



# Table grapes: consumer acceptance KPI

May 2021

NielsenIQ **Homescan**

Project TG-19003 -  
Table Grapes Consumer Acceptance & Attitudes  
Homescan Quality Performance Tracker Dec 20 - May 21

Date 9 June 2021

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The Hort Innovation logo, with "Hort" in grey and "Innovation" in red, positioned in the bottom right corner of the slide. The background of the slide is a close-up photograph of several bunches of table grapes, including green and purple varieties, arranged in a basket.

**Hort**  
**Innovation**

# Homescan quality performance tracker

Ongoing measurement and reporting of quality perceptions using NielsenIQ Homescan Panel to assess whether Australian table grapes meet the 80% liking benchmark, reasons for missing the target and validation of time to recover from a bad experience



## Fieldwork

9 waves (3 per season)

S1	Dec 20	Mar 21	May 21
S2	Dec 21	Mar 22	May 22
S3	Dec 22	Mar 22	May 23



## Methodology

Online survey sent to Homescan Consumer Panel of 10,000 Australian households



## Sampling

Full Nielsen Homescan panel



## Sample size

(May 21) Total sample of 1,117 households



## Coverage

Demographically and geographically representative sample of all Australian households



## Survey duration

5 minutes

# Consumer acceptance for all, bar green grapes, continued to improve over the 2020-2021 grape season

Consumer acceptance of green grapes was more consistent across the season

Average acceptance score



# Consumer acceptance of black grapes remains very strong

Despite improving overall scores, both red and black grape consumers were less likely to rate the grapes as extremely well liked, moving back into liking very much

May  
21

Percentage of shoppers purchasing...

n=1,117



**51%** (83% Mar '21)

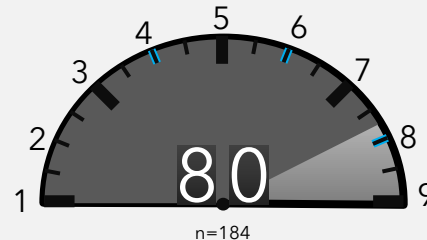


**60%** (32% Mar '21)

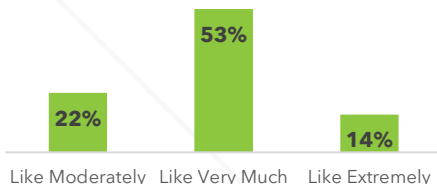


**17%** (19% Mar '21)

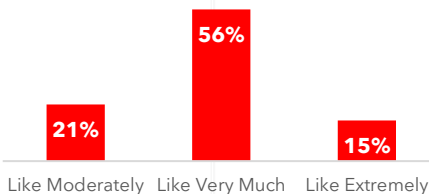
AVERAGE SCORE



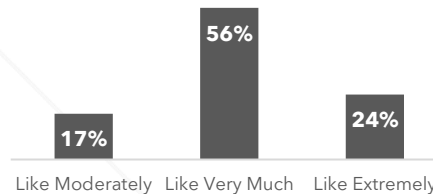
Consumer acceptance = 90%



Consumer acceptance = 92%



Consumer acceptance = 96%



Q1. Were the grapes you bought green, red or black?

Q2. Please indicate how much you liked or disliked the grapes you bought?

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# Acceptance of green grapes remained above acceptable limits

However, fell below for shape and consistency at the end of the grape season

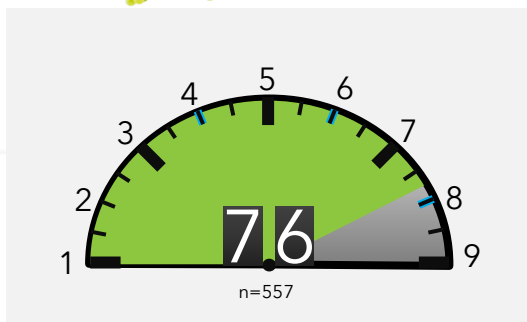
May  
21

## Percentage of shoppers purchasing...

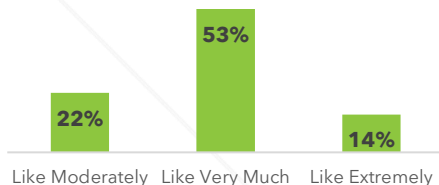
n=557



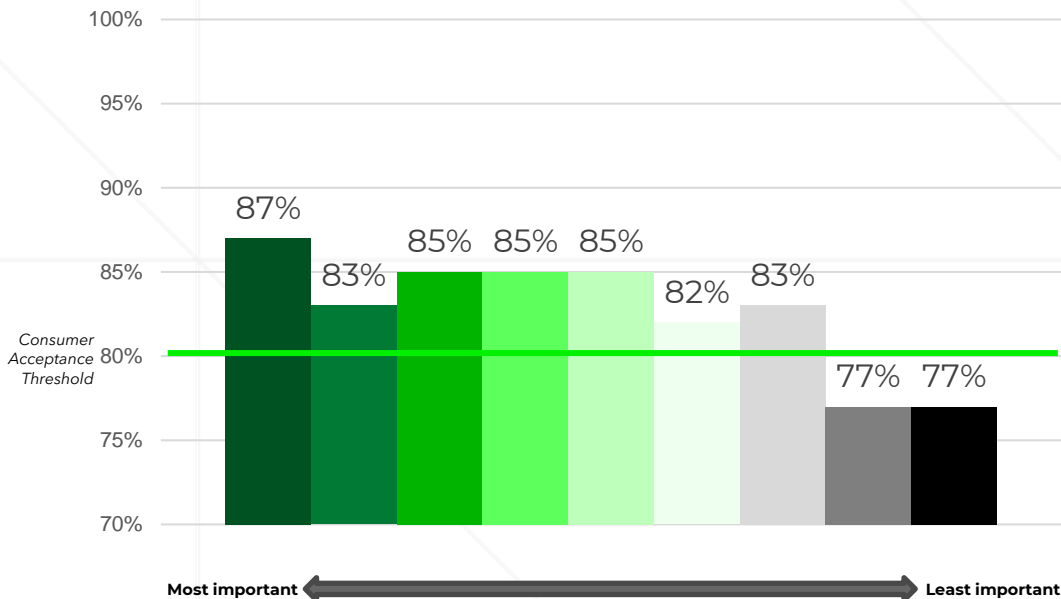
AVERAGE SCORE



Consumer acceptance = 90%



Q1. Were the grapes you bought green, red or black?  
Q2. Please indicate how much you liked or disliked the grapes you bought?  
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- Taste
- Juiciness
- Crunch
- Firmness of flesh
- Consistency of quality in the bunch
- Flavour balance
- Freshness
- Colour
- Shape

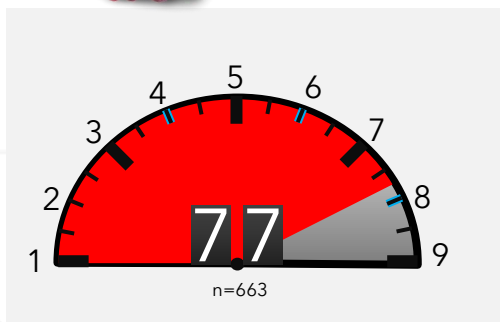
# Acceptance of red grapes also remained above acceptable levels

However, there was some softening across the factors, with shape also falling to threshold levels

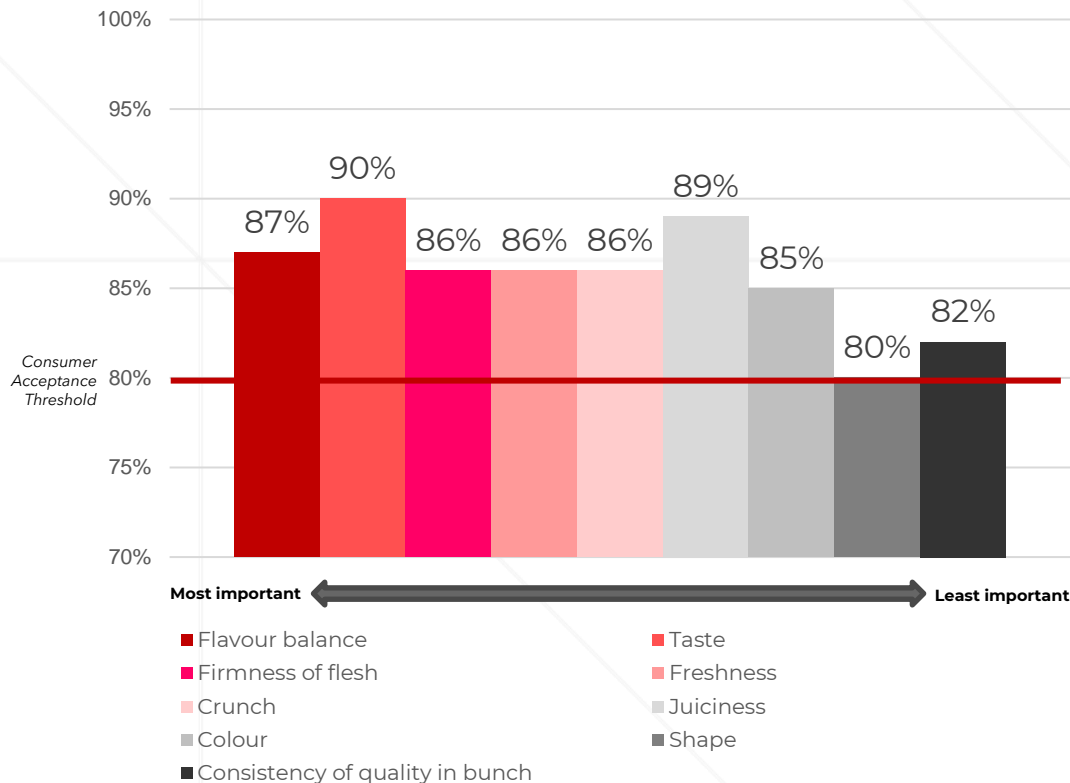
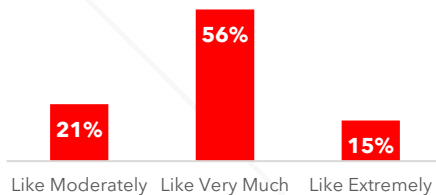
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## Percentage of shoppers purchasing...

n=663



**Consumer acceptance = 92%**



Q1. Were the grapes you bought green, red or black?  
Q2. Please indicate how much you liked or disliked the grapes you bought?  
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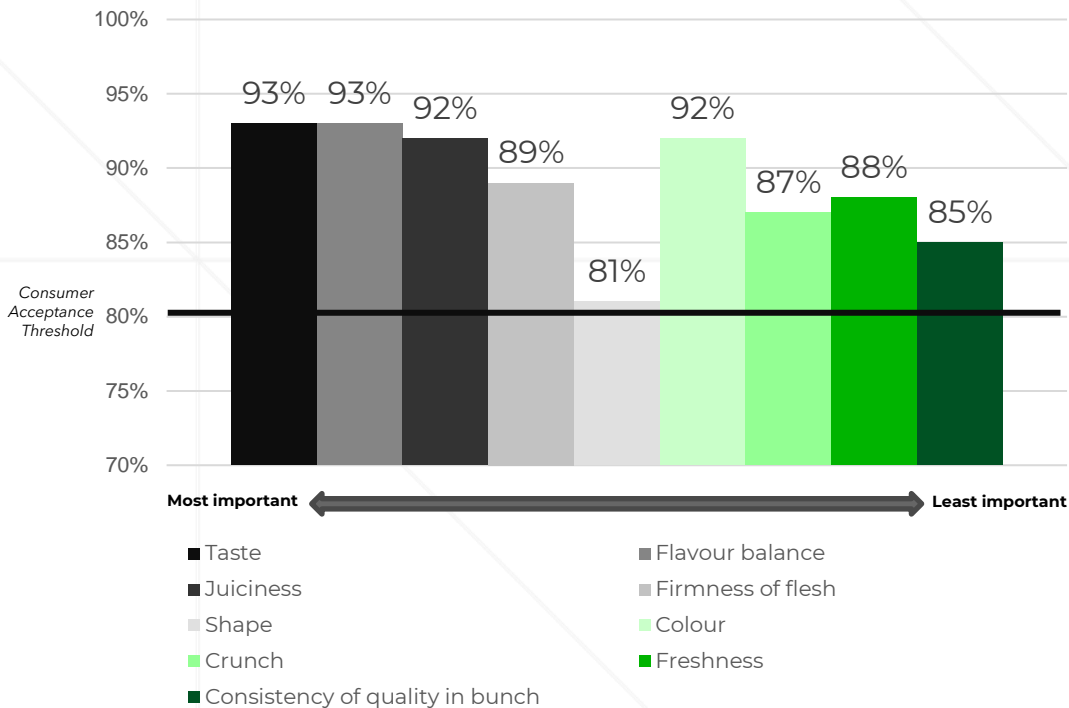
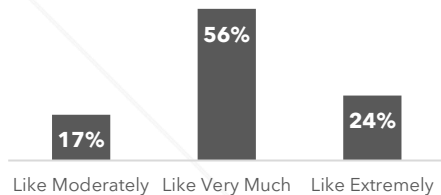
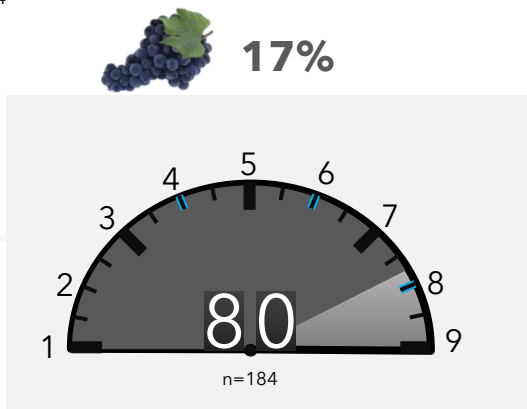
# Consumer acceptance of black grapes was the highest

Driven by strong performance on taste, flavour balance and juiciness. Shape acceptance declines noted across all varieties

May  
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## Percentage of shoppers purchasing...

n=184



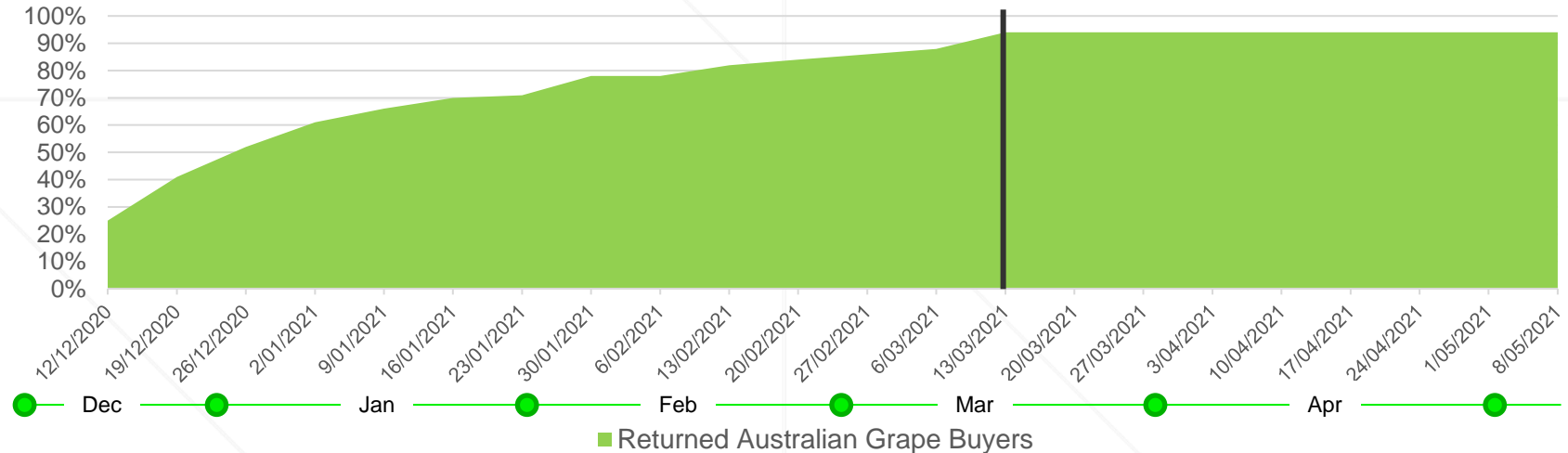
Q1. Were the grapes you bought green, red or black?

Q2. Please indicate how much you liked or disliked the grapes you bought?

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# 94% of Australian Grape buyers that had a bad experience in December 2020 were back within 14 weeks

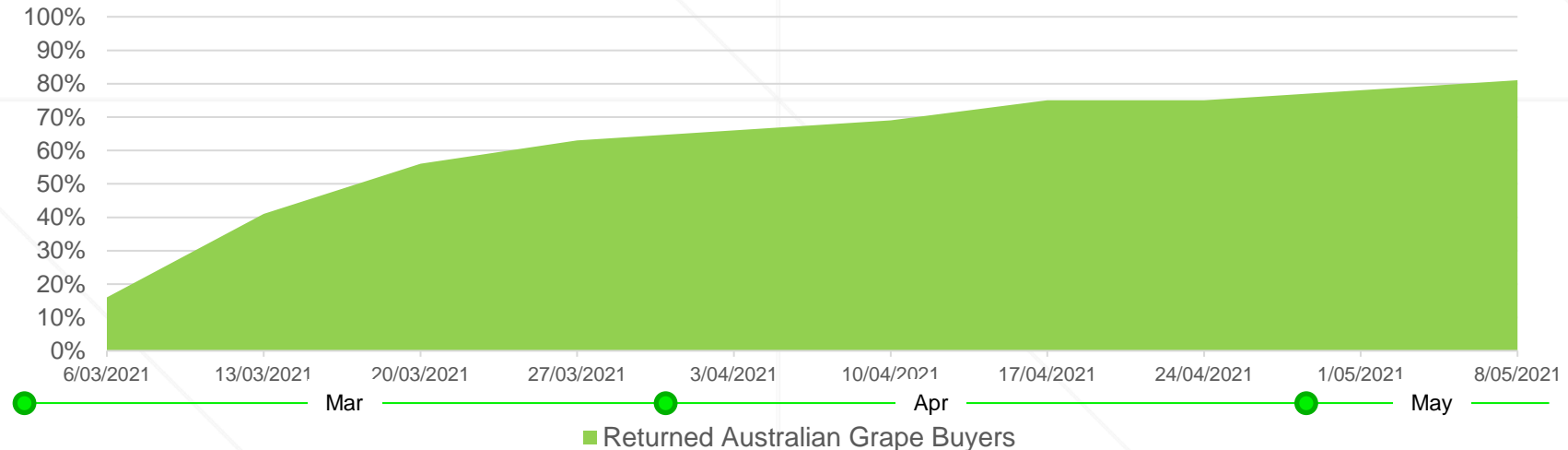
While over 50% were back within 3 weeks of their experience, as many as 6% have not returned to the category this season





# Despite only 32 households having a poor experience with Grapes during the March research phase, a similar return rate was noticed

More than 50% being back within 3 weeks of their experience, and just over 80% after 10 weeks



Homescan panel tracking of n=32 households that rated the grapes they bought in March as below KPI levels



## About NielsenIQ

Arthur C. Nielsen, who founded Nielsen in 1923, is the original name in consumer intelligence. After decades of helping companies look to the future, we are setting the foundation for our future by becoming NielsenIQ. We continue to be the undisputed industry leaders as evidenced by our experience and unmatched integrity. As we move forward, we are focused on providing the best retail and consumer data platform, enabling better innovation, faster delivery, and bolder decision-making. We are unwavering in our commitment to these ideals and passionate about helping clients achieve success. For more information, visit: [niq.com](https://www.niq.com)