



# Table grapes: consumer acceptance KPI

December 2021  
NielsenIQ Homescan

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

Date 20 December 2021

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The Hort Innovation logo, with 'Hort' in a grey sans-serif font and 'Innovation' in a red sans-serif font below it.

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

Dates

N=

S1	11-17 Dec N=755	4-10 Mar N=1049	20-26 May N=1117
S2	25 Nov – 1 Dec N=213		
S3			



## Methodology

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



## Sampling

Full Nielsen Homescan panel



## Sample size

(Dec 21) Total sample of 213 households



## Coverage

Demographically and geographically representative sample of all Australian households



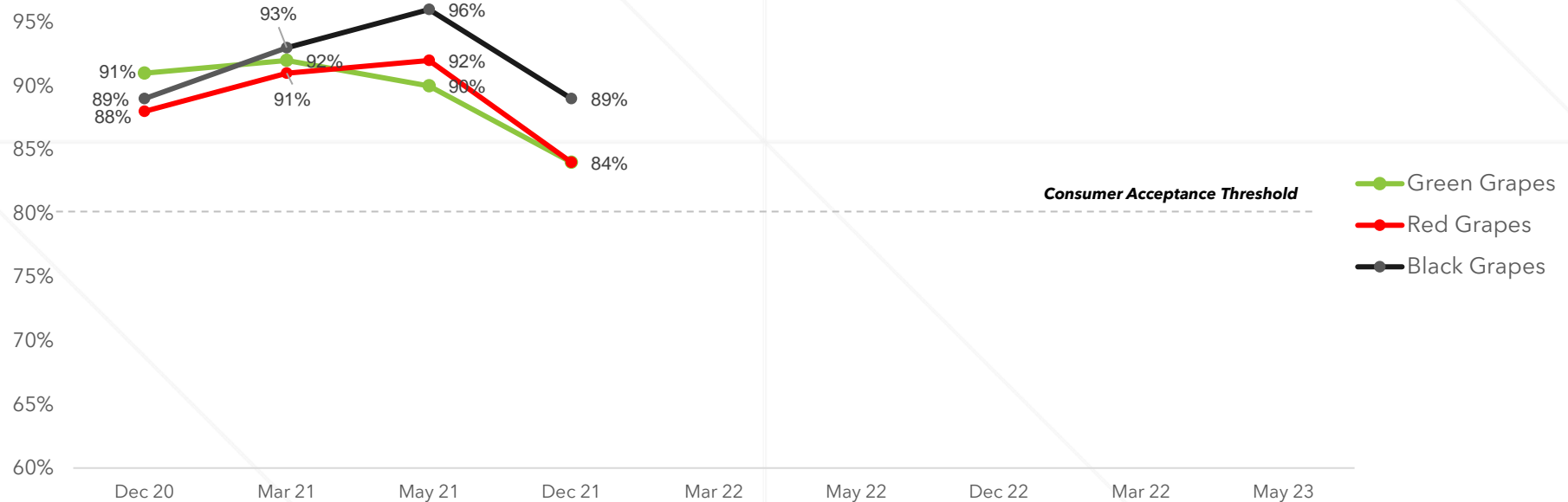
## Survey duration

5 minutes

# Consumer acceptance for all remain above the threshold, but at much lower levels than the peak end of season ratings

Consumer acceptance of black grapes is the same as the start of the 20/21 season, but has fallen to lower levels for green and red grapes

## Top 3 box acceptance score



Q2. Please indicate how much you liked or disliked the grapes you bought? Dec 20 n=755; Mar 21 n=1049, May 21 n=1117, Dec 21 n=213\*

\* Results for red and black grapes are indicative only

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# Consumer acceptance of black grapes remains the highest

Compared to last season, all have lost extreme likability, being liked very much or more moderately for green grapes. Penetration of consumption is similar to last year except for red, which has fallen to 27%

Dec 21

## Percentage of shoppers purchasing...

n=213



**76%** (74% Dec '20)

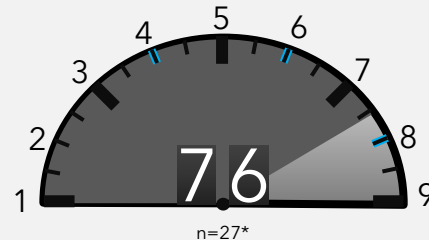
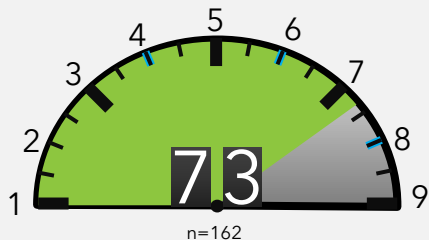


**27%** (41% Dec '20)



**13%** (13% Dec '20)

AVERAGE SCORE



Dec '20

### Consumer acceptance = 84%

15%

54%

22%

28%

47%

9%

Like Moderately   Like Very Much   Like Extremely

### Consumer acceptance = 84%

20%

51%

17%

18%

60%

7%

Like Moderately   Like Very Much   Like Extremely

### Consumer acceptance = 89%

25%

44%

20%

26%

48%

15%

Like Moderately   Like Very Much   Like Extremely

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 remains above acceptable limits on the most important consumer acceptance factors

However, colour, consistency, and in particular shape, are below acceptable levels

Dec 21

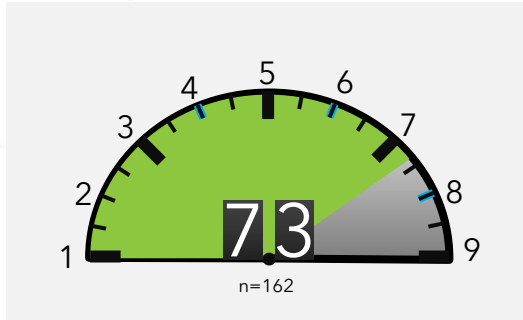
Percentage of shoppers purchasing...

n=162

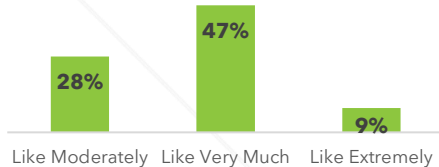


76% (74% Dec'20)

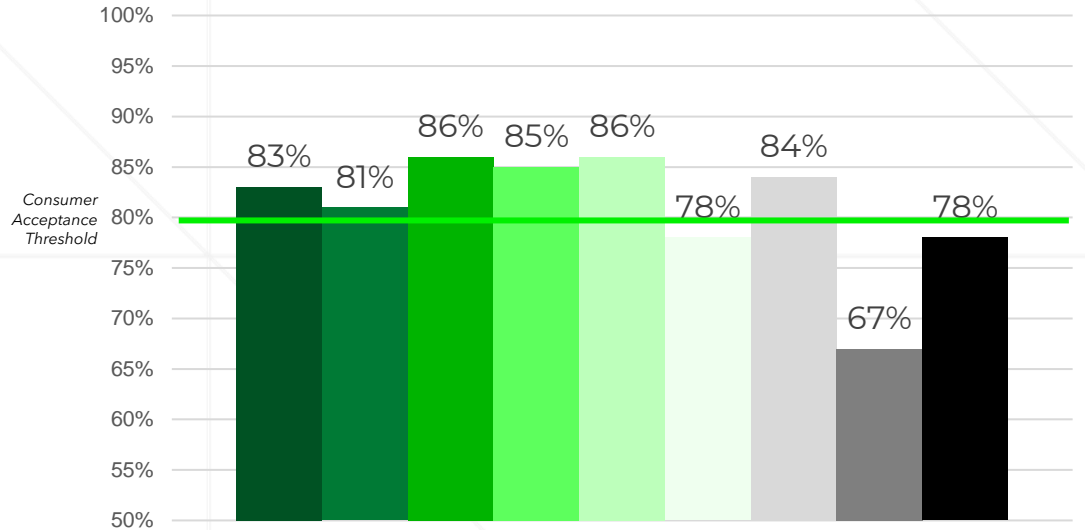
AVERAGE SCORE



Consumer acceptance = 84%



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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Most important ← → Least important

- Taste
- Juiciness
- Crunch
- Firmness of flesh
- Consistency of quality in the bunch
- Flavour balance
- Freshness
- Colour
- Shape

# Acceptance of red grapes also remains above acceptable levels on many factors

However, it is just below on flavour balance, and rated lower still on colour, shape and consistency

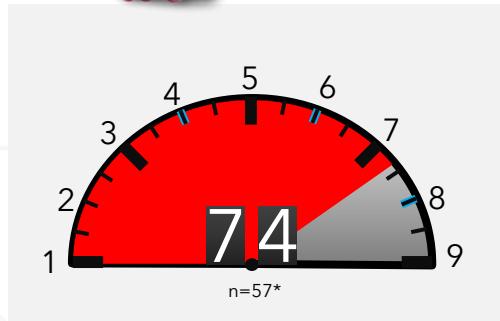
Dec 21

## Percentage of shoppers purchasing...

n=57\*



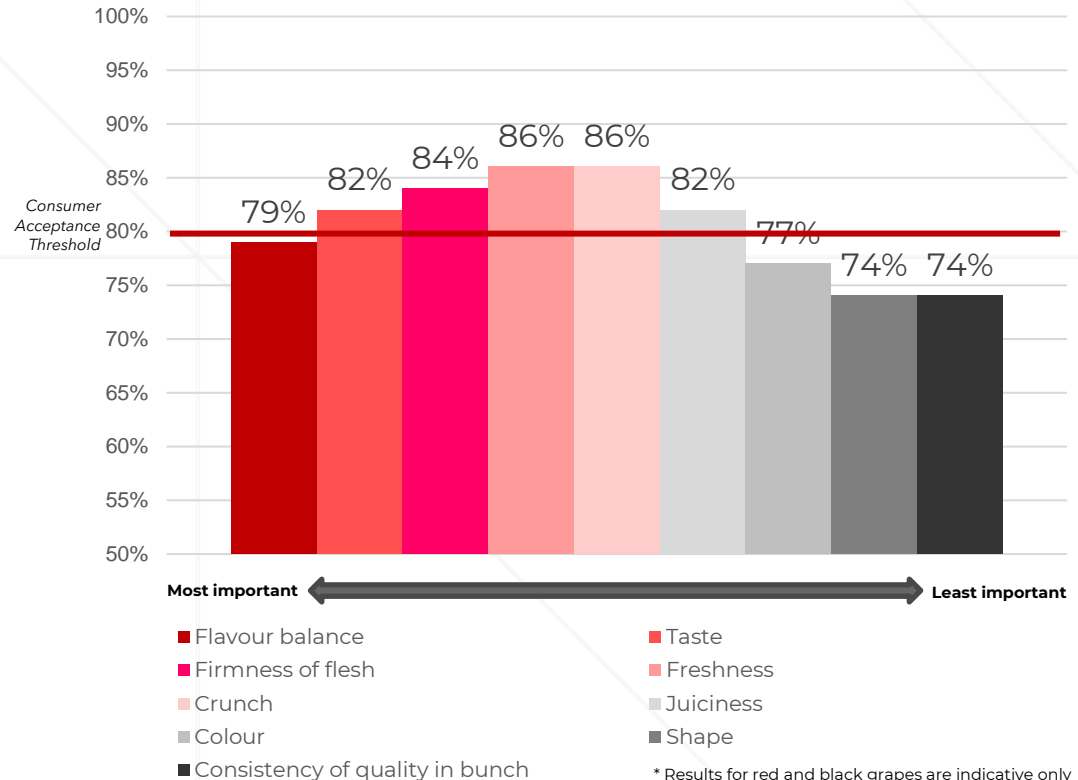
**27%** (41% Dec '20)



**Consumer acceptance = 84%**



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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\* Results for red and black grapes are indicative only

# Consumer acceptance of black grapes is the highest

Driven by strong performance on taste, juiciness, crunch and freshness. Shape ratings remain very low across all varieties

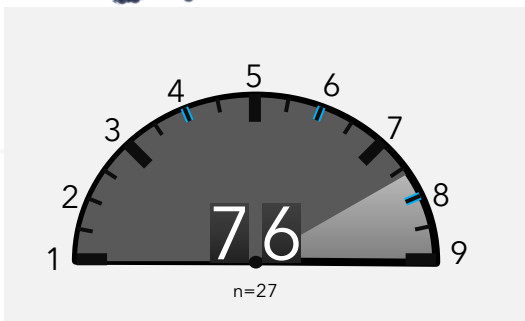
Dec 21

## Percentage of shoppers purchasing...

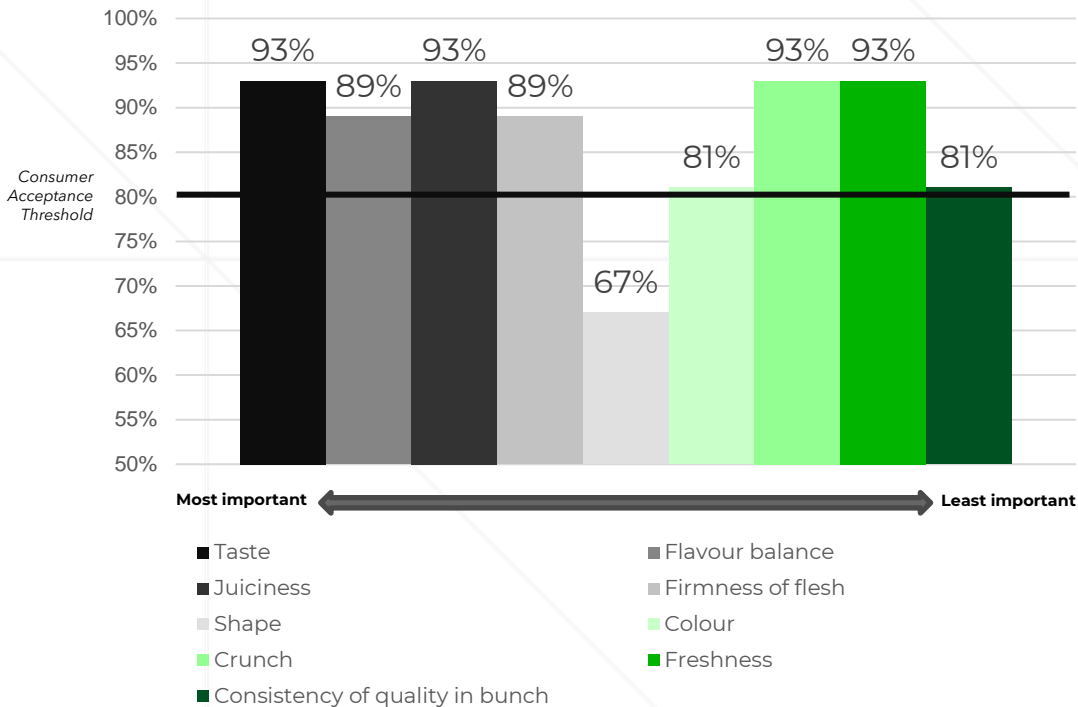
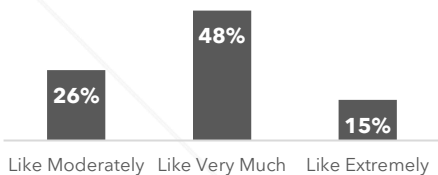
n=27\*



**13%** (13% Dec '20)



**Consumer acceptance = 89%**



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