

Approaches to identify consumer opportunities for innovation in the avocado industry

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outcomes for business and
consumers**



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Strategic research & insights with clarity and focus.



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Global presence and capability.



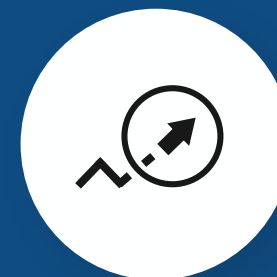
Winning Brands

We understand how to build differentiated brands with meaning and value to the market.



Product & Cultivar Innovation & Optimisation

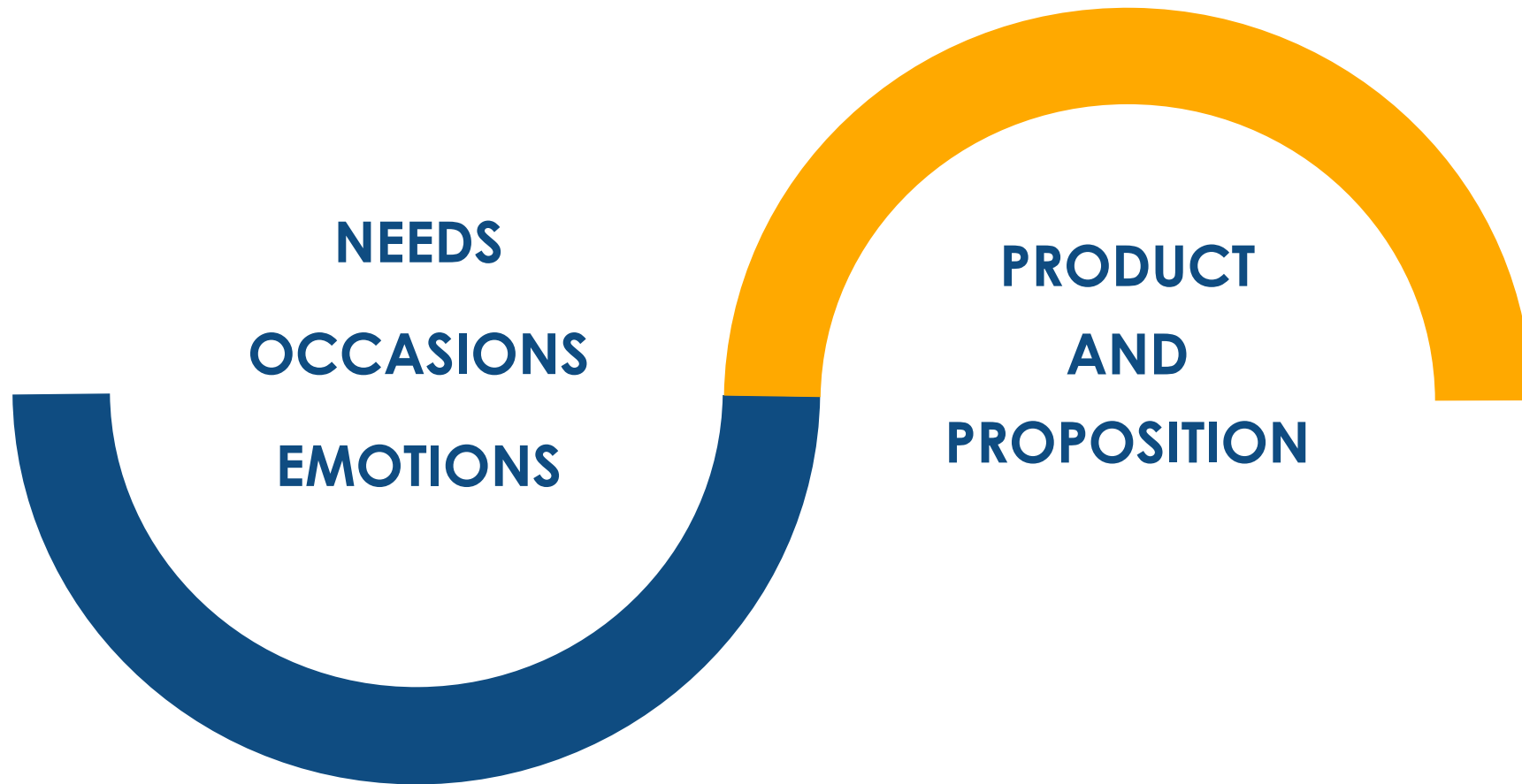
Experts in global sensory, product evaluation, related food management and measurement.



Forward Future view

Actively working with sectors and organisations to build sustainable futures.

Understanding consumers informs innovation



How do we do it?



How do we do it?



Avocado pilot sensory research February USA 2023

Aim:

Creating avocado-specific SENSORY research techniques to support innovation and marketing

Objectives:

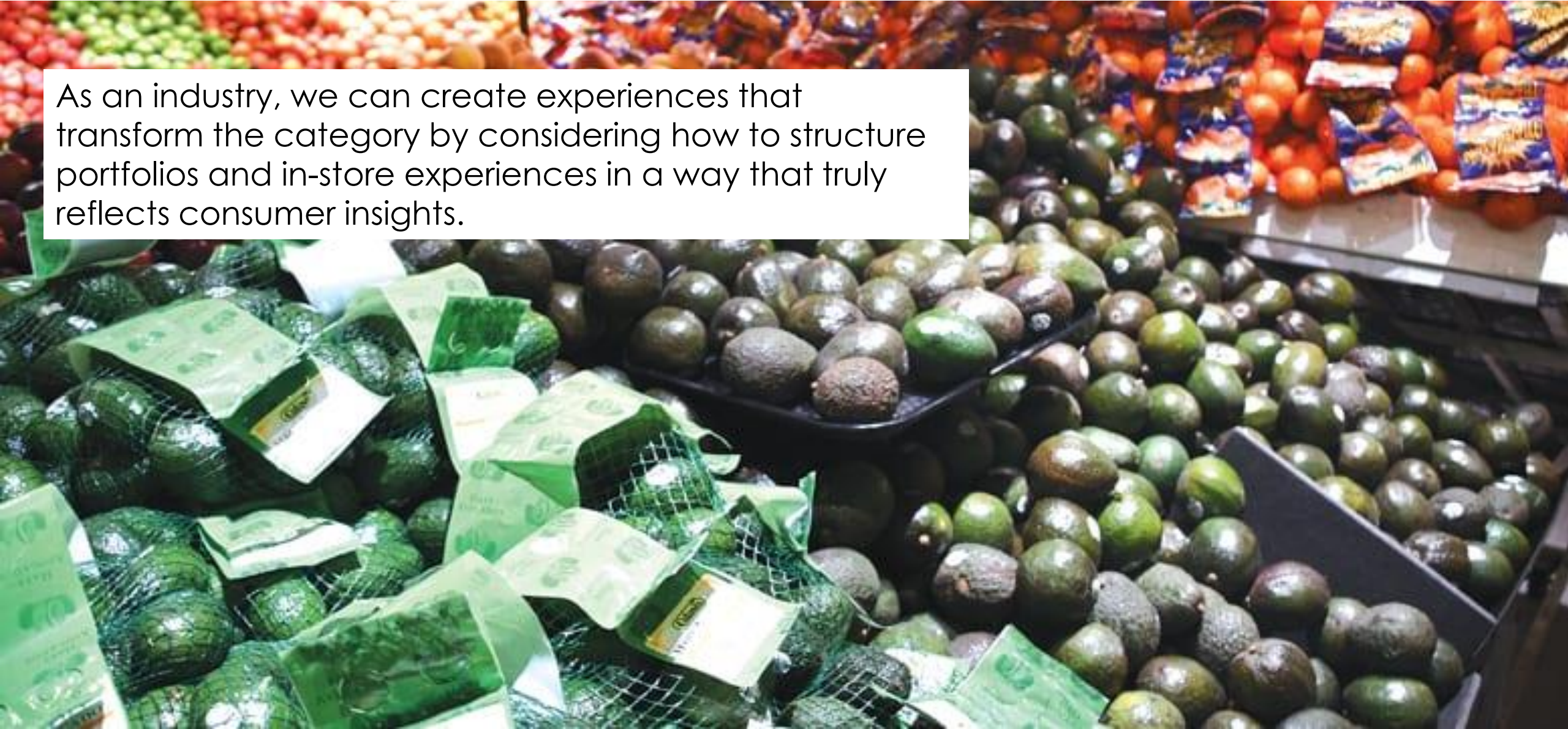
Develop a protocol for sensory evaluation of avocados, considering emotional response and situational appropriateness measurements

N=135, occasional and regulars consumers of avocado,
Calabasas LA



Lack of differentiation in avocado is a challenge

As an industry, we can create experiences that transform the category by considering how to structure portfolios and in-store experiences in a way that truly reflects consumer insights.



Lack of differentiation in avocado is a challenge

CONSUMER SENSORY RESEARCH CAN HELP

- Understanding how to create experiences that resonate emotionally, functionally and experientially – exploring the natural variability of avocados (ripeness and its perceptions)
- Understanding how to deliver incremental value to consumers, while improving category navigation with optimised product portfolios

Emotions are easy to relate to, yet difficult to measure

VEGAN AVOCADO CHOCOLATE MOUSSE

Happy

Surprised

Safe

Worried

Reassured

Disgusted



Occasion appropriateness is hard to measure out of context

Ideal for snacking



Ideal for lunch



LARGE AVOCADOS

EACH

2/500

**Every
Day!**

250 ea
\$2.50
PER EACH

329 84040075

PLU #4225



We piloted an avocado specific sensory protocol to test ripeness and its impact

Instrumental and visual measures



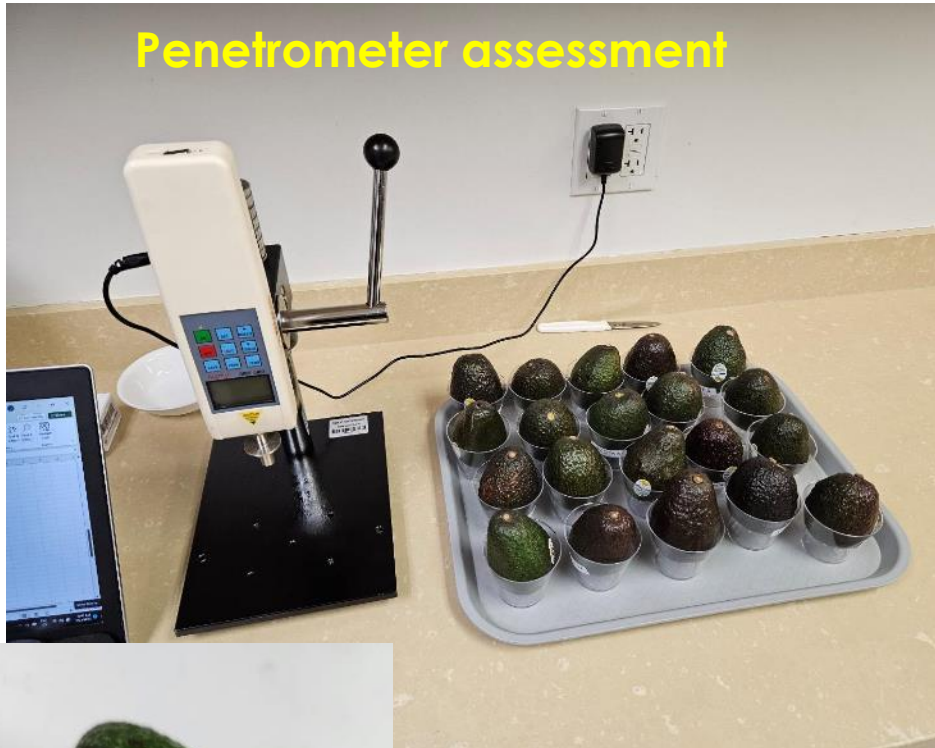
Serving and allocation design



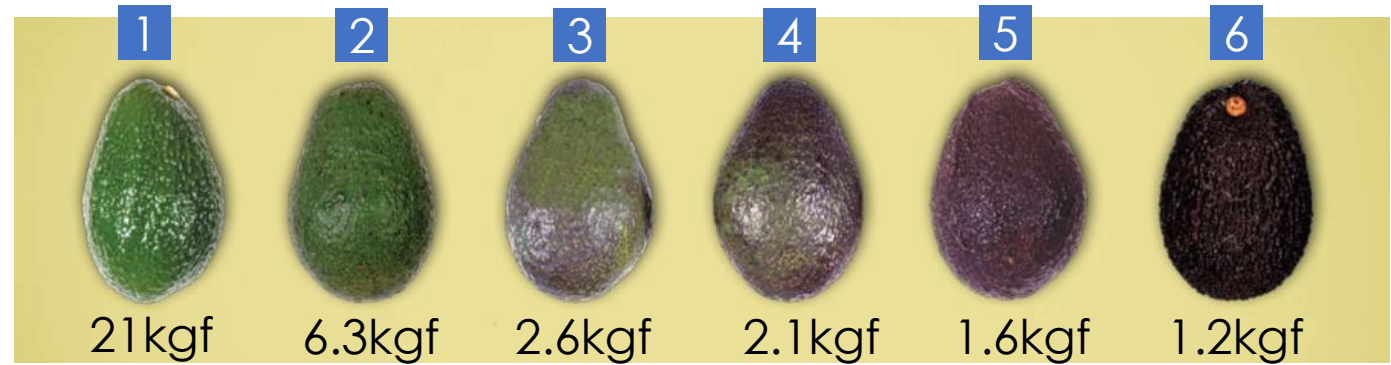
Sensory questionnaire development

- Screening criteria
- Sensory characterisation 'Check-all-that-apply' avo specific (CATA) lists: flavour, texture, appearance
- Emotional response metric
- Occasion Item-By-Use (IBU)
- Overall Liking, purchase intent, premium potential

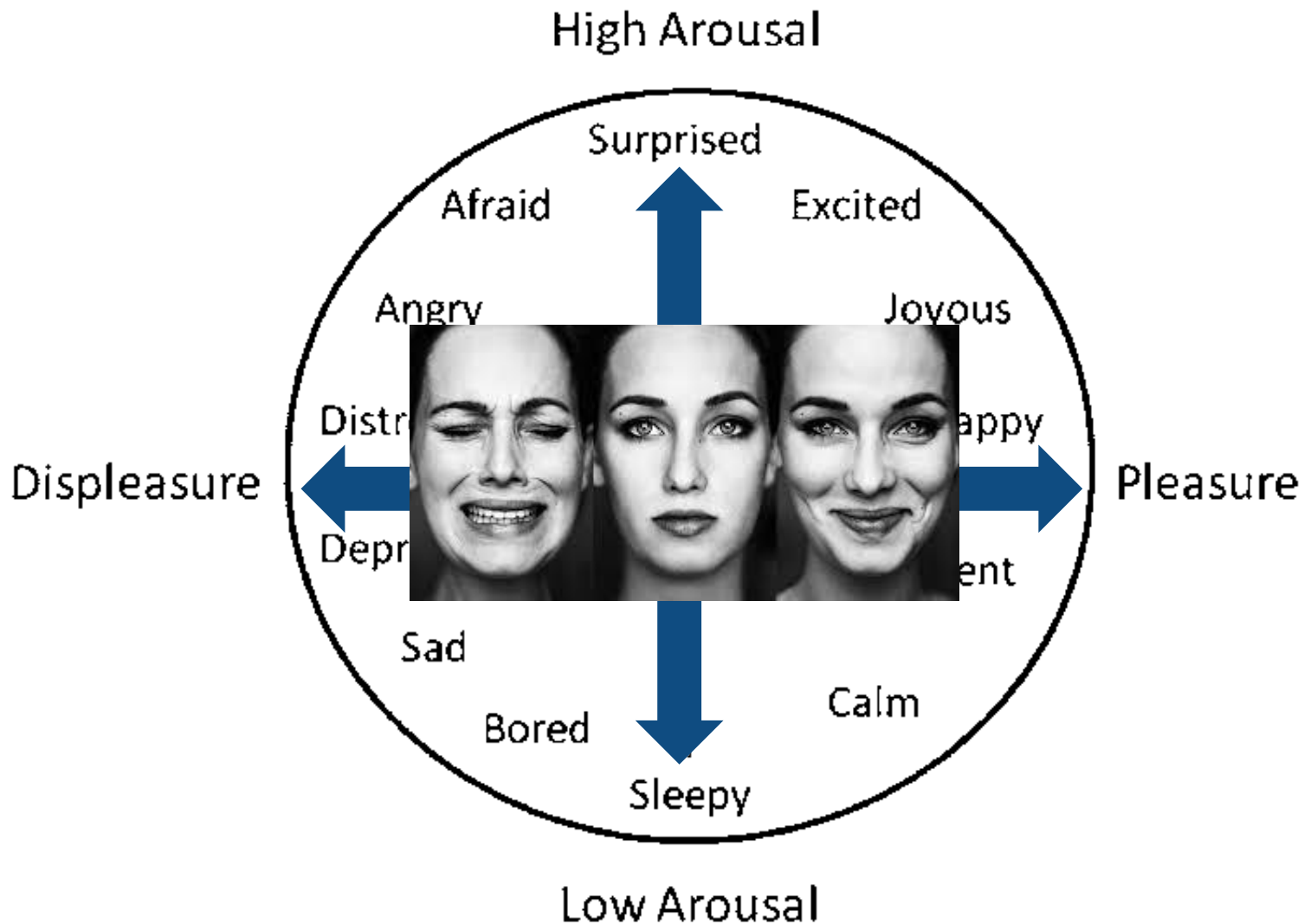
We measured ripeness 2 ways



Skin colour scale



We measured emotional impact using CATA emotional circumplex



- Assisted-self reporting
 - CATA – EMOTIONAL CIRCUMPLEX
- Intrinsic emotions measure - facial coding etc..

Ripeness impacts emotional response



- Ripening **score = 4**, at an average of 2.1 kgf of firmness, **56% of consumers were happy, satisfied.**
- Compared to ripening **score = 3**, average of 2.6 kgf, **only 35% of respondents were happy, satisfied.**

→ 0.5 kgf = 21% less consumers satisfied!!!!

Easy to disappoint – disconnect between expectations and reality

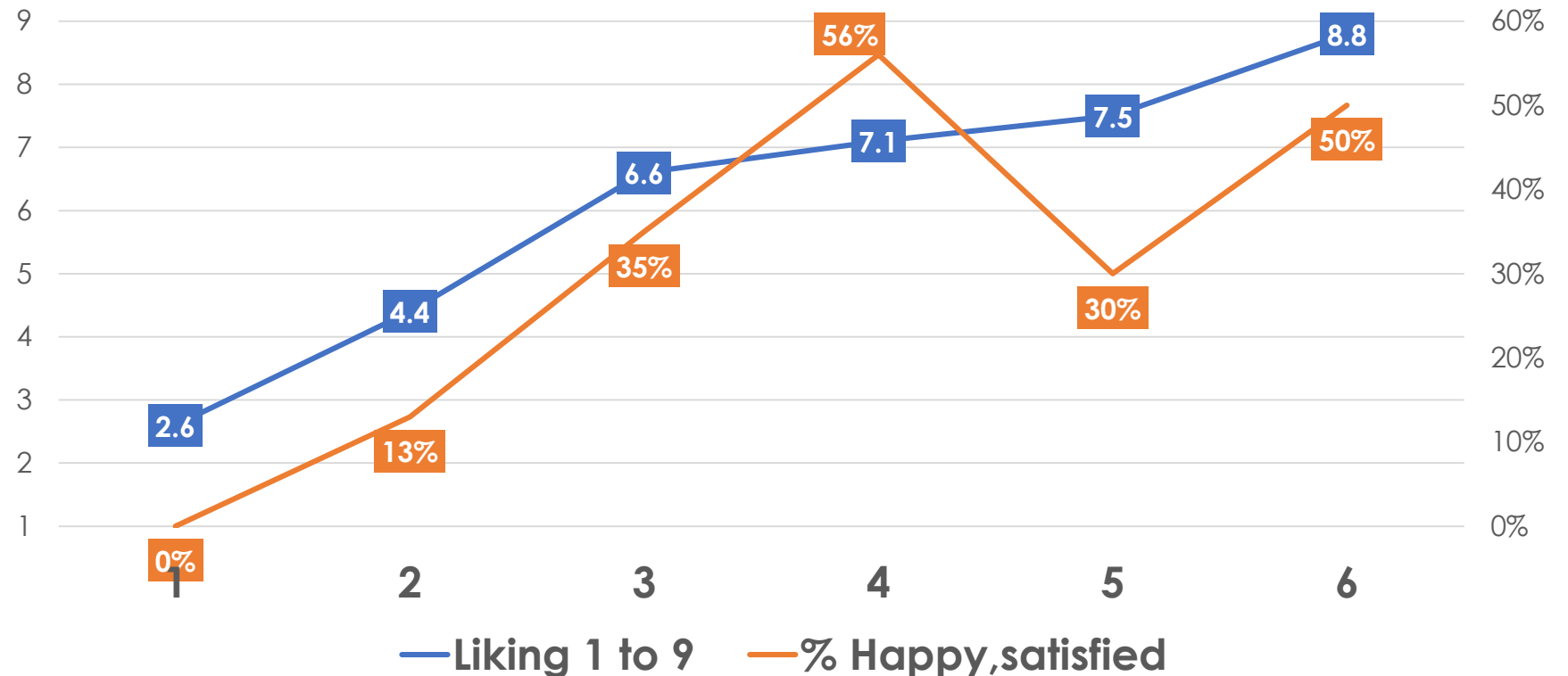


- **57% of people were disappointed** to discover that green Haas avocado (score 1 and 2) **were not soft on the inside!**

→ **Good news for green skin?**

Liking and emotional impact are not always aligned

- Liking has been the main measure used to distinguish foods
- but with the availability of many products with similar liking ratings, **food industry is turning to emotions as another way to distinguish among products**
- **Measures of emotion give us additional affective insight that goes beyond preference and inform product elevation.**



We also modelled the interaction between firmness, occasions and ideal experience



Taste and flavour

Ideal for

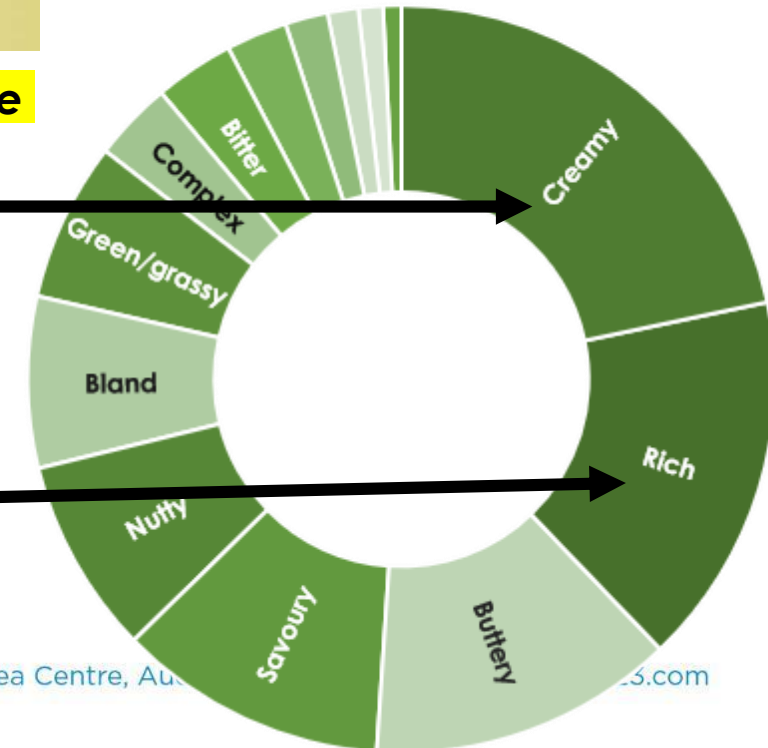
Later in the week

On toast tomorrow

On toast today

In salads today

Guacamole



How can we use sensory insights

- **Redefine what ideal ripeness means for consumers – across occasions, emotionally, functionally and experientially**
 - RTE, RTP, RTR

- **Inform portfolio and format development**

- **Inform pack design and messaging**

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→ Sensory consumer research can help understand how to build differentiation and capture more value for growers and marketers



Questions

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