

INTERNATIONAL
**FRESH
PRODUCE**
ASSOCIATION



2024 Consumer Tracker
BRAZIL



Brazilians & Purchasing Behavior

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 **Brazil with 753 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 Brazil.



Methodology and Sample Composition

A total of 753 Brazil 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 Brazil
- Does not work in a competitive industry

All research was carried out in compliance with all relevant legal and ethical requirements within Brazil and in compliance with ISO 20252:2019



Brazilians & Purchasing Behavior

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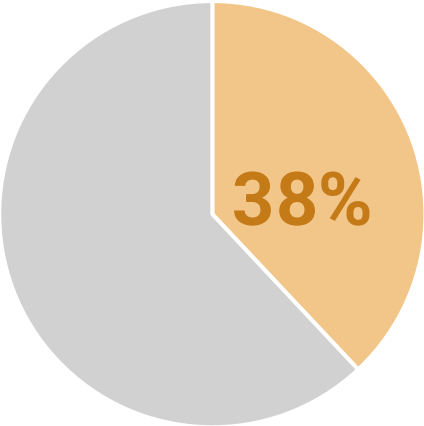
Purchasing Behavior

Price is an important attribute for groceries. When grocery shopping for fresh fruits and vegetables, almost four in ten consumers report that they would not change their purchasing habits regardless of price increases. Half of Brazilians believe the price they pay for fresh produce is fair, yet three fourths are willing to pay more for quality.

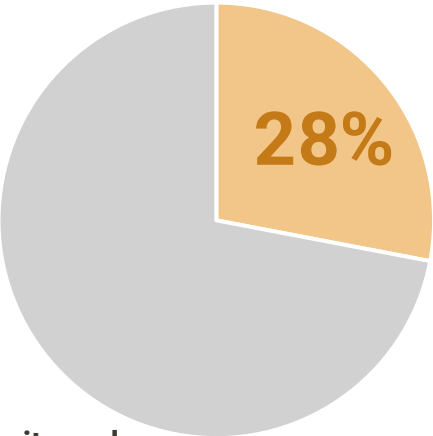


Fruits and vegetables are a **must on the grocery list.**

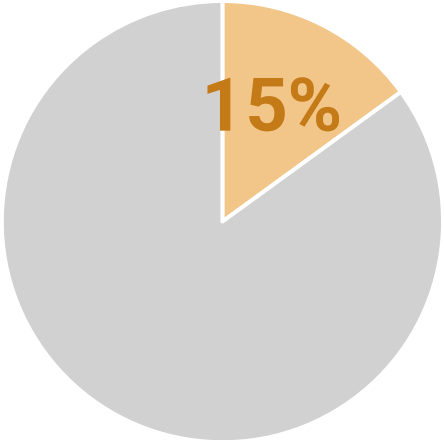
I always buy the same fresh fruits and vegetables regardless of price



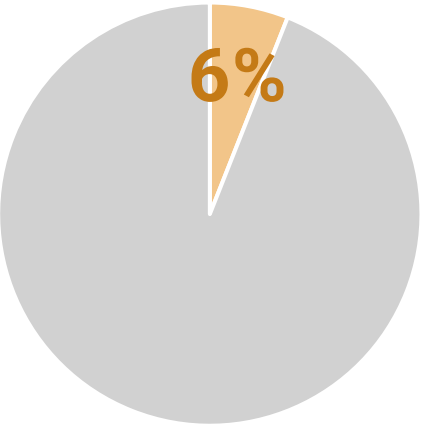
I price check at a different store



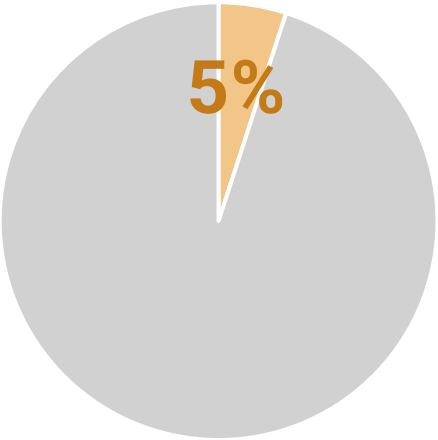
I buy fewer fruits and vegetables that visit



I substitute the fresh fruits and vegetables with frozen or canned



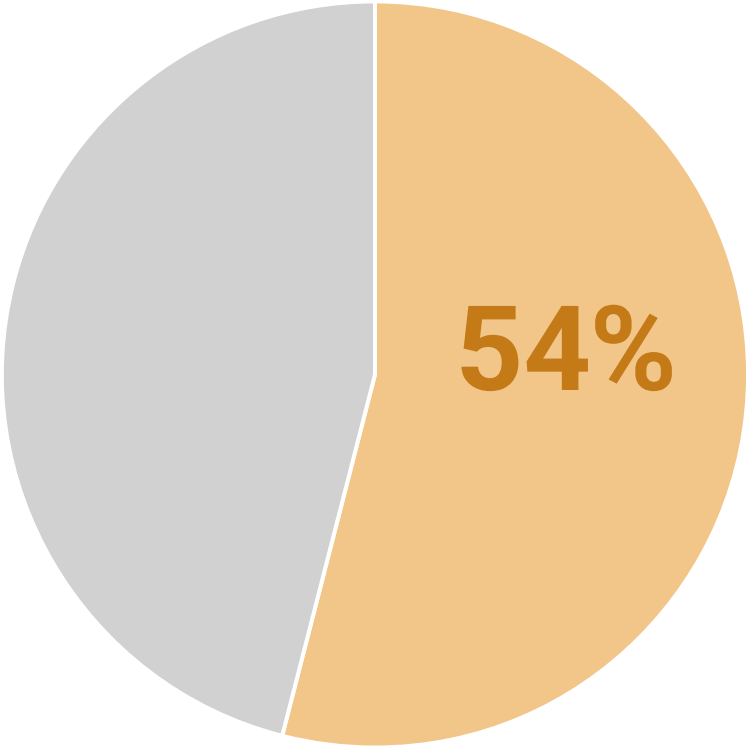
I skip buying fresh fruit & veggies



When grocery shopping for fresh fruits and vegetables which of the following actions best describes what you do if prices are higher than what you are willing to pay?

54% of Brazilians **seek out fresh cut or added value fruits and vegetables.**

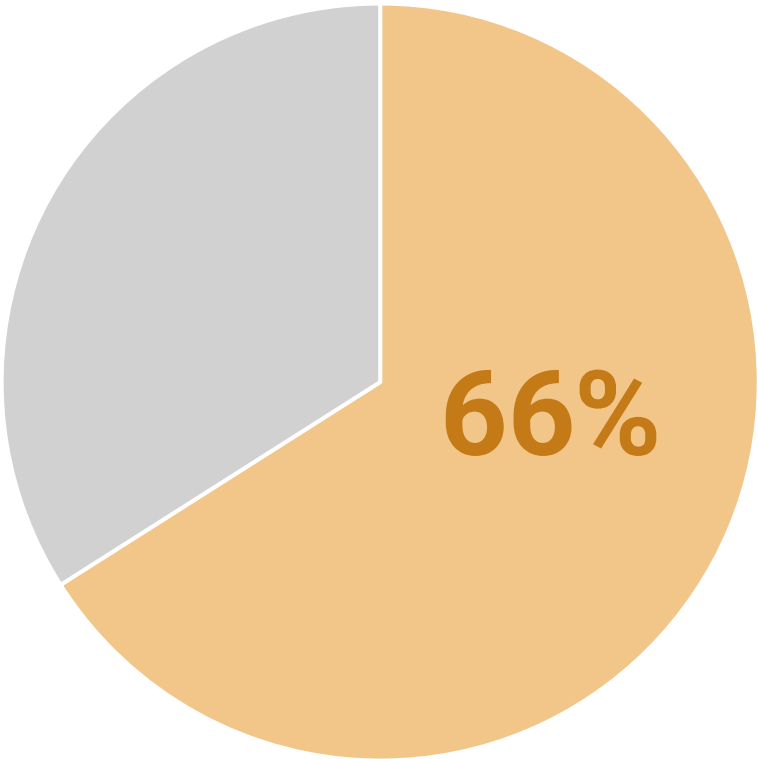
% of Value Added Fruits /Vegetables



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

Brazilians are **brand agnostic with produce.**

When it comes to produce, I don't care about the brand



Please indicate how much you agree or disagree with each statement.

Brazilians are **least likely** to give up fresh fruit, meat and fresh vegetables **when prices increase.**

Fresh Fruit



49%

Meat



48%

Fresh Vegetable

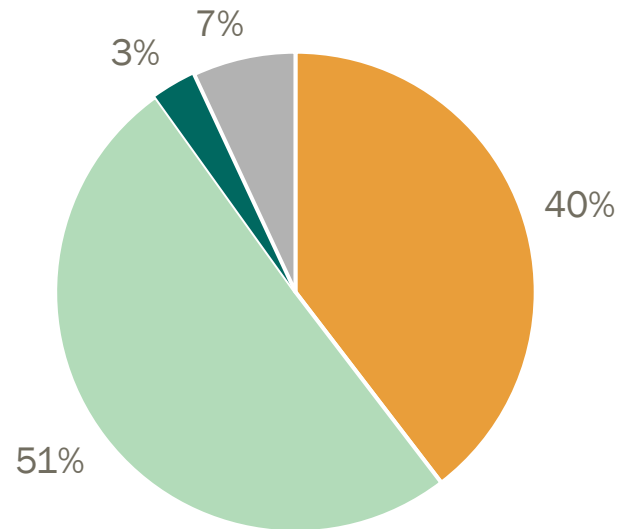


45%

Top items least
willing to give up
if prices increase

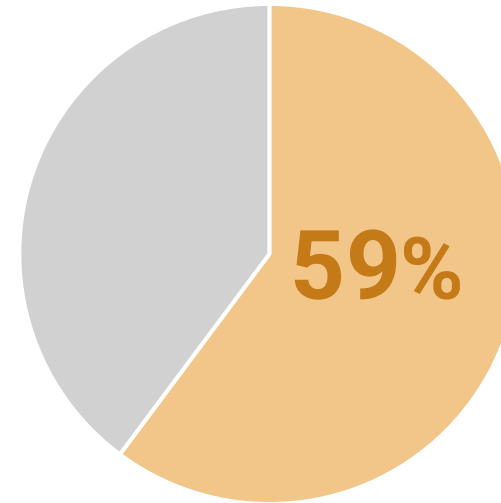
Price is an important attribute for groceries. 51% of Brazilians believe the price of fresh fruit and vegetables is fair; yet 74% of Brazilians are willing to pay more for quality

Price of fruits and vegetables

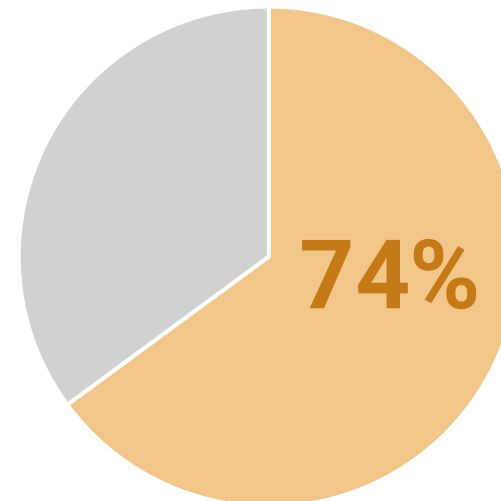


- Price seems too high
- The price I pay is fair
- The price I pay seems too low
- I will purchase regardless of price

**When it comes to groceries,
price is the most
important attribute**



**I am typically willing to
pay more for high
quality food**



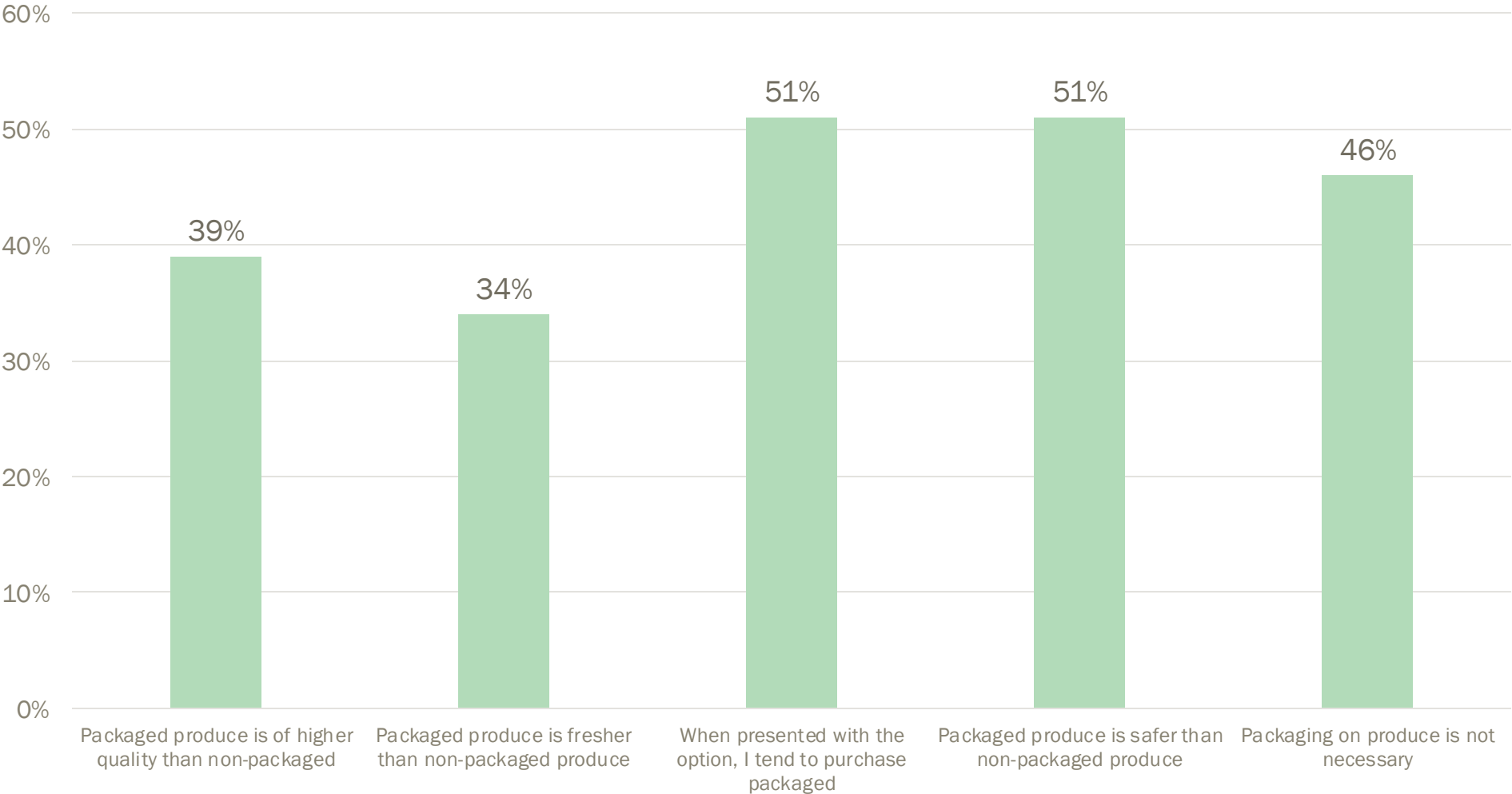
**Which of the following
statements best reflects
your feelings about the price
of the fresh fruits &
vegetables and cut flowers
you purchase in
supermarket?**

**Please indicate how much
you agree or disagree with
each statement.**

Purchasing Behavior

46% of Brazilians agree that **packaging on produce is not necessary.**

Agreement with Packaged Produce Statements
Top-2-Box Summary (Agree Completely/Somewhat)

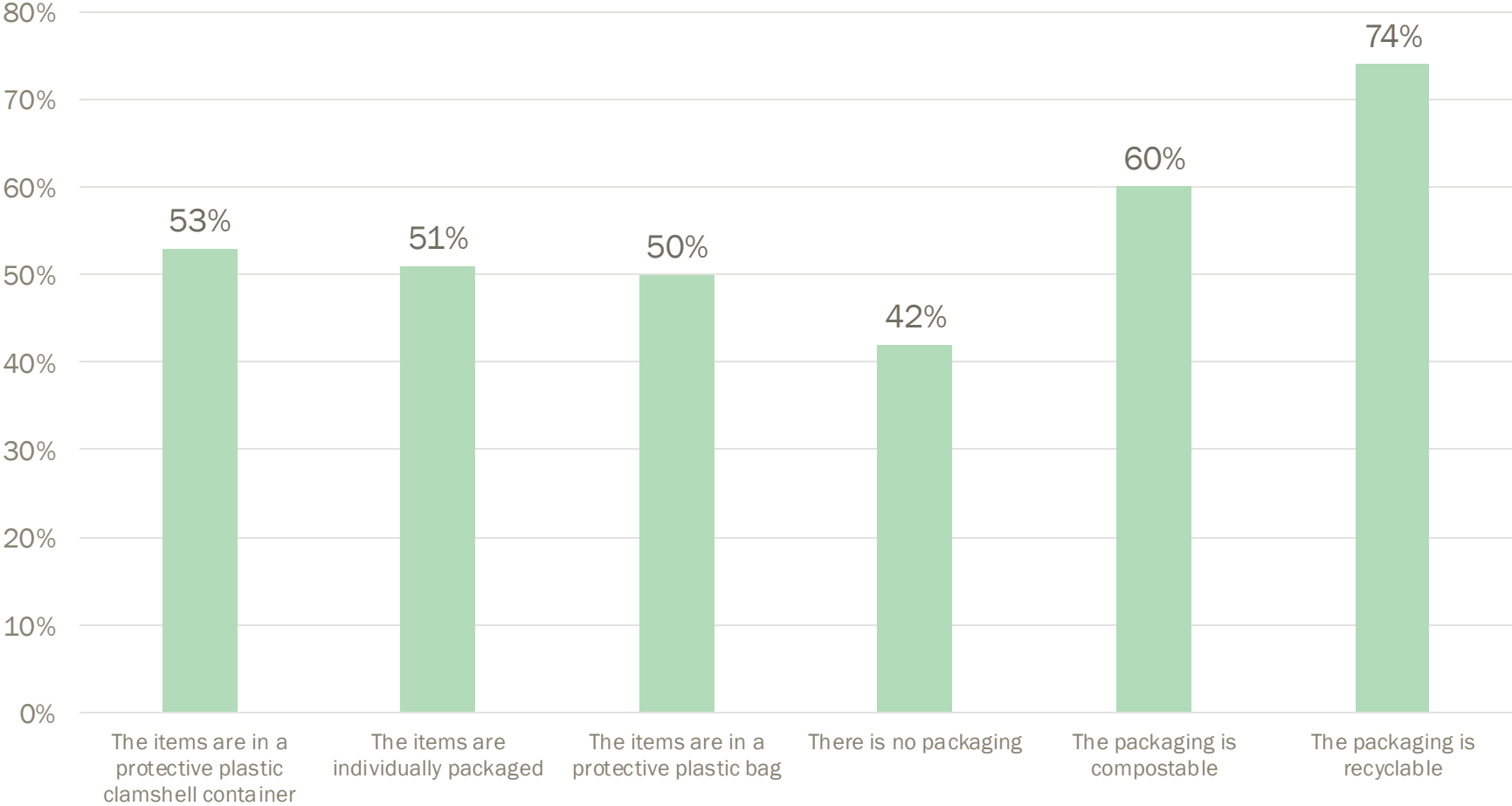


How much do you agree with the following statements?



Almost half of Brazilians **prefer no packaging**, while almost two thirds of Brazilians believe it is important that **packaging is recyclable and/or compostable**.

Packaging Attribute Importance
% Extremely / Very Important

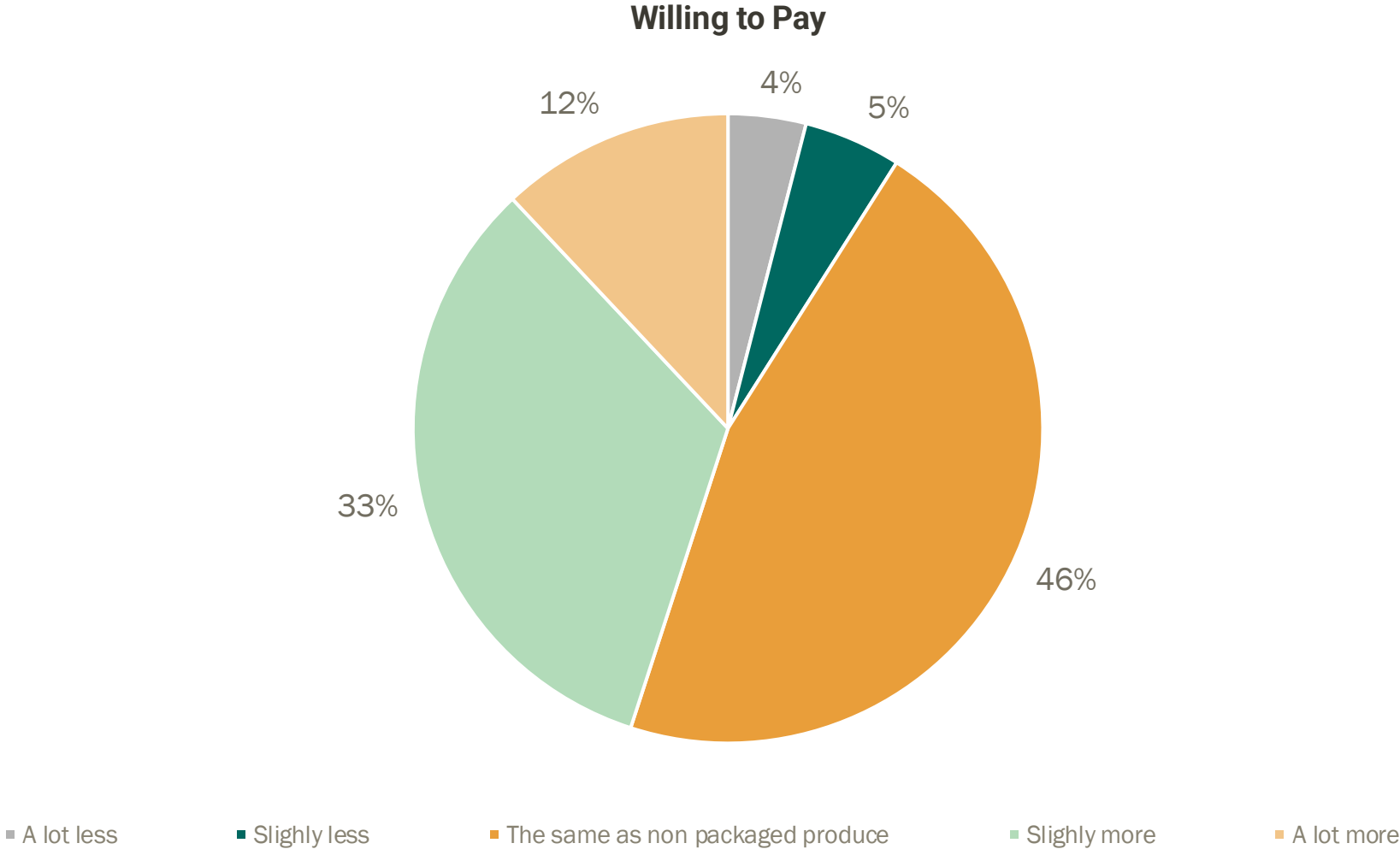


How important are the following when thinking about fresh fruits and vegetables?



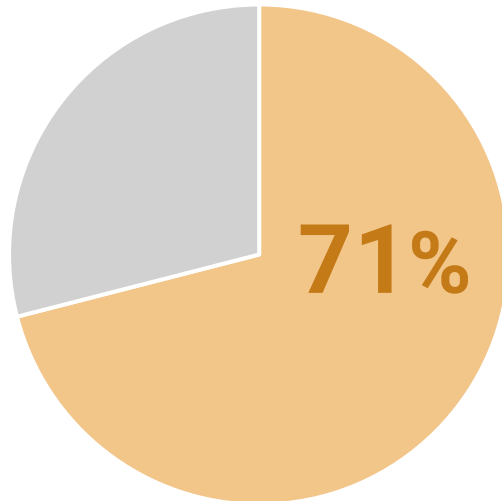
45% of Brazilians are **willing to pay some type of premium for** packaged produce.

How much are you
willing to pay for
packaged produce?

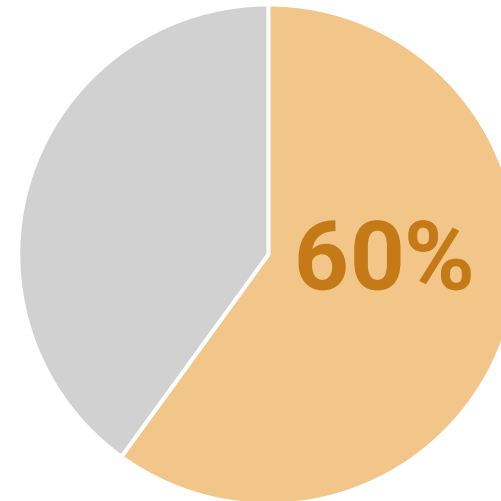


Brazilians are looking at nutrition labels when making purchasing decisions and **packaging itself has influence on more than half of Brazilians.**

I rely on food nutrition labels to help me make decisions when food shopping

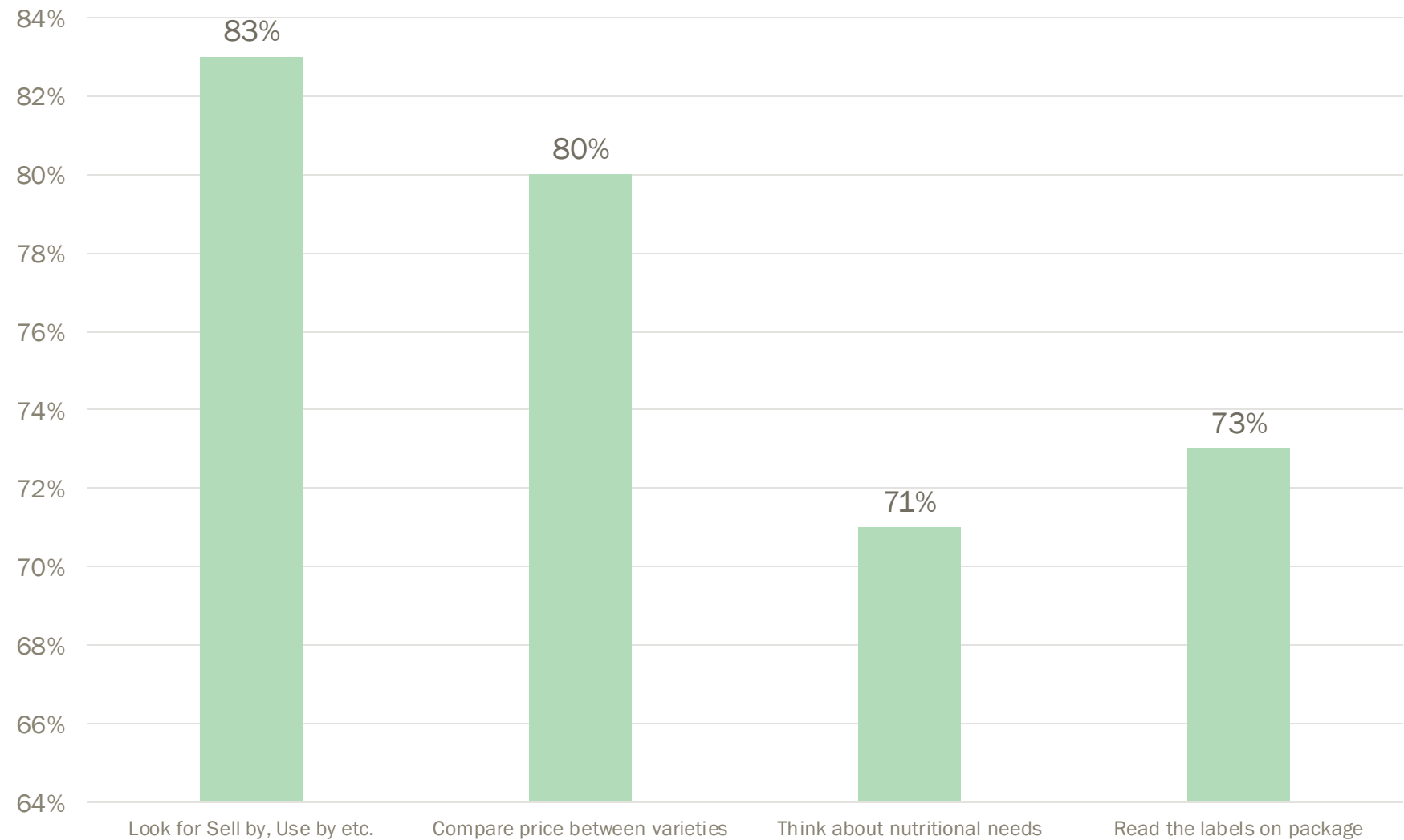


I rely on the packaging to sway my purchasing decision on most items



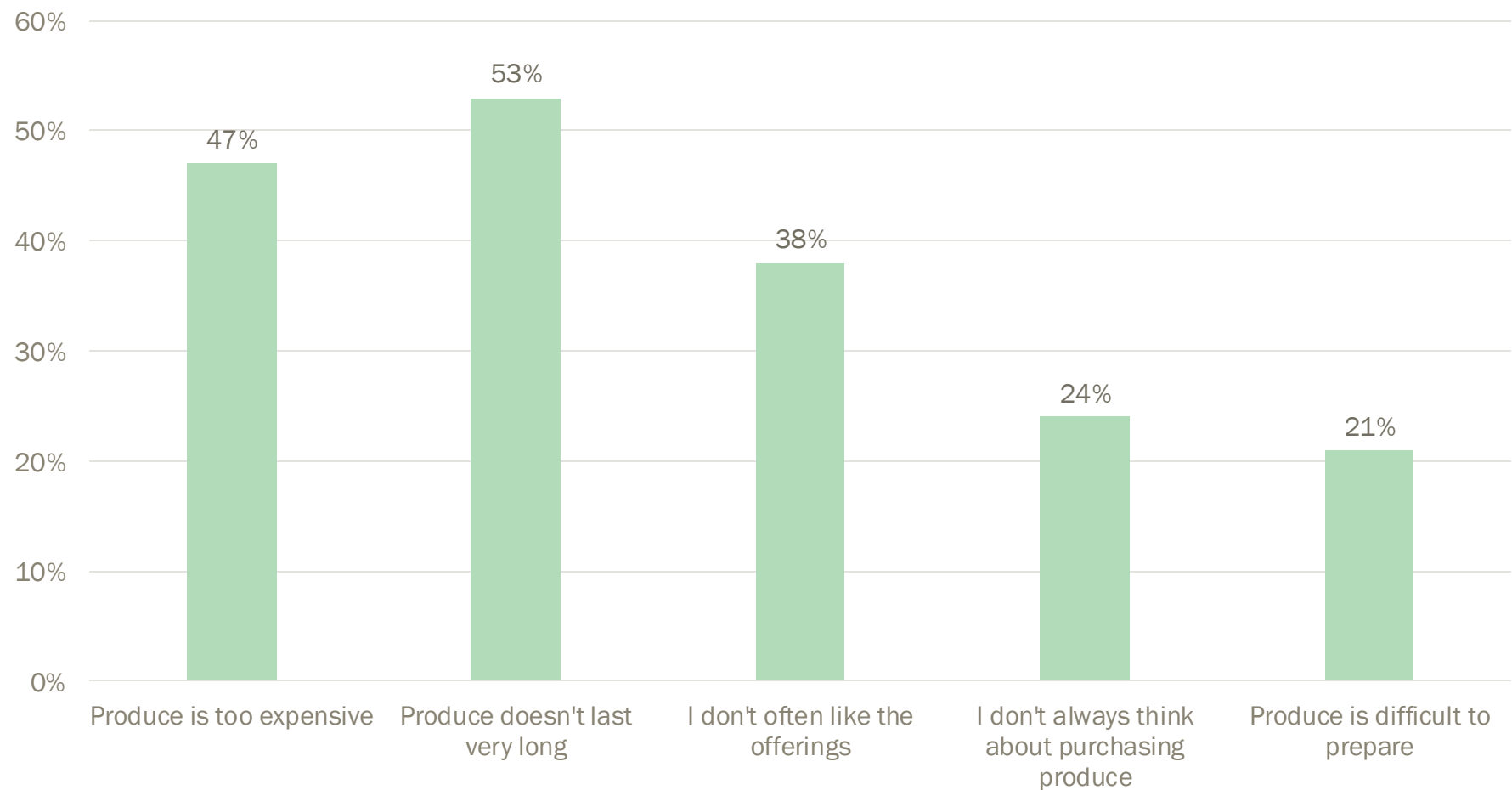
Please indicate how much you agree or disagree with each statement.

Brazilians commonly check “sell by,” “use by,” or “best by” dates and compare different varieties based on price.



How often do you do the following when purchasing fresh fruits and vegetables in the supermarket?

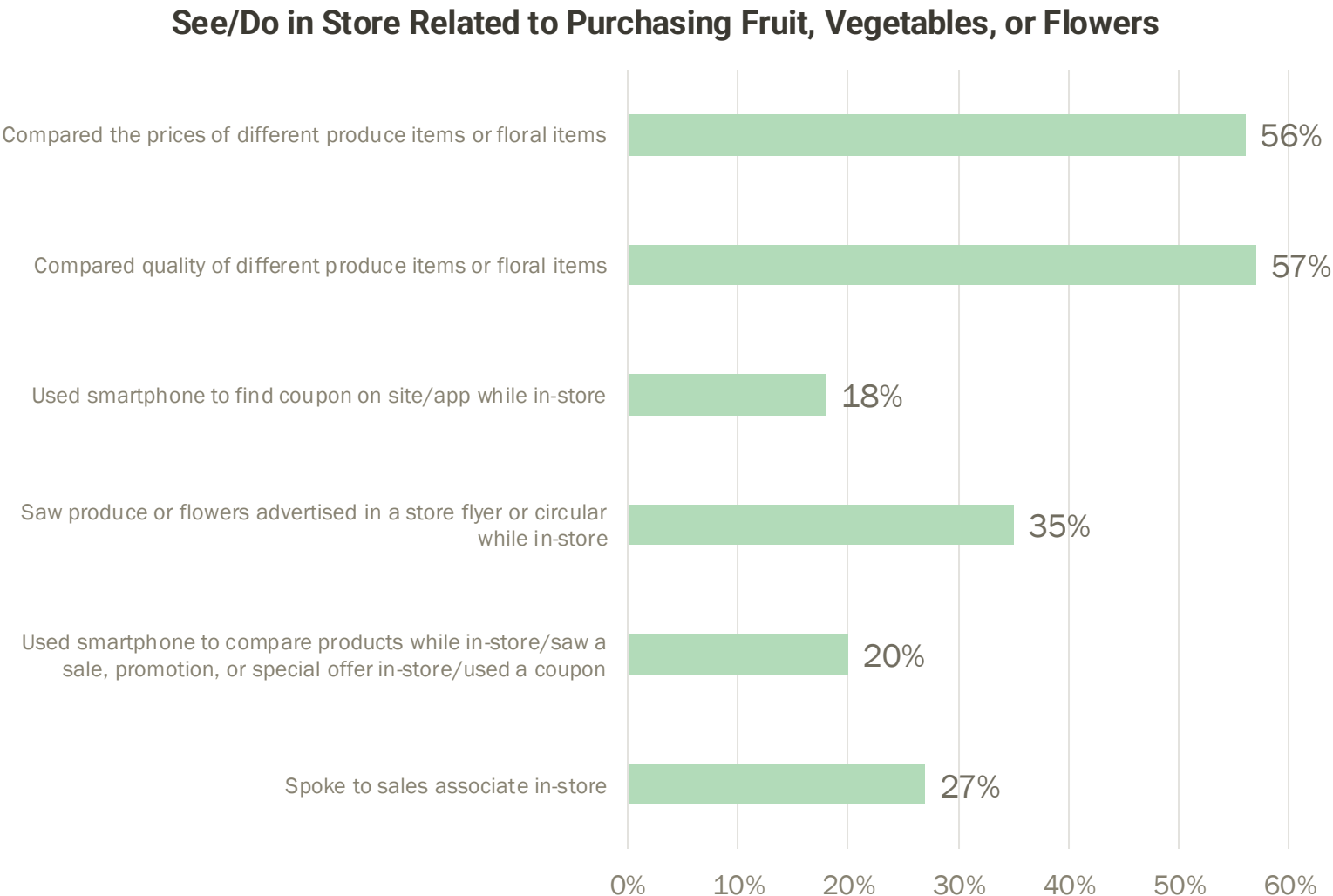
Barriers for purchasing fresh produce are **perishability and price**.



How much does the following keep you from purchasing fresh fruit, vegetables, and/or flowers?

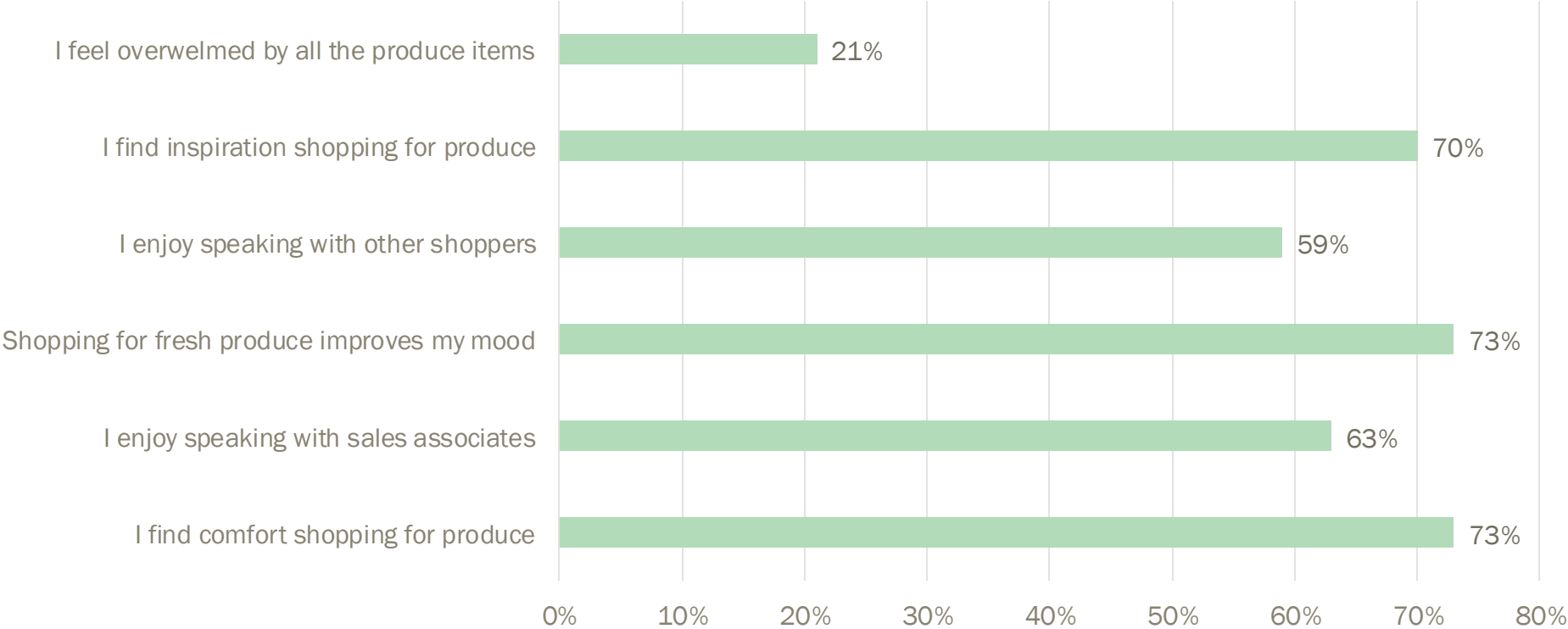


While shopping **more than half of Brazilians compare price and quality** of fruits and vegetables.



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

Shopping for produce has a **positive impact on emotions** for most Brazilians.



How much do you agree
with the following
statements?

