

# The Freshness Factor: Insights into North American's Produce Shopping Habits

Understanding preferences and behaviors when consumers shop for fresh produce is essential for retailers aiming to meet expectations for freshness, quality, and trust. In this survey, we gathered insights from 1,062 North American consumers to uncover what drives their produce purchasing decisions. From their confidence in freshness to the factors influencing store choice, these results reveal critical trends shaping the fresh produce market.

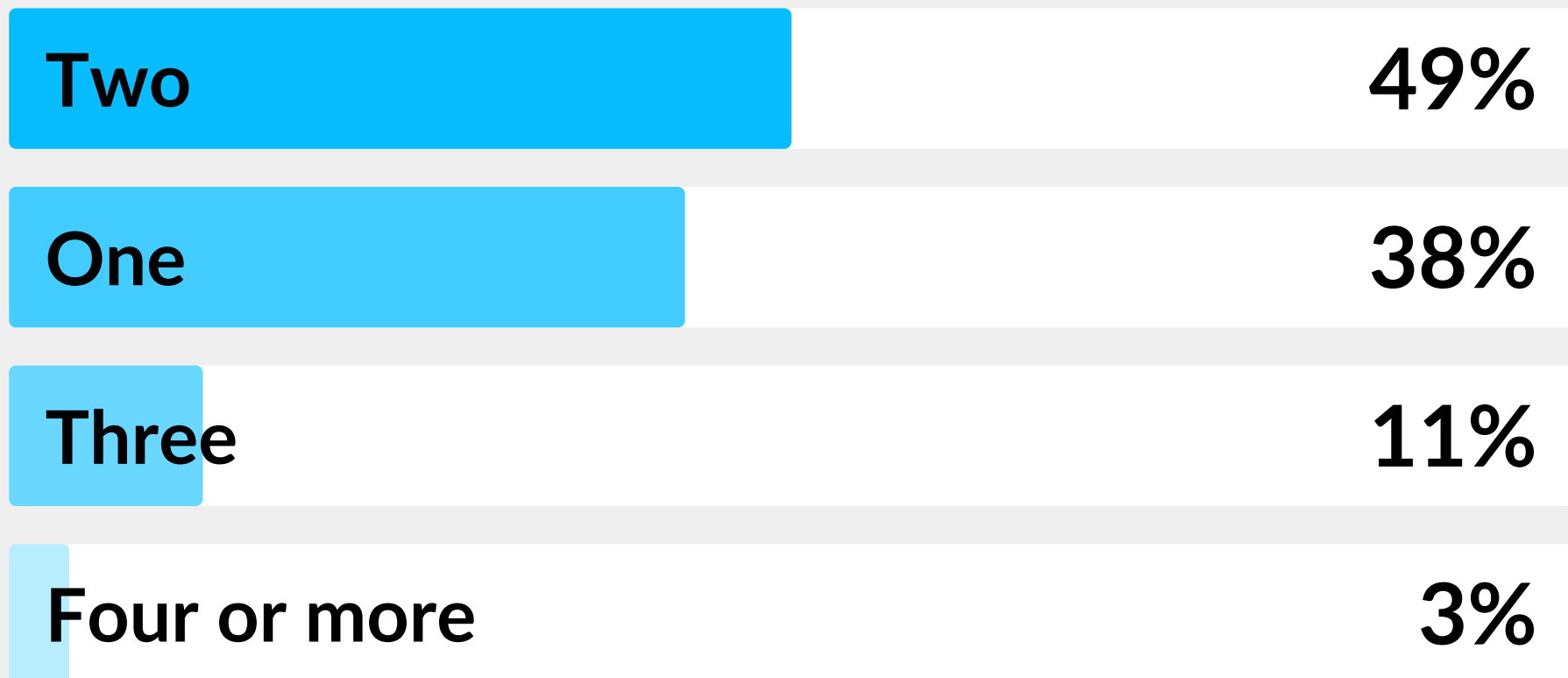


## Why is this *important*?

Fresh produce is a cornerstone of consumer trust in grocery brands, directly influencing where and how often consumers shop. Our survey reveals that 83% of shoppers place greater trust in in-season produce, while 45% visit multiple stores weekly in search of better prices. Additionally, visible cues like vibrant color, firm texture, and clean store environments significantly impact perceptions of freshness.

For retailers, this underscores the importance of addressing consumer priorities: competitive pricing, consistent quality, and transparency in sourcing and freshness practices. By focusing on these areas, brands can not only build trust and loyalty but also position themselves as leaders in delivering the fresh, high-quality produce consumers demand.

## How many stores do you typically buy produce from weekly?



n=1062



# What is the top reason that you purchase produce at more than one store?

Price

**45%**

Quality

**30%**

Availability

**21%**

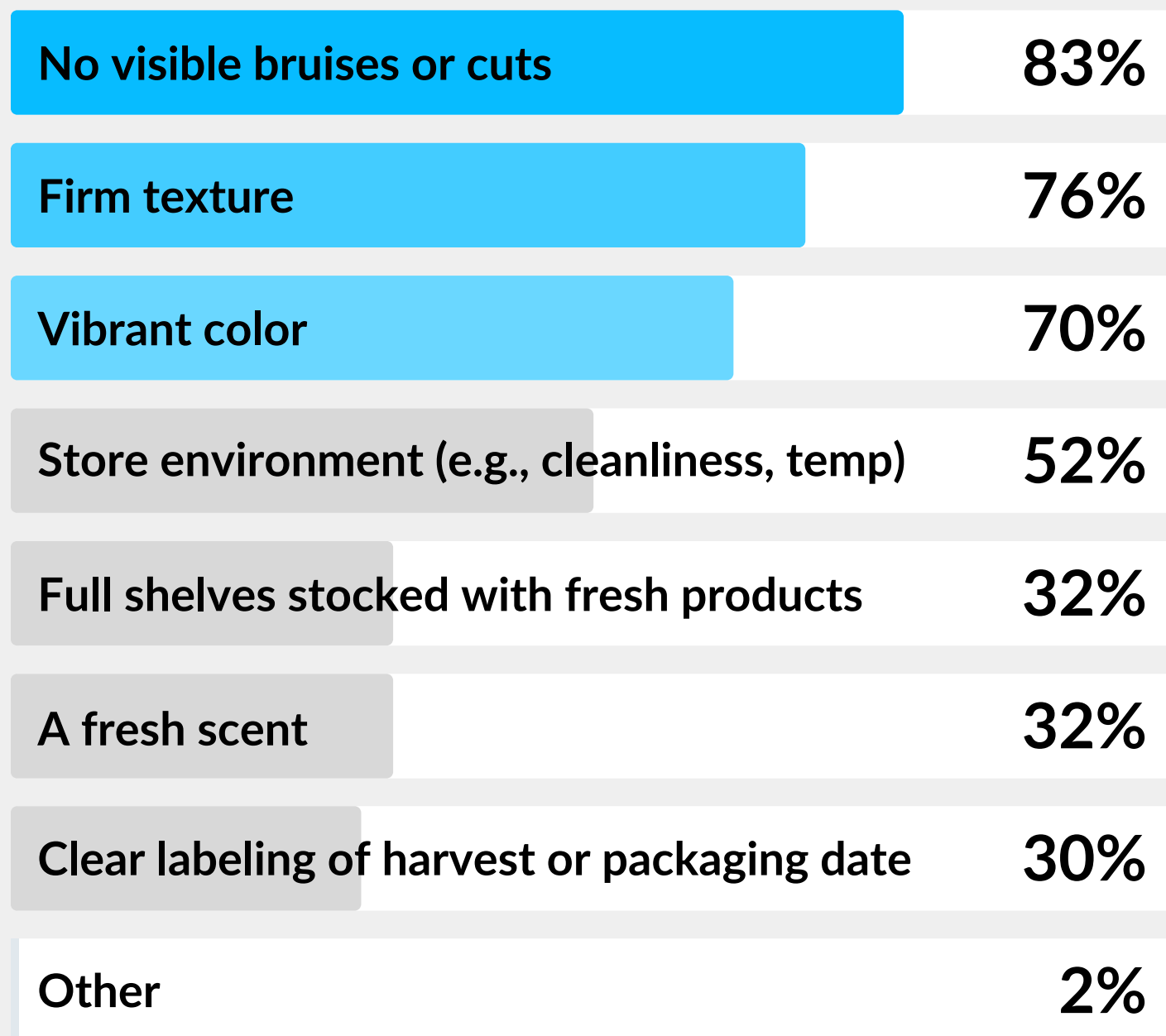
Other

**4%**

n=661

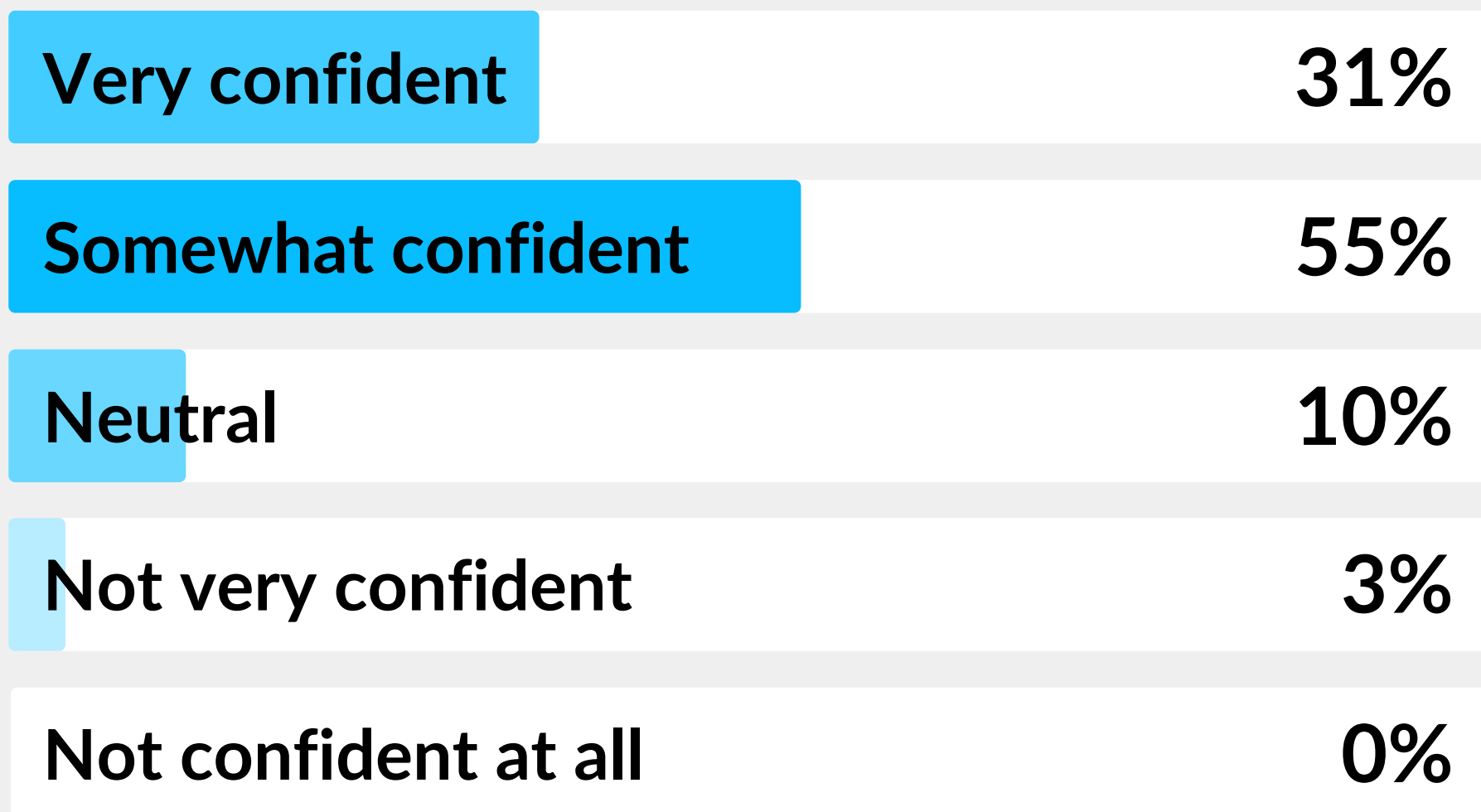


## What do you look for when deciding if produce is fresh? (Select all that apply)



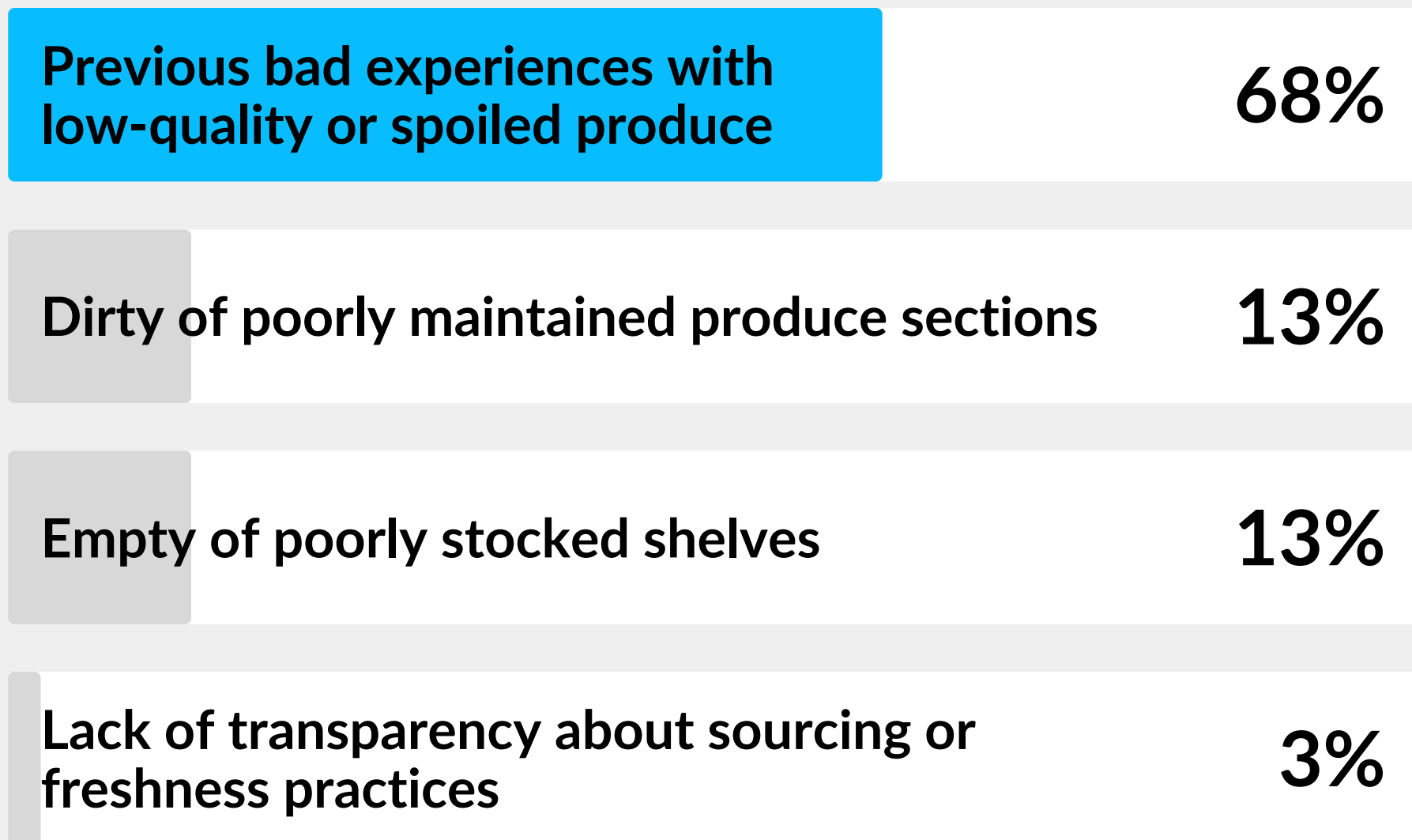
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## How confident are you in the freshness of produce at your regular grocery store?



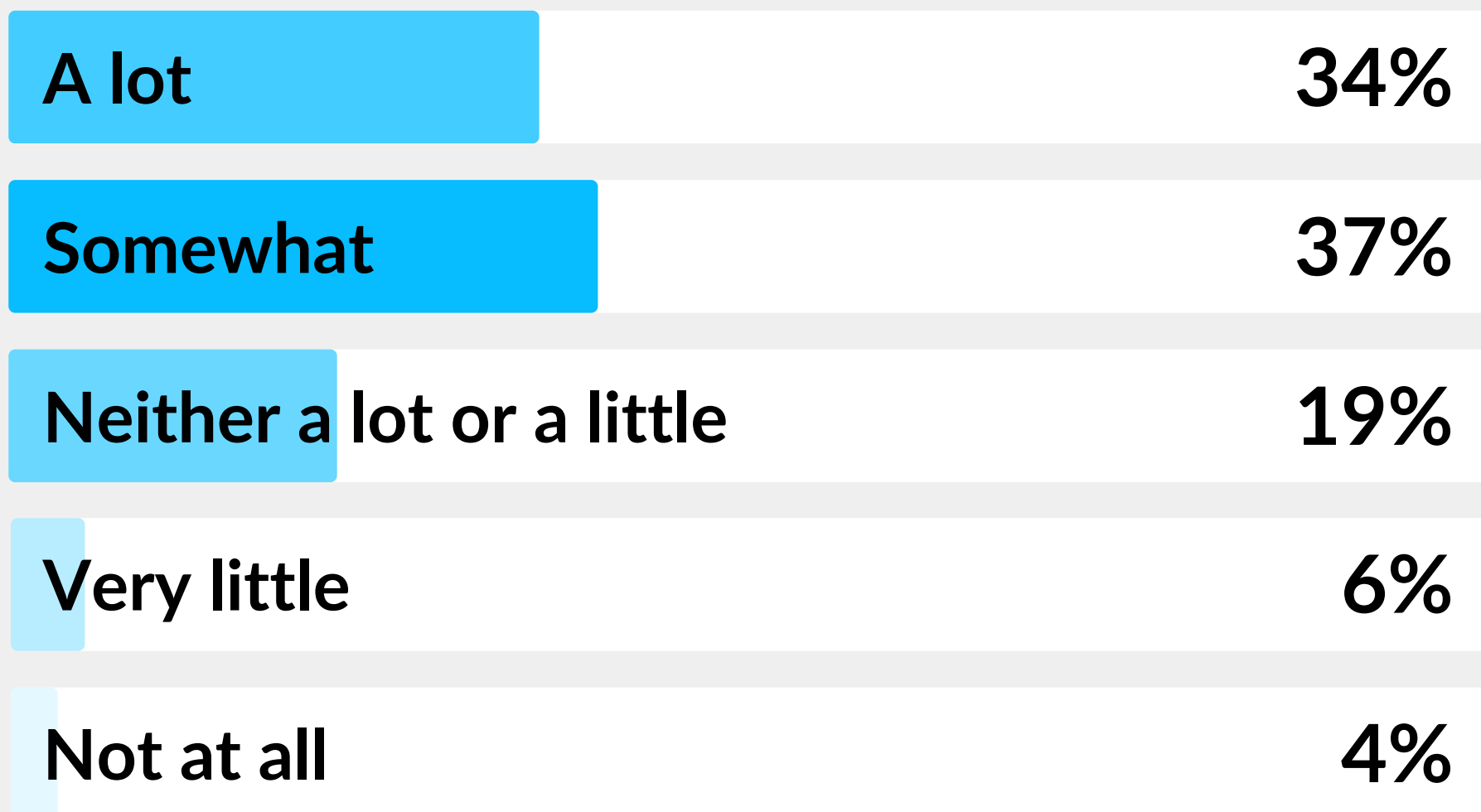
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## What most impacts your lack of confidence in the store's reputation for produce freshness?



n=40

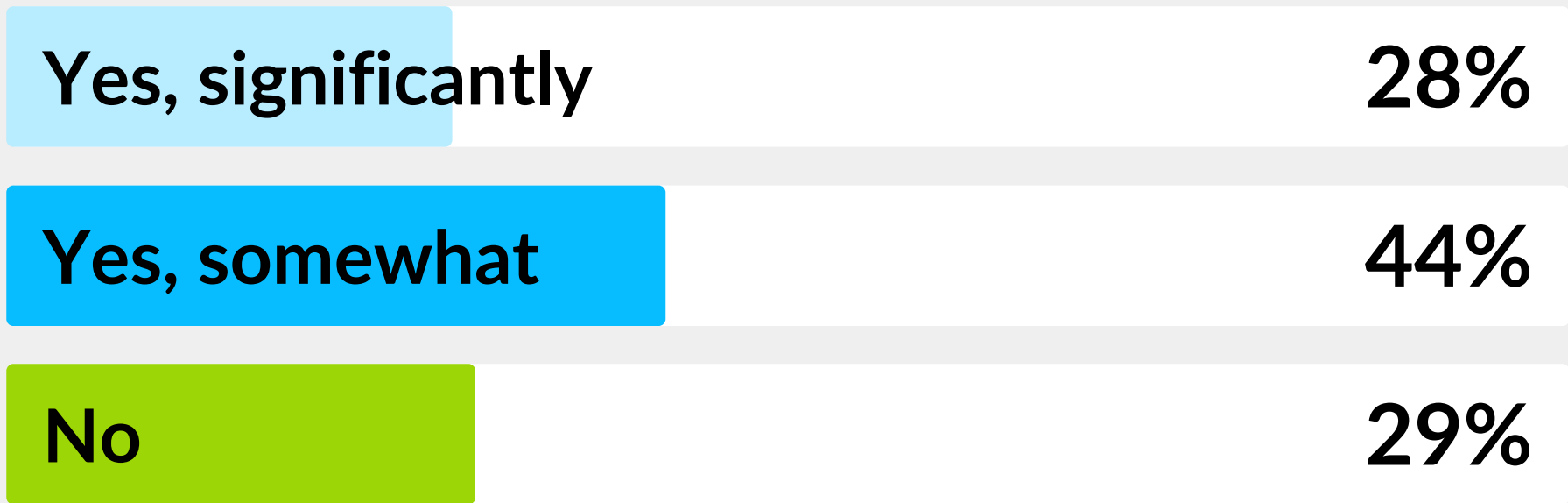
How much does the brand's reputation for having fresh or unfresh produce influence your decision to buy produce from that brand?



n=1062



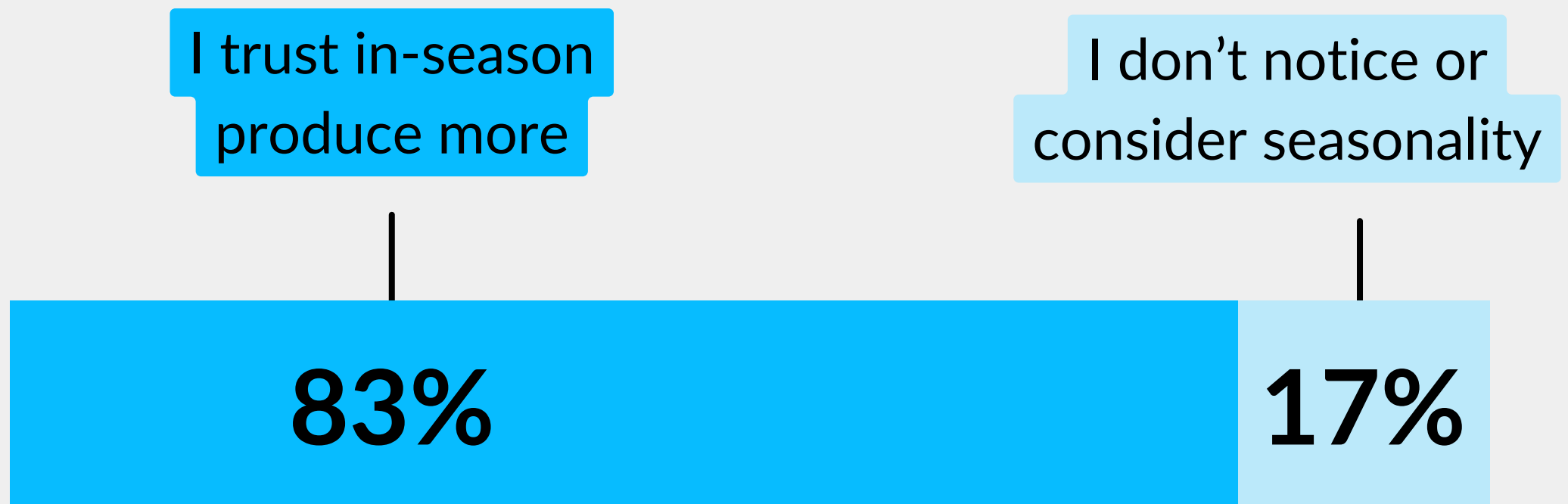
## Does locally sourced or "farm-to-table" labeling affect your confidence in produce freshness?



n=1062



# How does seasonal availability impact your perception of produce freshness?



n=1062

# About *Intouch Insight*

At Intouch Insight, we specialize in helping multi-location brands achieve operational excellence, exceed customer expectations, and build long-term customer loyalty, and we are proud to deliver growth solutions to over 300 of the world's most beloved brands.

Our solutions are designed to streamline operations, maintain brand standards, and provide actionable insights to help our clients enhance their CX. With over 40 years of CX expertise, we excel in providing our clients with top-notch CX, customer surveys, mobile forms, mystery shopping, as well as operational and compliance audit solutions.

**Contact our team today!**

letschat@intouchinsight.com

1-800-263-2980

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