

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.

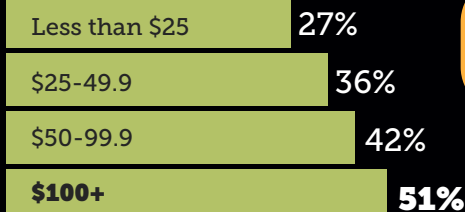
Shoppers age 50 and older were more likely to buy this dark-hued fruit than younger consumers, as was the case last year.

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



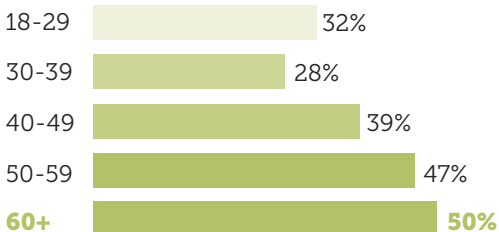
40%
of customers
purchased
avocados within
the past 12 months

Likelihood of purchase based on household income*



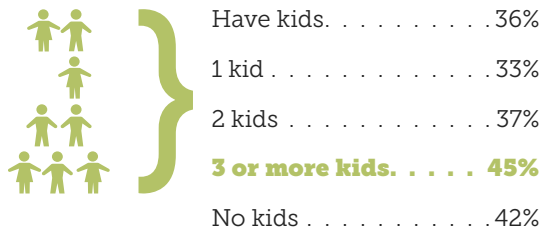
*Figures in thousands; Annual household income

Likelihood of purchase based on age*

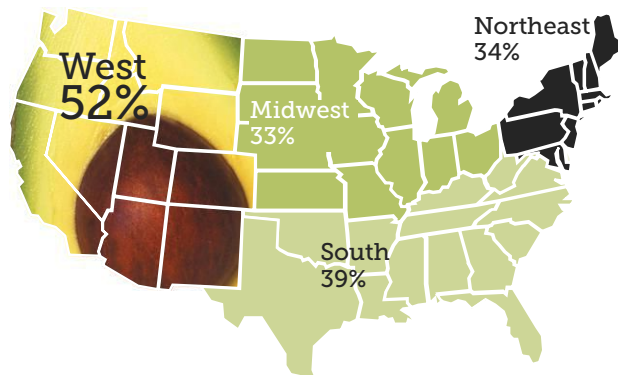


*Considering primary household buyers

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:

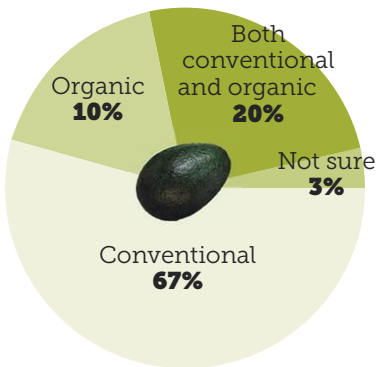


were also very likely to buy avocados, following last year's trend. African Americans and Caucasian consumers still need some convincing, compared with other groups.

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). 📊



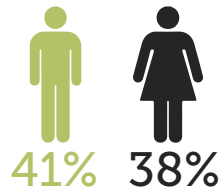
Types of produce purchased (among those who bought this item)



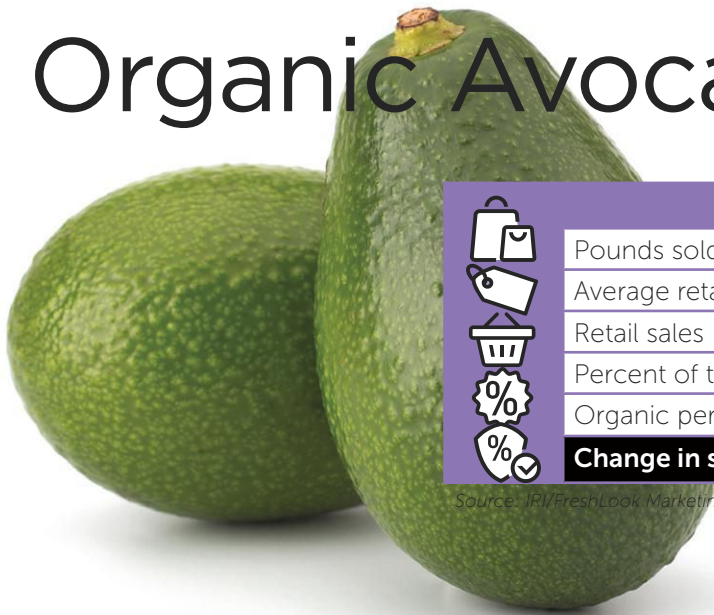
Likelihood of purchase based on ethnicity/race

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

Likelihood of purchase based on gender



Organic Avocados



AVOCADO SALES		2021
	Pounds sold	46,844,627
	Average retail price per pound	\$3.34
	Retail sales	\$156,610,263
	Percent of total organic produce sales	2.1%
	Organic percent of retail avocado sales	6.3%
Change in sales from last year		13.0%

Source: IRI/FreshLook Marketing

THIRTEEN PERCENT OF CONSUMERS SURVEYED

by The Packer's *Organic Fresh Trends 2023* said they shopped exclusively for organic avocados. That is down slightly from 16% who indicated that in *Organic Fresh Trends 2022* and 10% in 2021.


Thirty-two percent of consumers surveyed by *Organic Fresh Trends 2023* said they purchased organic avocados at least some of the time. That compares with 38% reported in *Organic Fresh Trends 2022* and 30% in 2021.

Demographics of consumers who choose organic exclusively are skewed toward younger consumers, according to *Organic Fresh Trends 2023*.

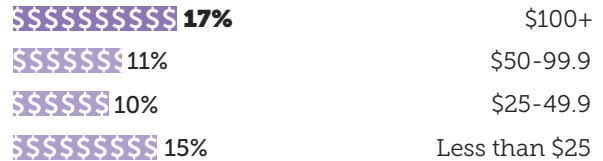
Twenty-three percent of consumers 18-29 years old said they purchased organic avocados in *Organic Fresh Trends 2023*, compared with only 4% of shoppers over 60 years old.

Higher income consumers are more likely to say they purchase organic avocados exclusively. Seventeen percent of consumers who earn more than \$100,000 per year said they purchased organic avocados, compared with 10% of those earning \$25,000 to \$50,000 per year.

IRI retail scan data from 2021 showed organic avocados had a big year, with more than \$156.6 million in retail organic sales, up 13% from 2020.

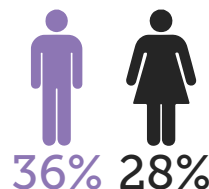
IRI reports that organic avocados accounted for 6.3% of total avocado sales in 2021. As a percentage of total organic produce sales, organic avocados accounted for a respectable 2.1% share. 

Likelihood of ORGANIC ONLY purchase based on household income*

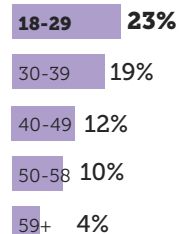


*Figures in thousands; Annual household income

Likelihood of ORGANIC ONLY purchase based on gender



Likelihood of ORGANIC ONLY purchase based on age*



*Considering primary household buyers

Organic purchasing patterns of avocados

Organic only

13%

Organic at least some of the time

32%

Likelihood of PERIODIC ORGANIC purchase based on presence of children

Have kids	44%
1 kid	39%
2 kids	51%
3 or more kids	48%
No kids	24%

Likelihood of ORGANIC ONLY purchase based on region

