



Photo Credit: iStock & Farm Journal

**FRESH
TRENDS
DATA**

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AVOCADOS HAVE ATTRACTED new crowds in the past year, as the fruit was the No. 1 item that consumers said they tried in the past year that they had not eaten previously.

Many consumers have a hard time resisting avocados' creamy flesh, which was clearly favored by certain ethnic groups. This marks the sixth straight year that Hispanics have been the most likely to buy avocados, followed by Asian consumers.

Income and ethnic background also make a difference in avocado purchases. 2020 marks the twelfth straight year that the likelihood of a purchase has increased according to income.

Twelve was also the magic number when it came to region. Westerners have been the most likely to buy avocados for a dozen

years now, and this year they were the most likely group overall to buy the green fruit. African American shoppers and those with two kids living at home were the least likely to buy avocados.

Older consumers are finally coming around to avocados. For the past few years, shoppers in their 40s have been the most likely to buy, but this year those in their 50s and older have upped their purchases of avocados.

When it came to organics, interest in organic avocados remained fairly consistent with last year. The percentage of organic-only purchases fell a little, while the percentage of periodic organic purchases increased a little.

Twenty-eight percent of buyers said they selected organic fruit at least some of the time. 🌱



CALIFORNIA GROWN AVOCADOS

NOW IN SEASON

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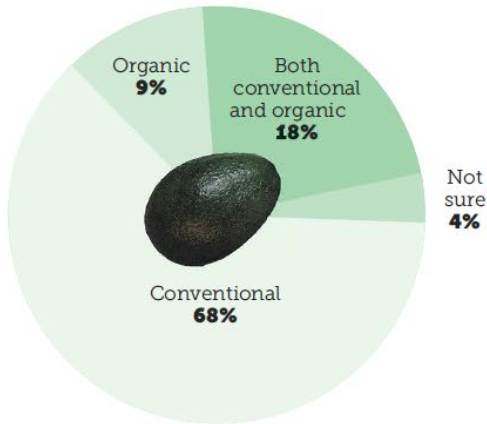
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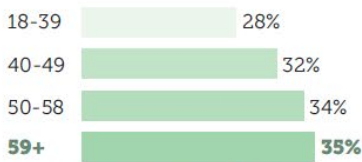
Types of produce purchased
(among those who bought this item)



Likelihood of purchase
based on ethnicity

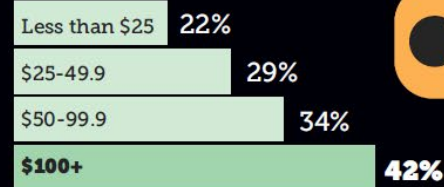
White/Caucasian	32%
Black/African American	14%
Hispanic	42%
Asian	40%
Other	37%

Likelihood of purchase based on age*



*Considering primary household buyers

Likelihood of purchase based
on household income*



*Figures in thousands; Annual household income

Mission

AVOCADO INTEL

LET US HELP YOU DRIVE **DOUBLE-DIGIT** GROWTH
Backed by data analyzed by our in-house team of experts,
our custom-tailored Avocado Intel program will ensure
your avocado category is **best in its class!**

- ✓ INCREASE PROFITABILITY
- ✓ REDUCE SHRINK
- ✓ IMPROVE CONSUMER SATISFACTION

Our Avocado Intel program is made up of merchandising programs and market intelligence to help you get the most out of your avocado category. Through our category reviews, competitive analysis and shopper insights, we can assist you in maximizing your avocado results.

CONTACT YOUR MISSION SALES REPRESENTATIVE TO LEARN MORE!

SIZE MINDED

OUR MERCHANDISING PROGRAMS



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