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By Mike Knowles

Thursday 2nd July 2020, 13:23 GMT

Fruitbox 30: How are shopper habits changing?



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Joe Shaw Roberts of Kantar looks at what to expect from the fresh produce market as shoppers respond to Covid-19

As the coronavirus outbreak pushes the world towards a very different kind of recession, Joe Shaw Roberts of consumer research company Kantar looks at how consumers are responding to the crisis and considers what lasting impact it is having on the way people buy fresh fruit and vegetables.

Speaking on the latest episode of Fruitbox, Fruitnet's series of fresh produce industry conversations, Shaw Roberts explains how the pandemic is reshaping the market and driving important consumer trends to do with health, convenience, organics, local sourcing, discounting, online shopping and home delivery services.

Hosted by Chris White in London, Fruitbox now attracts a big audience across the global fruit and vegetable business that tunes in twice a week to hear exclusive interviews and expert analysis.

Produced by Fruitnet Media International, the show is essential listening for everyone in the fresh produce industry.

To find out how you can tell your story on Fruitbox, email chris@fruitnet.com.

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