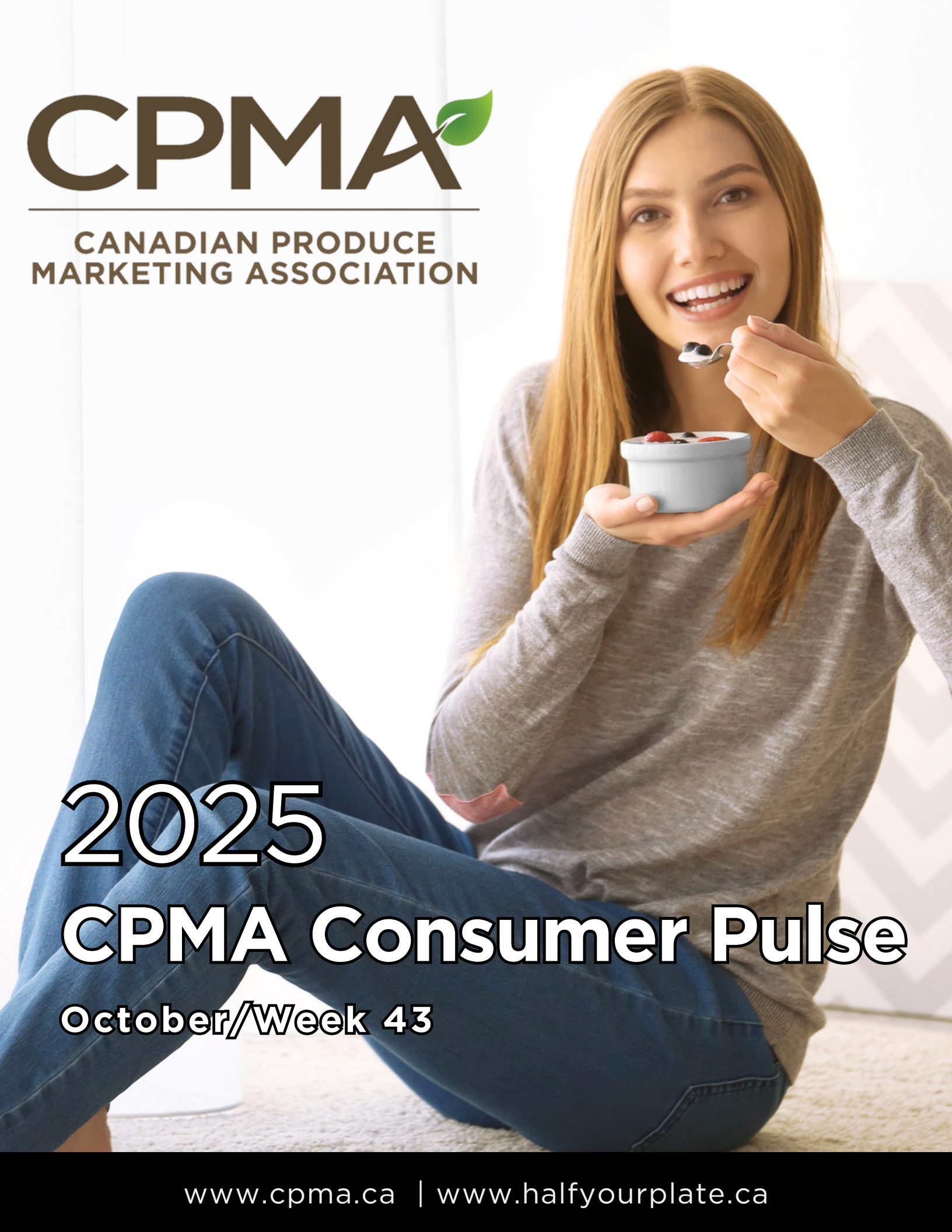




CPMA

CANADIAN PRODUCE
MARKETING ASSOCIATION

2025

CPMA Consumer Pulse

October/Week 43

www.cpma.ca | www.halfyourplate.ca

Produce Expectations

In week 43, availability perception improved from last week and over the 12-week average, while both price and quality perceptions declined. Following Thanksgiving, during the short week, stores may have been out of their routines, with 56% of shoppers having at least one unmet expectation and 22% reporting that either availability or quality (or both) fell short of their expectations.

Week 43

Produce Availability



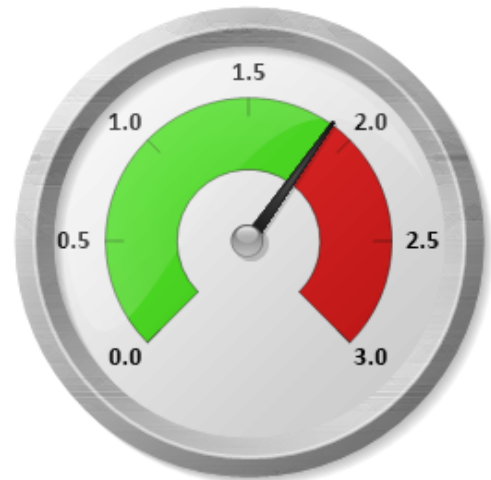
1.99 out of a max of 3.0
11.1% below expectations

Produce Pricing



1.56 out of a max of 3.0
48.9% below expectations

Produce Quality



1.89 out of a max of 3.0
18.9% below expectations

1 = Below Expectations

2 = Met Expectations

3 = Exceeded Expectations

Rolling 12 weeks ending week of October 20



1.98 out of a max of 3.0
11.1% below expectations



1.59 out of a max of 3.0
47.2% below expectations



1.93 out of a max of 3.0
17.3% below expectations

Produce Department Net Promoter Score

In week 43, the Net Promoter Score declined from both last week and the 12-week average, as the shortened post-Thanksgiving week likely affected store operations and overall customer experience.

Net promoter score is calculated by adding the number of respondents scoring a 9 or 10, taking away the number of respondents scoring 1-6 and dividing by the total number of responses.

Week 43

Produce Department Net Promoter Score



Current Score 3.1%

On a scale of 1-10 with 10 being very likely and 1 being very unlikely what is the likelihood that you would recommend your most recent grocery store based on the produce offer?

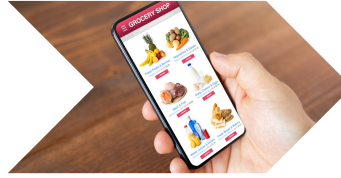
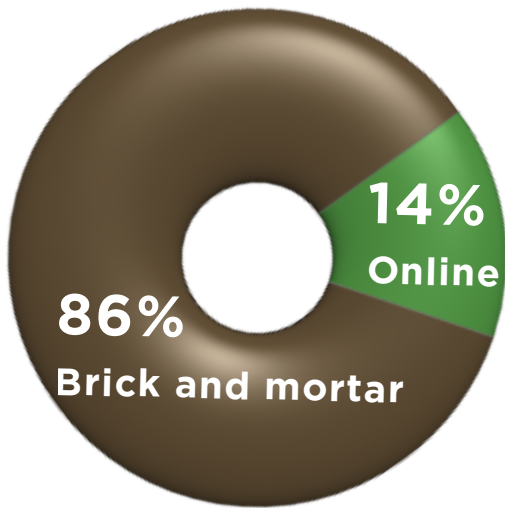
Rolling 12 weeks ending week of October 20



Current Score 5.1%

Online Shopping

Rolling 12 weeks ending week of October 20



Online usage averaged 14% over the 12 weeks ending week 43, with home delivery remaining dominant at 68% of online purchases. Ontario continues to lead the country, while the Atlantic provinces trail. Autumn usage remains below summer levels, reflecting seasonal shifts

Regional online shopping prevalence



Increasing Consumption

In recent times, Canadian per capita consumption of fruits and vegetables has fallen to below half of the recommended seven servings. If you could wave a magic wand and change one thing to encourage Canadians to get closer to this recommendation, what would that one thing be?



“

As a shopper, I want fresh fruits and vegetables to be affordable, high-quality, and accessible to everyone. Prices are too high right now, which keeps many people from eating the recommended daily servings. Making produce more affordable, whether through lower grocery prices, promotions, or supporting local farms, would encourage Canadians to eat more. Taste matters too — fruits and vegetables should be fresh, flavourful, and appealing so people actually want to eat them. Education is important: teaching kids early about nutrition, providing simple recipes, showing how produce can be used in everyday meals, and highlighting the health benefits can all make a difference. Local and seasonal products, community gardens, and reduced chemical use would help too. If fruits and vegetables were affordable, tasty, and easy to access, more people would eat them regularly, improving health and making it easier to live a balanced, vibrant life.

”

A.I. summary of open ended question