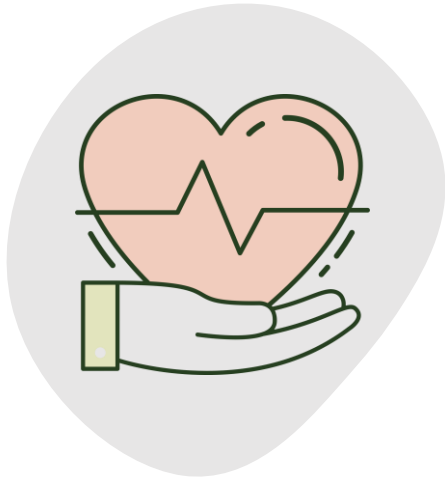


HAB'S ROLE IN GROWING AVOCADO DEMAND IN THE U.S. + the latest market trends

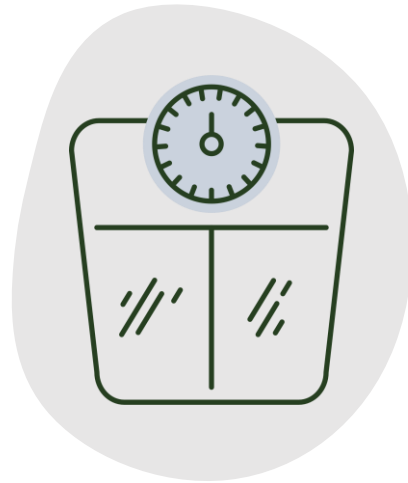
Alejandro Gavito

Sr. Business Insights and Data Services Manager

HAB NUTRITION RESEARCH FOCUS



Heart
Health



Weight
Management



Healthy
Living



Type-2
Diabetes



fresh **avocados**

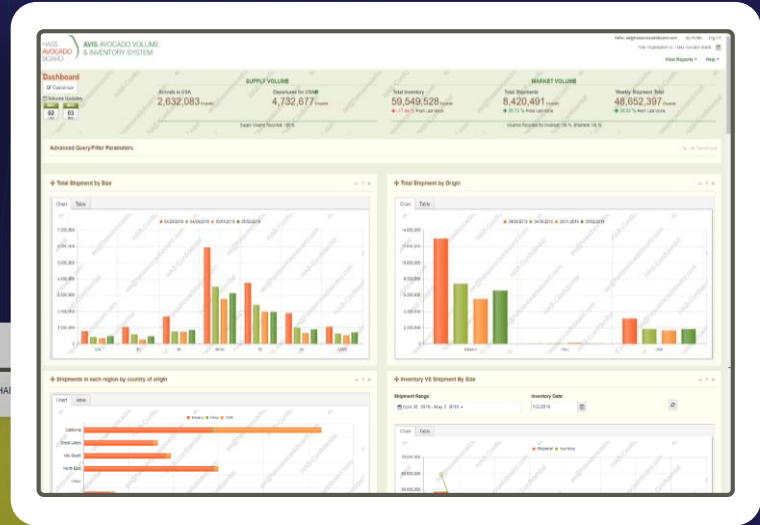
LOVE
ONE TODAY[®]

nutrient-dense • heart-healthy



Sustainability





HASS AVOCADO BOARD

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BUSINESS SUPPORT TOOLS

Retail and Consumer Research, Industry Webinars & More

Research & Insights | Webinars

AVOCADO CATEGORY PERFORMANCE, DRIVERS & TRENDS ON THE SHOPPER AND RETAIL LEVELS

Filter | Search

Currently viewing: (20)

Building the Path to Dynamic Avocado Category Growth
Shopper Purchase Behavior

This study measures the impact of heavily involved avocado shoppers on long-term category growth compared to shoppers that are less involved in the category.

Study | Action Guide

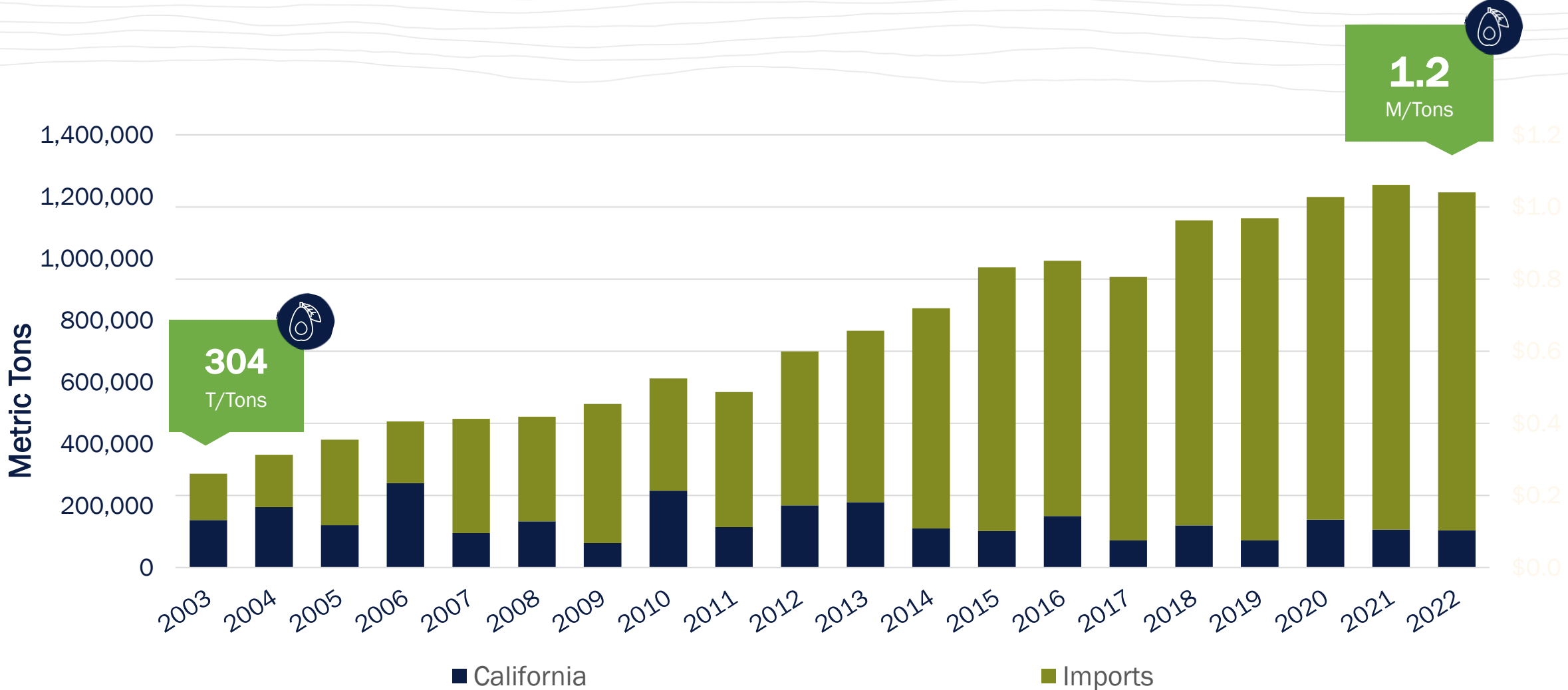
Market Opportunity Matrix
Avocado Category Market Development Tool

Market Opportunity Matrix

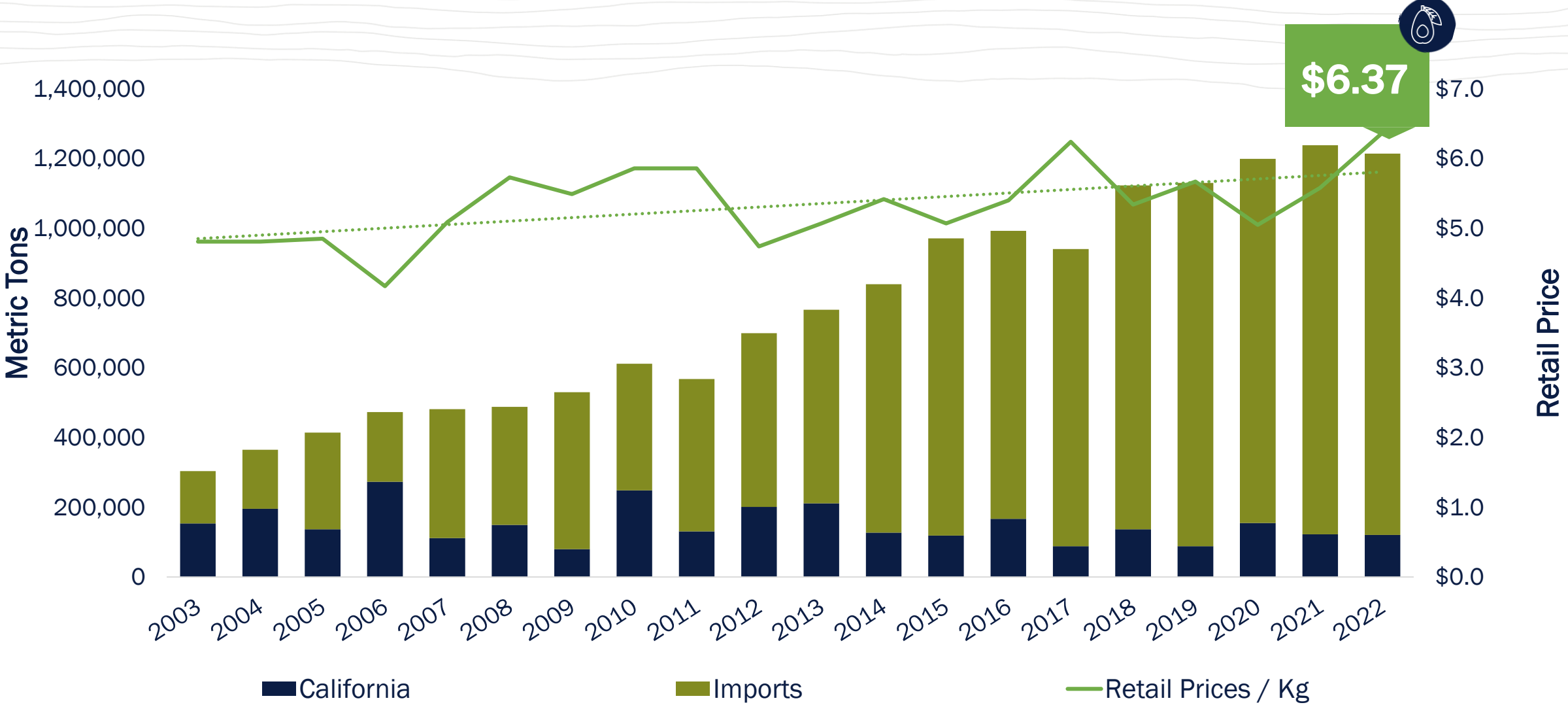
The industry's **only source of consolidated data** that supports critical decision-making.

The story of avocados in the United States market has become one of the most successful stories in produce over the past two decades.

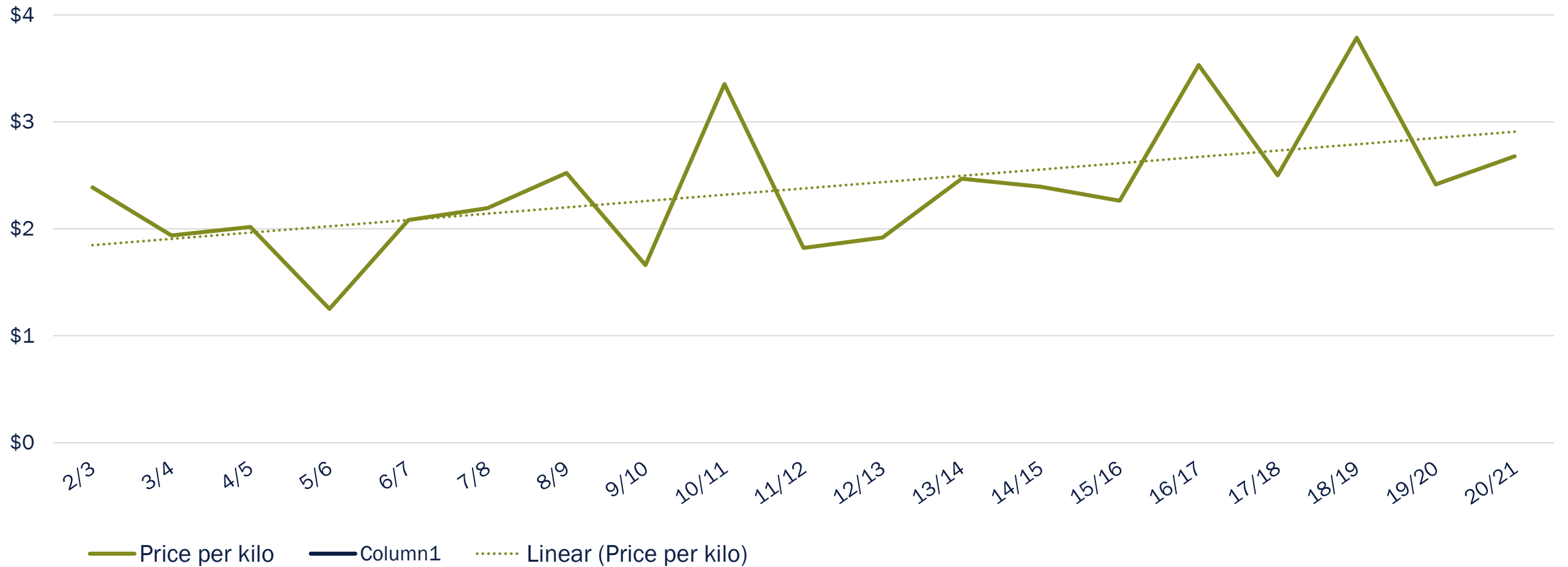
US avocado supply 2003 to 2022



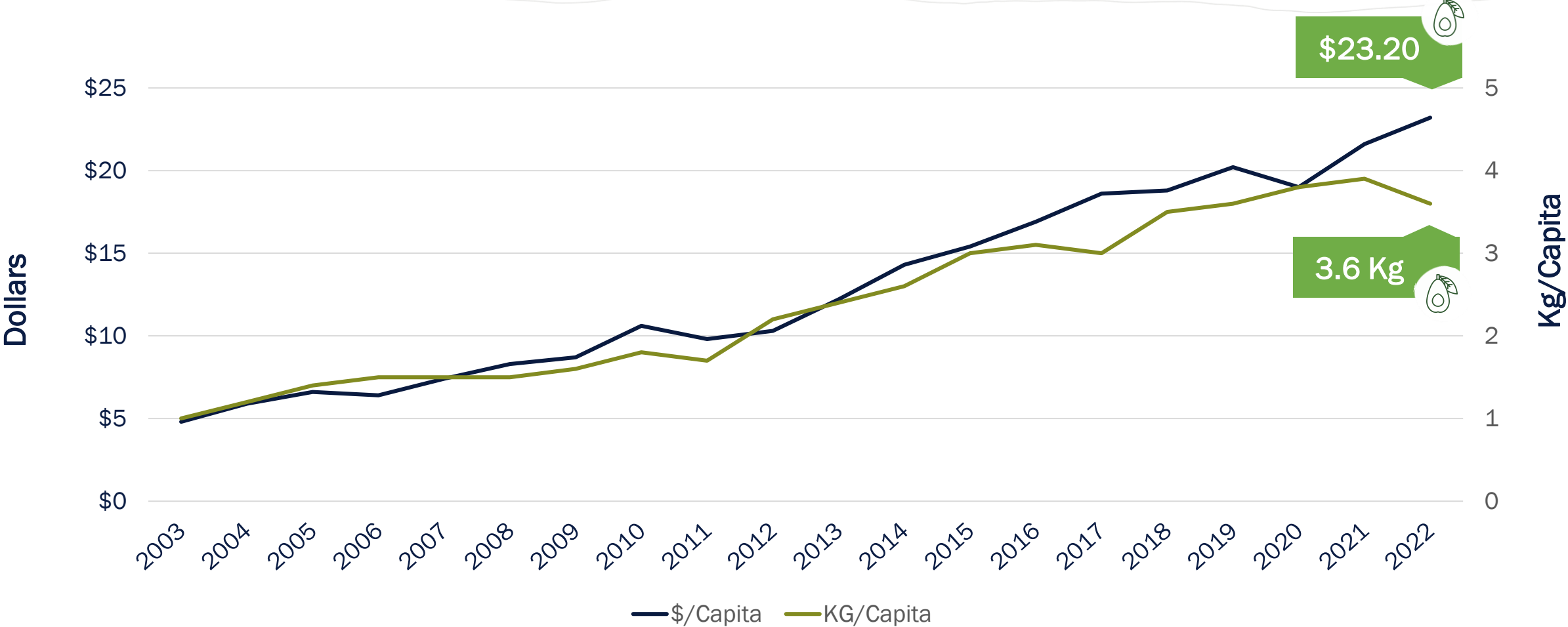
US avocado supply 2003 to 2022

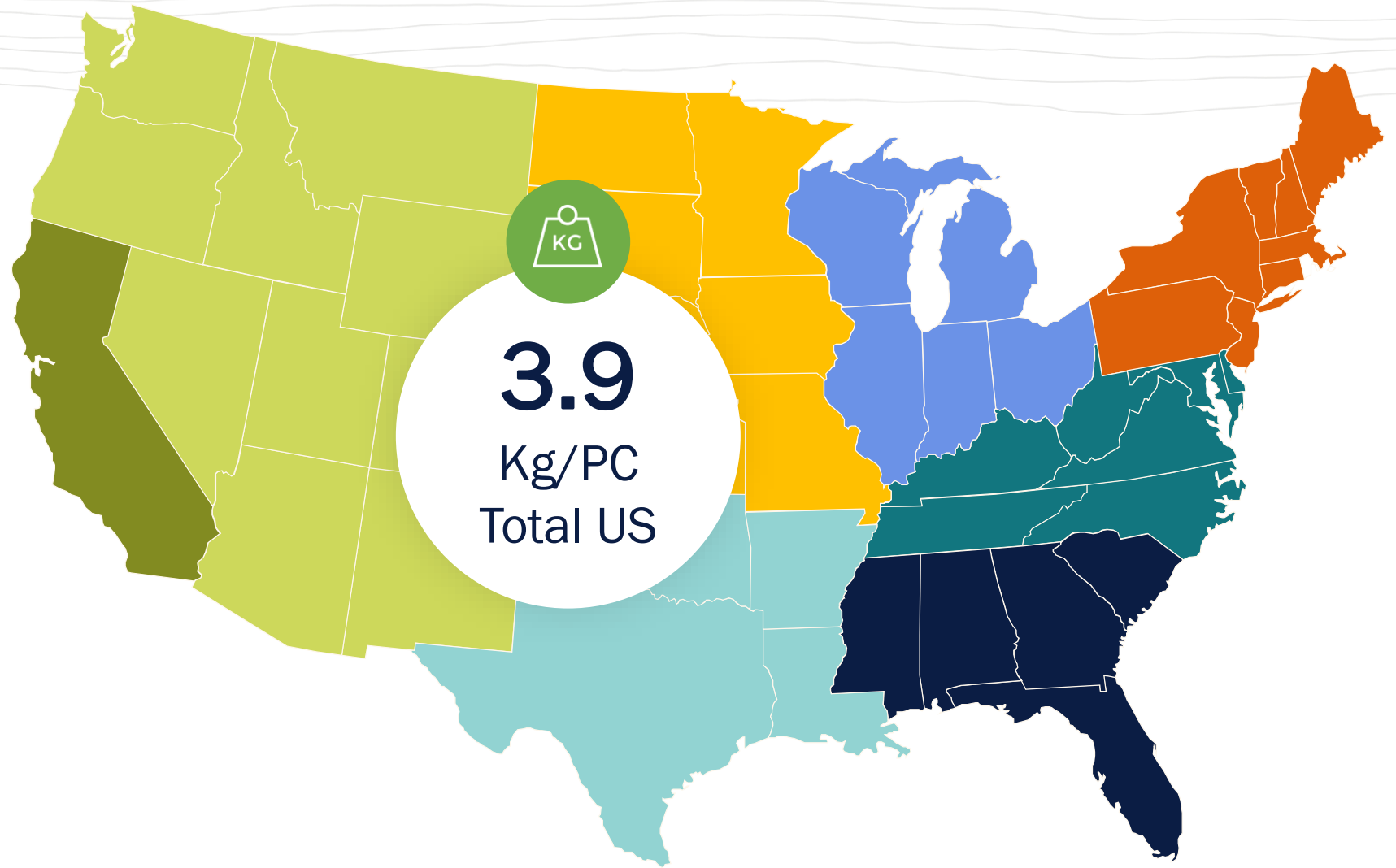
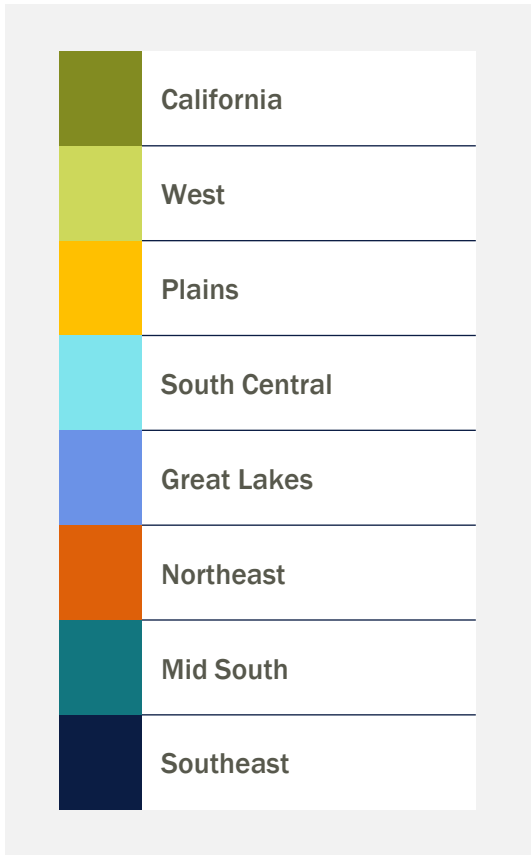


Grower returns to California producers 2003-2021

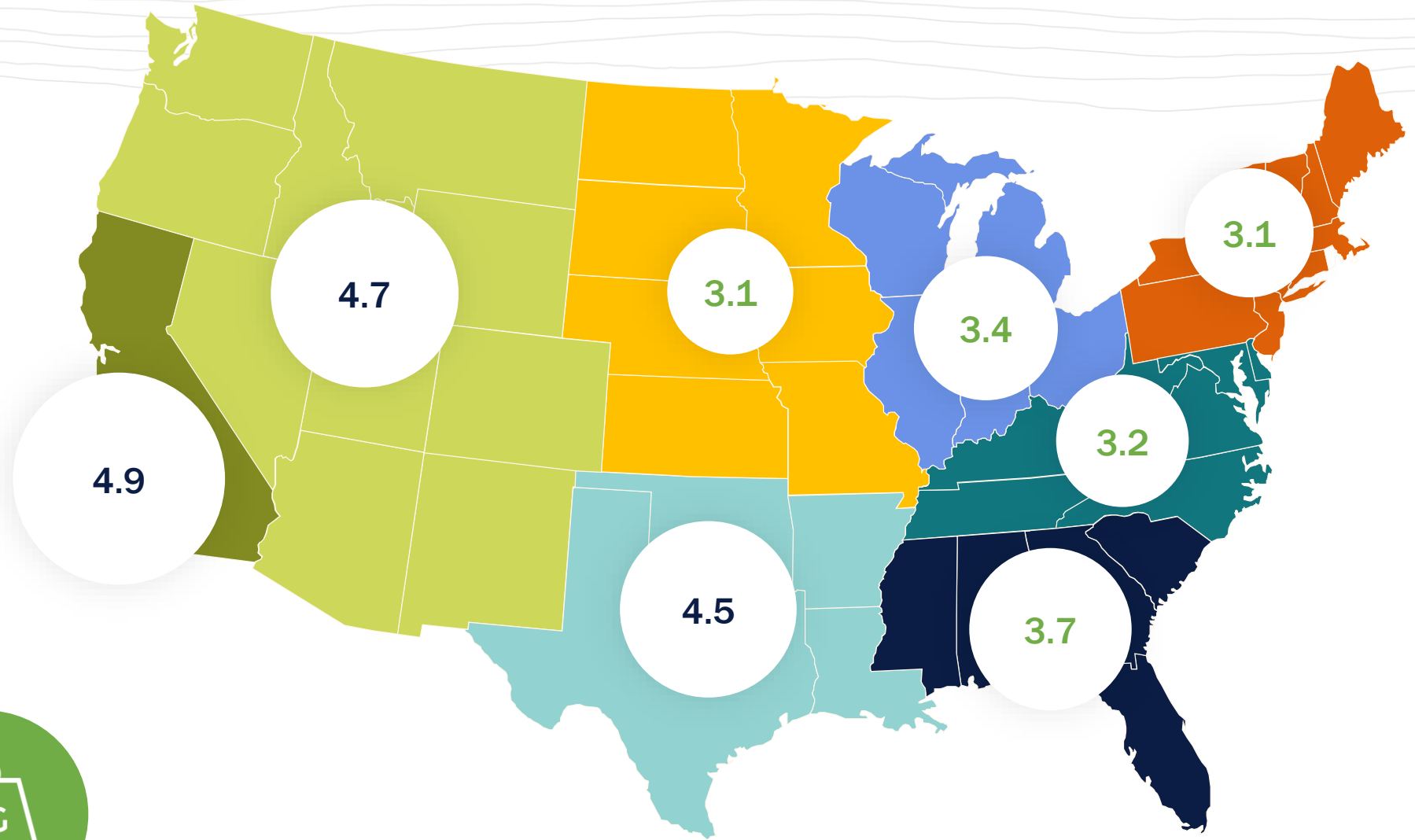
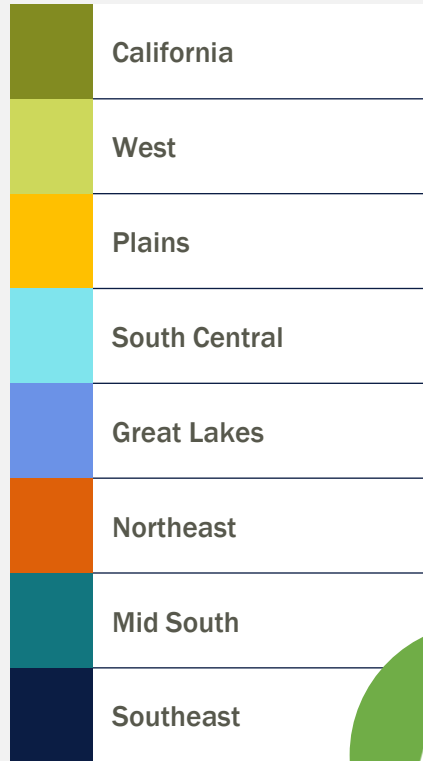


Per capita consumption \$ and Kg – US





PCC (kilos) BY REGION (Retail share, adjusted to total volume)



Uncovering Growth Opportunities

The importance of data to unlock avocado demand



**CONSUMER
PANEL DATA
(QUANTITATIVE)**



**RETAIL PLU
SCAN DATA**



**CONSUMER
PREFERENCES
TRACKING
(QUALITATIVE)**

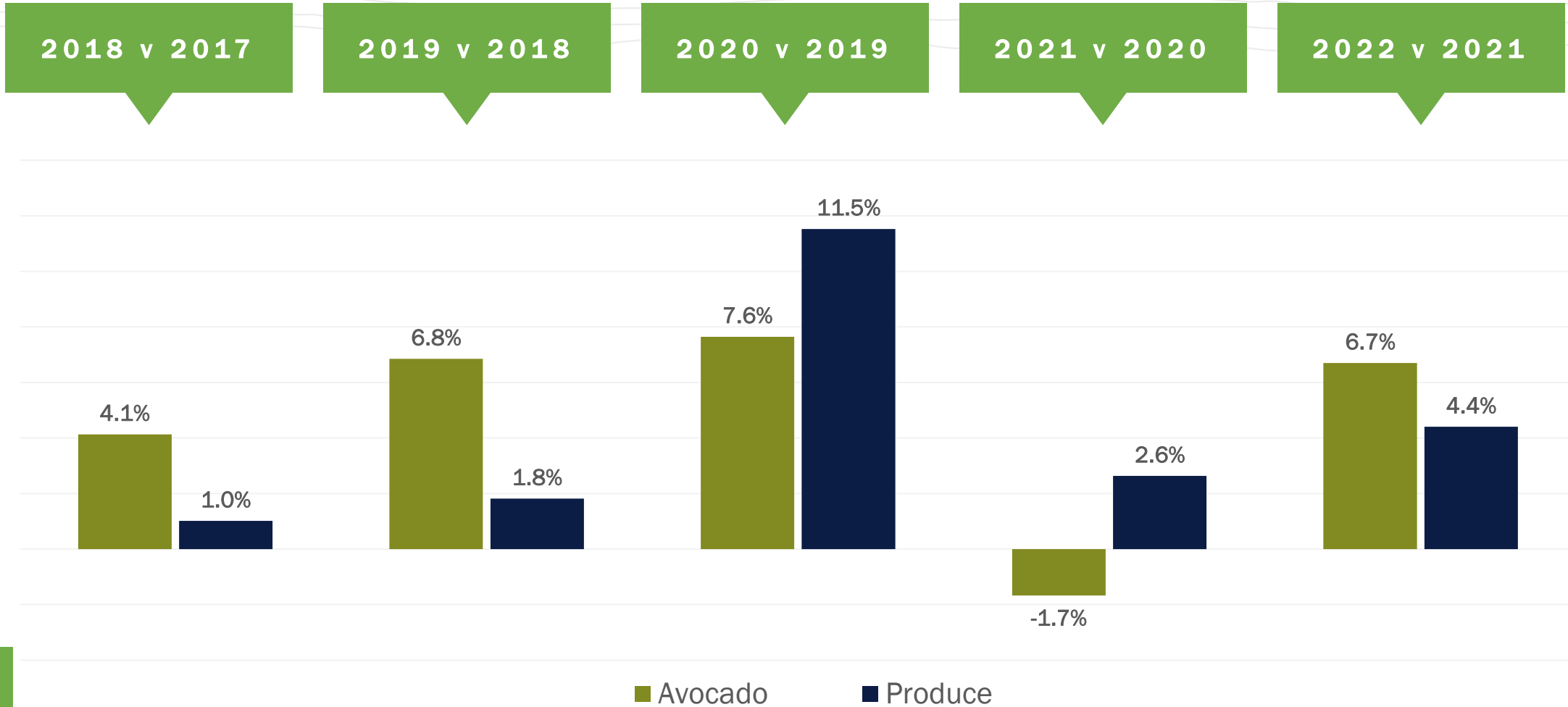


**GLOBAL
TRADE**

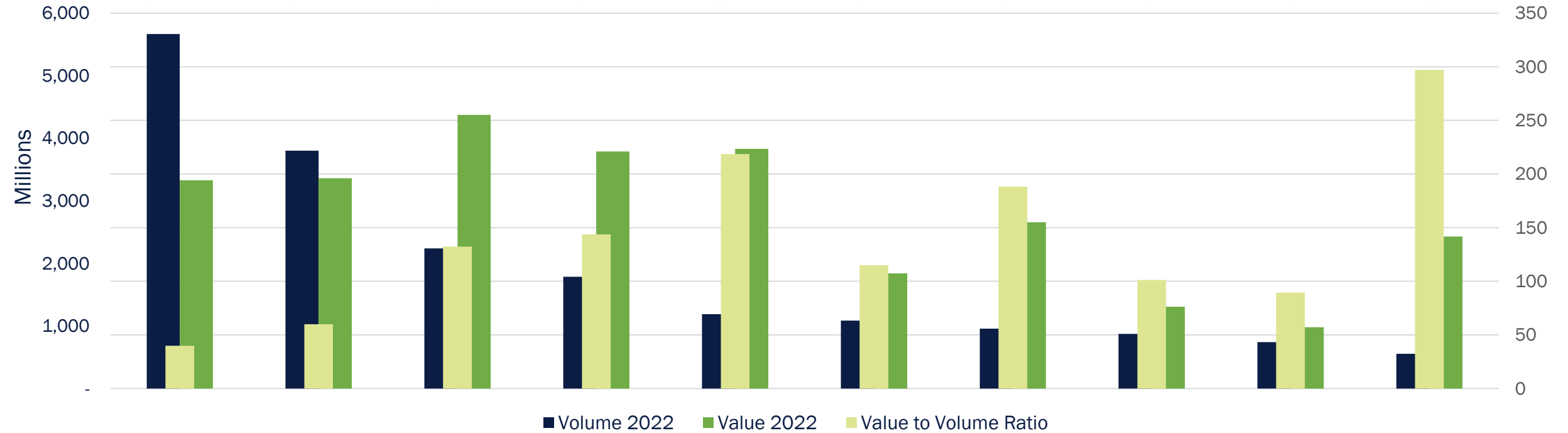
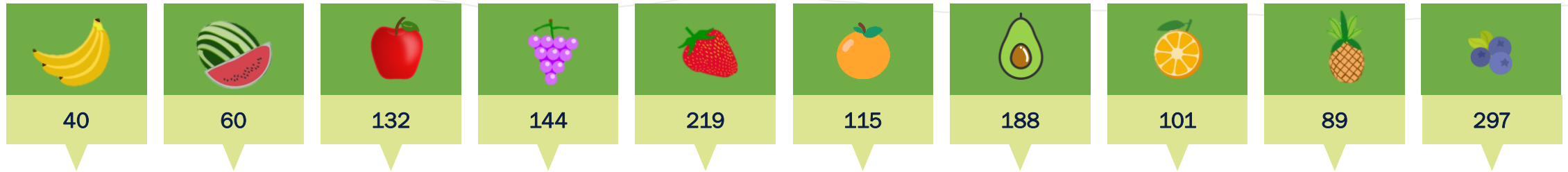


Avocados at Retail

Avocado vs total produce performance - \$



Top 10 fruit categories at retail



Households

130M



58%

75.4 MILLION
HOUSEHOLDS





1.96B

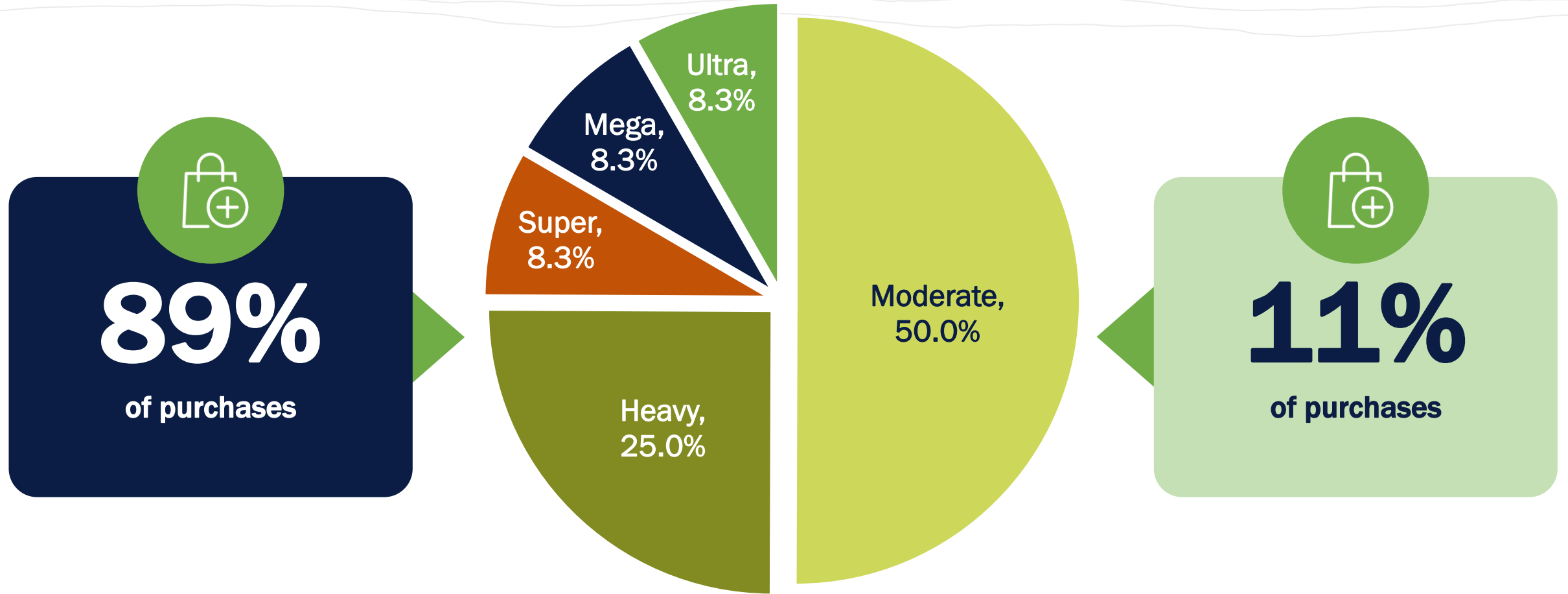
UNITS



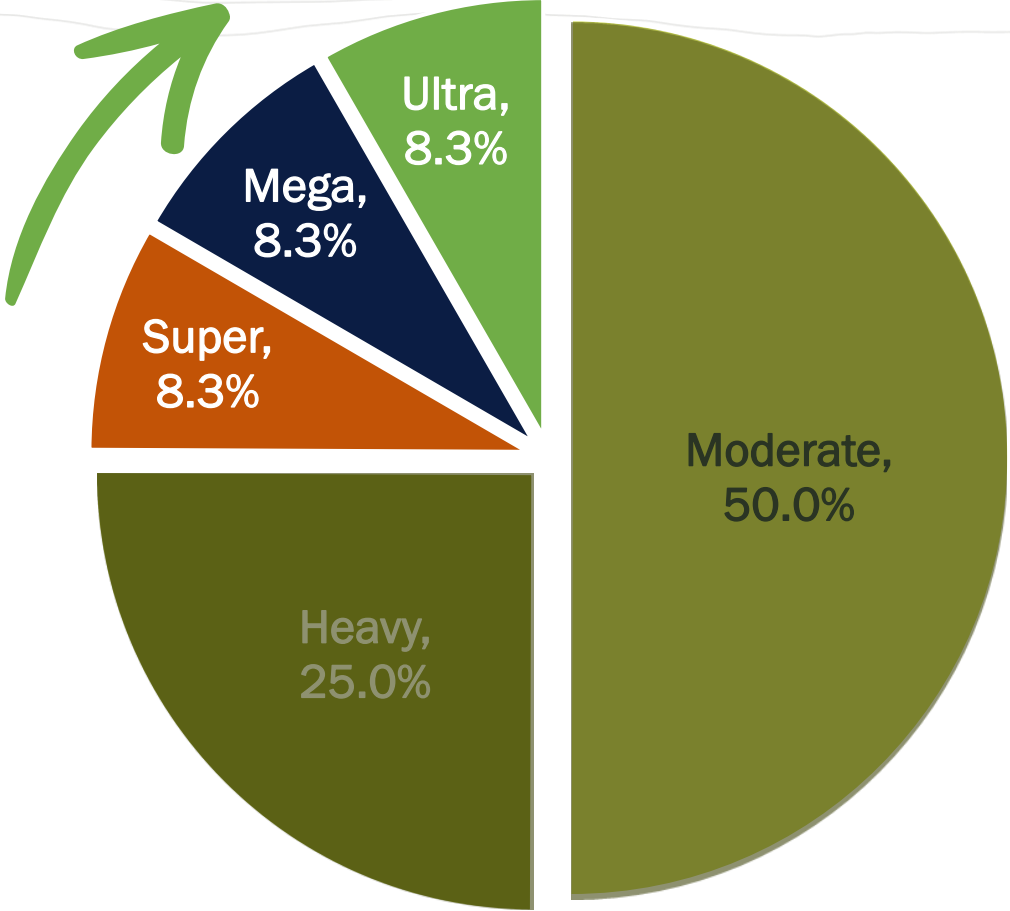
2.6B

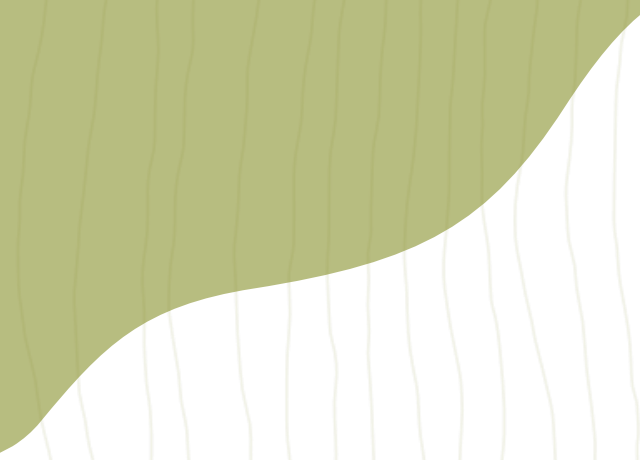
DOLLARS

Share of purchases

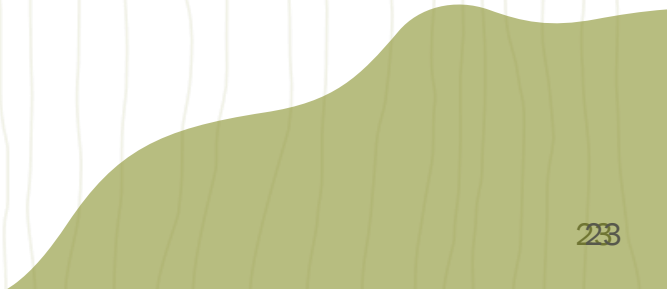


Potential growth



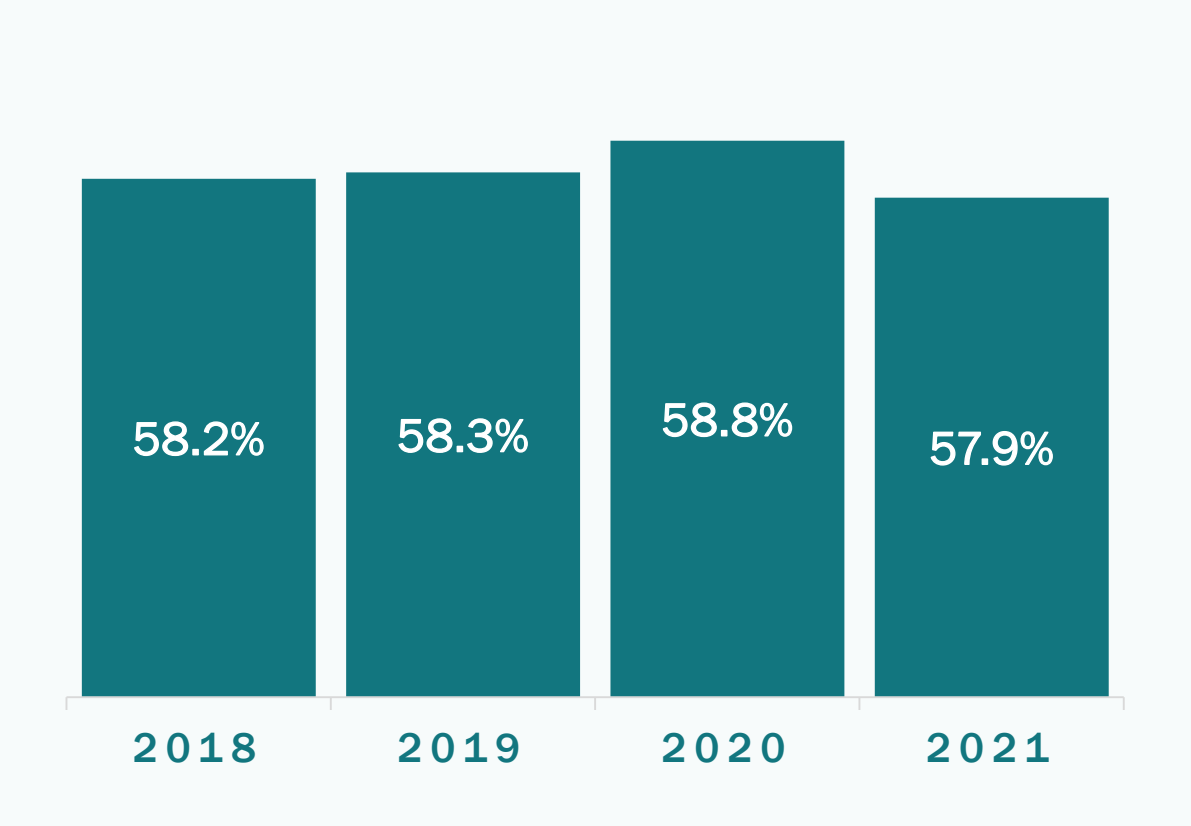


Seasonality

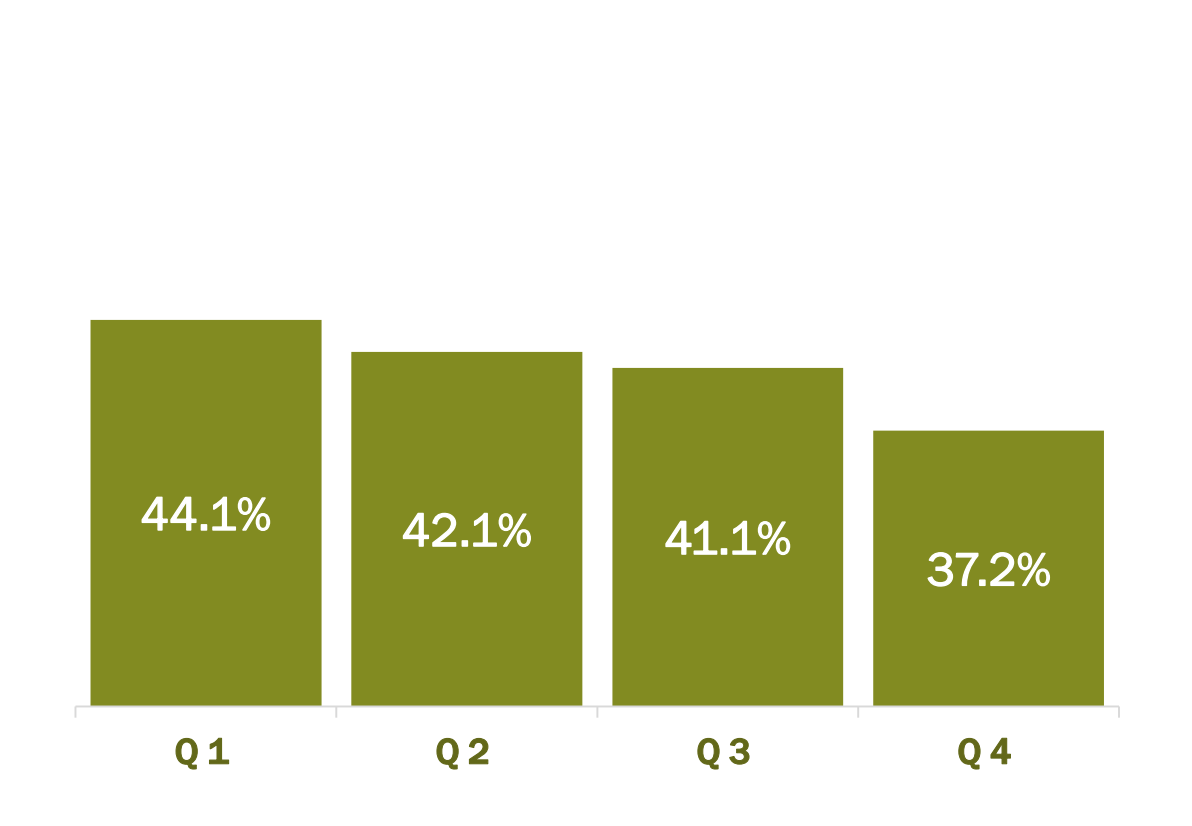


Household penetration trend

Household Penetration by Year 

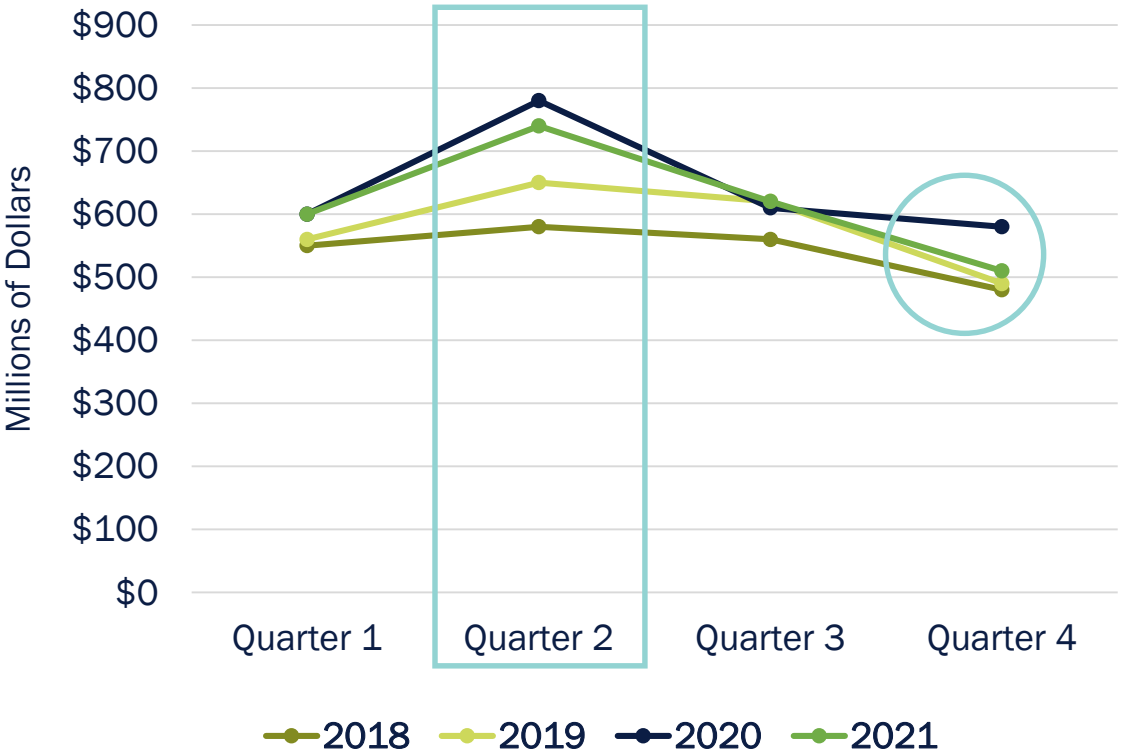


Household Penetration by Quarter 

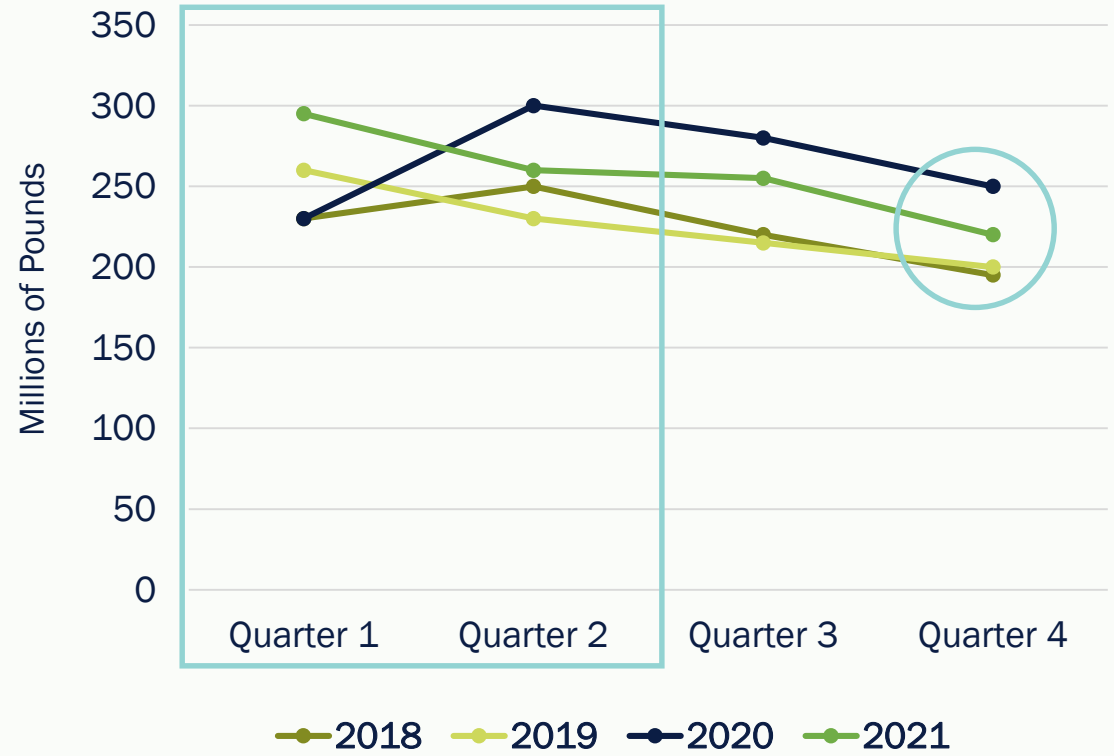


Retail trend

Dollar Sales

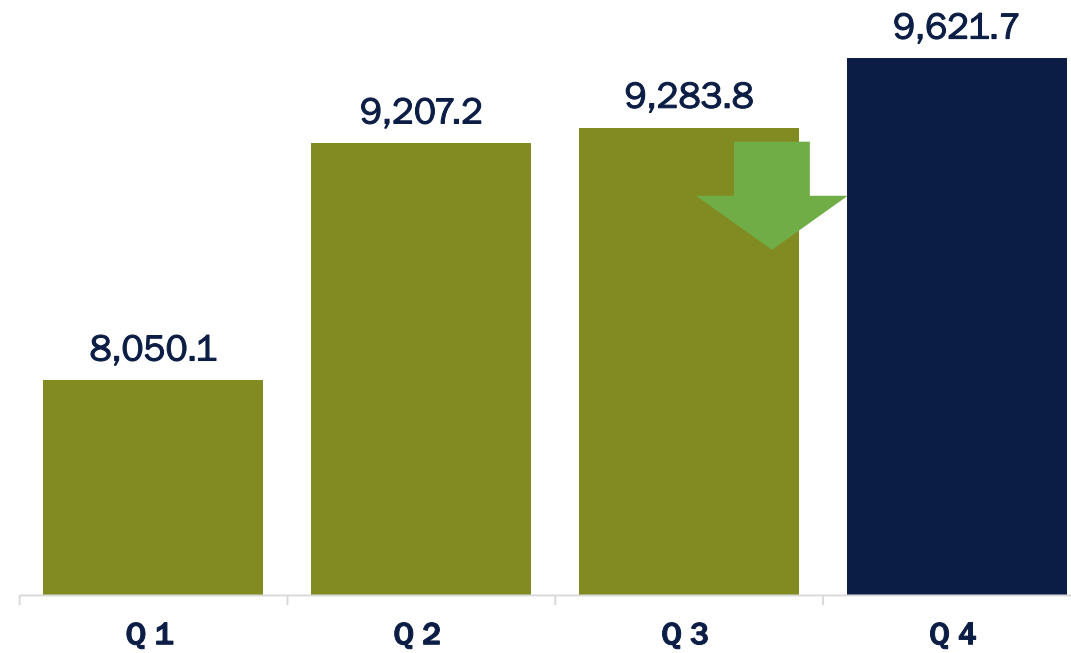


Volume Sales (Lbs.)



Growth opportunity

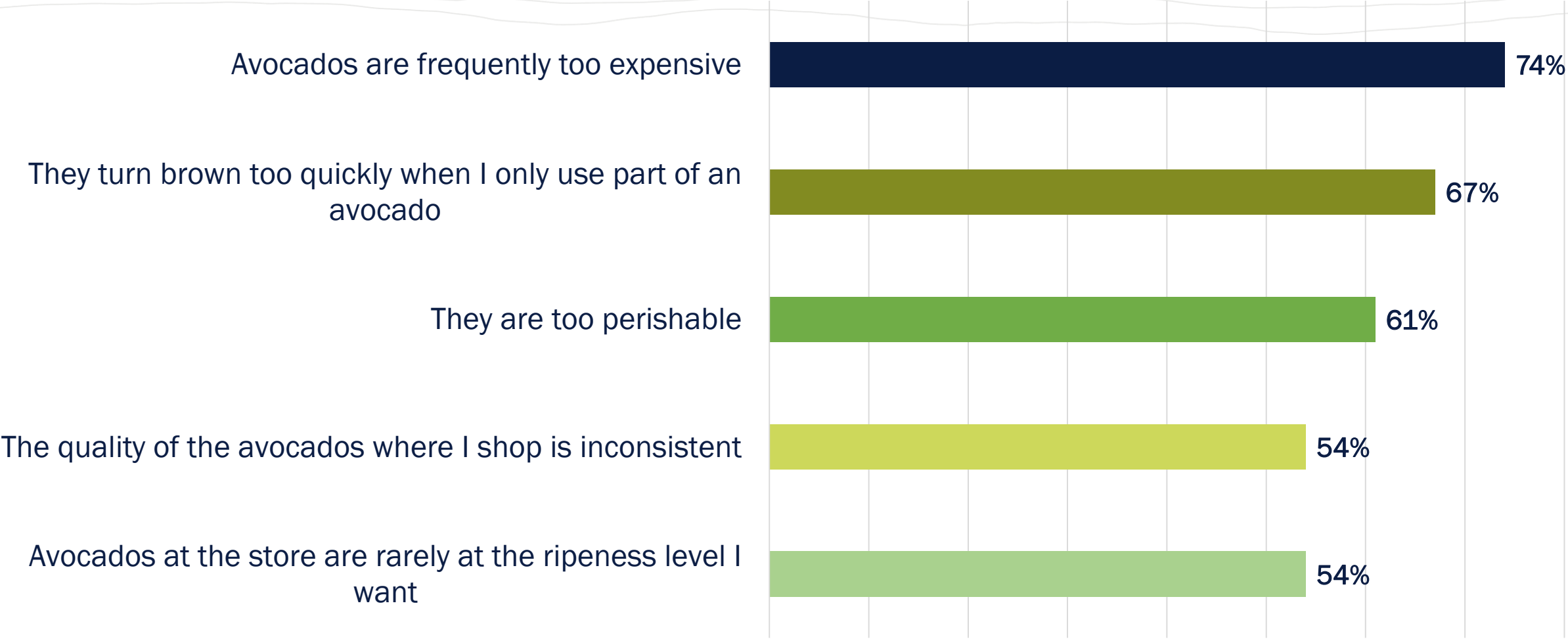
Total Retailer Trips for
Avocado Shoppers (For ANY Item)



Consumer Preferences

Tracking study

Barriers to purchasing avocados - 2022



Conclusions

- Hass avocado consumption in the U.S. has growth potential



- Growth lies within the high consumption segments



- HAB's substantial investment in promotion, research and information has grown demand



- Analyze seasonal trends carefully and don't make assumptions.



- 42% of households are not buying avocados, yet.



- We all need to work to ensure good quality at the display



- 50% of avocado buyers make almost 90% of the purchases



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Avocado industry data & research

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Thank You!



Questions?

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