



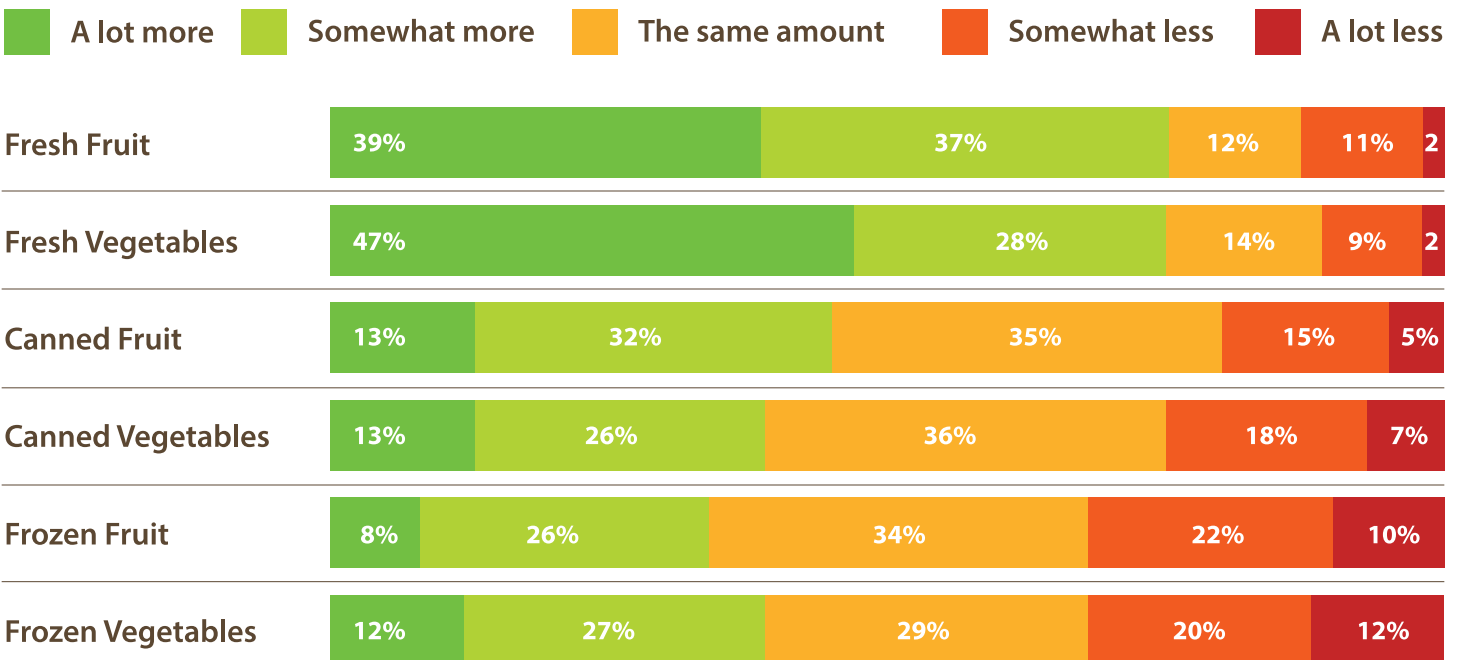
# Chinese Consumer Sentiment During the Coronavirus Crisis

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.

"Increasing confidence in the quality of fresh produce sold online is critical as more Chinese shoppers shift to this channel."

- Lauren M Scott  
Chief Marketing Officer, PMA

## Are you buying more, the same amount or less...



In China, three-quarters of shoppers say they are buying more fresh fruits and vegetables. The distributions for frozen fruit are more equal, with almost similar %'s they are buying the same amount, more and less than before the Covid outbreak.

Source: Produce Marketing Association April 1, 2020. IPSOS N=500 shoppers in China.

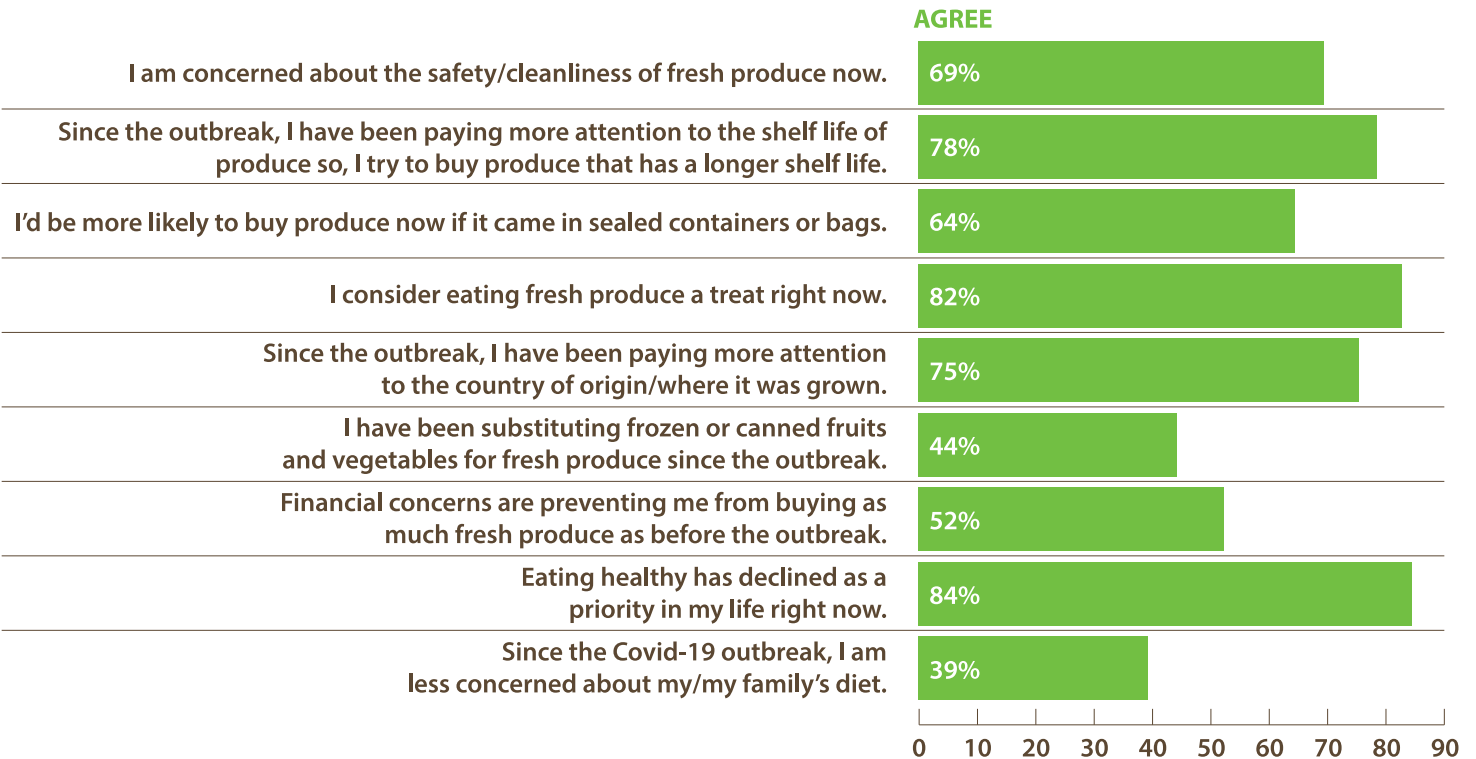
\*Research conducted among 500 respondents in China, age 18+ who are the primary food/drink shoppers OR share the food and drink responsibilities with someone else and are responsible for at least half of the food and drink shopping. Results should not be projected to the entire Chinese population.



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



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



Source: Produce Marketing Association April 1, 2020. IPSOS N=500 shoppers in China.

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