

Avocados From Mexico



RE-IMAGINING THE U.S. AVOCADO SHOPPER IN
TODAY'S ENVIRONMENT

THE SHOPPER JOURNEY

There are more ways to buy than ever before AND the journey is getting more complex



-  The Partnering Group
-  PATH TO PURCHASE INSTITUTE
-  Numerator
-  GfK

SHOPPER BEHAVIOR IS CHANGING

FOOD PRICE INFLATION
could be highest since 2008



#1

Shoppers will
INCREASINGLY seek
“value” by switching
retailers and buying/
loading on deals

#2

Shoppers buying less as
high price
perceptions prevail in
fresh produce

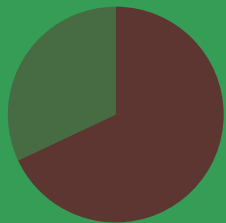
#3

Impulse purchase will decline
as consumers seek to reduce
discretionary spending.

Source: Retailwire.com

AVOCADOS ARE WORTH IT





68%

Avocado household
penetration

How do we drive category growth?
How do we get people to buy more?

1

OWN KEY OCCASIONS

FALL FOOTBALL



BIG GAME

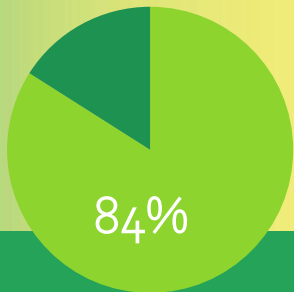


CINCO



2

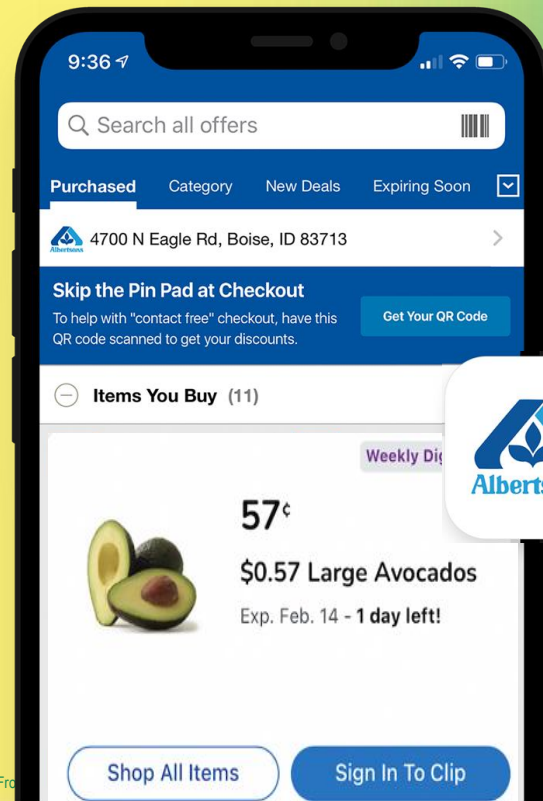
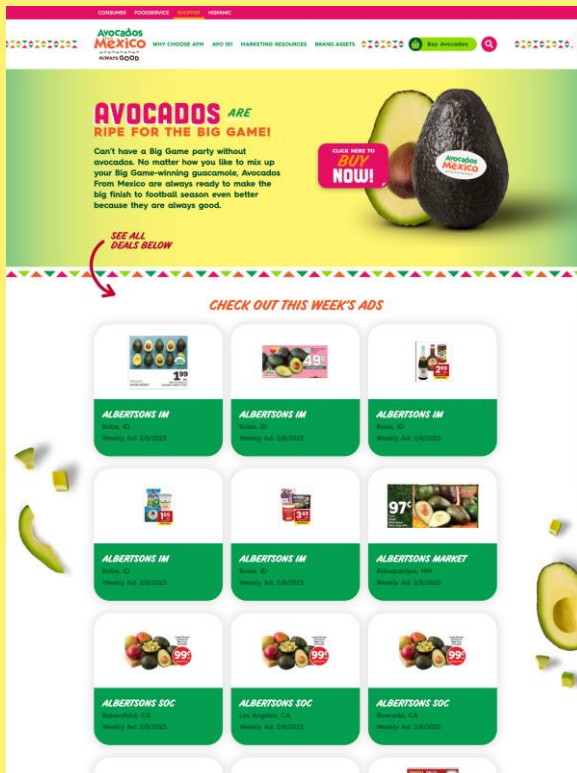
CAPITALIZE ON THE "ALWAYS ON" SHOPPER



Digital Growth Continues & Drives 84% of all Pre-Store Spend



 Google Ads



3

REINFORCE CORE USES

MEXICAN HANDHELDS



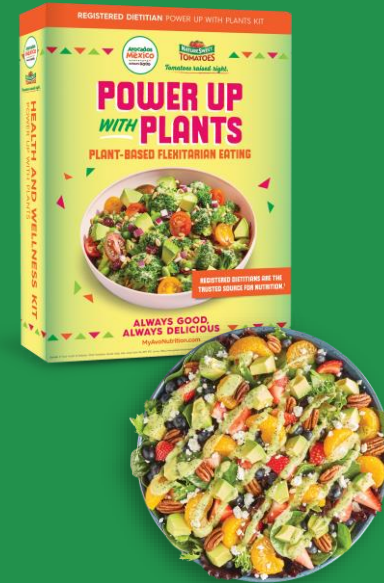
AMERICAN HANDHELDS



GUACAMOLE



SALADS



4

SHOW UP IN UNEXPECTED WAYS

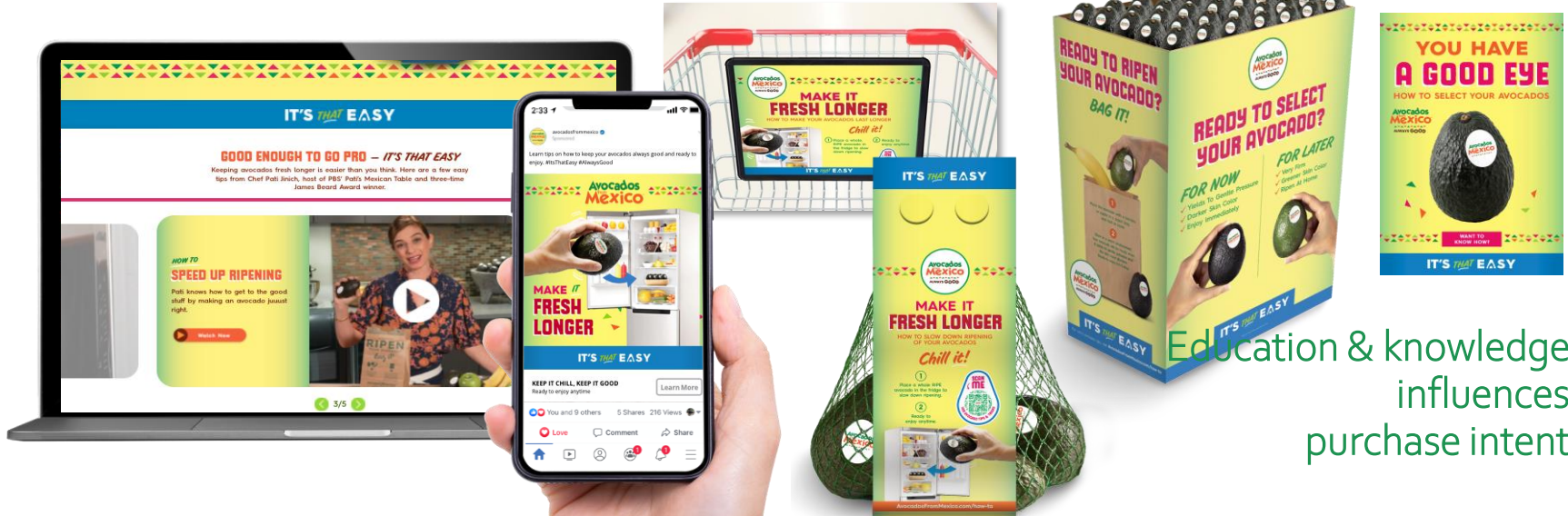


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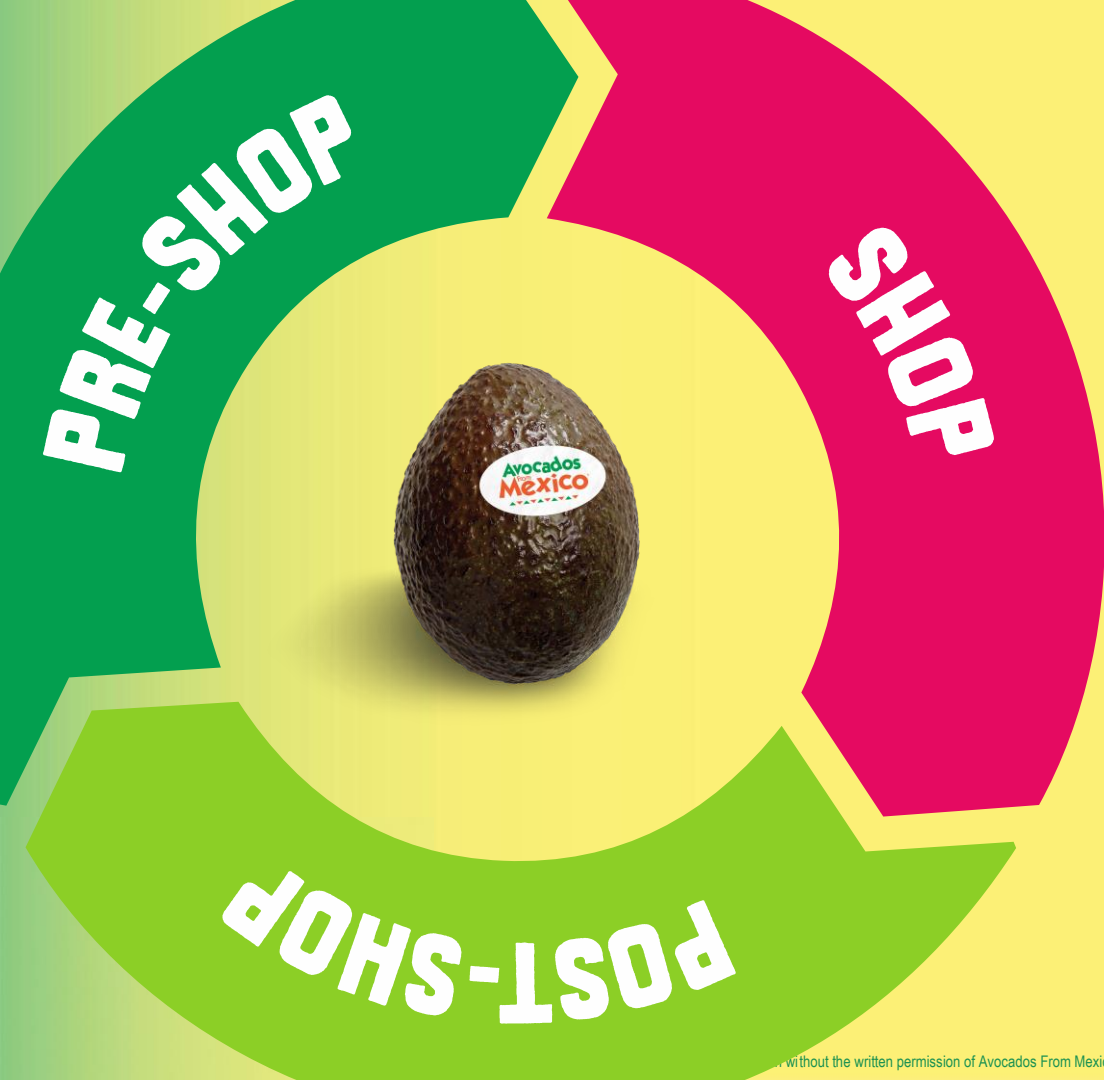
EDUCATE, EDUCATE, EDUCATE

73%

of shoppers would be likely to buy more avocados if they had more avocado info and knowledge specifically education related.



Education & knowledge influences purchase intent



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PURCHASE FREQUENCY





THANK YOU