Pacific Coast Producers

What Drives Consumer Purchase Decisions

Tomato Edition

It is evident more than ever that today's consumer cares about what is in the products they are buying. However, in a recent study 41% of consumers claimed they do not research canned tomatoes. Of those who do research, 44% do so through in-person research in-store. See what features canned tomato purchasers look for as driving factors for their decision making based on our recent consumer study in partnership with Hanover Research.

77% of all Consumers agree with the statement,

"I rely on product labels to help me make decisions when food shopping."

CONSUMER CALL OUT FAVORITES

Fresh Taste

83% of consumers agreed that this attribute is the most important when making a purchase decision.

Steam Peeled

61% claimed they are more likely to purchase canned tomatoes that are steam peeled.

Grown by Family Farmers

This ranked most influential when it comes to statements of tomato origin with 60%.

BPA Free

54% found this statement an important attribute on the influence of a purchase decision.

Country of Origin

This ranked most influential when it comes to statements of specific tomato origin at 48%.

PACKAGING BONUS

Our tomato products already come with great functional features that consumers highly value, no art changes necessary!

RECYCLABILITY

75% agreed with the statement, "I recycle on a regular basis."

53% agreed with the statement, "Buying canned tomatoes helps reduce my personal food waste."

CONVENIENCE

84% agreed with the statement, "I like the convenience of easy-open can tops."

61% find easy-open can tops influential when making a purchasing decision.

RELIABILITY

75% find tamper proof/evident packaging influential when making a purchasing decision.

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*All data is the result of an online survey conducted by Hanover Research on behalf of Pacific Coast Producers July 2019. The goal was to further understand consumer thoughts and preferences in regards to canned tomatoes. The analysis includes a total of 419 respondents all ages 18+, residing in the US, who indicated they have purchased canned tomatoes within the last 12 months.

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