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Monday, 27 July 2015

Supermarkets dominate fruit and vegetable trade— even among people shopping at produce markets

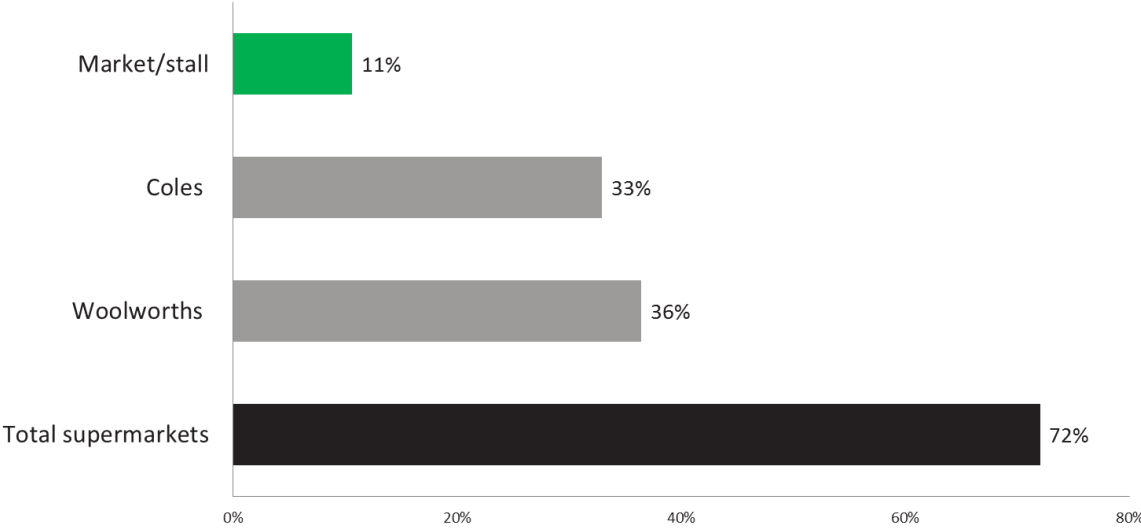
Over 1.5 million Australian grocery buyers (14+) purchase fruit and vegetables from a market or stall during an average week—but even the majority of these locally and organically minded, anti-GM, farmer-friendly shoppers take their totes to a supermarket’s produce section too, new retail data from Roy Morgan Research shows.

11% of grocery buyers bought fresh fruit and vegetables at a market or stall in an average seven days in the 12 months to March 2015, unchanged over the past few years. But for most of them, the brightly lit convenience of the supermarket remains a lure: 54% also bought fruit and vegetables at a supermarket, including 29% at Coles and 25% at Woolworths.

Overall, 12.3 million Australians (87% of grocery buyers) buy fresh fruit and veg during the week. 10.2 million buy produce at a supermarket (72%), up from 8.8 million (68%) in 2011.

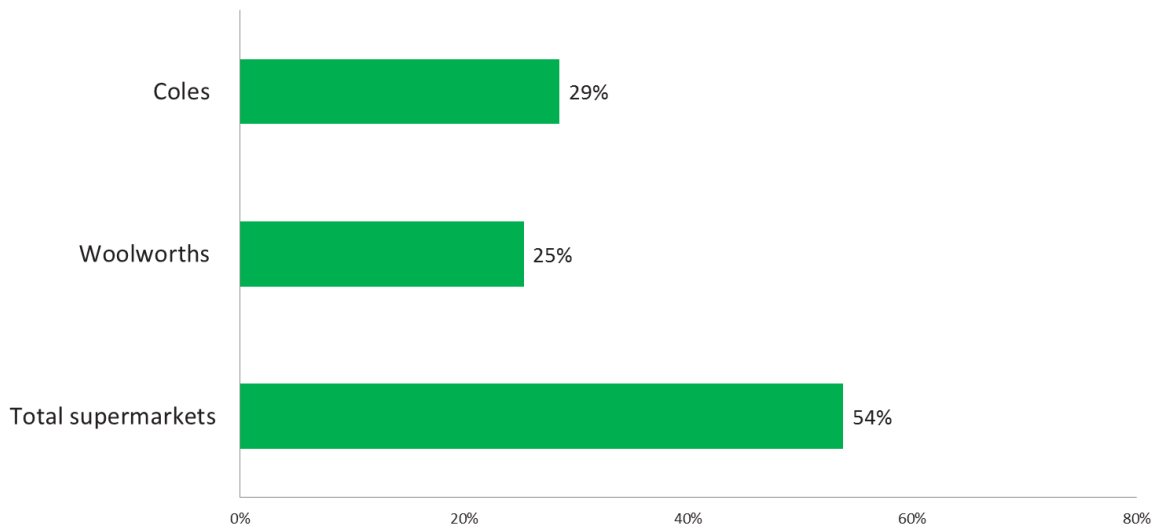
A reverse of the inclination toward Coles among market shoppers, Woolworths has a slight lead among the general grocery-buying population. 5.2 million (36%) buy fruit or veg at Woolworths in an average week, while 4.7 million (33%) do so at Coles.

% of All Grocery Buyers purchasing fruit or vegetables via store in average week



Source: Roy Morgan Single Source (Australia), April 2014 – March 2015 n=12,828 Grocery Buyers 14+

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% of Market/Stall buyers who also purchasing fruit or vegetables via store

Source: Roy Morgan Single Source (Australia), April 2014 – March 2015 n= 1,261 Grocery Buyers 14+ who bought fresh fruit/vegetables at a market or stall in the last seven days.

Norman Morris, Industry Communications Director, Roy Morgan Research, says:

“It’s a clear indication of supermarkets’ ever-increasing dominance of the category that even people shopping at produce markets during the week can’t help but find themselves also buying some fruit and veg on their next supermarket trip.

“Those buying their weekly fruit and veg at a market stall tend to be socially aware, higher-earning younger couples in their late-20s and early-30s, often without kids. They enjoy cooking, eating healthily and trying new things. They are cautious about genetic modification and almost 50% more likely than the average to try to buy organic food when possible.

“To be truly competitive and generate satisfaction and long-term loyalty, supermarkets need to know not just what shoppers look like, do and buy once inside but where else they go, and why. Only by combining external, all-inclusive and multi-channel research with internally collected data can retailers get a more comprehensive picture of their fruit and veg consumers in order to build strategies to attract and target them.”

For comments or more information about Roy Morgan Research’s grocery and FMCG data, please contact:

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Related research findings

View our latest [Supermarket & Fresh Food Currency Report](#) or browse our huge range of [Food Buyers Profiles](#). Compiled with data from Roy Morgan’s Single Source survey (the largest of its kind in the world, with 50,000 respondents pa), these ready-made profiles provide a broad understanding of the target audience, in terms of demographics, attitudes, activities and media usage in Australia.

About Roy Morgan Research

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Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in Indonesia, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years' experience in collecting objective, independent information on consumers.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2

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