

INTERNATIONAL
**FRESH
PRODUCE**
ASSOCIATION



2024 Consumer Tracker
BRAZIL



Brazilians & The Produce Industry

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 & The Produce Industry

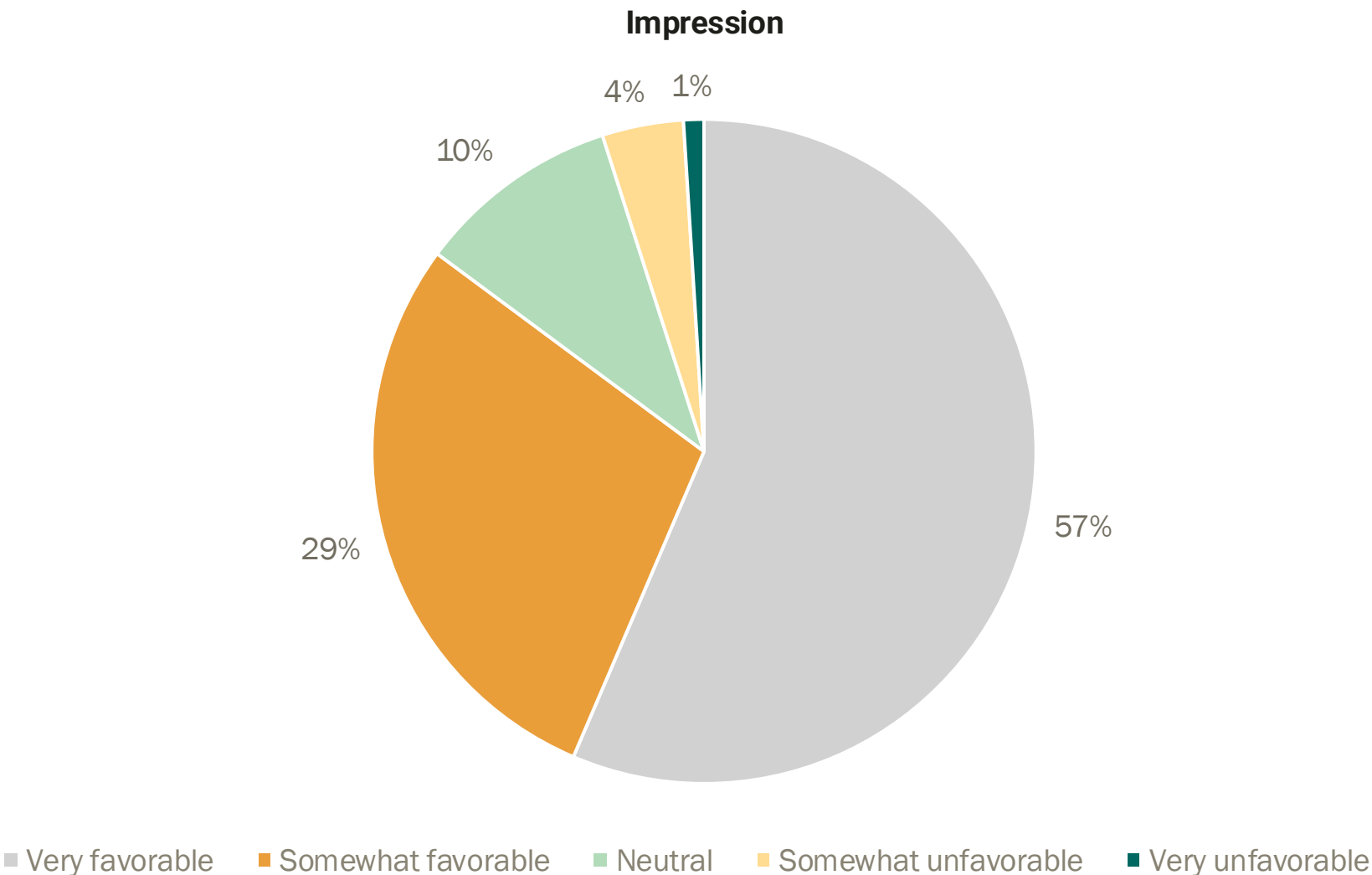
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Produce Industry

86% Brazilians have a favorable impression of the produce industry. 67% Brazilians feel the produce industry has positive momentum. The personality of the produce industry in the Australia is trustworthy, approachable and friendly.



86% of Brazilians have a **favorable impression of the produce industry.**

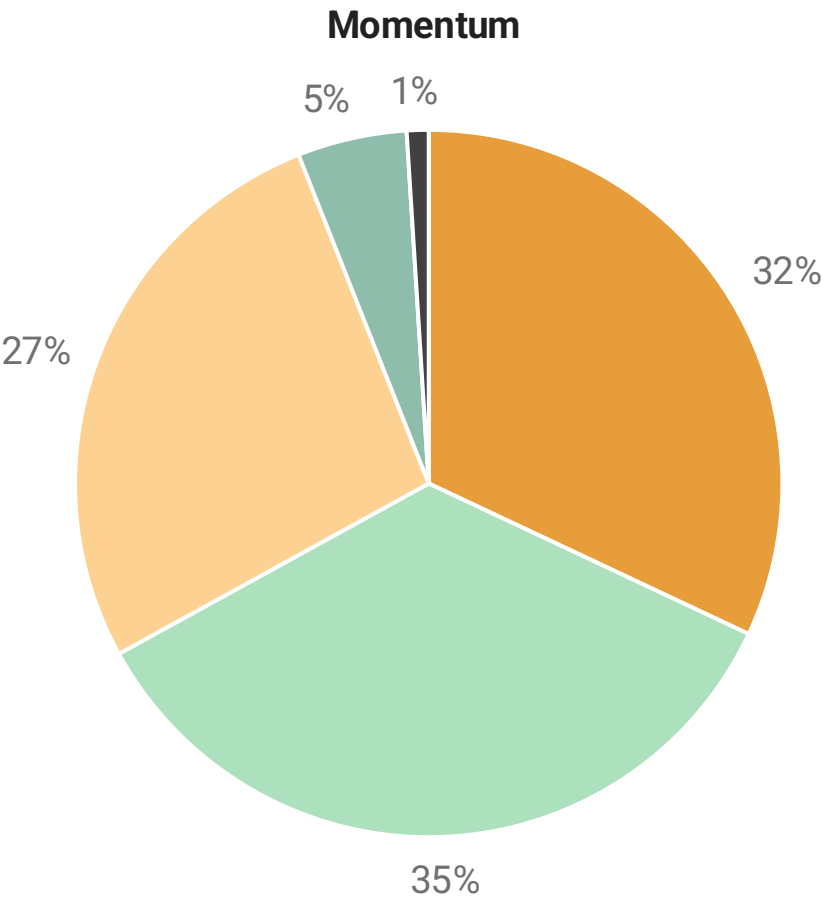


What is your overall impression of the produce industry and the floral industry?

Produce Industry



67% of Brazilians feel the **produce industry has positive momentum.**

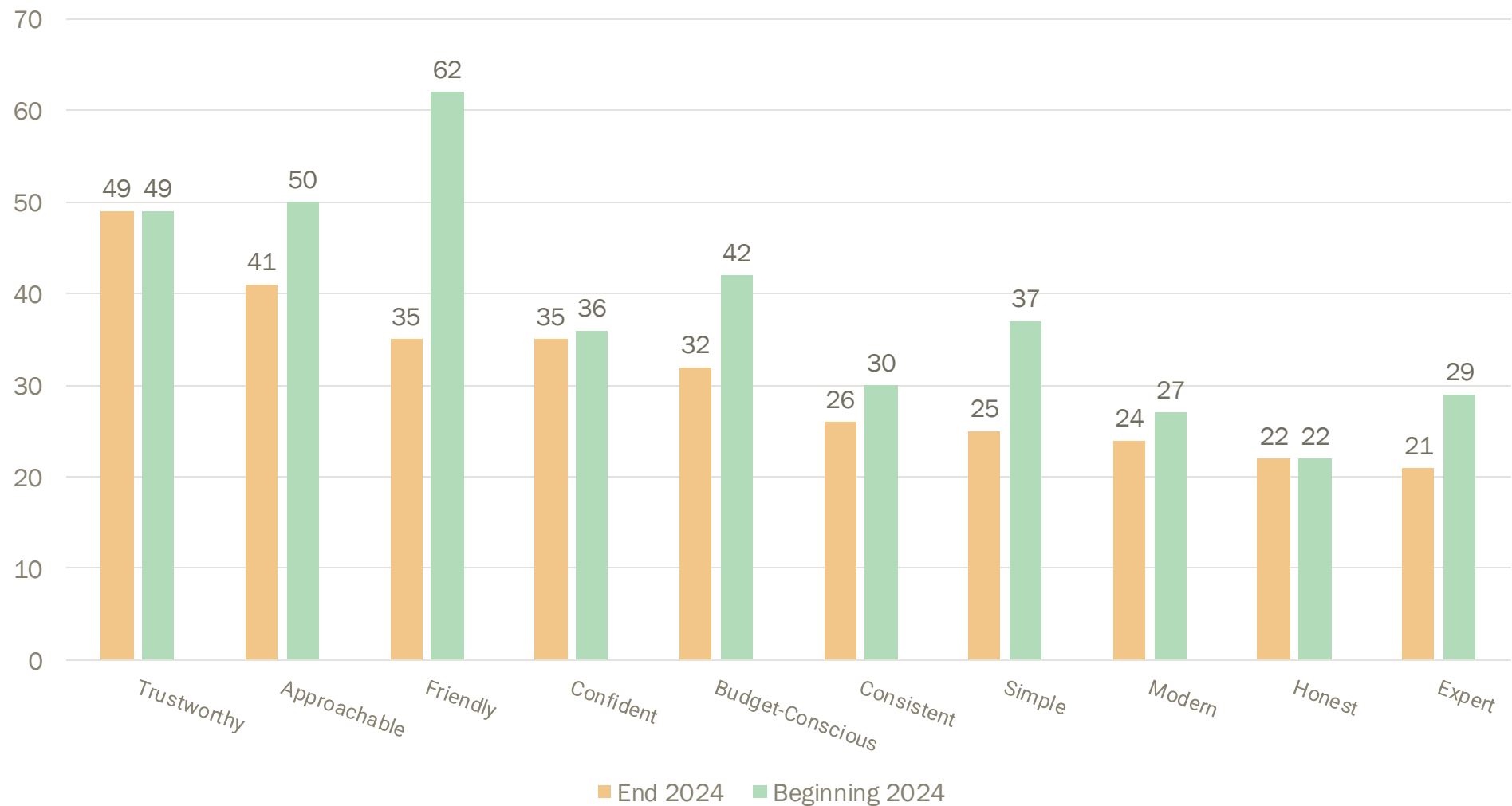


■ Improving rapidly ■ Improving somewhat ■ Holding its ground ■ Declining somewhat ■ Declining rapidly

When you think about certain industries, some seem to be on their way up and have a lot going for them, while others don't.

Which of these statements best describes how you feel about the produce industry?

The personality of the produce industry in the Brazil is **consistent, trustworthy and approachable.**

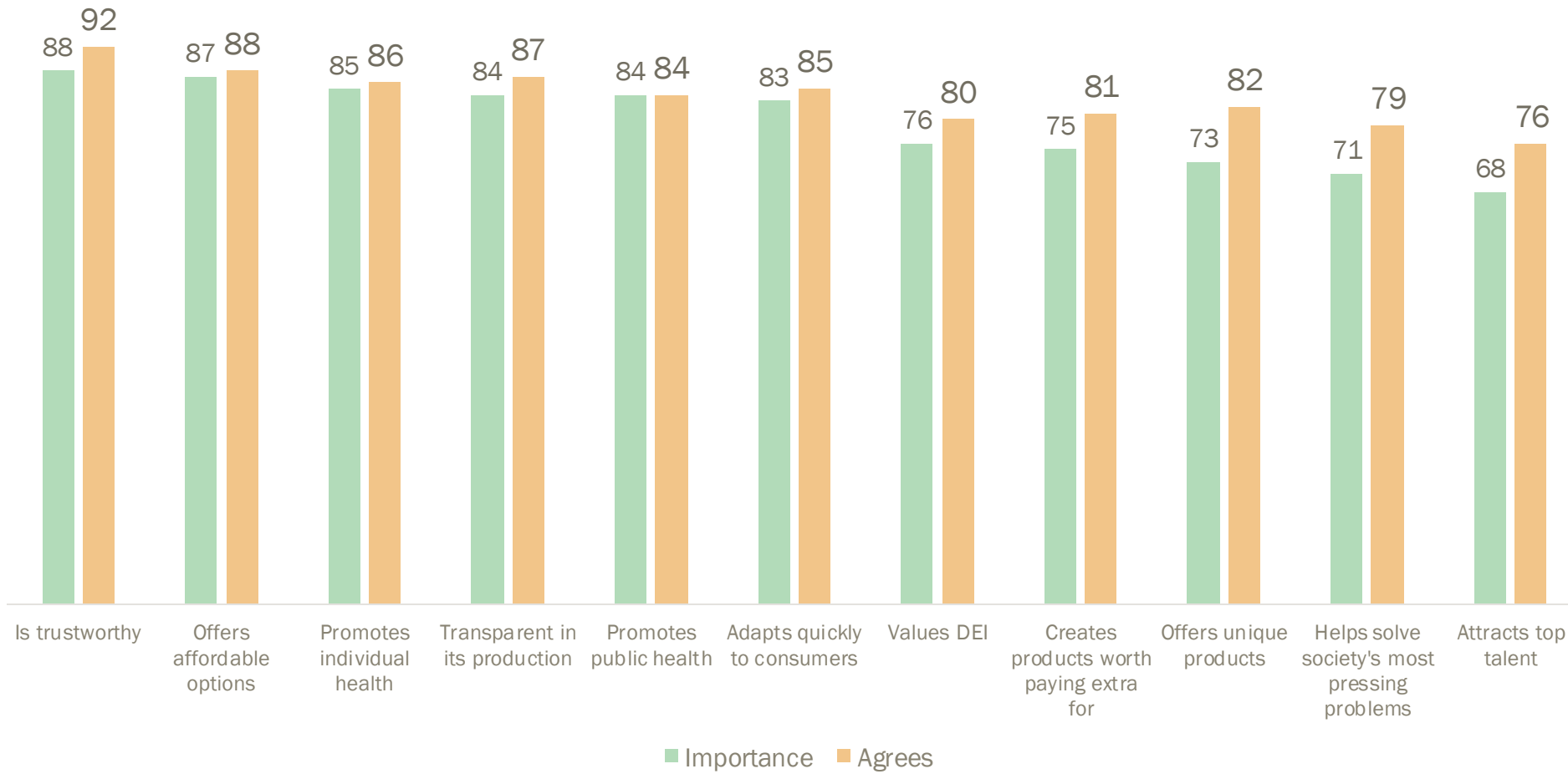


Which of the following describes the produce industry?

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The Brazilian produce industry is satisfying **what is important to Brazilians.**

Industry Perception

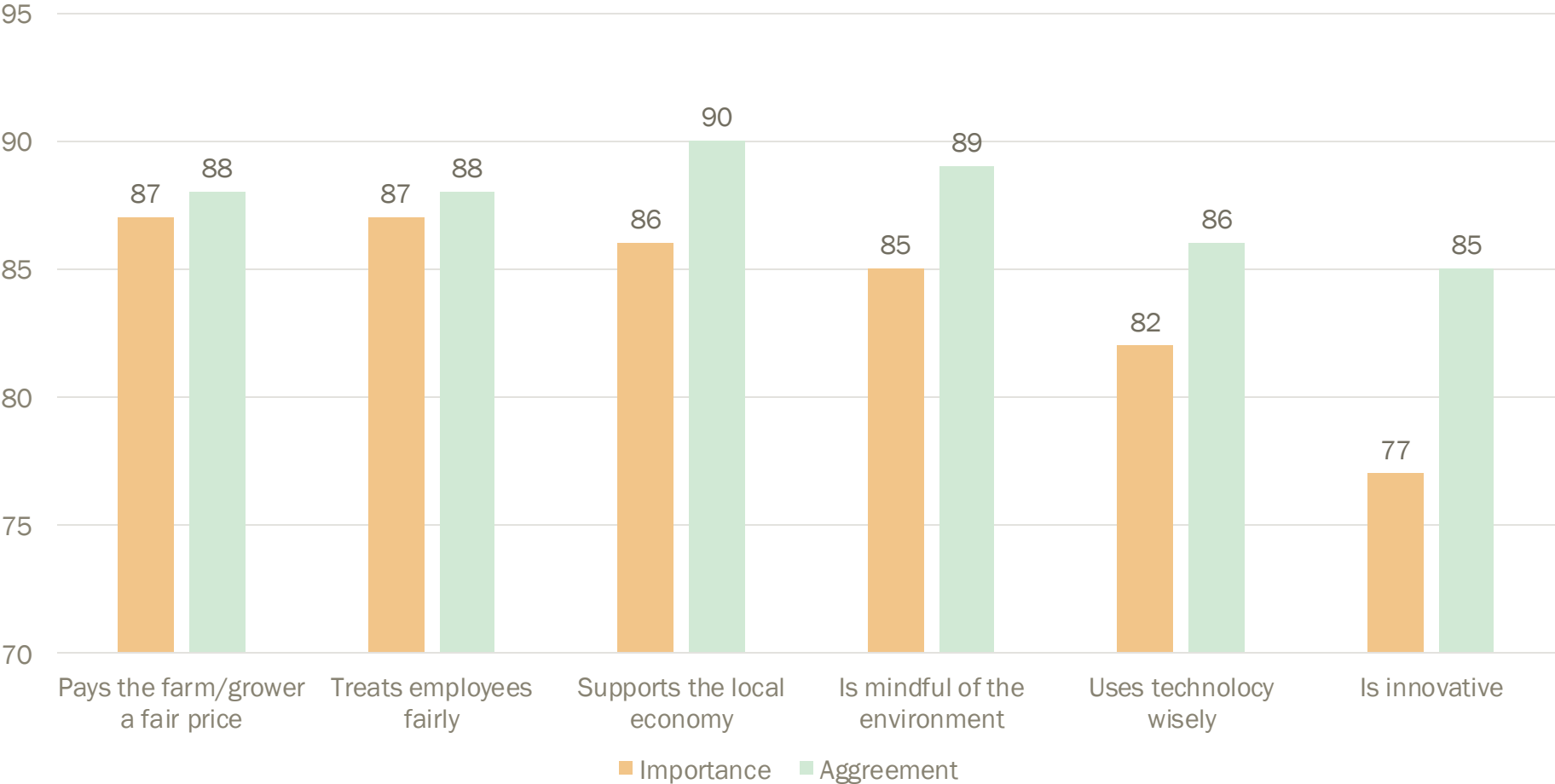


How important is it to you that the produce industry do the following?

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In all areas, the produce industry lives up to consumer expectations in Brazil.



When thinking about the produce industry, how much do you agree with the following?

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