

A black and white photograph of a woman with long braids and glasses, wearing a denim jacket, pushing a shopping cart filled with produce in a grocery store. The cart contains a pineapple, bananas, and leafy greens. The background shows shelves of products in a well-lit store.

provoke
insights

Produce:
Fall 2021 Trends



Background & Objectives

Since the start of the pandemic in March 2020, new trends have emerged, and consumers have modified their behaviors.

As the environment changes, brands now need to understand consumer purchasing habits and trends that impact their industry.

Provoke Insights, a full-service market research firm specializing in branding, advertising, and content marketing initiatives, launched a new bi-annual trends study to answer these pressing questions.

The goal of this research is to gain a national perspective on the mindset of consumers. The study covers multiple industries, including produce.



Methodology

Provoke Insights conducted a 15-minute survey among 1,504 Americans between the ages of 21 and 65. The study was in-field from September 22nd to September 28th, 2021.

A random stratified sample methodology was used to ensure a high degree of representation of the U.S. population (household income, age, gender, geography, ethnicity, and children in the household).¹

Results based on this sample have a maximum margin of sampling error of $\pm 2.5\%$ at a 95% confidence level.

Statistical differences between subgroups indicated in this report were tested at a 95% confidence level.

Overview



Americans are Purchasing Produce Frequently

99% of Americans consider themselves a primary or shared household grocery shopper. These consumers are purchasing fresh fruits and vegetables more than ever. Most shoppers stop by the produce section at least one per week, and half buy freshly picked produce at least every few days. Frequent purchasers tend to be working parents living in cities.



Freshness is a Key Decision Factor

Household shoppers most often look for product freshness. Produce brands should highlight the freshness or quality of the produce in advertising initiatives. Under one-third are loyal to specific brands. Unsurprisingly, shoppers who are younger and have a lower household income focus on cheaper prices.

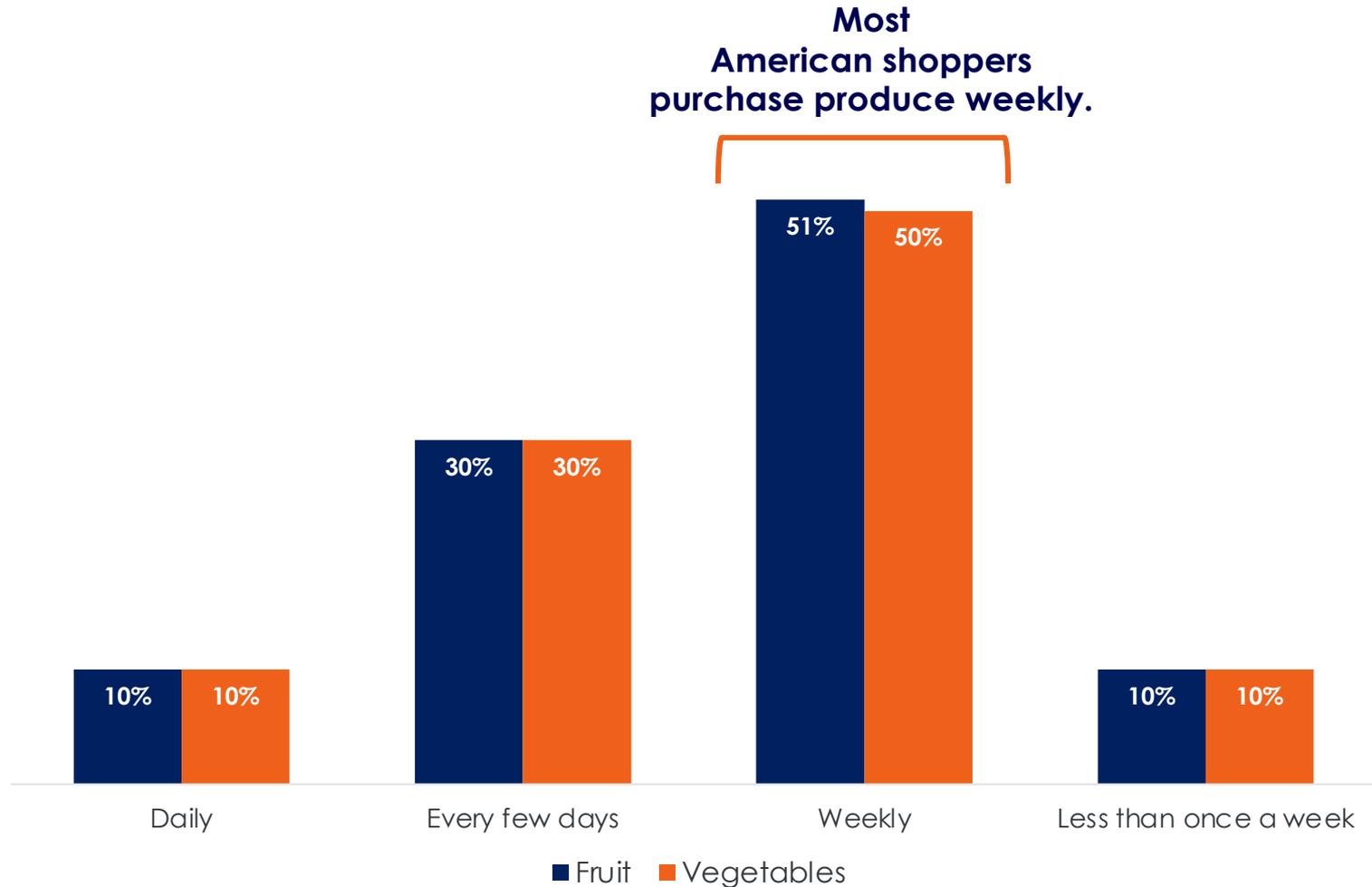


Unaided Produce Brand Awareness

There is little overall awareness of fresh fruit and vegetables. Almost half of American grocery shoppers cannot conjure up a brand name unprompted. Dole overwhelmingly leads as the top-of-mind produce brand, followed by Chiquita and Del Monte.

Frequency of Produce Purchases

Consumers are purchasing more fresh fruits and veggies than ever. The majority stop by the produce aisles at least once per week. When it comes to purchasing produce, freshness is key.



Who is the Frequent Grocery Shopper?

High-frequency produce shoppers tend to be young, working parents. Time is of the essence for them: picture these consumers stopping at the grocery store on their way home from work.



People with these characteristics have a higher likelihood to shop for produce at least every few days:



Employed full-time **65%**



Children living in the household **51%**



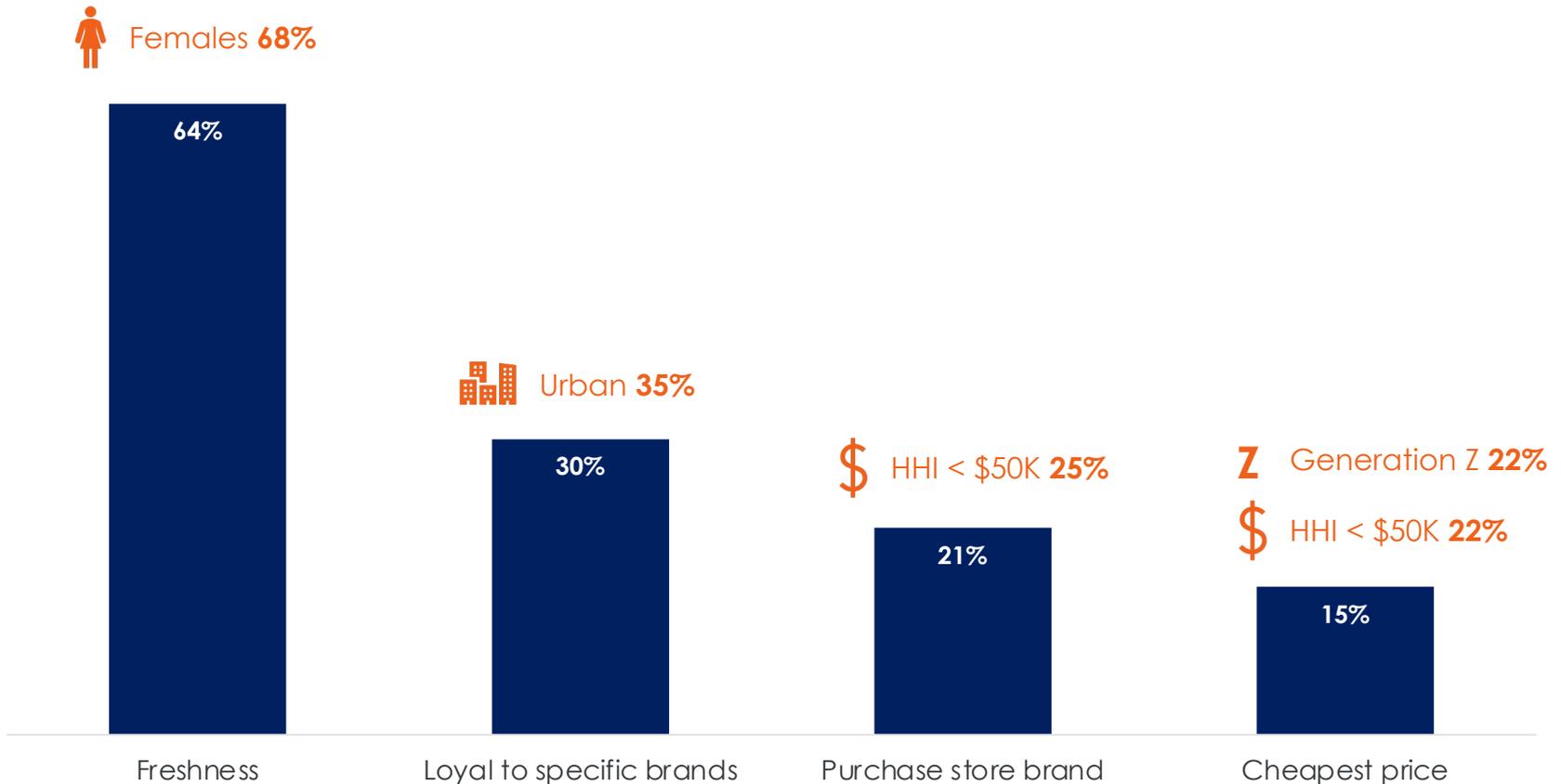
Millennials **51%**



Urban **50%**

What are Shoppers Looking For?

Produce brands should highlight freshness in advertising, as two-thirds of shoppers look specifically for freshness. Urban shoppers have the strongest brand affinity, so produce brands should also boost in-store branding to capture the attention of loyal customers. Unsurprisingly, those focused on cheaper prices are younger and have a lower household income.



Produce Brands are Not Top-of-Mind

Dole is overwhelmingly the most popular produce brands, as it is top-of-mind amongst one-third of food shoppers. Almost half of shoppers cannot conjure a brand name.

	Brand	Percent Unaided Awareness
1		29%
2		6%
3		4%
4		2%
5		2%
6		1%
7		1%
8		1%
9		0.5%



44%
of grocery shoppers cannot name a produce brand



Respondent Overview

Gender



52%
Female



48%
Male

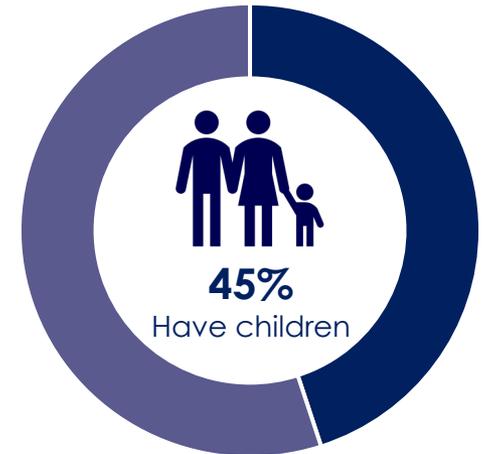
Generation

42 years old
Average Age

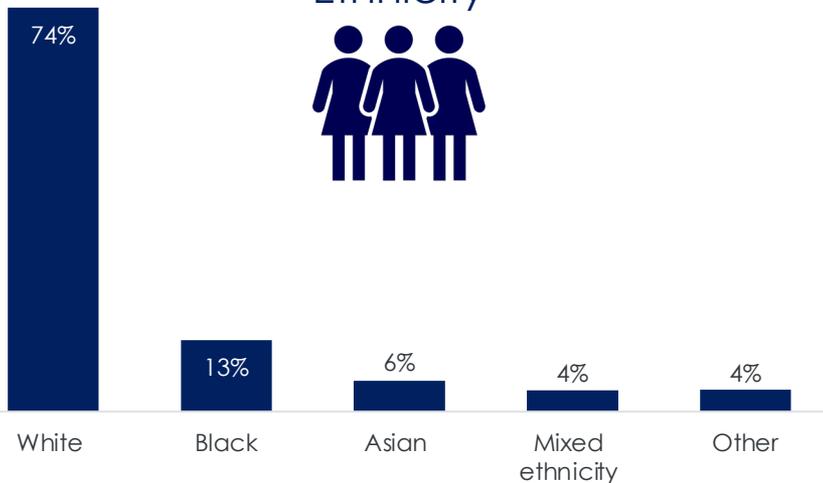


M 43% Millennials **X** 33% Gen X
B 18% Baby Boomers **Z** 6% Gen Z

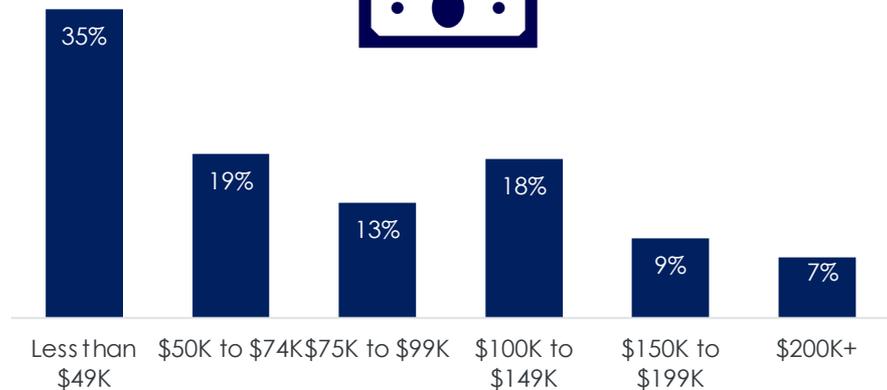
Parental Status



Ethnicity



Household Income



Respondent Overview (Continued)

Vaccinated



68%

Vaccinated

30%

Unvaccinated

2% Prefer not to say

Region



44% South



22% Midwest

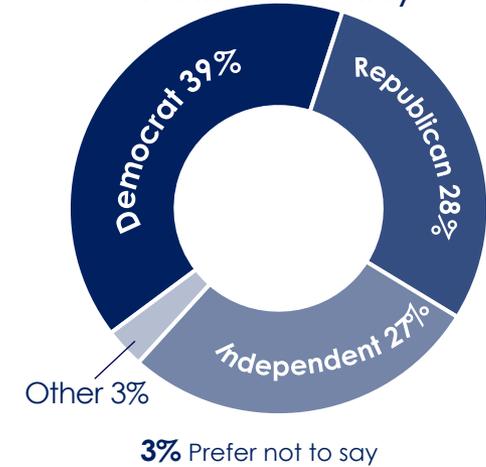


17% Northeast

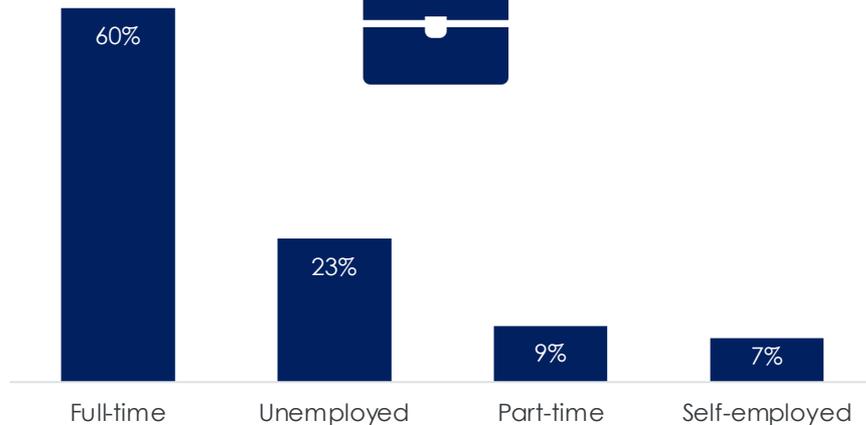


17% West

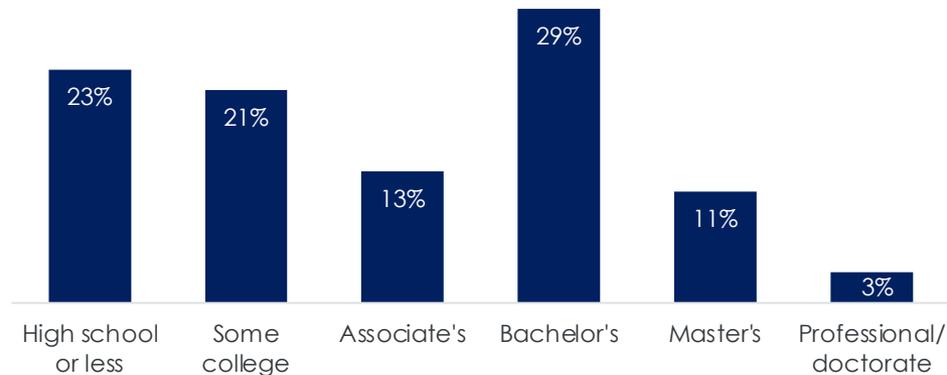
Political Party



Employment Status



Highest Level of Education



About Provoke Insights



Founded on the premise that research should better align with marketers' needs, Provoke Insights empowers brands to navigate through today's cluttered advertising space. This full-service market research firm solely focuses on research for **branding**, **advertising**, and **content marketing** initiatives.

At Provoke Insights, you work with a research expert who is also a seasoned brand strategist; this ensures that questions are deeply explored, and insights are cultivated and capitalized. We develop insights from the data to help guide growth for your company's vision.

For more information or press inquiries, reach out to breeda@provokeinsights.com.