

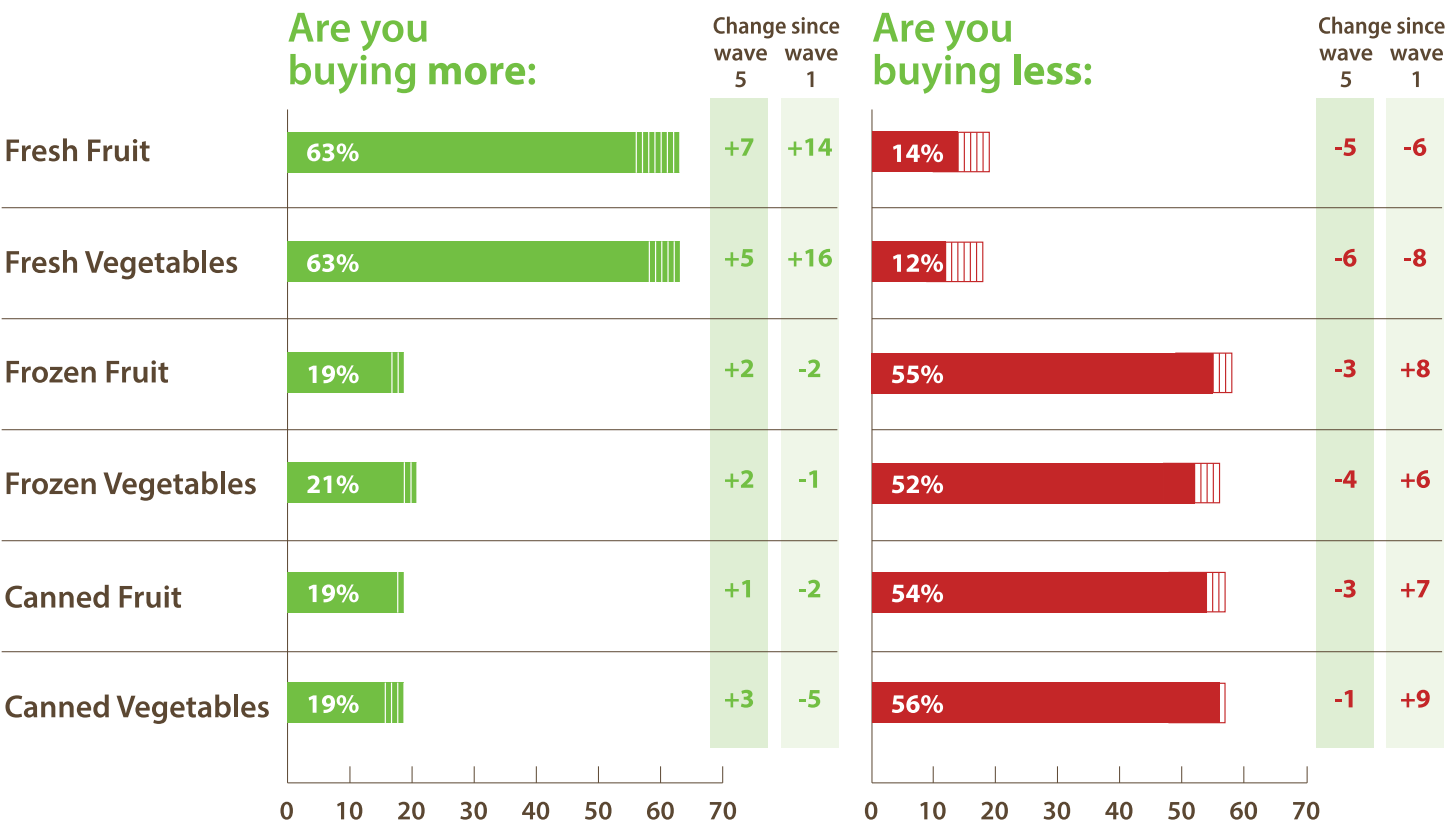


PMA Research

# Brazilian Consumer Sentiment During the Coronavirus Crisis: Wave 6

PMA's Consumer Sentiment research aims to provide insight into how the Coronavirus pandemic is impacting consumer shopping trends for produce. This is directional information that can help guide PMA and its members with their messaging to consumers during this uncertainty.

"Eating healthy has increased as a priority for Brazilian shoppers since the middle of April. Consistent with this, the percent of shoppers saying they are buying more produce since the COVID-19 outbreak has increased significantly since the middle of April – and even since the last wave."  
– Lauren M Scott  
Chief Marketing Officer, PMA



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Source: Wave 6 data was collected June 8-11, Wave 5 data was collected May 26-29 and Wave 1 on March 31-April 4 in Brazil. IPSOS N=500 shoppers in Brazil.

\*Research conducted among 500 respondents in Brazil, age 18+ who are the primary food/drink shoppers OR share the food and drink responsibilities with someone else and are responsible for at least half of the food and drink shopping. Results should not be projected to the entire Brazilian population.

## Why would you say you are buying less fresh produce?



Although shelf life, safety and finances have declined as reasons for buying less, they still remain concerns for Brazilian shoppers. At the same time, we see increasing dissatisfaction with the quality of fresh produce that is available where they shop.

## How much do you agree with the following statements?

