



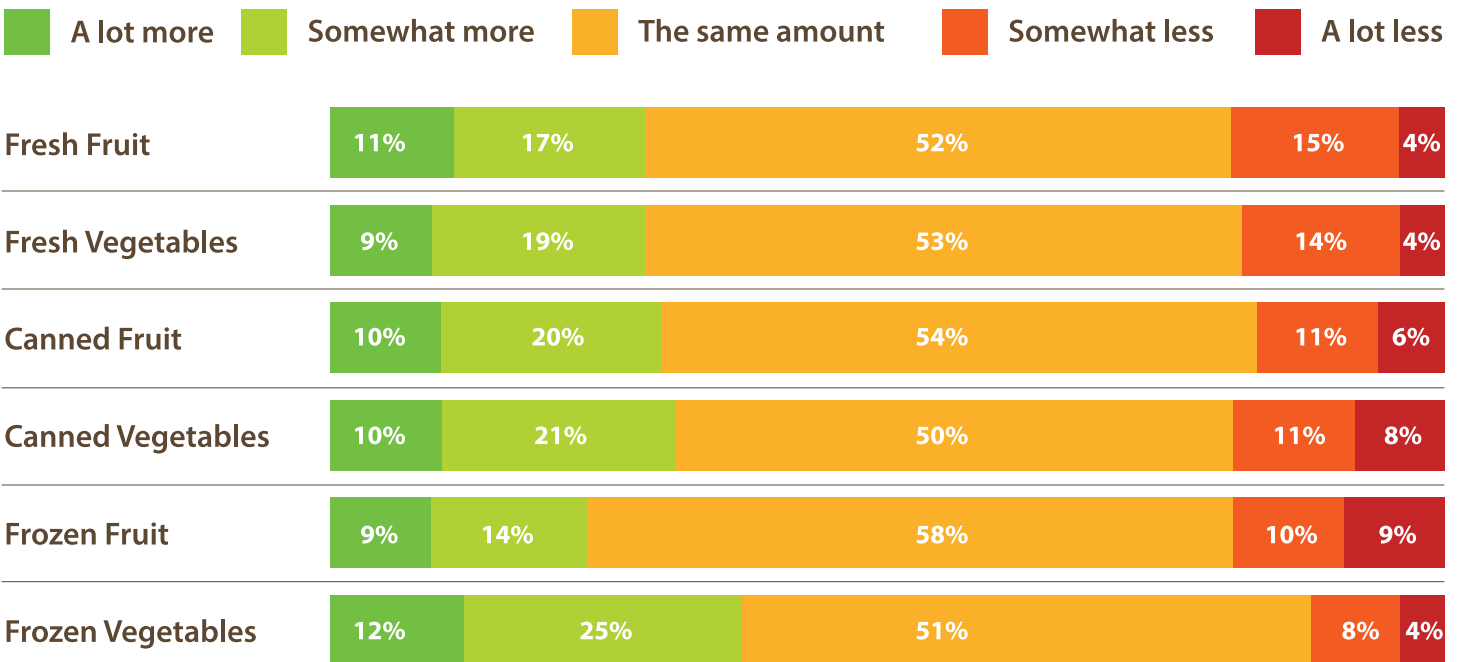
# U.K. Consumer Sentiment During the Coronavirus Crisis

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.

"While most U.K. shoppers said they were buying the same amount of all forms of produce since the coronavirus outbreak, fewer shopping trips and reduced availability of some fresh produce items may impact future sales."

- Lauren M Scott  
Chief Marketing Officer, PMA

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



The majority of shoppers say they are buying the same amount of all types of produce since the COVID-19 outbreak. But higher percentages are saying they are buying more fruit and vegetables than less. This is especially true for frozen vegetables where more than 1/3 say they are buying more and less than 15% say they are buying less.

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

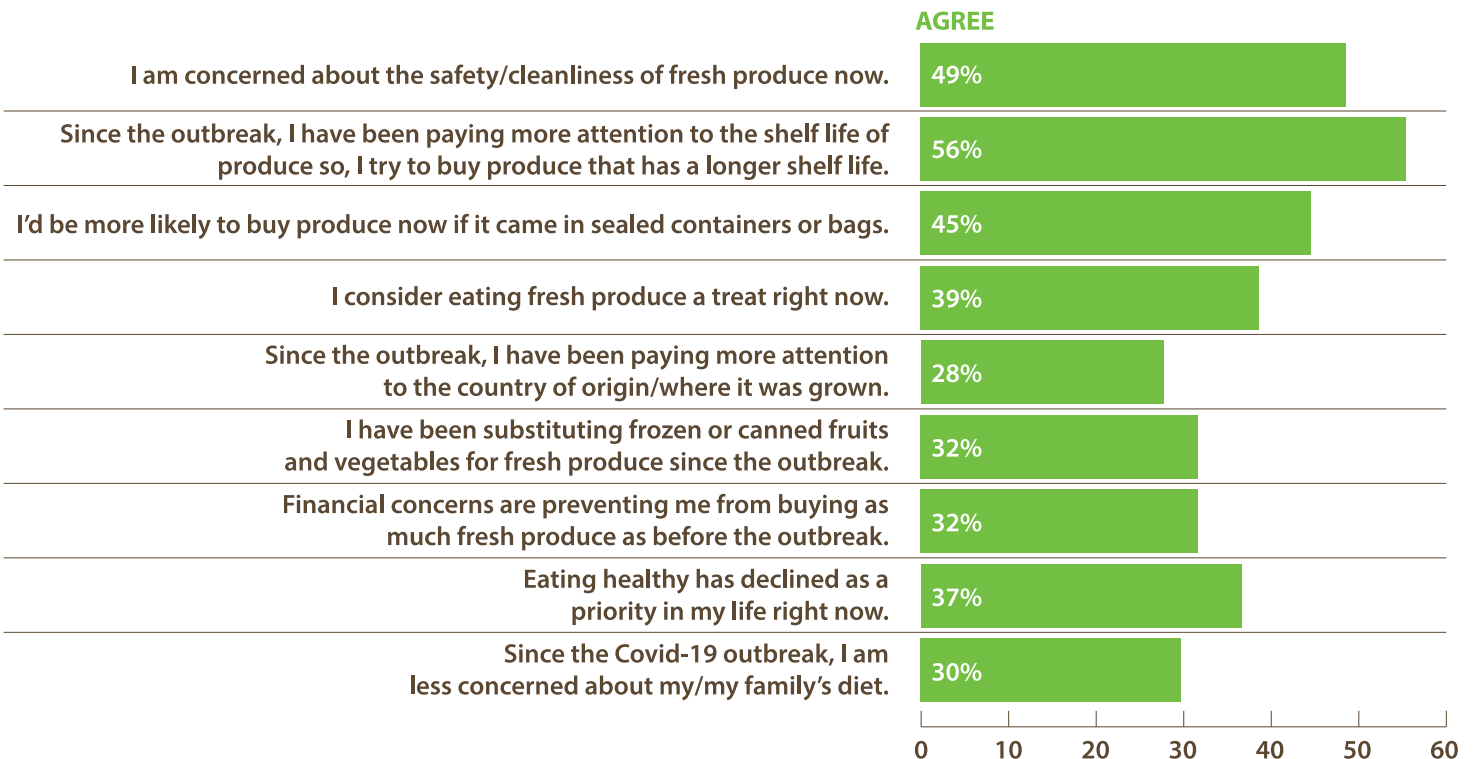
\*Research conducted among 500 respondents in the UK, age 18+ who are the primary food/drink shoppers OR share the food and drink responsibilities with someone else and are responsible for at least half of the food and drink shopping. Results should not be projected to the entire UK population.



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



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



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