

Consumer Behaviour: Understanding New Trends

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Agenda

- ❑ Analyze current consumer behavior and its influence on the agricultural sector.
- ❑ Identify emerging trends, challenges, and opportunities shaping agriculture in 2025.
- ❑ Explore how evolving consumer preferences drive innovation in production, marketing, and sustainability.

Definition of Consumer Behaviour

Consumer behaviour refers to the **actions, decisions, and emotional responses** that individuals or groups display when they **search for, purchase, use, evaluate, and dispose of** products and services, in the process of satisfying their **needs and desires**.

- ❖ It is a fundamental field for the success of marketing strategies.



What motivates people to make purchasing decisions?





Consumer Behaviour

✓ Consumer behaviour focuses on how individuals, families, or households make decisions to **spend their available resources (time, money, and effort)** on items related to consumption.

✓ This includes:

- what they buy,
- why they buy it,
- when,
- where,
- how often they buy it,
- how often they use it,
- how they evaluate it after purchase,
- the effect of these evaluations on future purchases,
- and how they dispose of it.

❖ While every consumer is unique, one of the most important constants among all of us—despite our differences—is that we are all consumers.”



Importance of Consumer Behaviour

1 Economic Impact

Consumers' decisions affect the demand for products and services, which in turn influences employment and the success of industries.

Every time a shopper buys local honey, fruits or eggs, instead of imported ones, they help grow the local economy and create jobs for the community.

2 Develop effective marketing strategies

Understanding consumer behavior allows business to design more effective marketing strategies to meet their customers' needs.

For example:

- ☐ If people want more organic produce, you can grow it.
- ☐ If families love colorful displays or sample tastings, you can use that to attract them.
- ☐ Knowing what your customers care about helps you plan your crops, prices, and how to share your story — just like big businesses do, but in your own local way.

Importance of Consumer Behaviour

3 Encourage innovation

The analysis of consumer behaviour helps companies identify opportunities to develop new and innovative products and services.

- ☐ Listening to customers can give farmers **new ideas** — maybe to make a new pepper sauce, start a farm tour, or package produce in eco-friendly baskets.
- ☐ You might come up with creative ways to help your farm, design signs, or help share products online.



Understanding Consumers

- ❑ To grow a strong business — or even just sell your crops at the market — it's important to **understand the people who buy from you**. When farmers know what people want, they can make better choices, grow smarter, and build stronger communities.

Knowing the consumers

You need to learn as much as possible about them — what they want, what they think, how they work, and how they spend their free time.

Influences on decisions

Is important to understand the personal and group influences that affect consumers' decisions and the way those decisions are made.

Reaching the target audience

In today's world, where media options are constantly expanding, it is not only necessary to identify the target audience, but also to know where and how to reach them.

Understanding Consumers

- ❑ Farmers need to learn what people in St. Croix like to eat and buy.

Knowing the consumers

- Do people prefer local fruit or imported ones?
- Do they like organic or traditional produce?
- What's their favorite way to shop — farmers' markets, roadside stands, or grocery stores?



Understanding Consumers

- ❑ Farmers need to learn what people in St. Croix like to eat and buy.

Influences on decisions

People make choices based on what others around them do or say.

- Families might buy local produce to support island farmers.
- Friends might tell you about a new snack or juice they love.
- Ads, social media, or word of mouth can all make people curious about a product.



Understanding Consumers

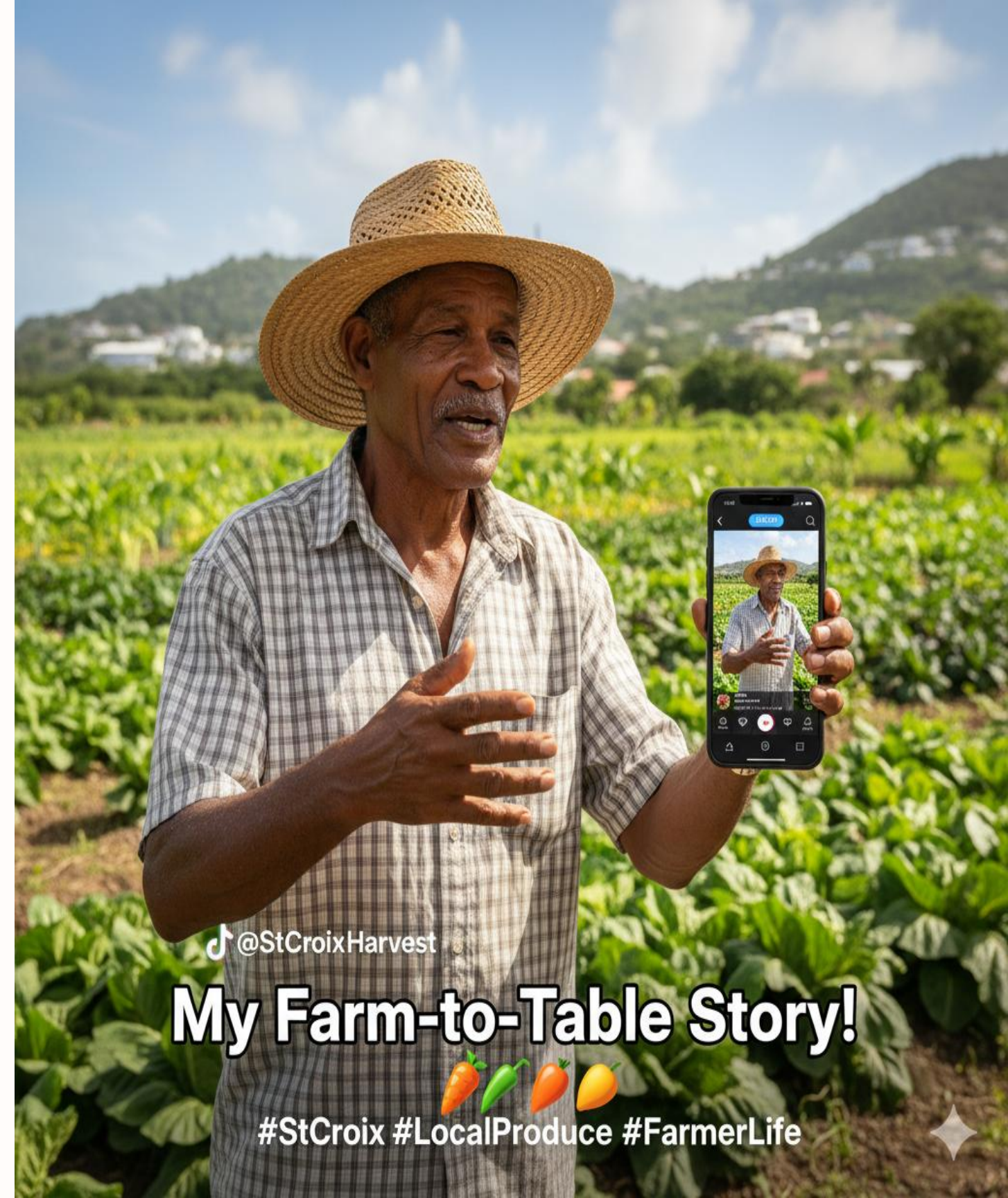
- ❑ Farmers need to learn what people in St. Croix like to eat and buy.

Reaching the target audience

- For farmers, this means finding the right people to share your products with. You also need to know where to find your customers and it's not just about what you grow — it's also about how you share it.

Tell your story:

- people love to know who grows their food
- Use signs, radio, or social media to reach local shoppers.
- Kids can help too — maybe design a fun label or help spread the word!



@StCroixHarvest

My Farm-to-Table Story!



#StCroix #LocalProduce #FarmerLife

Consumer Trends: Changes and Challenges



Rise of E-Commerce

The exponential growth of e-commerce and the adoption of mobile devices have transformed consumers' shopping experiences.



Environmental Awareness:

Consumers are increasingly demanding sustainable products and services that minimize environmental impact.



Personalization

Consumers are seeking products that fit their individual needs and preferences, which is leading to an evolution in the supply and in the way agricultural products are marketed.

Trends in Consumer Behaviour

Technology and Omnichannel Experience

People now use **phones, computers, and stores** to look for information and buy things. Businesses need to make sure everything works **together smoothly**, so it's easy for customers to find what they want — whether they're **online or in person**.

❑ Farmers can use **Facebook, WhatsApp, or Instagram** to share what's growing, post prices, and tell customers when to visit the market.

❑ When technology and in-person sales work **together**, it's easier for everyone to find what they want — whether they're buying mangos online or visiting a roadside stand.





Trends in Consumer Behaviour

Speed and convenience

Customers value services that are quick and easy to use. When they shop online, they expect their orders to arrive fast and the buying process to be simple. This shows that saving time and having a convenient experience are very important to consumers today.

- ☐ That's why local farmers can offer **pickup spots, delivery options**, or even let customers **pre-order through a message**.
- ☐ When buying local food feels easy and fast, more people choose to support St. Croix farmers.

La Placita Agrícola: A Great Example from Puerto Rico

In Puerto Rico, a group of farmers wanted to make it easier for people to buy fresh, local produce — without having to go far. So they created a WhatsApp group called La Placita Agrícola (which means “The Little Farmers’ Market”).

Here’s How It Works:

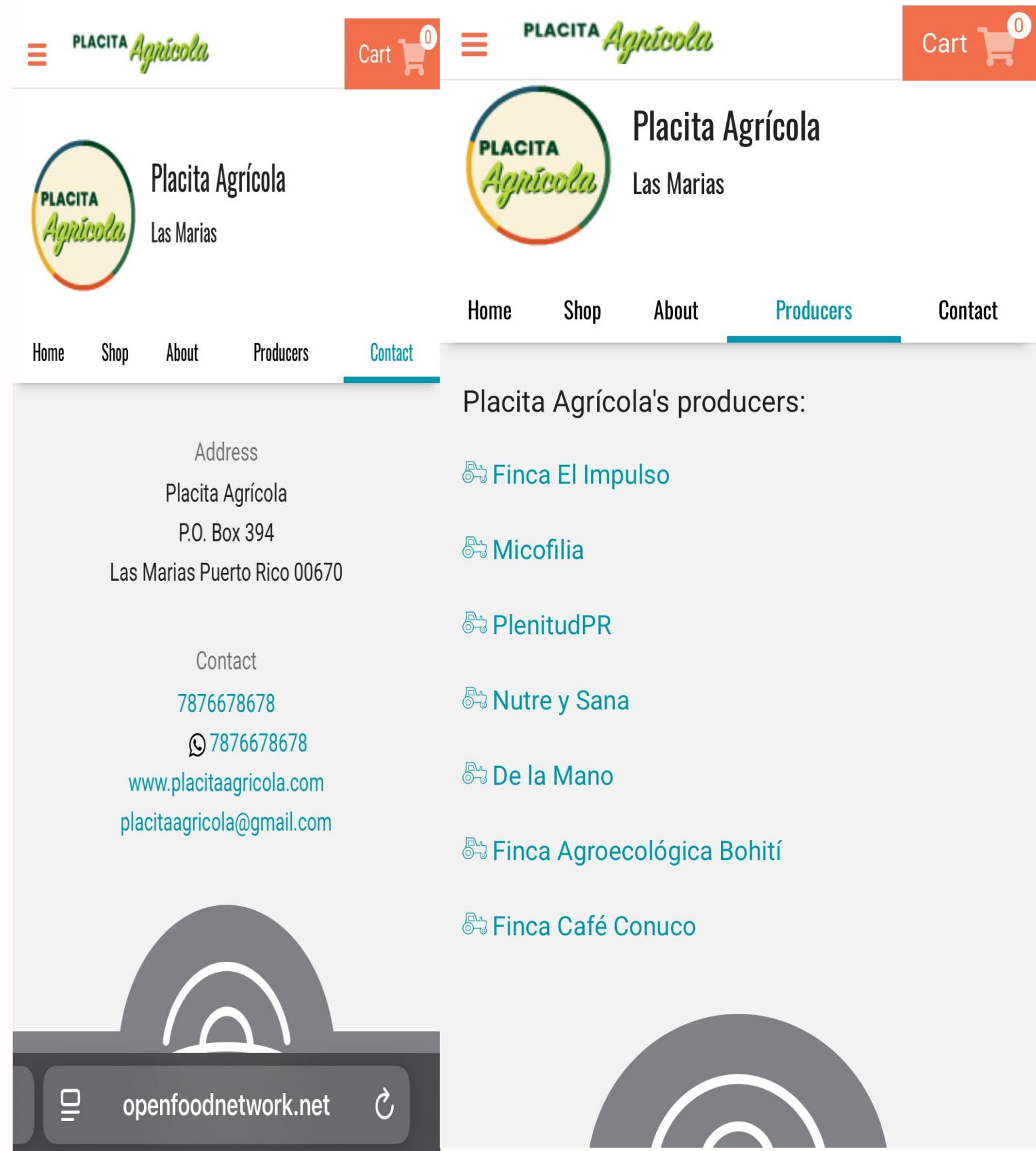
Several local farms joined together in one WhatsApp group. Every week, they post a list of available produce — like lettuce, plantains, papayas, and eggs.

Customers send their orders through directly on their web page, which makes the process simple for everyone.

Then, on a specific day each week, the farmers bring the orders to pickup points in different towns across the west side of Puerto Rico — kind of like “farmers’ market on wheels.”

This system helps:

- Farmers sell directly to customers (no middlemen).
- Families get fresh, healthy food easily.
- The community stay connected through local agriculture.



La Placita Agrícola:

What Makes It Special

The group isn't just about selling — it's about **connection and education**.

In the chat and on their page, the farmers also share:

- ☐ **Recipes** for cooking with local ingredients
- ☐ **New products** they're growing or making
- ☐ **Tips and suggestions** from customers
- ☐ **Videos from the farm** showing how crops grow
- ☐ **Photos** of harvests, planting, and life on the farm

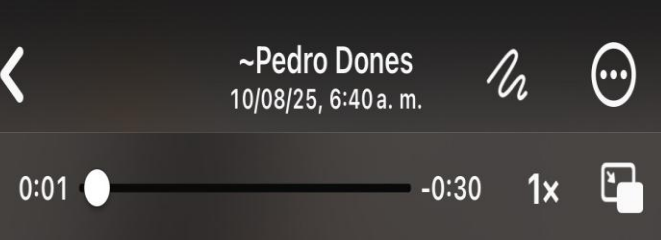
This builds **trust, excitement, and learning** — people feel part of the process, not just buyers.

Why It's a Great Model

- ☐ Help farmers **share what's available** each week
- ☐ Let families **order fresh food easily**
- ☐ Share local **recipes and stories** to keep island culture strong

When farms and families connect like this, agriculture becomes more than business — it becomes **community**.





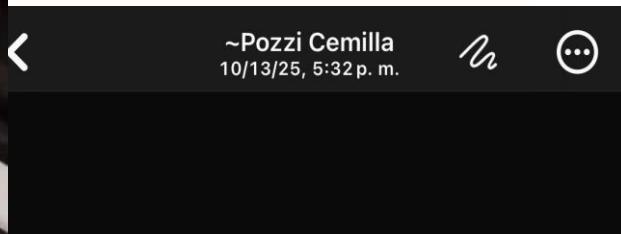
Buenos Días!
...tenemos hasta mañana jueves a las 12 para tomar sus ordenes.



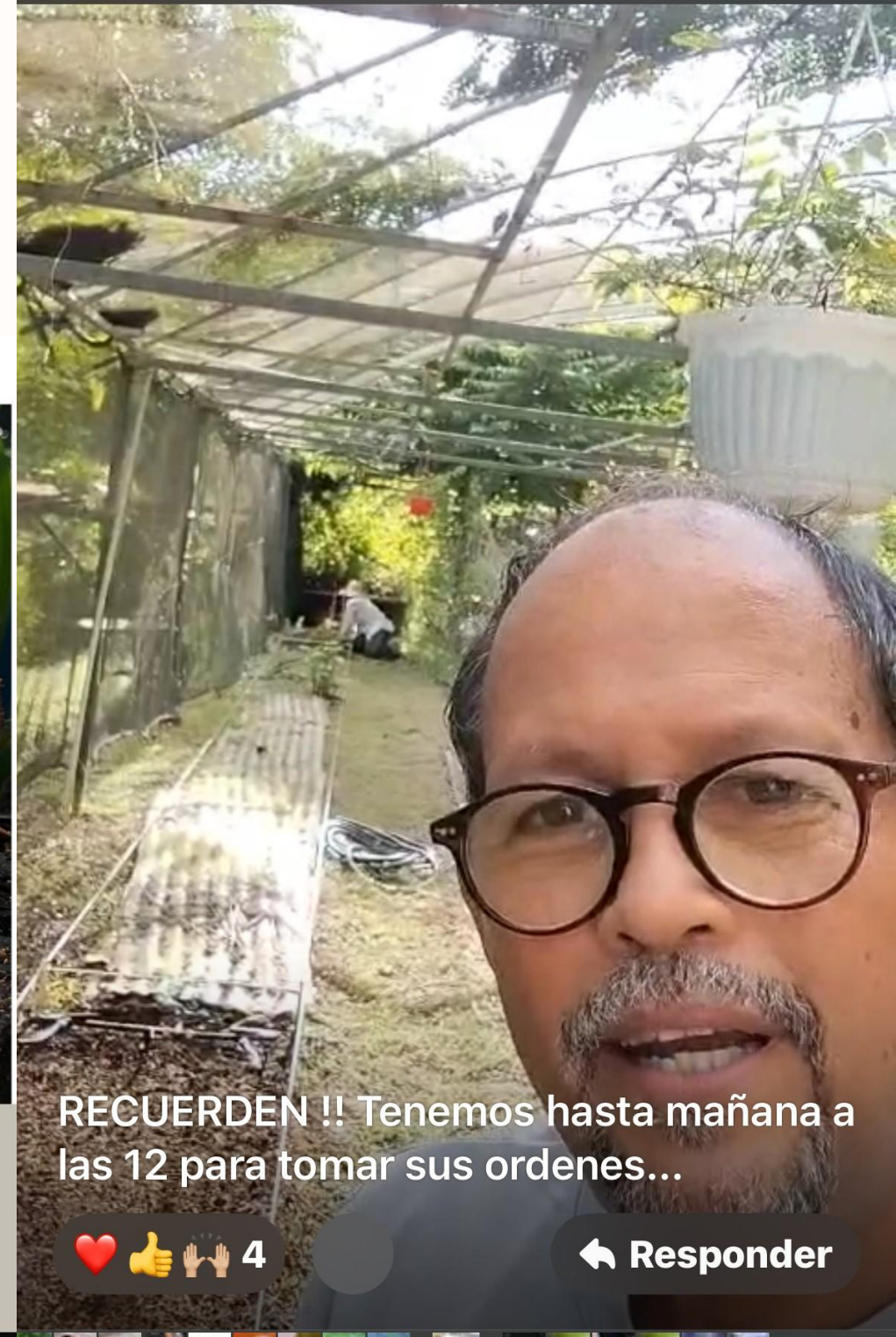
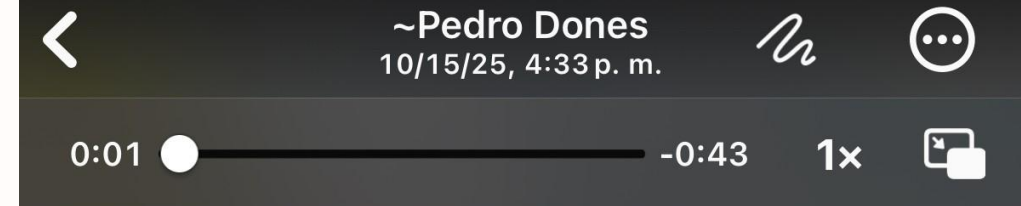
Responder

La Placita Agrícola:

Interactions of La Placita WhatsApp



32 oz leche de coco del pais
sin preservativos • sin endulzantes
100% fresco y natural
hecho con amor en la montaña



RECUERDEN !! Tenemos hasta mañana a las 12 para tomar sus ordenes...



Responder

Trends in Consumer Behaviour

Shopping Experience

Consumers are looking for more immersive and emotionally meaningful shopping experiences (**neuromarketing**). They expect brands to offer recommendations and messages that match their interests and behaviors. To do this, companies need to use data and artificial intelligence in smart ways.

- ☐ Consumers love experiences that make them **feel connected** — like knowing who grew their food, how it was grown, and how it helps the island.
- ☐ Farmers can make shopping **fun and meaningful** by sharing stories, offering samples, or inviting families to farm days.
- ☐ When people feel emotionally connected, they remember your farm and come back again!



In Simple Words

Farmers can use simple tools — like phone apps, websites or AI tools — to learn what people like, when they shop, and what they want next time. That way, shoppers get what they need faster, and farmers grow what sells best.

Trends in Consumer Behaviour

Shopping Experience

Big companies use **data and artificial intelligence (AI)** to understand what people like — but farmers can do something similar in their own simple way!

What's “data”?

Data just means **information** — like what fruits people buy the most, what time they come to the market, or which days they shop the most.

For example:

- If most people buy mangoes on Fridays, the farmer can bring *extra mangoes* that day.
- If people love sweet peppers more than hot ones, the farmer can grow more of those.
- That's using **data** — smart information — to make better choices.

What's “artificial intelligence” (AI)?

AI is like a **smart helper on a computer or phone** that can notice patterns and give suggestions.

For example:

- A farmer could use an app that tracks what customers order the most.
- Or the app could remind farmers what grows best in the current weather.
- So AI helps farmers **save time, understand their customers, and make shopping easier** for everyone.

Food Trends for Innovation

Cultural Exchange

Greater cultural and ethnic exchange has led to a **rediscovery of culinary traditions** from around the world

- Food tells stories.
- Every dish — from Callaloo and johnnycakes to mango chutney and bush tea — carries a piece of our history and culture.

People everywhere are rediscovering **traditional recipes** and mixing them with **new ideas** from around the world.

- ☐ For Crucian farmers, this means growing ingredients that connect to both **local roots and global tastes** — like turmeric, hot peppers, herbs, and tropical fruits that are used in Caribbean, African, and Latin dishes.

- ☐ #Foodie Friday #USVIFoodies #FarmToForkVI





Food Trends for Innovation

Healthy Life

There is a growing focus on **healthy eating** and choosing foods that promote **well-being and balance**.

- ☐ More people want to eat food that helps them feel **healthy and strong**. That's great news for local farmers!
- ☐ When locals buy from island farms, they get **fresh produce** that hasn't traveled far — like fresh spinach, tomatoes, papayas, fruits and eggs.
- ☐ Eating local means fewer chemicals, more nutrients, and better health for our families and our community.



Food Trends for Innovation

Ethical and Responsible Consumption

Beyond sustainability, consumers are becoming increasingly aware of **ethical business practices**, such as **fair treatment of workers** and **corporate social responsibility**.

Today, people care not only about what they eat — but how it's grown and who grows it.

- ☐ That means treating farm workers fairly, protecting the environment, and supporting small local farms.
- ☐ When consumers choose local, honest, and sustainable products, they help build a stronger, more respectful food system for everyone.
- ☐ Farmers can share their stories — show how they grow with care, recycle, and respect the land — so people understand that buying local helps the whole island.

Trends in Consumer Behaviour

- **Delivery:**

According to a survey by US Foods, **57% of Americans prefer ordering takeout or delivery** instead of dining in at the restaurant, mainly for **convenience**.

A significant shift: Between 1997 and 2022, spending on food delivered or via home-delivery rose by 684% in the U.S. (from about \$11 billion to \$91 billion) — showing how convenience and delivery matter (Munch, 2023)

- Instead of just selling fruits and vegetables, local farmers in the Virgin Islands could offer **ready-to-eat meals made from their own farms!**

Crucian Farm-to-Home Delivery Plan

Delivery Schedule

- **Tuesday** → Christiansted area
- **Thursday** → Mid-Island & La Reine
- **Saturday** → Frederiksted area

 *Deliveries are made between 10 AM – 3 PM*

 *Order at least 1 day before delivery!*

Weekly Menu (Example)

Fresh Produce Box — \$20

- Local lettuce, tomatoes, cucumbers, and herbs

Island Dinner Box — \$15

- Cassava, sautéed greens, roasted veggies

Fruit Pack — \$12

- Mango, papaya, banana, and lime

How to Order

1. Send your order on **WhatsApp (340-XXX-XXXX)**

2. Include:

1. Name
2. Address or area
3. What you'd like to order

3. Pay with **cash, Apple Pay, or Venmo**

 *\$5 delivery fee per household*

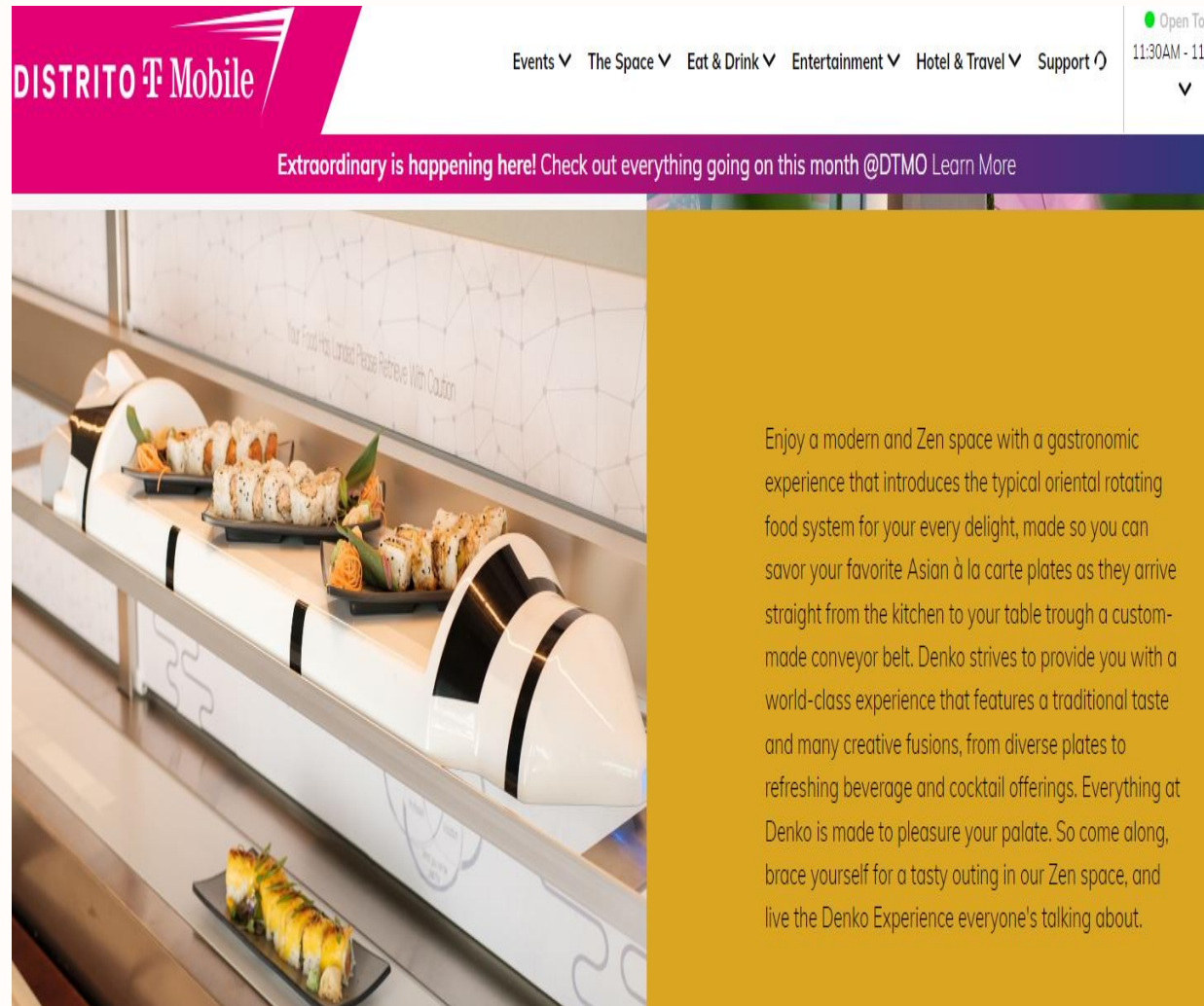
Farmer Tip

Post this weekly on Facebook or WhatsApp every Sunday:

“Hey Crucian friends! Farm-fresh boxes are ready this week!

Let's keep it local, healthy, and fresh!  

Trends in Consumer Behaviour



Enjoy a modern and Zen space with a gastronomic experience that introduces the typical oriental rotating food system for your every delight, made so you can savor your favorite Asian à la carte plates as they arrive straight from the kitchen to your table through a custom-made conveyor belt. Denko strives to provide you with a world-class experience that features a traditional taste and many creative fusions, from diverse plates to refreshing beverage and cocktail offerings. Everything at Denko is made to pleasure your palate. So come along, brace yourself for a tasty outing in our Zen space, and live the Denko Experience everyone's talking about.

Food as an Experience:

80% of consumers visit restaurants to **try flavors they can't replicate at home** (Fortunly, 2024).

According to a recent study published by *Nation's Restaurant News*, **68% of consumers prefer restaurants that offer "unique experiences,"** even if the food itself isn't necessarily better than that of the competition.

Ejemplo: DENKO en San Juan

Trends in Consumer Behaviour

Food as an Experience:

For Farmers:

You can turn your farm into an *experience*, not just a place that grows food.

Here's how:

- Invite families to your farm for **farm-to-table days** — let them pick mangoes, feed chickens, or taste your fresh produce.
- Offer “**USVI cooking kits**” with your veggies and a local recipe inside. (Example: “Make your own Tamarind Balls !”)
- Record short **videos from your farm** showing how food grows — people *love* seeing where their food comes from.

When you do this, you're not just selling crops — you're giving people a story, a memory, and a taste of the Virgin Islands.



Trends in Consumer Behaviour

Food as an Experience:

1. Food & Agriculture Traditions

- **Coconut and Breadfruit Harvesting:** Both are staples of Virgin Islands cuisine — consider a “Coconut Day” or “Breadfruit Festival” where visitors can learn about harvesting and cooking these foods.
- **Bush Tea Culture Workshop:** Make Herbal teas from **lemongrass, basil, soursop leaves, and ginger**. Tell the locals about the benefits of these medicinal plants and pass the tradition.

2. Music, Dance & Celebration

Caribbean farms could be community spaces for joy and rhythm.

- **Quelbe Music (Scratch Band):** Hosting **live folk music nights** or **drumming circles** brings this to life.
- **Quadrille Dance:** A lively, coordinated dance of African and European origin; you could host **cultural dance nights** or even small workshops on traditional dance steps in the farm.
- **Festival Traditions:** Incorporate **Carnival-style celebrations** with local crafts, storytelling, and food booths — celebrating harvest seasons just as the islands celebrate their annual festivals.



Trends in Consumer Behaviour

Food as an Experience:

3. Arts, Crafts & Heritage in the farm

- **Calabash Crafts:** Host **Calabash craft and weaving workshops** using natural farm materials.
- **Weaving & Basketry:** Offer **interactive workshops** where participants learn the **traditional art of palm leaf or straw weaving**, inspired by Caribbean craftsmanship. Teach simple, hands-on projects like small baskets, mats, or decorative items using natural or upcycled materials — bringing a piece of island heritage into homes around the world.
- **Storytelling & Folklore Nights:** Invite local elders or performers to share **stories**, myths, and oral traditions. End the night serving island snacks and herbal teas under the stars.



Trends in Consumer Behaviour

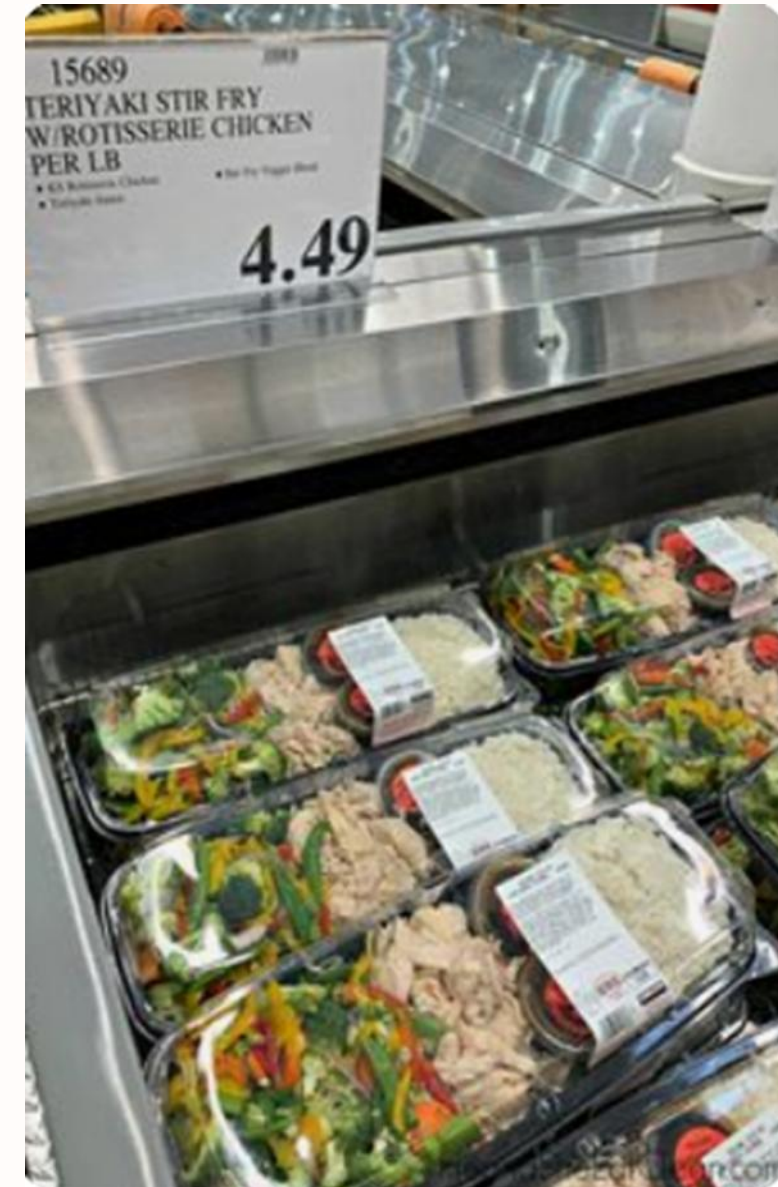


Convenience Products:

With such busy schedules, people are looking more and more for **ready-to-eat, fresh foods** .

Over **85% of consumers** in Pure Flavor Research study say they want convenience in fresh produce — items like pre-cut, pre-packaged fruits and vegetables (Supermarket Perimeter, 2023).

Trends in Consumer Behaviour



Sams & Costco



A study by Supermarket Perimeter and Cypress Research indicated that 50% of surveyed shoppers stated that convenience and time savings are the main reasons for purchasing fresh, ready-to-eat foods in supermarkets.

Trends in Consumer Behaviour

**smartdiet**
¡Ahorra tiempo, dinero y calorías!

INICIOENTREGASCALCULADORA DE CALORÍASNEGOCIOSBLOGNOSOTROS

¡VER MENÚ!



Escoge tus comidas

Selecciona los platos que desees, sin restricciones.



Recibe tus platos

Nuestros chefs cocinan y entregan tus platos frescos.



Calienta tu comida

Lista para disfrutar de 2 a 3 minutos. Sí, así de fácil.



Nutres tu cuerpo

Disfruta tu vida comiendo saludable y cuidando tu cuerpo.



Doramar Plaza

Hora de entrega:
Domingo: 5:00pm

VER LOCALIZACIÓN



SuperMax – Bayamon Gardens

Hora de entrega:
Domingo: 6:00pm

VER LOCALIZACIÓN



Plaza las Américas

Hora de entrega:
Domingo: 7:00pm

VER LOCALIZACIÓN



Plaza Centro, Caguas

Hora de entrega:
Domingo: 8:00pm

VER LOCALIZACIÓN

Meal Preps

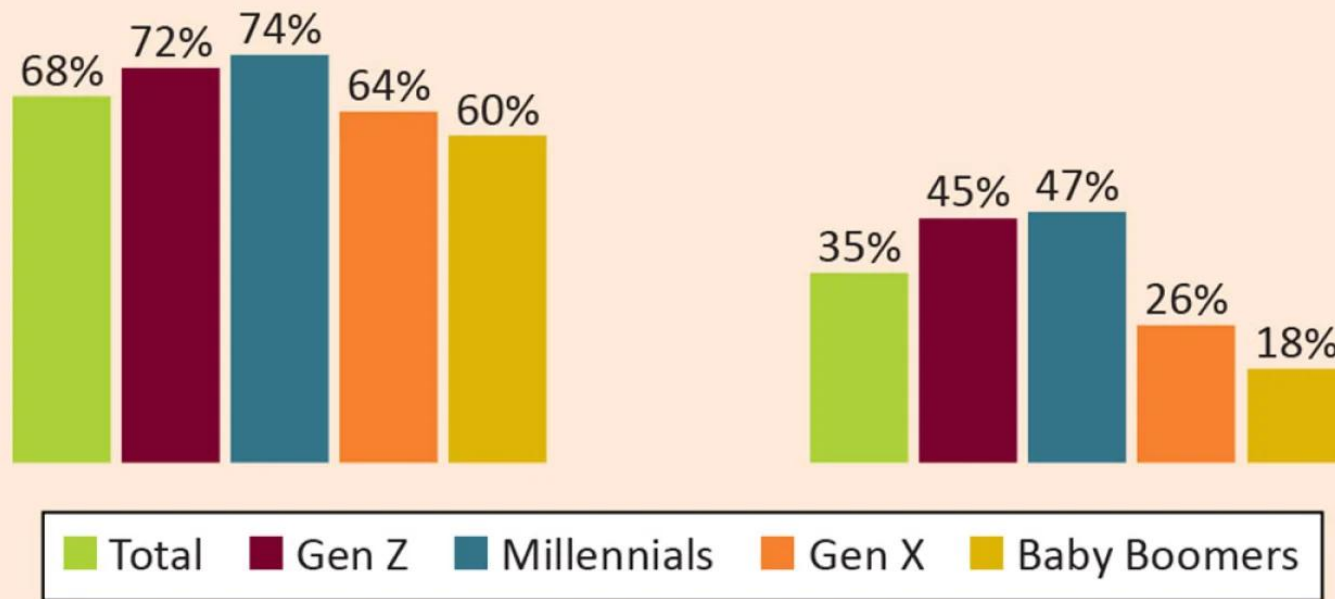


Trends in Consumer Behaviour

2 in 3 feel strongly about buying locally grown produce

% who feel strongly about buying locally grown produce when available

% who are buying more locally grown produce in the last year



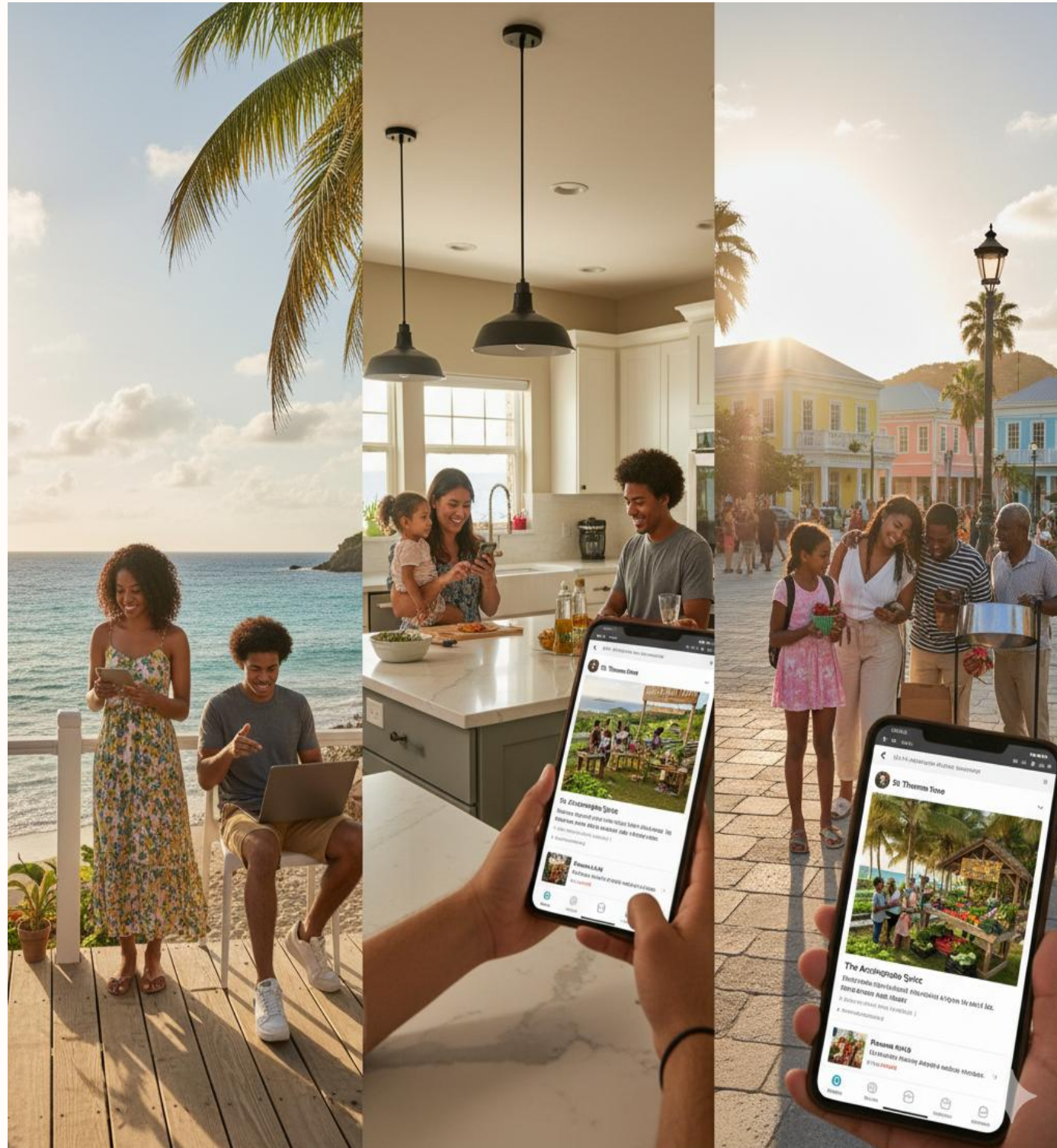
Buying Local Foods

In the “direct-to-consumer” farm sales channel: In 2020 U.S. farms sold almost \$10.7 billion of edible food commodities directly, representing a 35% increase from 2019 (Economic Research Service, 2021).

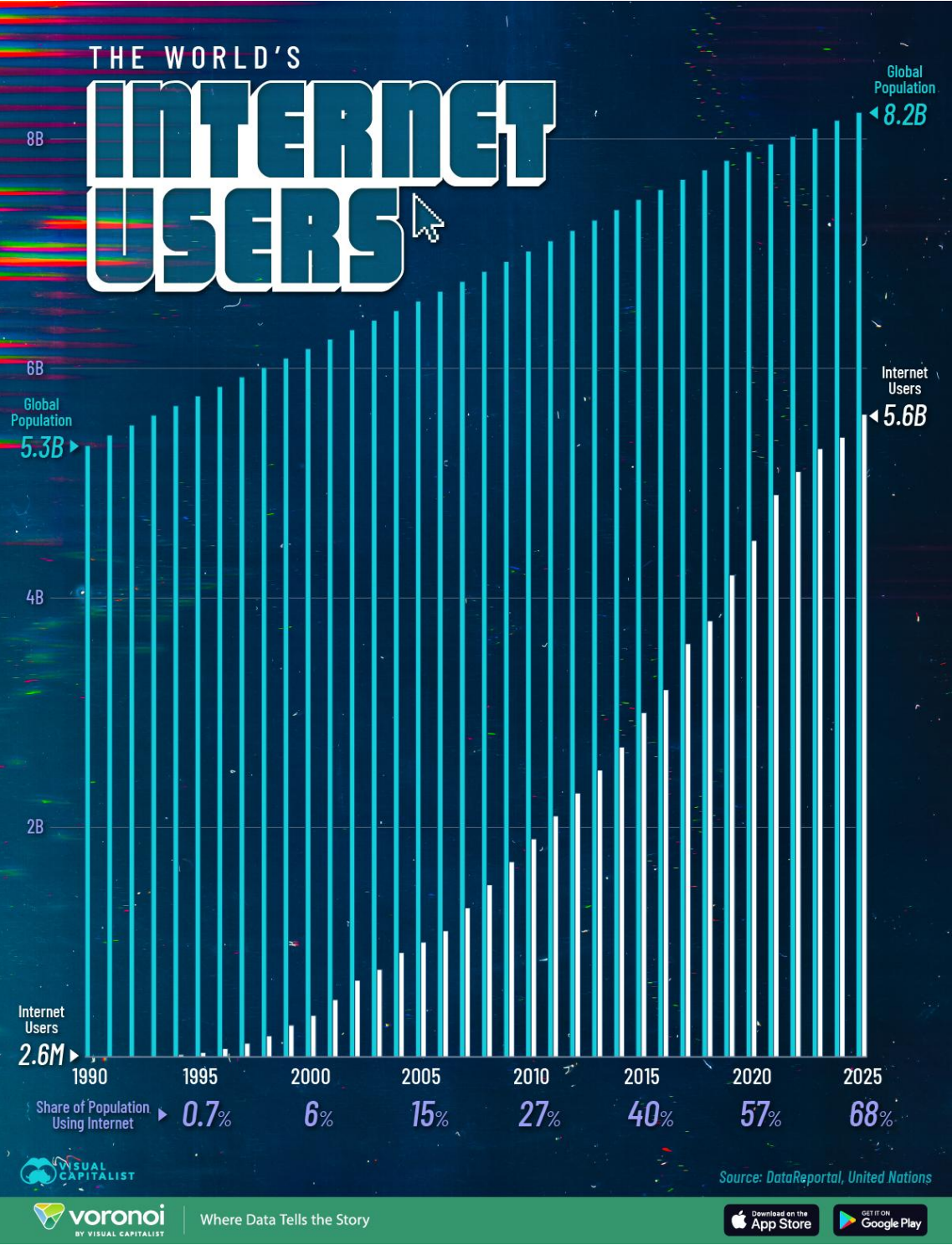
The Packer’s [Fresh Trends 2025](#) survey shows 2 in 3 consumers say they feel strongly about buying locally grown produce, and millennials and Gen Z led the way in that category, with 47% of millennials and 45% of Gen Z saying they’re buying more locally grown produce than last year.

(Graphic: Debbie McShane
<https://www.thepacker.com/news/industry/fresh-trends-2025-consumers-love-local-do-they-show-it?>)

Trends in Online Consumer Behaviour



Internet Users 1990-2025



Year	Internet Users	Percentage of World Population on the Internet
1990	2.6 million	0.05%
1995	39.2 million	0.7%
2000	361 million	6%
2005	1.0 billion	15%
2010	1.9 billion	27%
2015	3.0 billion	40%
2020	4.5 billion	57%
2025	5.6 billion	68%

- ❑ In 2025, the estimated number of Internet users worldwide is **5.6 billion**, compared to **4.5 billion in 2020**.
- ❑ Currently, global Internet adoption is around **68 percent**.
- ❑ With this trend, the way people shop has changed — which means that **offline marketing alone can no longer be the only strategy to boost sales**.

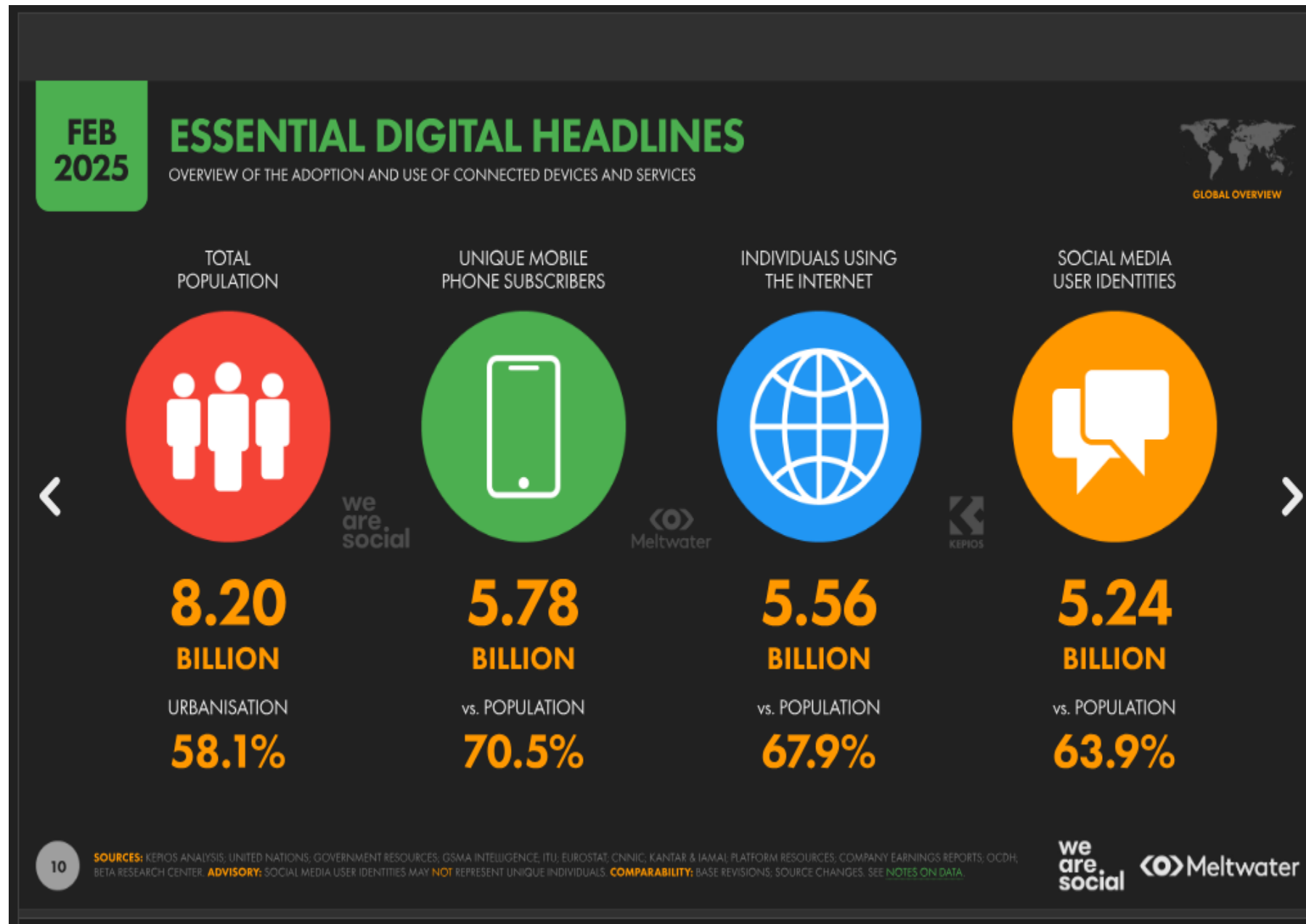
Opportunities & Challenges

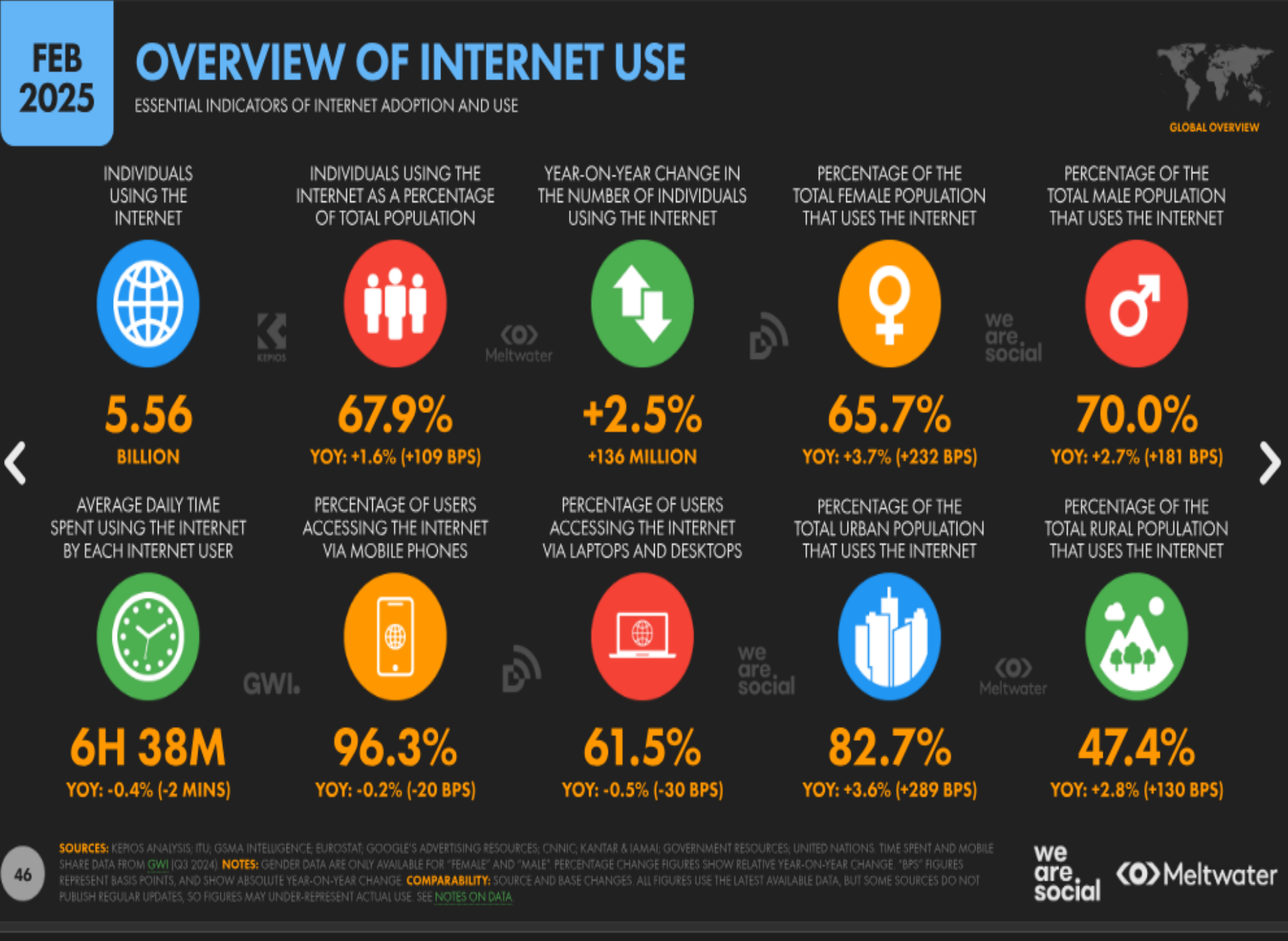
Not all farmers have reliable internet access or know how to market online.

👉 Training programs and youth partnerships can help farmers learn to use internet and social media.

Many young people move away or see farming as hard work with little reward.

👉 Making agriculture digital, creative, and community-based can inspire youth to see it as a career — not just a chore.



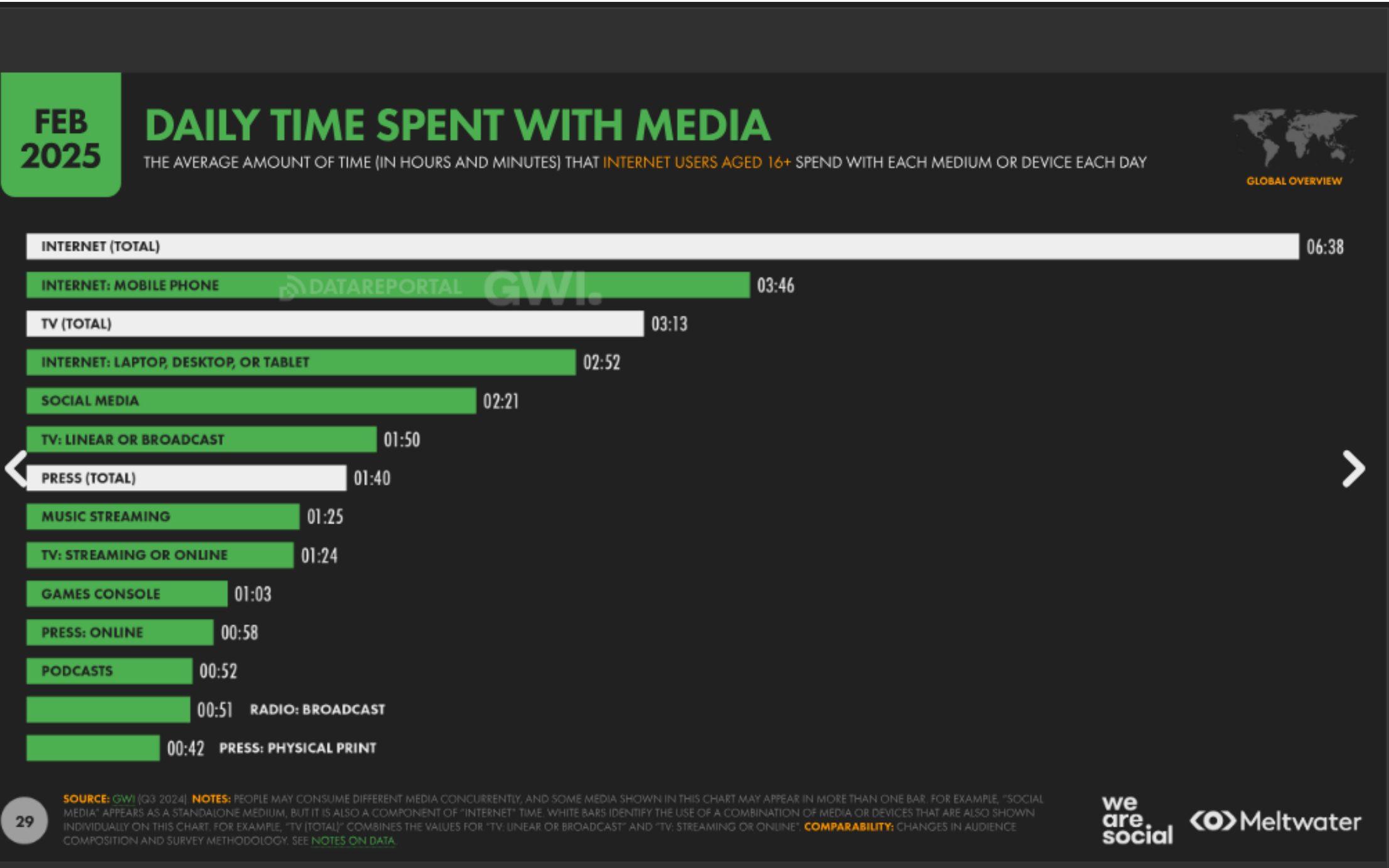
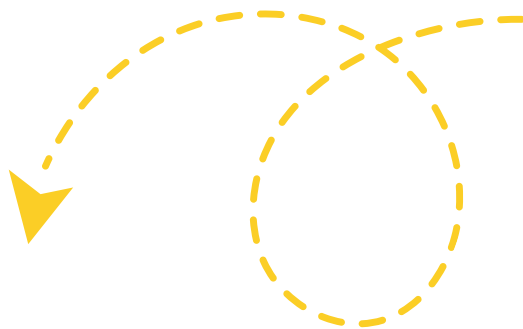


People are spending a lot of time online, especially on their phones.

So in the Virgin Islands, farmers can work together to bring fresh, local food straight to people's screens and homes.

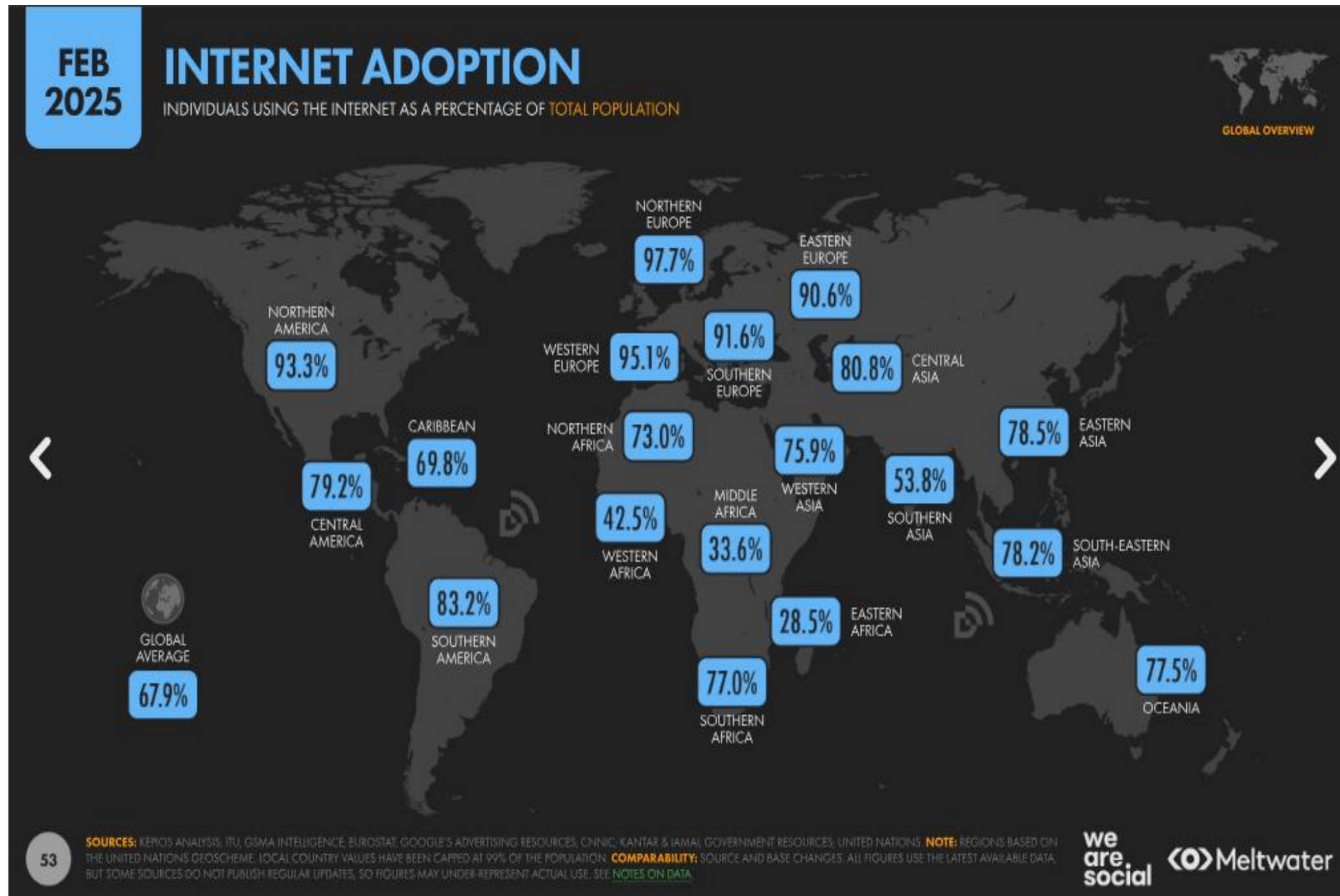
It's not just farming anymore — it's digital farming.

Daily time spent with media



People are discovering, learning, and shopping through digital platforms — not just stores or ads on TV.

Internet Adoption 2025



- ❑ The map shows that almost 70% of people in the Caribbean now use the internet — and that number keeps growing every year.
- ❑ That means more and more customers, tourists, and businesses are online, not just in stores or markets.
- ❑ For farmers in the U.S. Virgin Islands, this opens up huge possibilities

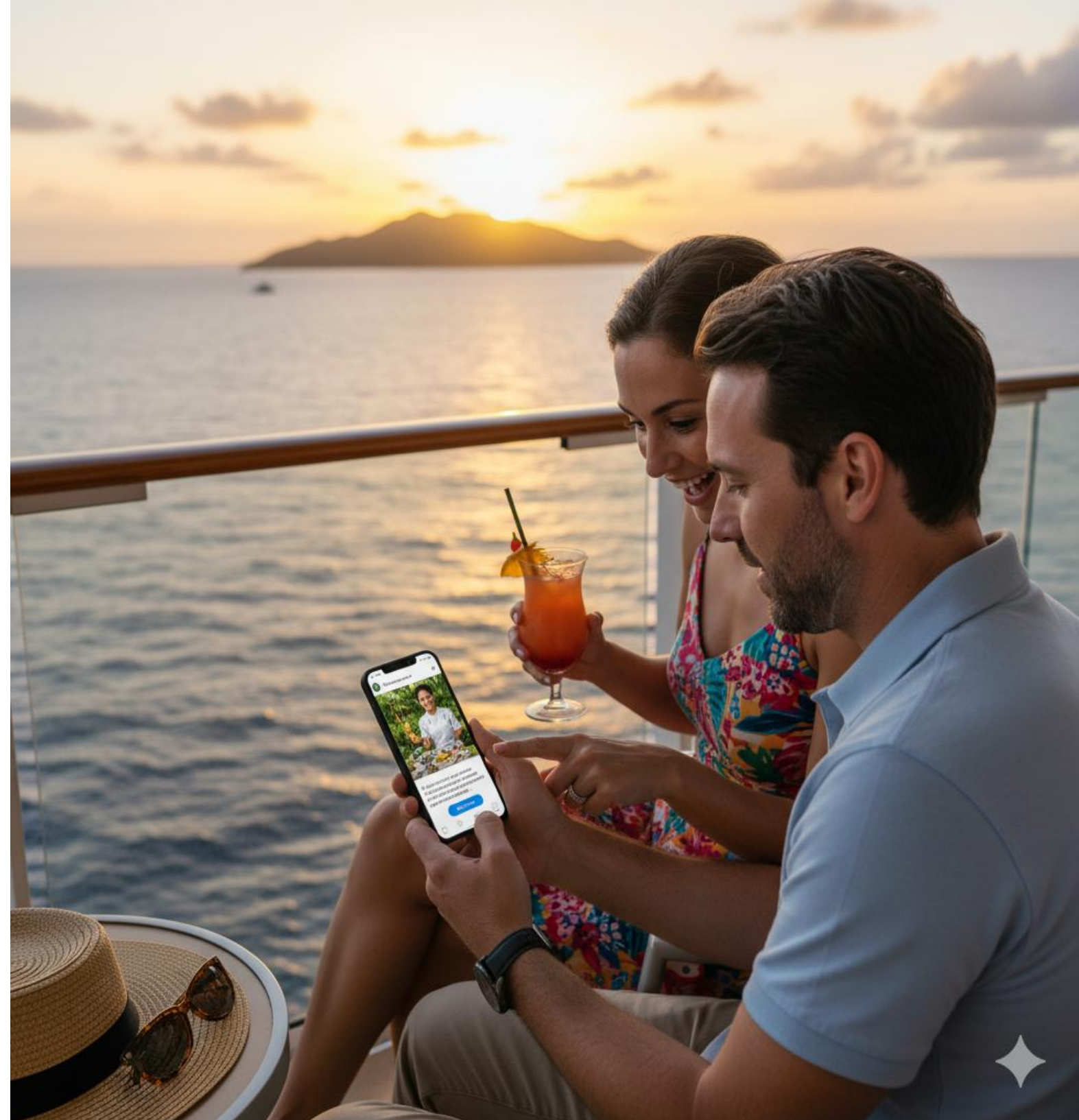
Internet Adoption 2025

Many visitors plan their trip online — searching for “local food,” “farm tours,” or “island experiences.”

If your farm or product shows up on Google or Facebook, they can discover you *before they even arrive*.

That’s free marketing and direct sales.

Imagine: A couple on a cruise books a “Farm-to-Table Dinner in USVI islands” because they saw it on Instagram.



Daily time spent using the internet by country

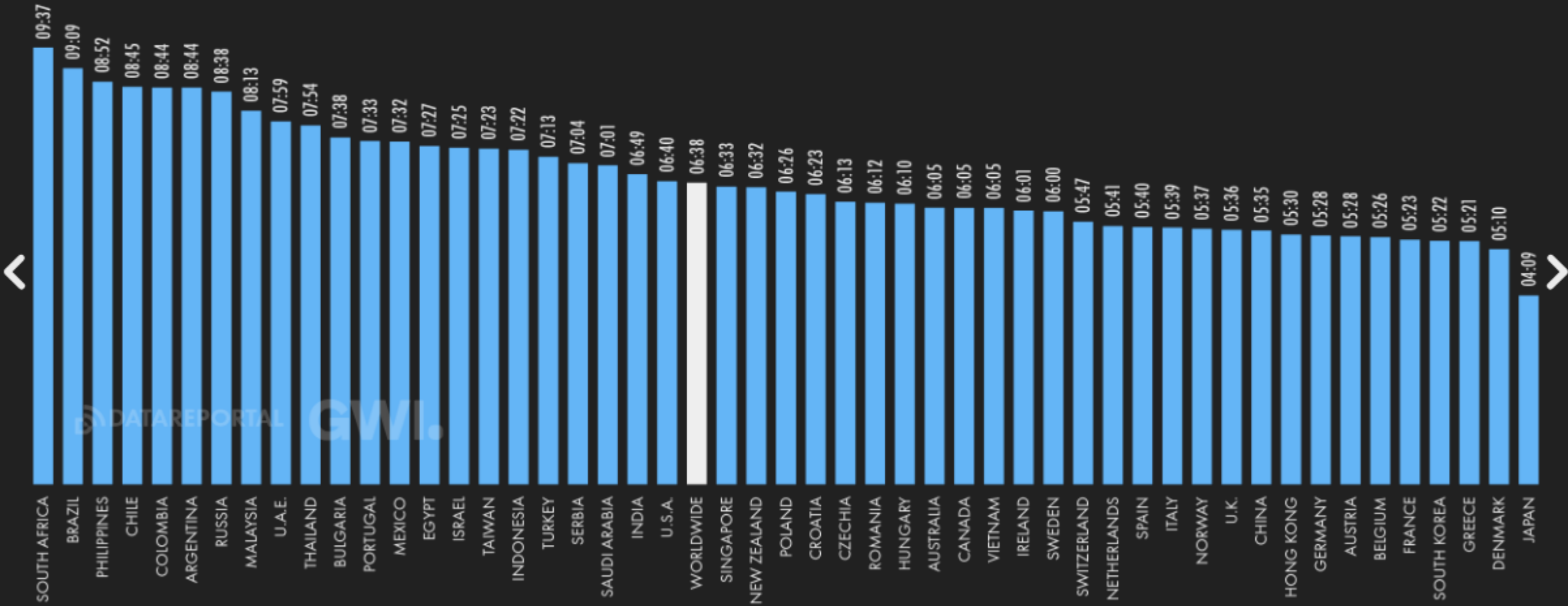
FEB
2025

DAILY TIME SPENT USING THE INTERNET

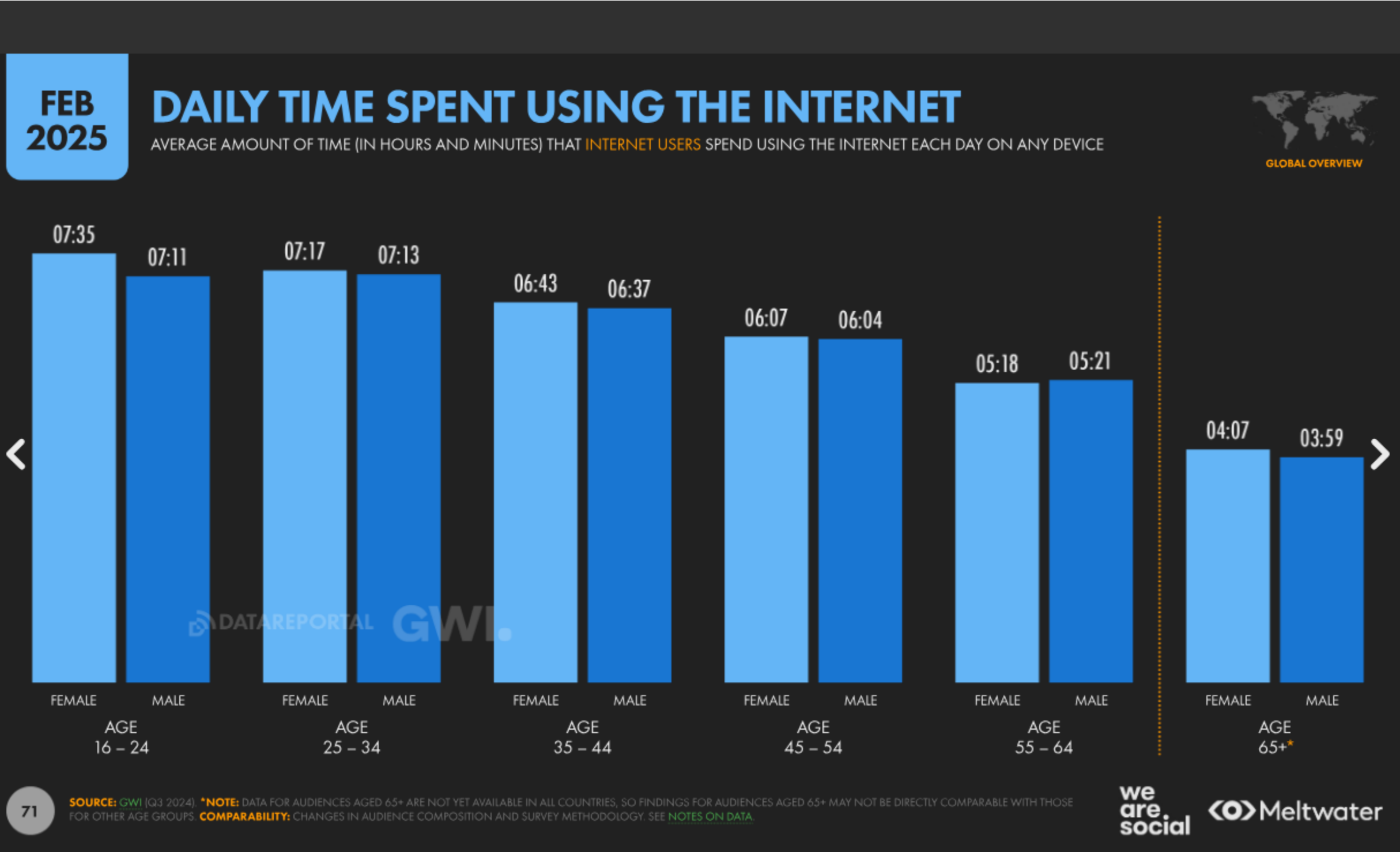
AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND USING THE INTERNET EACH DAY ON ANY DEVICE



GLOBAL OVERVIEW



Daily Time Spent Using the Internet by Age

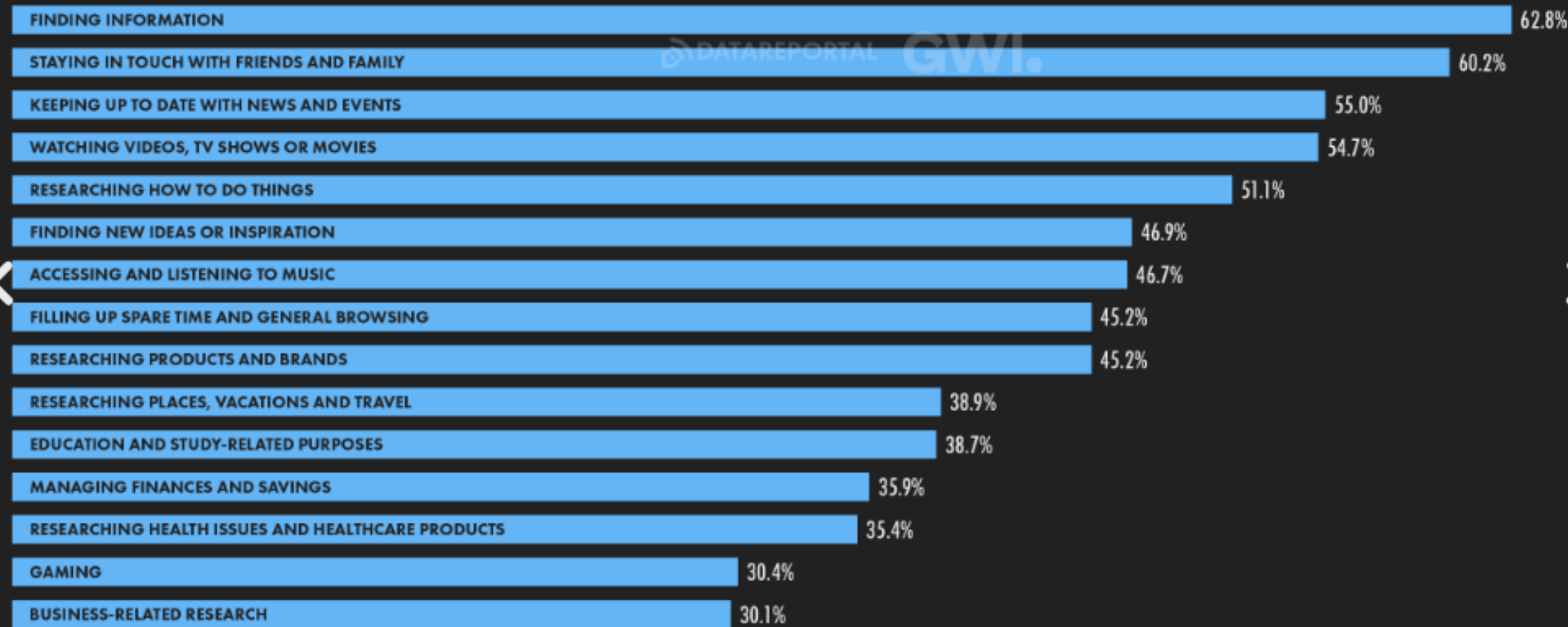


Main Reasons for using the Internet

FEB
2025

MAIN REASONS FOR USING THE INTERNET

PRIMARY REASONS WHY INTERNET USERS AGED 16+ USE THE INTERNET



FEB
2025

MAIN REASONS FOR USING THE INTERNET

PRIMARY REASONS WHY INTERNET USERS IN EACH AGE GROUP USE THE INTERNET



GLOBAL OVERVIEW

AGE 16 TO 24

CONTACT FRIENDS & FAMILY	62.1%
FIND INFORMATION	61.1%
WATCH VIDEOS & SHOWS	59.3%
LISTEN TO MUSIC	55.3%
EDUCATION & STUDY	52.4%
LEARN HOW TO DO THINGS	51.7%
FIND NEW IDEAS	50.5%
FOLLOW NEWS & EVENTS	49.5%
FILL SPARE TIME & BROWSING	49.3%
GAMING	42.8%

AGE 25 TO 34

CONTACT FRIENDS & FAMILY	58.7%
FIND INFORMATION	58.5%
WATCH VIDEOS & SHOWS	56.2%
FOLLOW NEWS & EVENTS	51.5%
LEARN HOW TO DO THINGS	48.6%
FIND NEW IDEAS	48.4%
LISTEN TO MUSIC	47.8%
FILL SPARE TIME & BROWSING	44.1%
RESEARCH BRANDS	43.4%
EDUCATION & STUDY	39.5%

AGE 35 TO 44

FIND INFORMATION	62.1%
CONTACT FRIENDS & FAMILY	59.7%
FOLLOW NEWS & EVENTS	56.3%
WATCH VIDEOS & SHOWS	55.1%
LEARN HOW TO DO THINGS	50.0%
FIND NEW IDEAS	48.0%
RESEARCH BRANDS	46.1%
LISTEN TO MUSIC	45.4%
FILL SPARE TIME & BROWSING	43.6%
RESEARCH PLACES & TRAVEL	39.5%

AGE 45 TO 54

FIND INFORMATION	65.2%
CONTACT FRIENDS & FAMILY	59.3%
FOLLOW NEWS & EVENTS	58.9%
WATCH VIDEOS & SHOWS	53.6%
LEARN HOW TO DO THINGS	51.8%
RESEARCH BRANDS	47.4%
FIND NEW IDEAS	45.7%
FILL SPARE TIME & BROWSING	44.4%
LISTEN TO MUSIC	43.1%
RESEARCH PLACES & TRAVEL	40.5%

AGE 55 TO 64

FIND INFORMATION	68.1%
FOLLOW NEWS & EVENTS	61.2%
CONTACT FRIENDS & FAMILY	61.1%
LEARN HOW TO DO THINGS	53.2%
WATCH VIDEOS & SHOWS	49.3%
RESEARCH BRANDS	47.5%
FILL SPARE TIME & BROWSING	44.8%
RESEARCH PLACES & TRAVEL	41.7%
FIND NEW IDEAS	41.5%
RESEARCH HEALTH	40.5%

AGE 65+*

FIND INFORMATION	81.7%
FOLLOW NEWS & EVENTS	66.9%
CONTACT FRIENDS & FAMILY	62.7%
LEARN HOW TO DO THINGS	60.9%
RESEARCH BRANDS	57.0%
RESEARCH PLACES & TRAVEL	50.7%
RESEARCH HEALTH	46.9%
MANAGE FINANCES	42.3%
FILL SPARE TIME & BROWSING	40.9%
WATCH VIDEOS & SHOWS	35.6%

Top Websites

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2025

TOP WEBSITES: SIMILARWEB RANKING

SIMILARWEB'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2024



GLOBAL OVERVIEW

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	83.0 B	3.17 B	10M 52S	8.18
02	YOUTUBE.COM	28.5 B	1.73 B	20M 07S	10.90
03	FACEBOOK.COM	12.3 B	1.04 B	10M 53S	11.66
04	INSTAGRAM.COM	5.88 B	931 M	8M 38S	11.60
05	WHATSAPP.COM	4.55 B	596 M	15M 10S	8.27
06	X.COM	4.44 B	448 M	12M 17S	12.20
07	WIKIPEDIA.ORG	3.93 B	908 M	3M 19S	3.11
08	CHATGPT.COM	3.53 B	310 M	6M 12S	3.67
09	REDDIT.COM	3.50 B	642 M	6M 02S	4.60
10	YAHOO.COM	3.45 B	403 M	8M 04S	5.23

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
11	YAHOO.CO.JP	3.22 B	142 M	9M 11S	7.49
12	YANDEX.RU	2.80 B	180 M	8M 51S	8.37
13	AMAZON.COM	2.69 B	515 M	6M 16S	9.13
14	BAIDU.COM	2.40 B	138 M	5M 38S	8.36
15	TIKTOK.COM	2.20 B	743 M	3M 49S	4.95
16	NETFLIX.COM	1.83 B	252 M	6M 57S	3.75
17	MICROSOFTONLINE.COM	1.82 B	286 M	2M 17S	2.65
18	BING.COM	1.78 B	218 M	6M 51S	5.13
19	PORNHUB.COM	1.73 B	284 M	8M 00S	7.61
20	LINKEDIN.COM	1.70 B	318 M	8M 17S	7.78

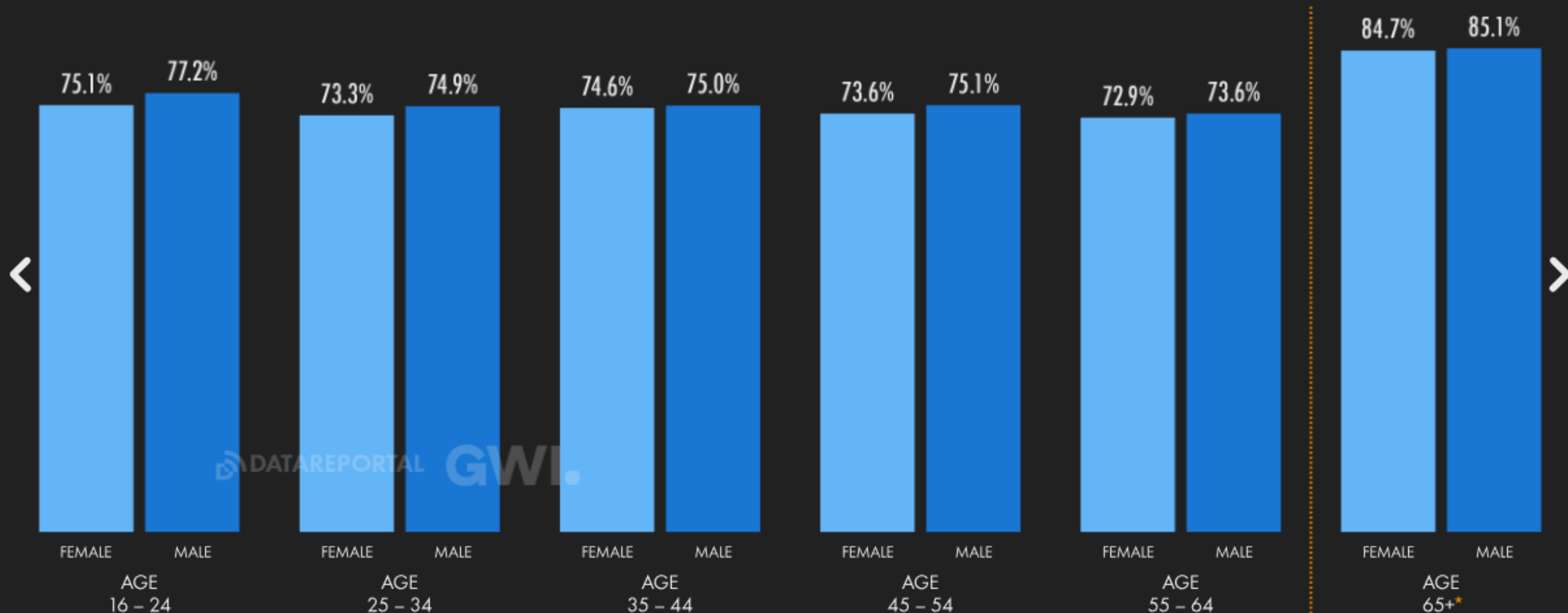
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USE OF EMAIL

PERCENTAGE OF **INTERNET USERS** WHO USE EMAIL SERVICES **EACH MONTH**



GLOBAL OVERVIEW



Opportunities For Farmers



❑ Many farmers still rely on word of mouth, signs, or market stalls to sell — but this data shows that most people now shop and discover food online.

❑ It's a signal to start using digital tools like WhatsApp groups, Facebook pages, IG, TikTok or simple websites to promote farm products.

❑ Farmers who go online (sharing photos, menus, delivery info) can reach local families faster and cheaper — especially if they deliver fresh food or meal boxes.

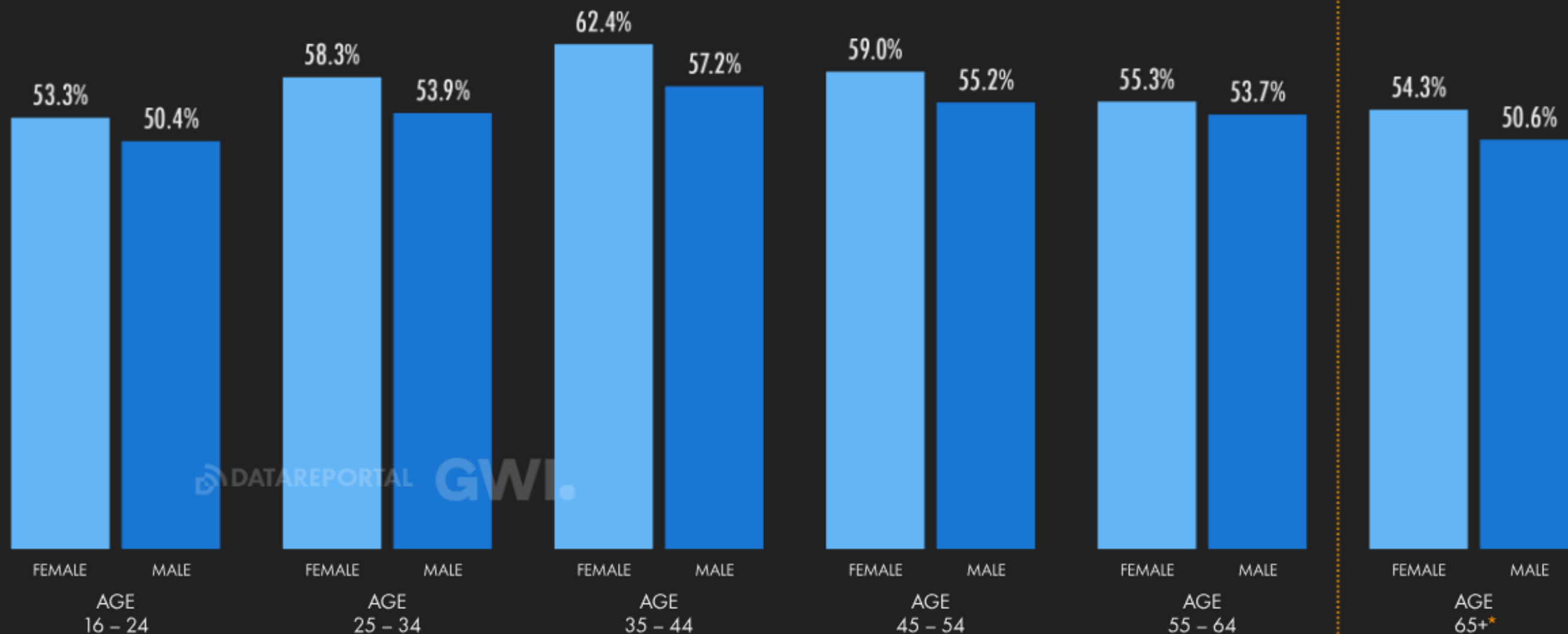
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WEEKLY ONLINE PURCHASES

PERCENTAGE OF INTERNET USERS WHO BUY SOMETHING ONLINE EACH WEEK



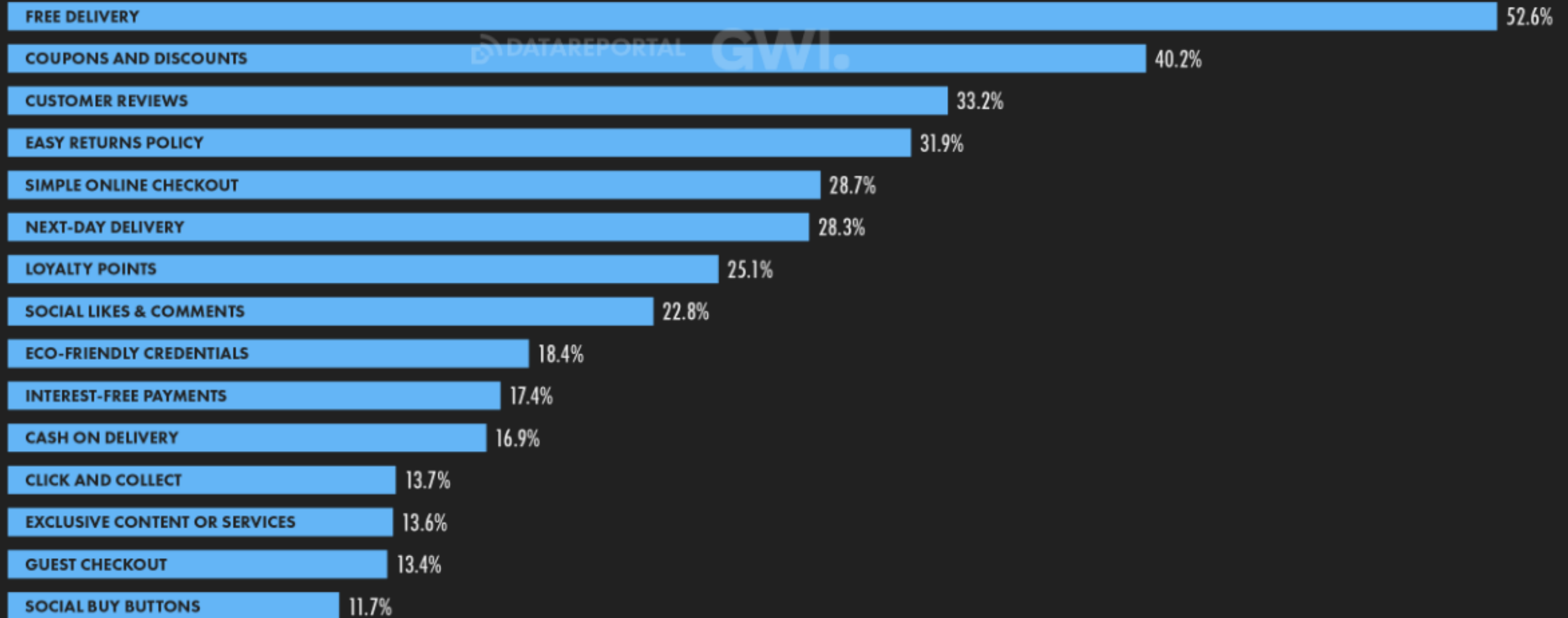
GLOBAL OVERVIEW



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ONLINE PURCHASE DRIVERS

PERCENTAGE OF **INTERNET USERS AGED 16+** WHO SAY EACH FACTOR WOULD ENCOURAGE THEM TO COMPLETE AN ONLINE PURCHASE



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OVERVIEW OF CONSUMER GOODS ECOMMERCE

HEADLINES FOR THE ADOPTION AND USE OF CONSUMER GOODS ECOMMERCE (B2C ONLY)



GLOBAL OVERVIEW

NUMBER OF PEOPLE
PURCHASING CONSUMER
GOODS VIA ONLINE
CHANNELS IN 2024



2.54
BILLION

YEAR-ON-YEAR CHANGE
+8.5% (+200 MILLION)

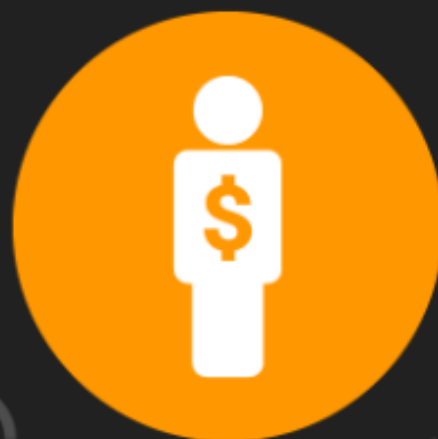
ESTIMATED TOTAL
ANNUAL SPEND ON
ONLINE CONSUMER GOODS
PURCHASES (USD, 2024)



\$4.12
TRILLION

YEAR-ON-YEAR CHANGE
+14.6% (+\$525 BILLION)

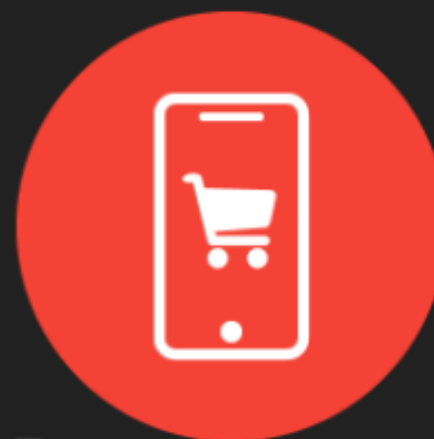
AVERAGE ANNUAL
REVENUE PER CONSUMER
GOODS ECOMMERCE
USER (USD, 2024)



\$1,620

YEAR-ON-YEAR CHANGE
+5.4% (+\$83.00)

SHARE OF 2024 CONSUMER
GOODS ECOMMERCE SPEND
ATTRIBUTABLE TO PURCHASES
MADE VIA MOBILE PHONES



51.4%

YEAR-ON-YEAR CHANGE
+5.1% (+247 BPS)

2024 ONLINE PURCHASES vs.
TOTAL CONSUMER GOODS
PURCHASE VALUE ACROSS
ALL RETAIL CHANNELS



17.3%

YEAR-ON-YEAR CHANGE
+8.3% (+133 BPS)

SOURCE: STATISTA ECOMMERCE MARKET. SEE [STATISTA.COM](https://www.statista.com). **NOTES:** "CONSUMER GOODS" INCLUDE: BEAUTY & PERSONAL CARE; BEVERAGES; DIY & HARDWARE STORE; ELECTRONICS; EYEWEAR; FASHION; FOOD; FURNITURE; HOUSEHOLD ESSENTIALS; LUXURY GOODS; PHYSICAL MEDIA; OTC PHARMACEUTICALS; TOBACCO PRODUCTS; TOYS & HOBBY. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024, AND COMPARISONS WITH THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE **RELATIVE**. "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE **ABSOLUTE**.

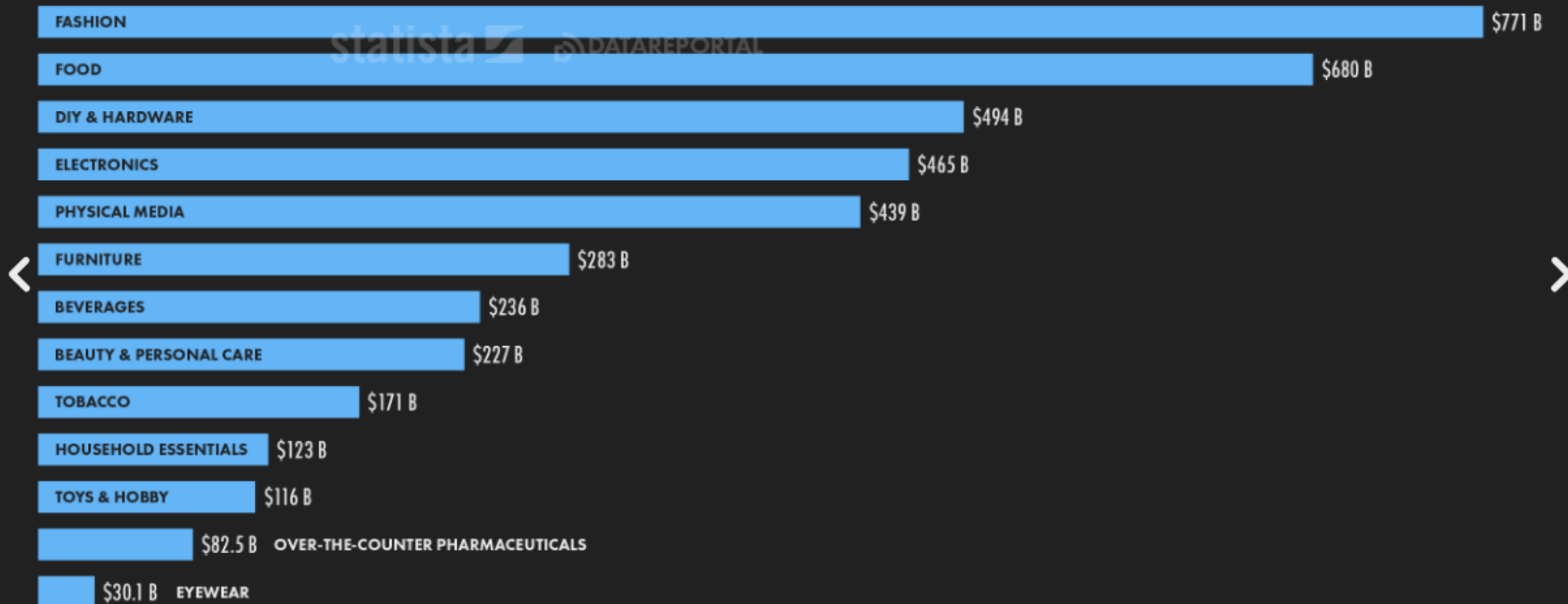
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ECOMMERCE: CONSUMER GOODS CATEGORIES

ESTIMATED ANNUAL SPEND IN EACH CONSUMER GOODS ECOMMERCE CATEGORY (B2C ONLY, U.S. DOLLARS, FULL-YEAR 2024)



GLOBAL OVERVIEW



SOURCE: STATISTA ECOMMERCE MARKET. SEE [STATISTA.COM](https://www.statista.com). **NOTES:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS [E.G. "123 K" = 123,000], "M" DENOTES MILLIONS [E.G. "1.23 M" = 1,230,000], AND "B" DENOTES BILLIONS [E.G. "1.23 B" = 1,230,000,000]. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2024 IN U.S. DOLLARS, AND COMPARISONS WITH THE PREVIOUS CALENDAR YEAR. THE "PHYSICAL MEDIA" CATEGORY DOES NOT INCLUDE DIGITAL DOWNLOADS OR STREAMING. **COMPARABILITY:** SIGNIFICANT BASE REVISIONS AND **MAJOR** CATEGORY DEFINITION CHANGES. FIGURES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS.

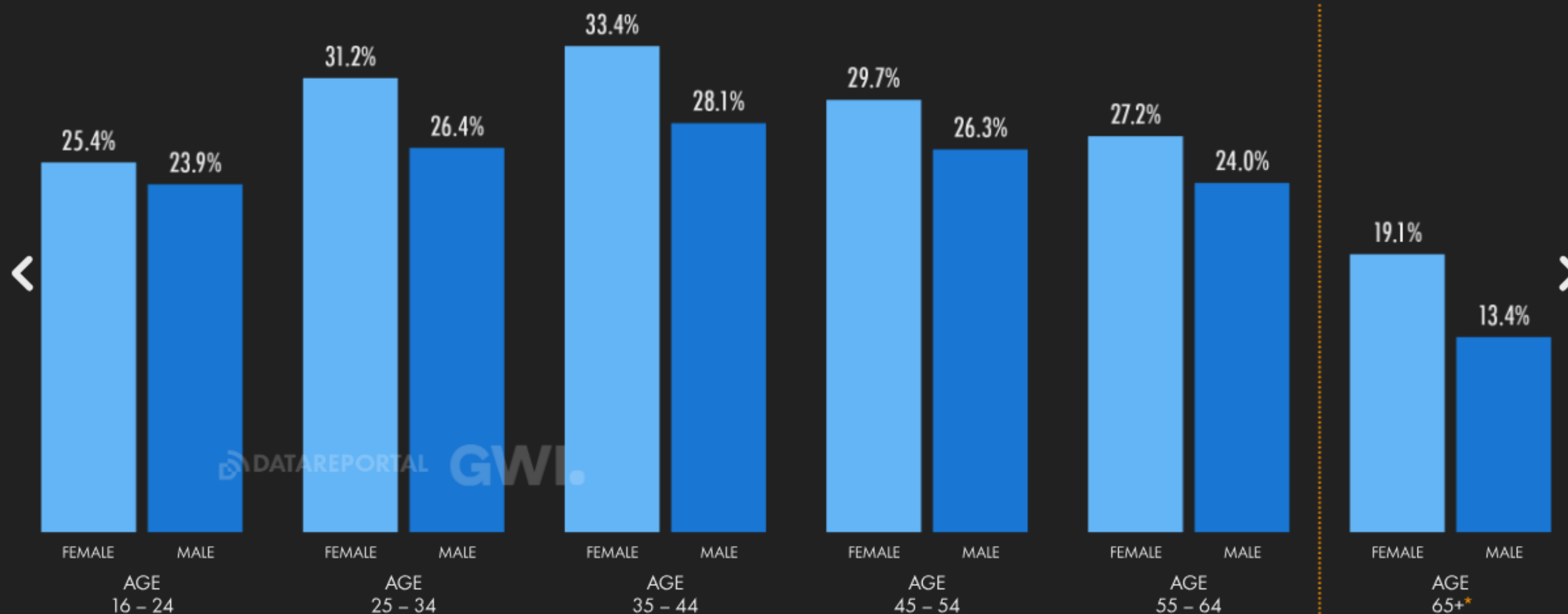
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WEEKLY ONLINE GROCERY PURCHASES

PERCENTAGE OF **INTERNET USERS** WHO BUY GROCERIES ONLINE EACH WEEK



GLOBAL OVERVIEW



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ONLINE GROCERY SHOPPING OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF ONLINE GROCERY ORDERING AND DELIVERY SERVICES



GLOBAL OVERVIEW

NUMBER OF PEOPLE
ORDERING GROCERIES
VIA ONLINE PLATFORMS



statista

1.73
BILLION

YEAR-ON-YEAR CHANGE
IN THE NUMBER OF PEOPLE
BUYING GROCERIES ONLINE



we
are
social

+12.1%
+187 MILLION

TOTAL ANNUAL VALUE
OF ONLINE GROCERY
ORDERS (USD, 2024)



Meltwater

\$785.6
BILLION

YEAR-ON-YEAR CHANGE
IN MARKET VALUE: ONLINE
GROCERY ORDERS



statista

+22.2%
+\$143 BILLION

AVERAGE ANNUAL SPEND
PER USER: ONLINE GROCERY
ORDERS (USD, 2024)



\$450
YOY: **+7.1%**

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE [STATISTA.COM](https://www.statista.com). **NOTES:** INCLUDES FOOD & BEVERAGES, PERSONAL CARE AND HOUSEHOLD ITEMS, QUICK COMMERCE, AND MEAL RECIPE KITS (E.G. HELLOFRESH). ONLY INCLUDES ORDERS MADE VIA ONLINE SERVICES, BUT INCLUDES "CLICK-AND-COLLECT" ORDERS WHERE ITEMS ARE PURCHASED ONLINE BUT PICKED UP BY THE BUYER. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

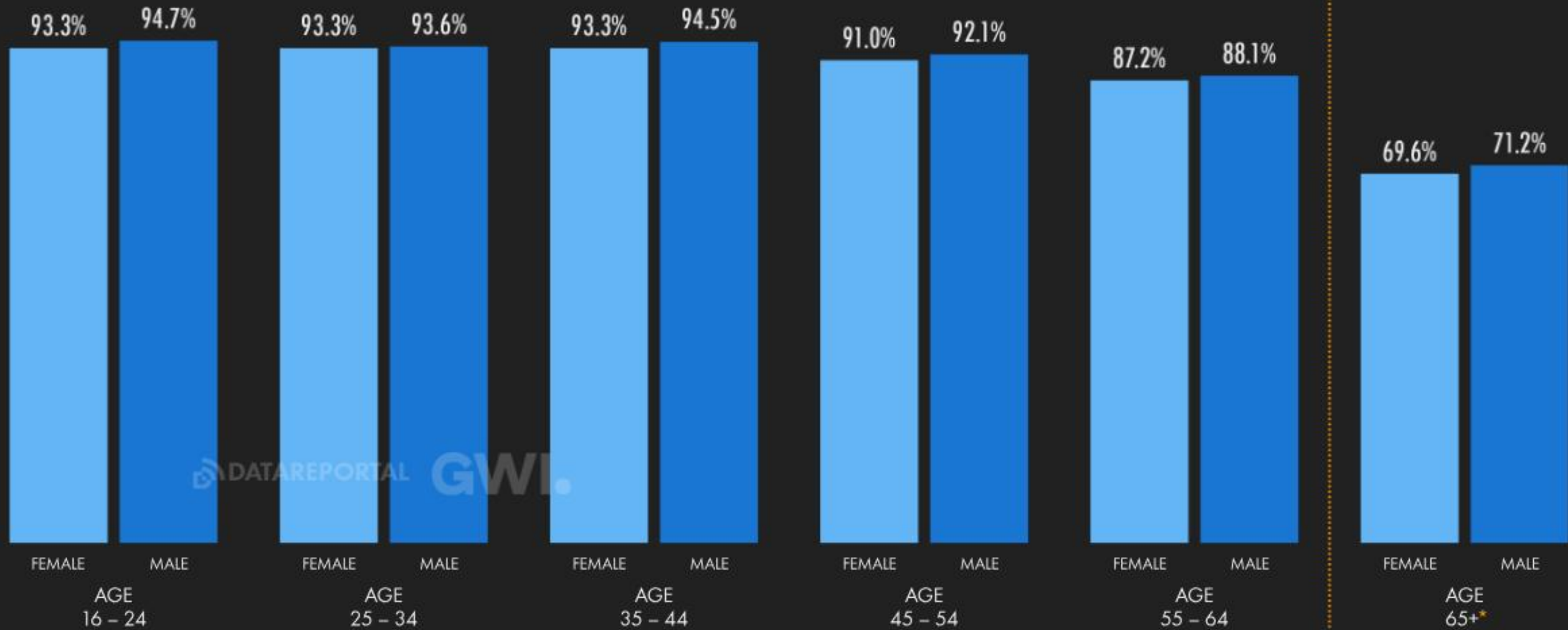
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WATCHING ONLINE VIDEO CONTENT

PERCENTAGE OF INTERNET USERS WHO WATCH ANY KIND OF ONLINE VIDEO EACH WEEK



GLOBAL OVERVIEW



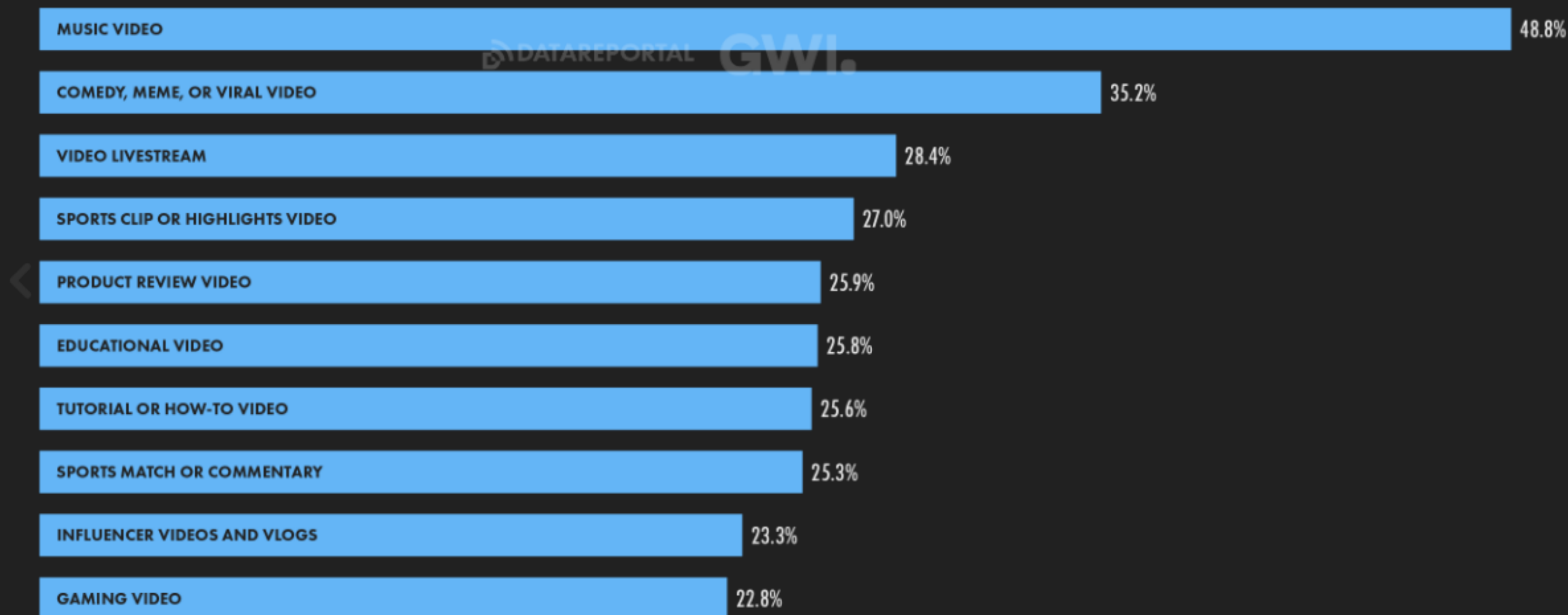
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TYPES OF ONLINE VIDEO CONTENT WATCHED

PERCENTAGE OF **INTERNET USERS AGED 16+** WHO WATCH EACH KIND OF VIDEO CONTENT VIA THE INTERNET **EACH WEEK**



GLOBAL OVERVIEW



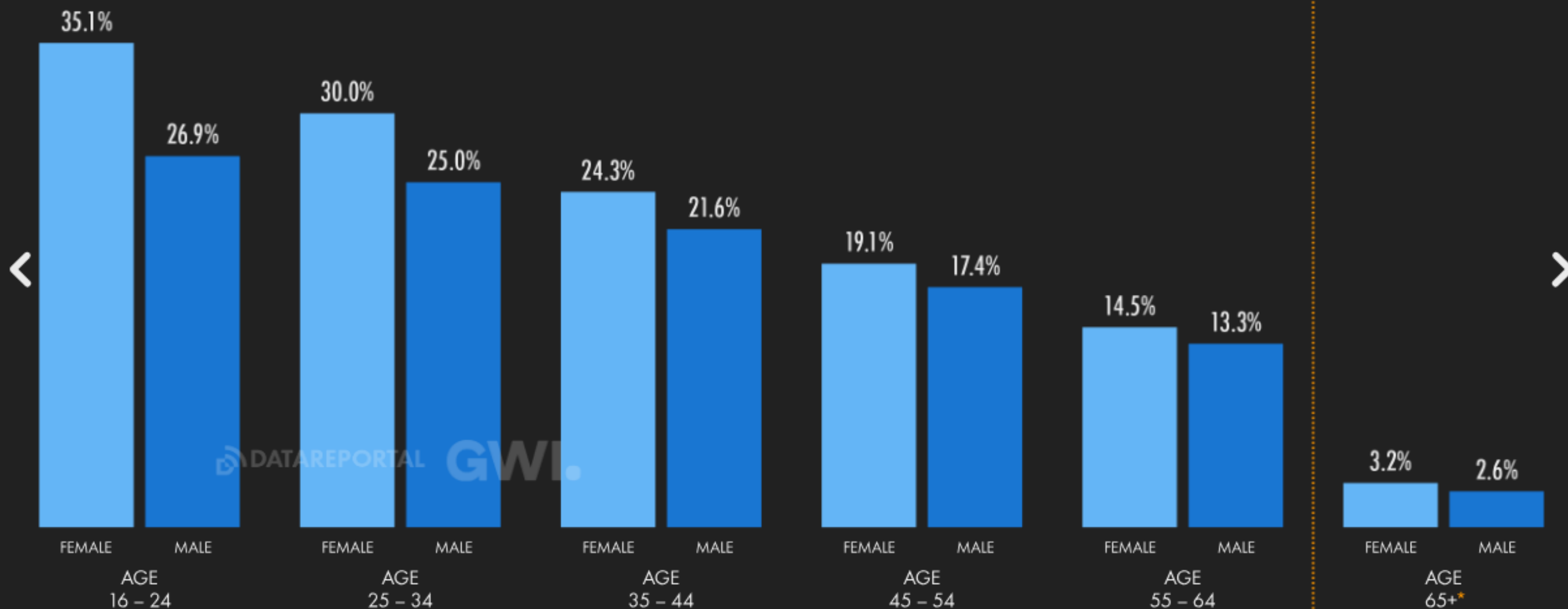
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WATCHING VLOGS

PERCENTAGE OF INTERNET USERS WHO SAY THAT THEY WATCH VLOGS OR INFLUENCER VIDEOS EACH WEEK



GLOBAL OVERVIEW



DATA REPORTAL GWI.

we

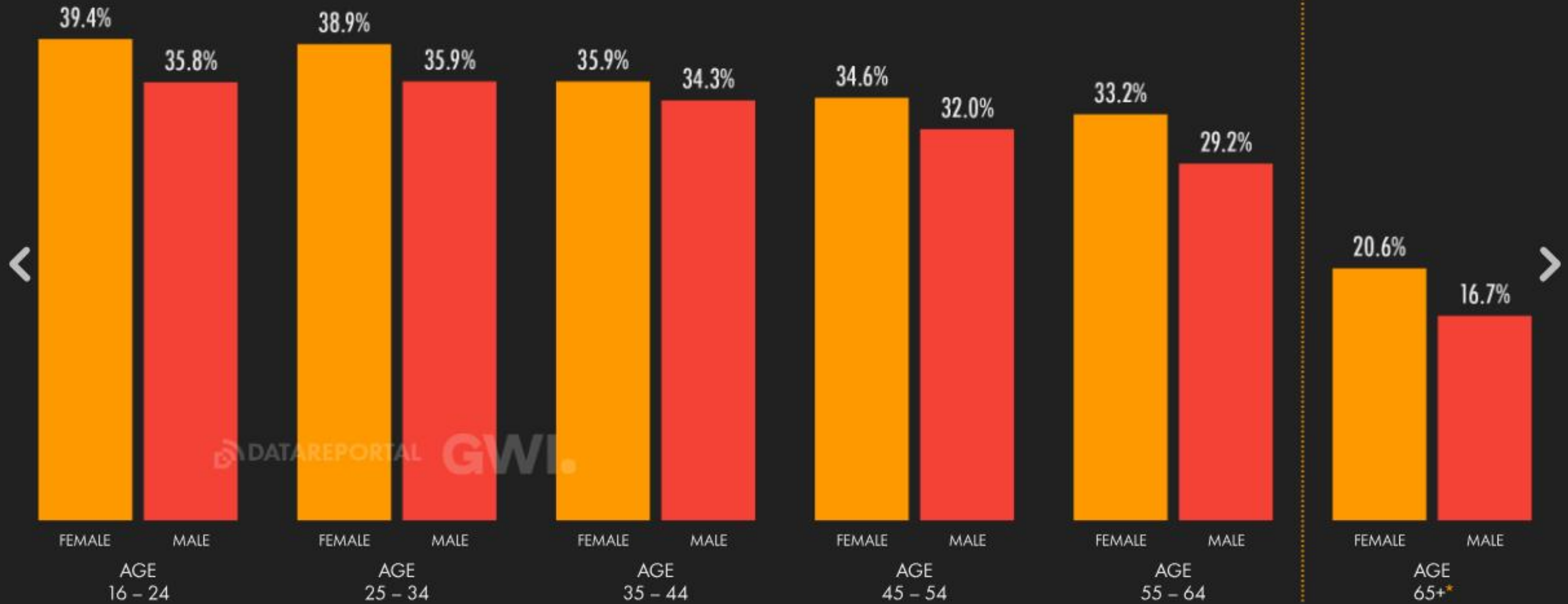
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SOCIAL MEDIA'S SHARE OF ONLINE TIME

TIME SPENT USING SOCIAL MEDIA AS A PERCENTAGE OF TOTAL TIME SPENT USING THE INTERNET



GLOBAL OVERVIEW



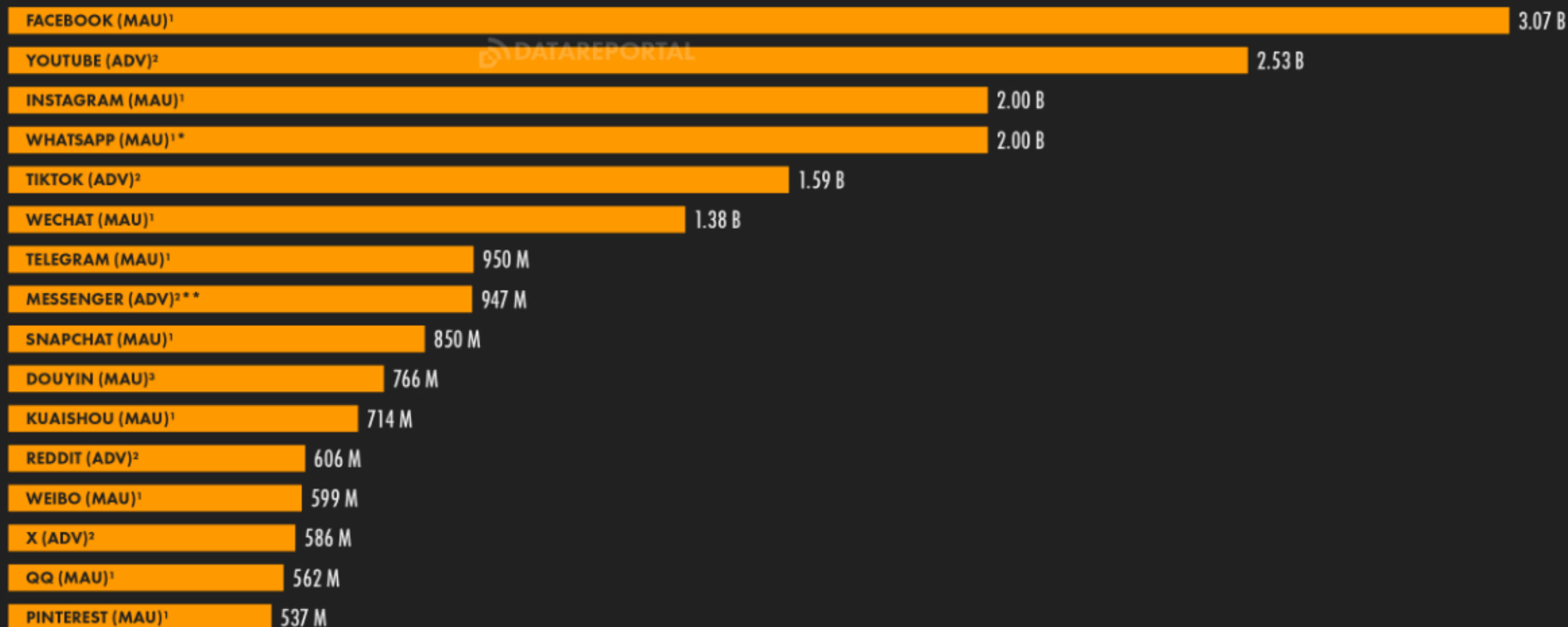
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PERSPECTIVES: SOCIAL MEDIA PLATFORM USE

A MIX OF METRICS ILLUSTRATING USE OF THE WORLD'S TOP SOCIAL MEDIA PLATFORMS (NOTE: VALUES MAY NOT REPRESENT UNIQUE INDIVIDUALS)



GLOBAL OVERVIEW



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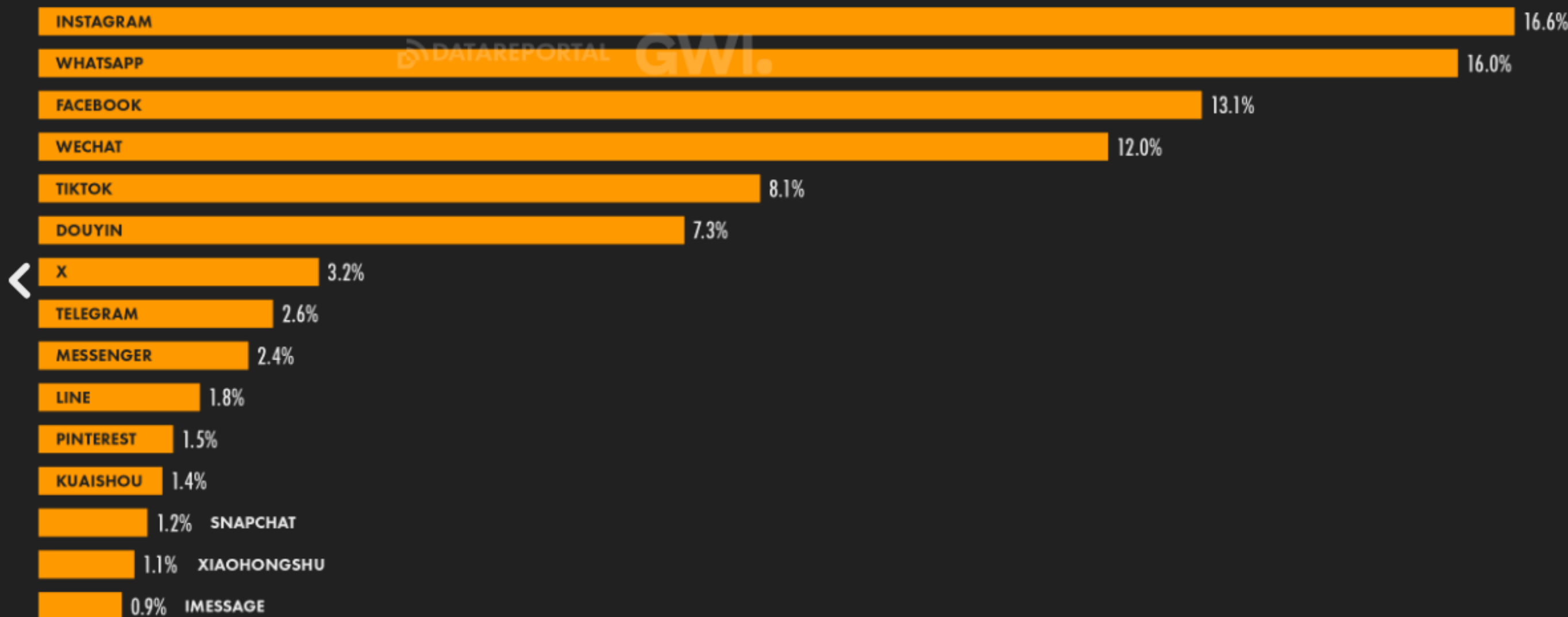
FAVOURITE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS AGED 16+ WHO SAY THAT EACH OPTION IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM

NOTE: YOUTUBE IS NOT AVAILABLE AS AN ANSWER OPTION IN THE SURVEY QUESTION THAT INFORMS THIS CHART



GLOBAL OVERVIEW



“Consumer behaviour is changing — and so is farming. The future belongs to farmers who not only grow crops but also grow conversations with their customers.”