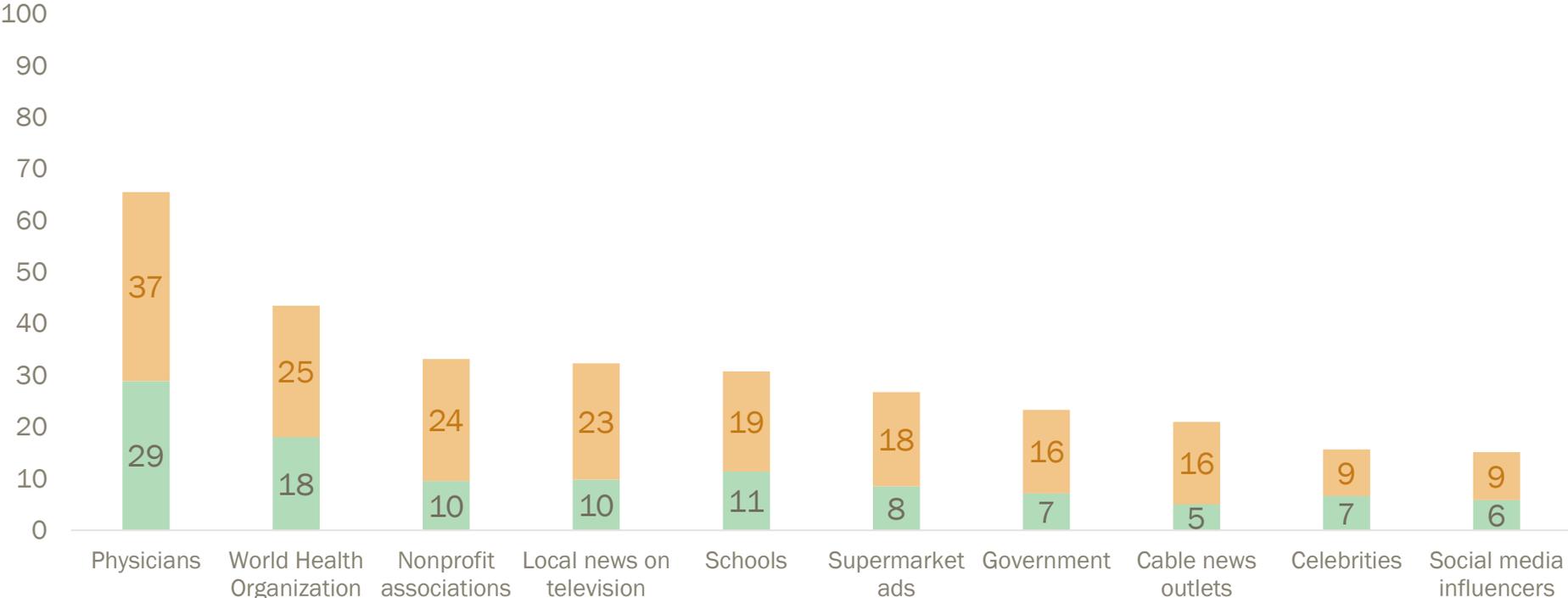
15% reported they or someone in their household used a **GLP-1 drug** within the last year.



Have you or anyone in your household used a GLP1 drug (i.e. Ozempic, Wegovy) in the last year?

Americans are **trusting their physicians** when it comes to healthy eating.

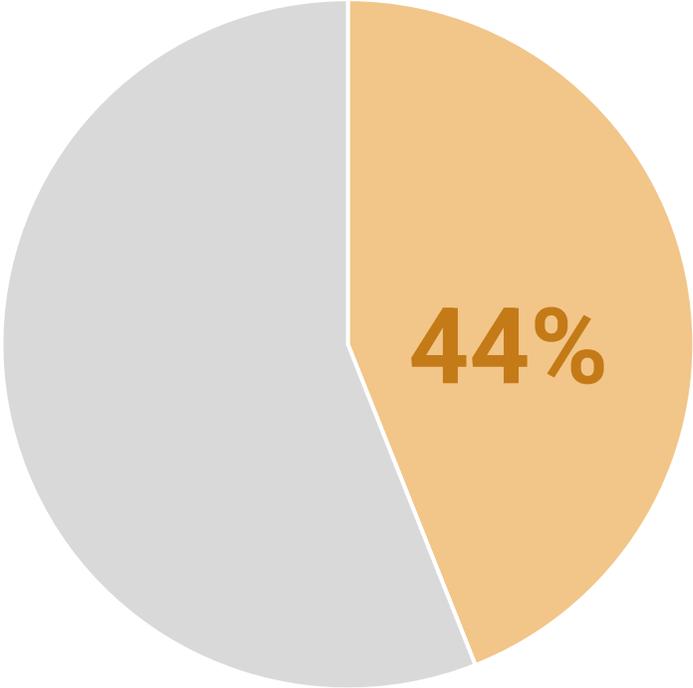
**Trust Sourced For Information About Healthy Eating =
% who answer extremely or very likely**



**How likely are to trust
the following sources
for information about
healthy eating?**

Health advice **is not trusted on social media**

Do not trust social media



But of those who do trust social media:

36%  YouTube

30% 

Which two social media platforms do you trust most about healthy eating?