

# 5 Forces Affecting Produce and Floral

Consumers survived a pandemic and economic downturn and are ready for a vibrant future!



The combination of consumer and market data is powerful as we try to maneuver in the current marketplace.

IFPA is your guide to consumer and industry insights.

## The industry and consumer trends at the foundation of 2023's business environment



### The economy

- › Number 1 factor
- › Inflation is here to stay in 2023
- › Consumers more deliberate about spending



### Back to Normal

- › Consumers want to normalize activities
- › Eating at home remains high
- › Foodservice rebounds



### Workforce Participation

- › Labor remains tight
- › Employees seek balance
- › Automation is explored



### Rise of Gen Z

- › An economic force
- › Live in a digital world
- › Understand the metaverse & Web 3.0



### Regenerative Ag

- › Sustainability cost of doing business
- › Birth of Regenivore
- › Concerns grow over carbon

## Questions?

We are here to help provide context for your business decisions.

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