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News Release

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Shopper Research Data Shows Increased Purchase Of Fresh Grapes

Fresno, CA – Findings from a recent consumer research study¹ that gathered insights on purchase, consumption, and shopping behaviors among U.S. primary shoppers ages 25 to 73 were released today by the California Table Grape Commission.

Among the key findings:

- 46% of primary shoppers consider fresh grapes to be a staple in their household, increased from 32% in 2019². Another 35% report that grapes are purchased often in their households.
- 57% of primary shoppers always or usually decide to purchase fresh grapes before going into the store, up from 42% in 2019.
- 56% of primary shoppers report purchasing fresh grapes about once per week or more often. This is an increase from 52% reported in 2019.
- 36% of primary shoppers have purchased fresh grapes via online ordering. 70% of those shoppers report they are very likely to continue to purchase fresh grapes via online ordering in the next 12 months; another 28% are somewhat likely.
- Primary shoppers report that at \$2.48 per pound, fresh grapes are priced reasonably; they are seen as a bargain at \$1.59 and begin to seem too expensive at \$3.74. Grapes are considered to be so inexpensive that product quality is a concern when priced at \$0.84 per pound.

“Given the challenges of 2020, especially the challenges with grocery shopping during a pandemic, these research results are important,” said Kathleen Nave, president of the California Table Grape Commission. “Primary shoppers are increasingly considering fresh grapes as a staple, confirmed by their increased planning tendencies and their increased purchasing frequency.”

The study used quotas and weighting to assure accurate reflection of U.S. Census figures for age, gender, geographic region, and race/ethnicity.

¹ TRUE Global Intelligence, 2021, U.S. Usage Tracking Study, 2020

² TRUE Global Intelligence, 2020, U.S. Attitude & Usage Study, 2019