

avocados

AVOCADO PURCHASES ARE DIRECTLY TIED to income, a trend that's held true for 13 years. The more affluent the consumer, the more likely they are to buy avocados. Shoppers earning more than \$100,000 annually were among the most likely to buy overall.

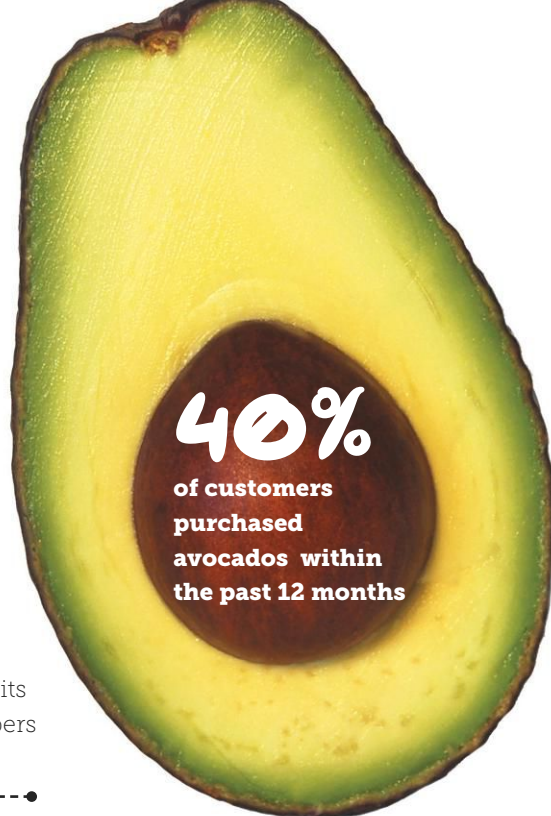
More than half of all consumers living in the West bought avocados—making it the region most likely to buy for the thirteenth year in a row..

Families without kids at home were more likely to buy this

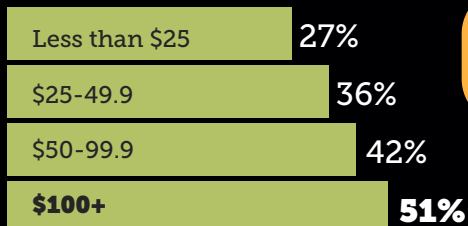
creamy fruit, at 42%, than those with kids, at 36%. Families with three or more kids were the most likely to buy when considering family size.

Shoppers age 50 and older were more likely to buy this dark-hued fruit than younger consumers, as was the case last year.

This fruit was most popular among Hispanics when considering ethnicity—a trend now in its seventh year. Asian shoppers

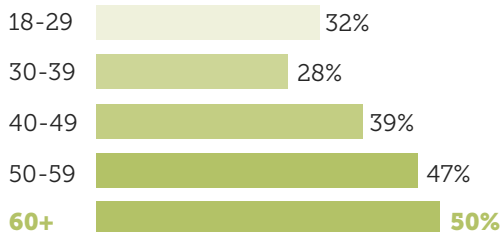


Likelihood of purchase based on household income*



*Figures in thousands; Annual household income

Likelihood of purchase based on age*

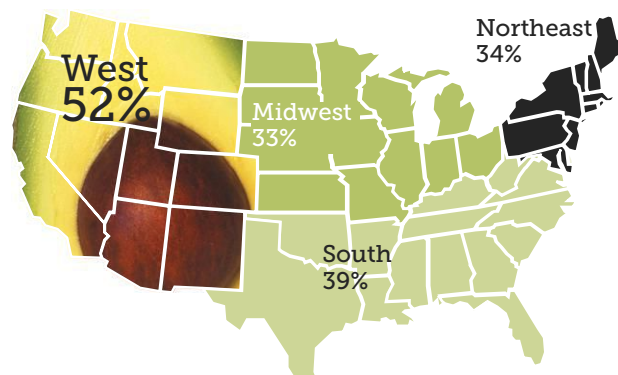


*Considering primary household buyers

Likelihood of purchase based on presence of children



Likelihood of purchase based on region



FRESH
trends
DATA

For more *Fresh Trends* data online, including interactive features, scan:

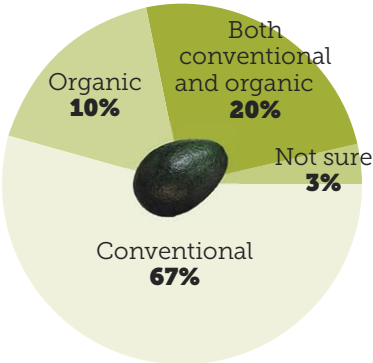


were also very likely to buy avocados, following last year's trend. African Americans and Caucasian consumers still need some convincing, compared with other groups.

One-tenth of avocado shoppers said they always chose organic product, while 30% said they selected organic avocados at least some of the time (27% said so last year). ¹⁷

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Types of produce purchased (among those who bought this item)



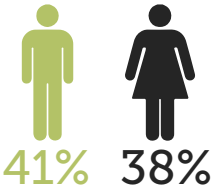
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Likelihood of purchase based on ethnicity/race

White/Caucasian	36%
Black/African American	21%
Hispanic	64%
Asian	58%
Other	41%

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Likelihood of purchase based on gender



Organic Avocados

	SALES	2020
	Pounds sold	39,137,657
	Average retail price per pound	\$3.56
	Retail sales	\$139,221,816
	Percent of total organic produce sales	1.7%
	Organic percent of retail avocado sales	5.5%
	Change in sales from last year	12%

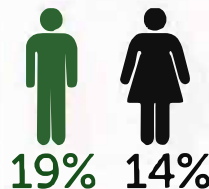
Source: IRI

INTEREST IN ORGANIC AVOCADOS has increased significantly from *Organic Fresh Trends 2021*. Last year one-tenth of shoppers said they only bought organic avocados—this year 16% said the same. And nearly four in 10 (38%) said they grabbed organic fruit at least some of the time, up from 30% who said so last year. ^{FT}

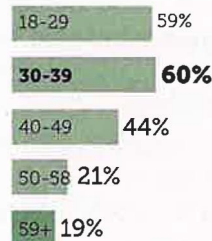
Likelihood of PERIODIC ORGANIC purchase based on presence of children

}	Have kids	46%
	1 kid	38%
	2 kids	53%
	3 or more kids	57%
	No kids	31%

Likelihood of ORGANIC ONLY purchase based on gender



Likelihood of PERIODIC ORGANIC purchase based on age*



*Considering primary household buyers