

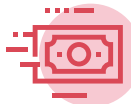
Canned food buyers.

Real canned food buyers share juicy purchase behaviors.



48%
bought Del Monte today.

45%
bought Dole today.



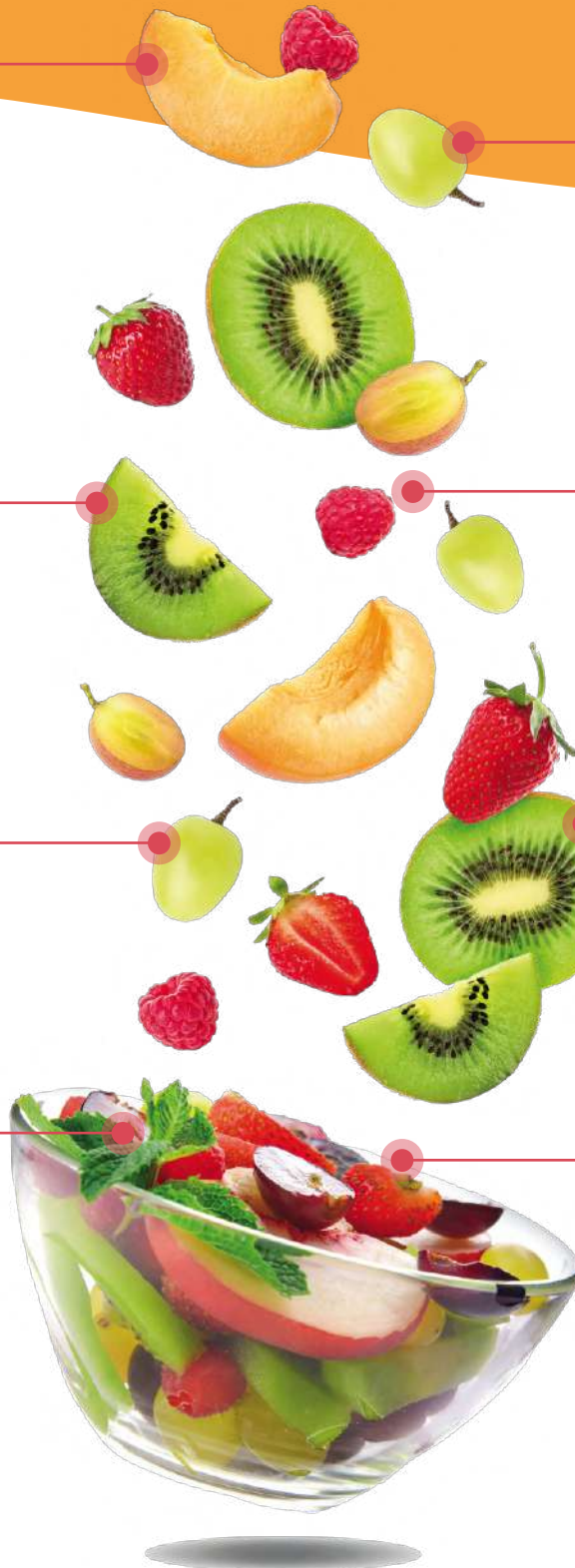
75%
say price is what determines brand selection.



47%
usually buy Del Monte for canned produce.



62%
purchase canned fruits + veggies at least weekly.



45%
use canned items when they're out of fresh produce.



36%
say meat and potatoes are best to pair with canned veggies.



32%
are buying canned produce more than they were before COVID.



Favorites are:
82%
Canned peas.

77%
Beans.

77%
Green Beans.

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METHODOLOGY: The Surveys on the Go® (SOTG) app triggered surveys based on observed brick + mortar behavior. Sent to canned food buyers ages 18+ as they left Costco, Walmart + Sam's Club. N=181.

