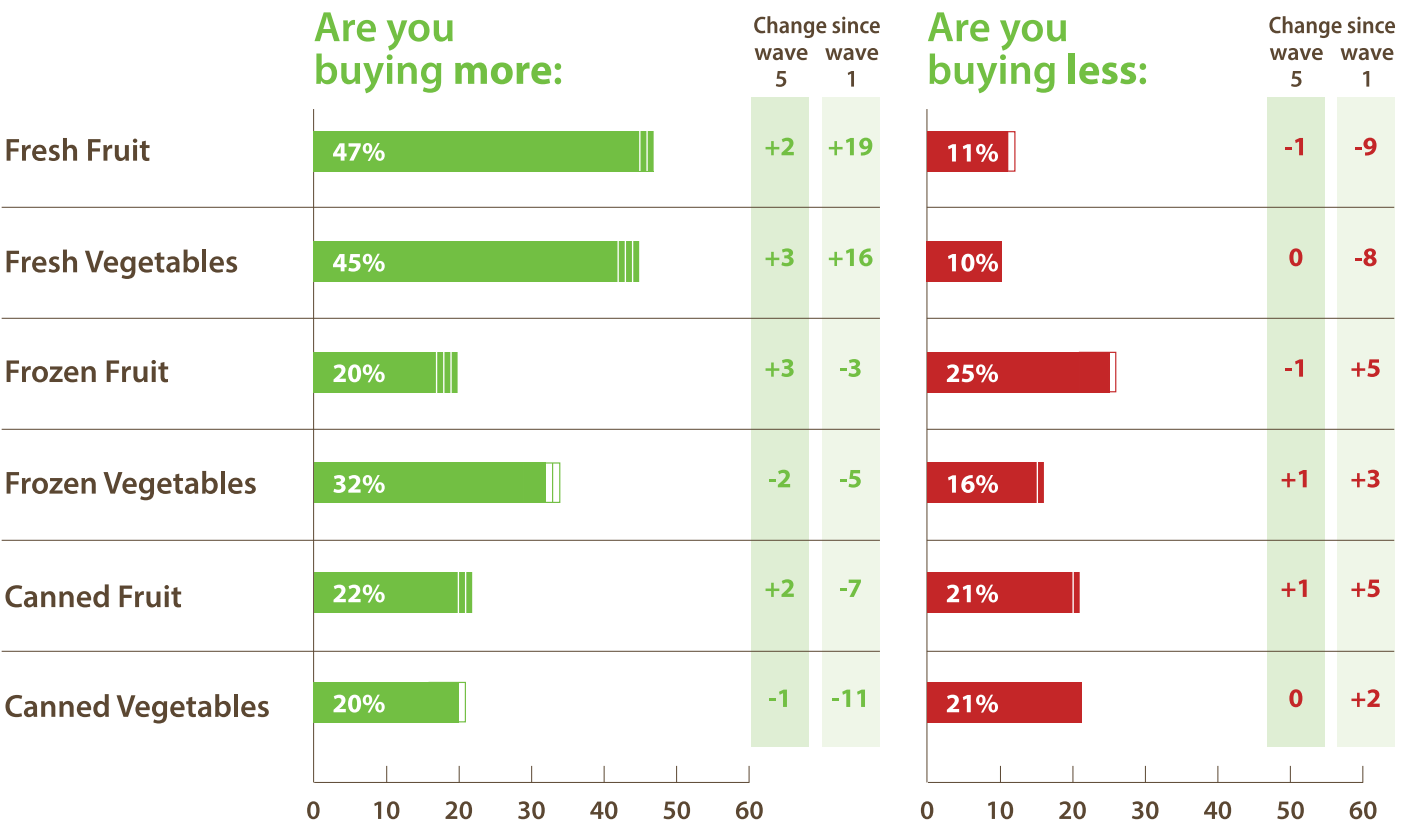


U.K. Consumer Sentiment During the Coronavirus Crisis: Wave 6

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.

“U.K. shoppers’ stated purchase of produce has increased significantly since April, as they report having an easier time finding what they want in stores, although there is growing concern about the quality of produce sold online.”

– Lauren M Scott
Chief Marketing Officer, PMA



Why would you say you are buying less fresh produce?



Concern about shelf life remains the primary reason for buying less produce, but concerns about safety and where it was grown are increasing as barriers to purchasing.

How much do you agree with the following statements?

