THE POWER OF PRODUCE 2023

An in-depth look at the produce department through the shoppers' eyes

41% OF SHOPPERS

PREFER WRITTEN RECIPES OVER VIDEO RECIPES (34%), BUT VIDEO IS KING AMONG GEN Z (50%) AND MILLENNIALS (58%)

48% OF SHOPPERS

BELIEVE IT WOULD BE GOOD TO HAVE MORE INFORMATION ON HEALTH BENEFITS OF SPECIFIC TYPES OF PRODUCE

41% OF SHOPPERS

EQUALLY WEIGH PACKAGE FUNCTIONALITY AND THEIR ENVIRONMENTAL IMPACT

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TO LEARN MORE OR **CONTACT YERECIC LABEL TODAY** TO LEARN MORE ABOUT **THE POWER OF PRODUCE 2023 RESEARCH STUDY**

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The Power of Produce 2023 study was developed by the FMI, conducted by 210 Analytics and sponsored by Yerecic Label, the Southeast Produce Council and Invafresh.

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