

INTERNATIONAL  
**FRESH  
PRODUCE**  
ASSOCIATION



2024 Consumer Tracker  
**USA**



Americans & The Grocery Store

**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 floral products.

Research is conducted in seven (7) unique geographic areas:

- United States
- Australia
- Brazil
- China
- Germany
- UK
- South Korea

This report summarizes the findings in **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.





# Americans & The Grocery Store

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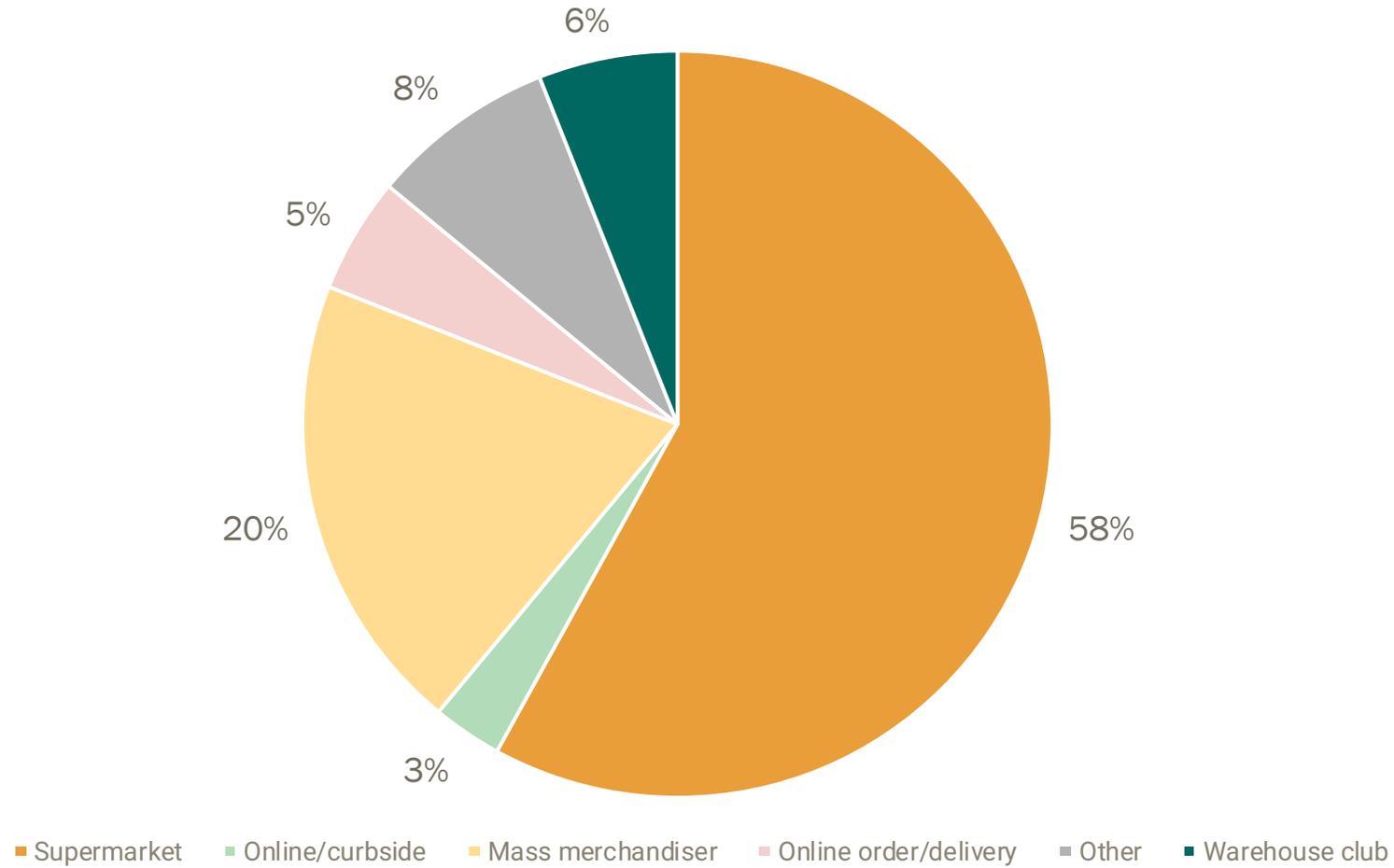
The Grocery

**Most Americans prefer to grocery shop in supermarkets with the produce department being the main driver followed by convenience and value. In store merchandising continues to be critical in influencing shopper choices.**



Americans **go to supermarkets.**

Typically purchase groceries



Where do you typically purchase groceries?

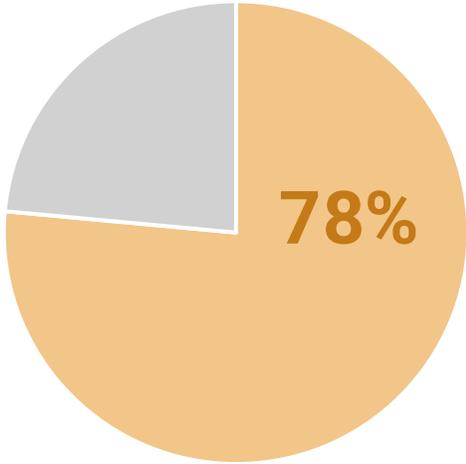
The Grocery

# Produce department is a driver for selecting a grocery store.

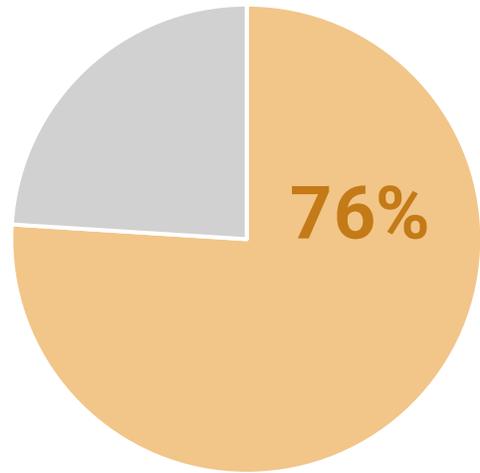
How much does the following influence your choice in a grocery store?

The Grocery

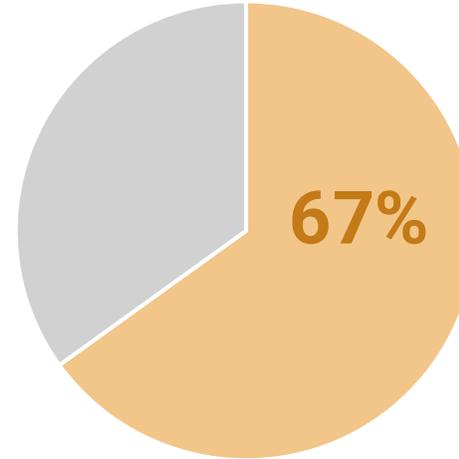
Freshness of produce



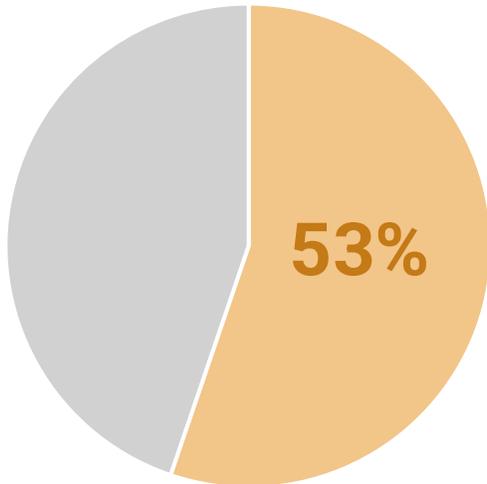
Quality produce



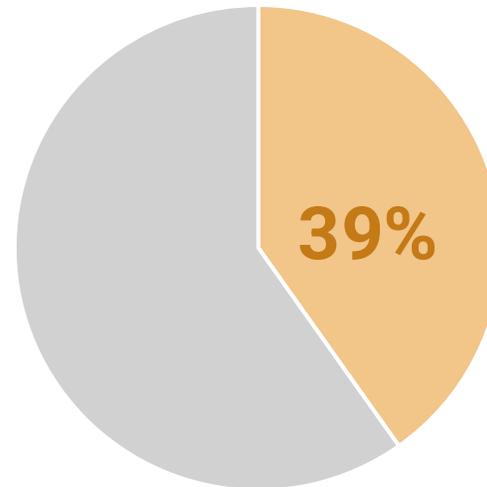
Has a wide selection of produce



Carries produce locally grown

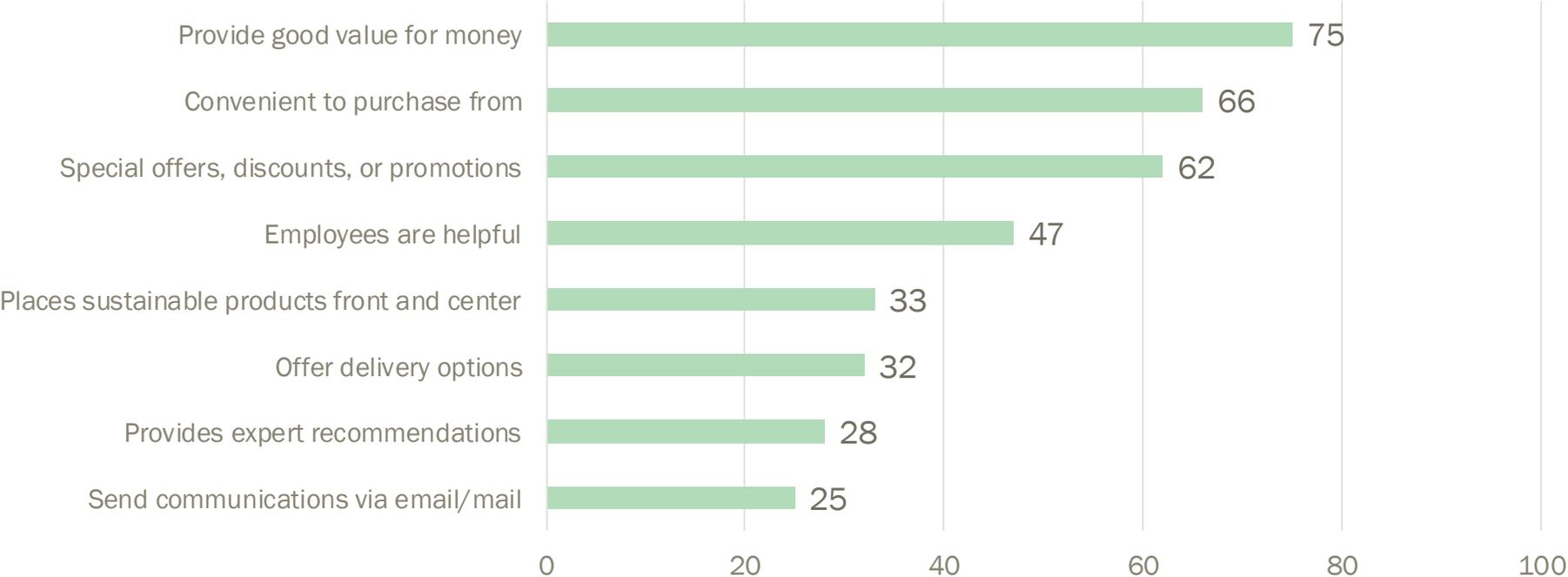


Offers a variety of price points for produce & flowers



**Value and convenience continue to be front of mind** at the produce department when Americans choose a grocery store.

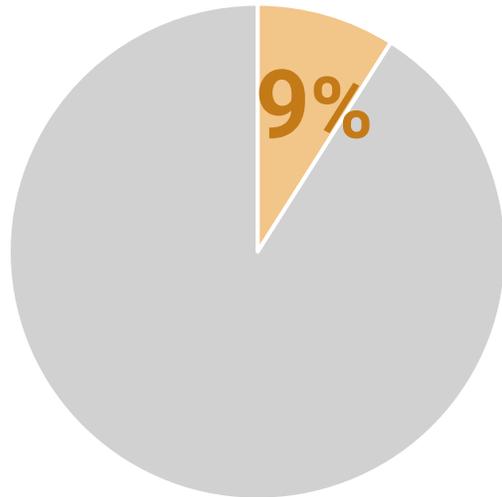
**Influence choosing a grocery store**  
**% Extremely / Very Influenced**



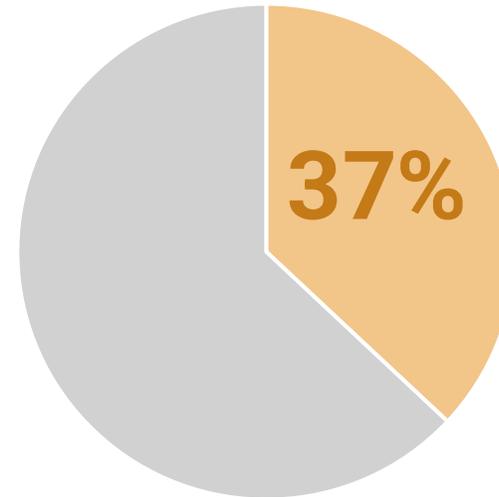
**How much does the following influence your choice in a grocery store?**

**Most Americans do not claim to use a government support program** when purchasing fruits and vegetables although a third of Americans choose grocery stores based on the benefits.

Used a government support program to purchase fruits and vegetables



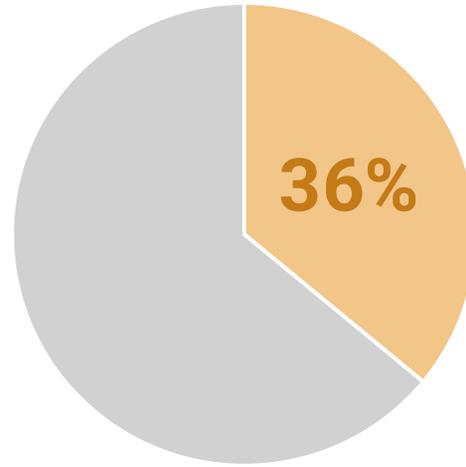
Accepts federal nutrition benefits



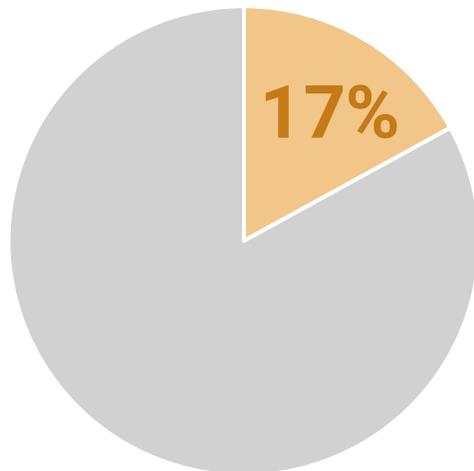
While you grocery shop, what did you see or do in the store related to purchasing fruit, vegetables or flowers?

# In store merchandising is more effective than print.

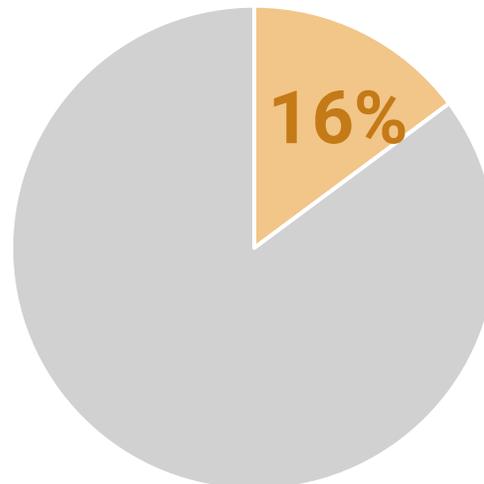
In Store Display



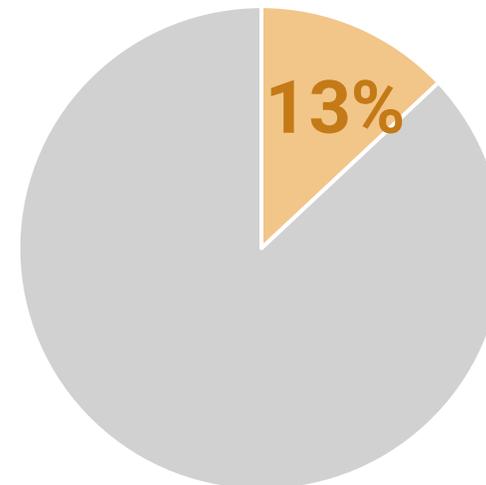
Store Circular



Paper Coupon



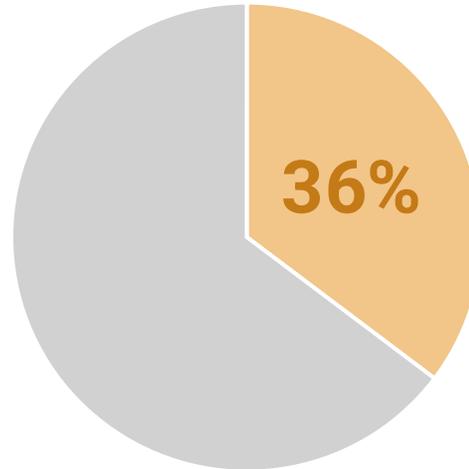
Received coupon at earlier trip



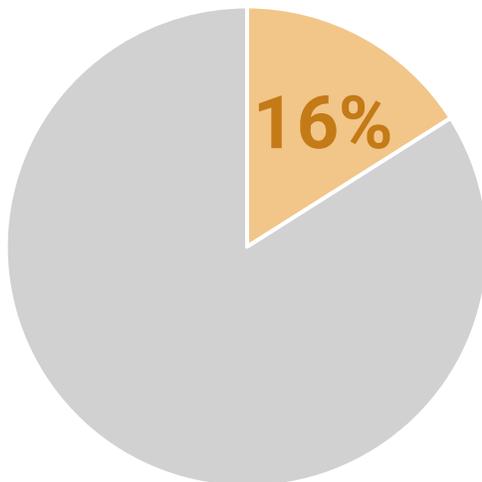
Which of the following has influenced your purchase of fruit, vegetables and/or flowers in the last year?

**In store merchandising is more effective** than online ads.

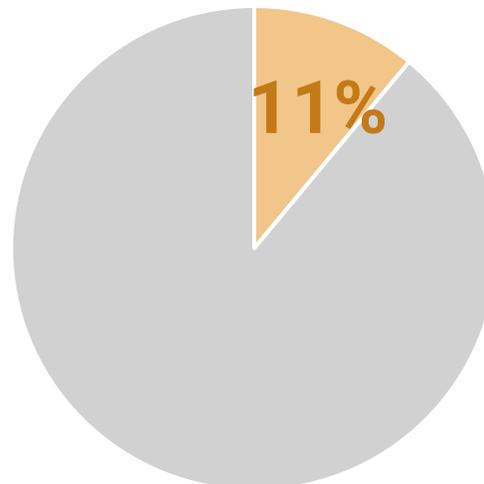
**In Store Display**



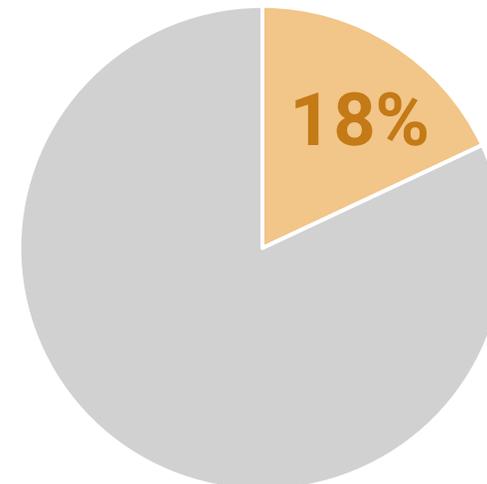
**Advertisement on retail website**



**Product Description on Website**



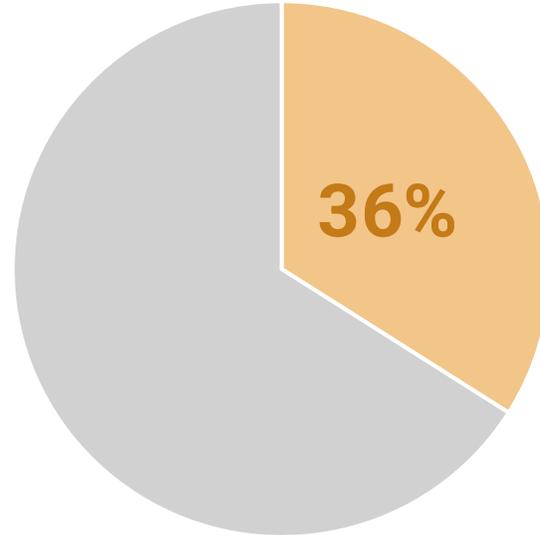
**Digital Coupon**



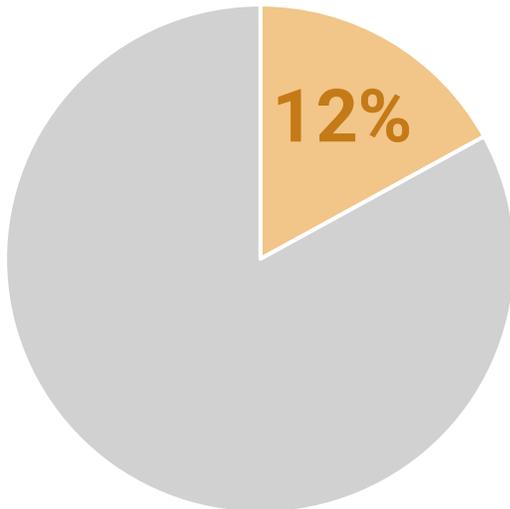
Which of the following has influenced your purchase of fruit, vegetables and/or flowers in the last year?

**In store merchandising is more effective** than social media.

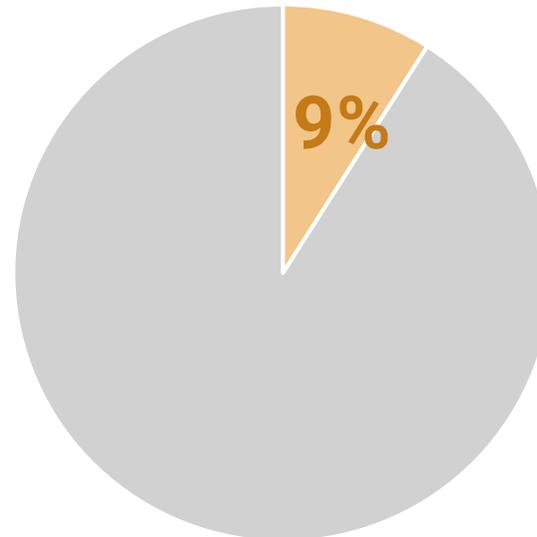
**In Store Display**



**Recommendation on social media**



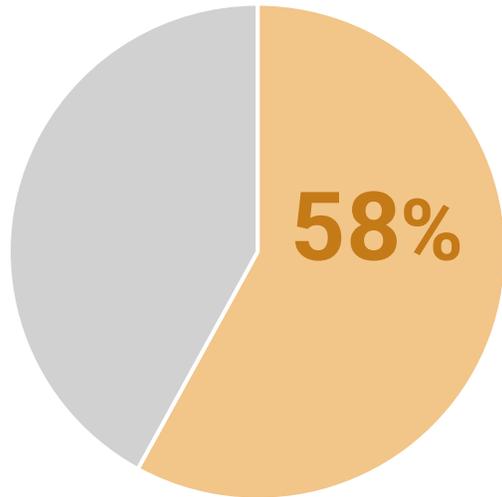
**Online Review**



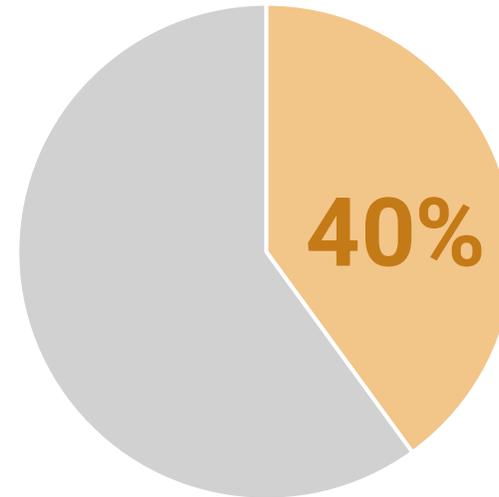
Which of the following has influenced your purchase of fruit, vegetables and/or flowers in the last year?

**Children are a part** of the grocery shopping experience.

**Children always or most of the time  
grocery shopping with parents**



**Children always or a lot of the time  
influencing grocer decisions**



How often do you children go grocery shopping with you?  
(% always/ most of the time)

How much influence do your children have on your grocery selection?  
(% all/ a lot of the influence)