



# Avocados Consumption Growth

Avocados are gaining ground in the U.S.

Demand is growing and so are we!  
There's no doubt. Americans love their avocados.

## MARKET SHARE

# 84%

With 84% of market share, the category is up 16% over the past 2 years!<sup>1</sup>

## IMPORTS

# #1

The U.S. is the #1 importer of avocados in the world.<sup>2</sup>

## CONSUMPTION

# #2

The #2 country for avocado consumption.<sup>2</sup> With your help, we intend to make it #1.

## Total U.S. Avocado Market Share from 2017 to 2019<sup>1</sup>

2017 68%

2019 84%

# 16%

increase in just 2 years!<sup>1</sup>

Americans love **THEIR AVOCADOS.**

In the last decade, Americans doubled avocado consumption per person to almost 8 pounds per year!

## U.S. POUNDS PER CAPITA 2010-2019<sup>4</sup>

2011 3.84

2014-2015 6.11

2018-2019 7.79

# 101%

per capita consumption growth

## FOUND IN MOST HOMES

# 69.9%

Avocados have reached 69.9% household penetration in the total U.S.<sup>5</sup>



*Growing Strong*  
Avocados are **#1** in growth in the U.S. produce category.<sup>3</sup>

## NO SIGNS OF STOPPING

AVOCADOS 5-YR \$ SHARE RANKING

2015 3.2%

2016

2017

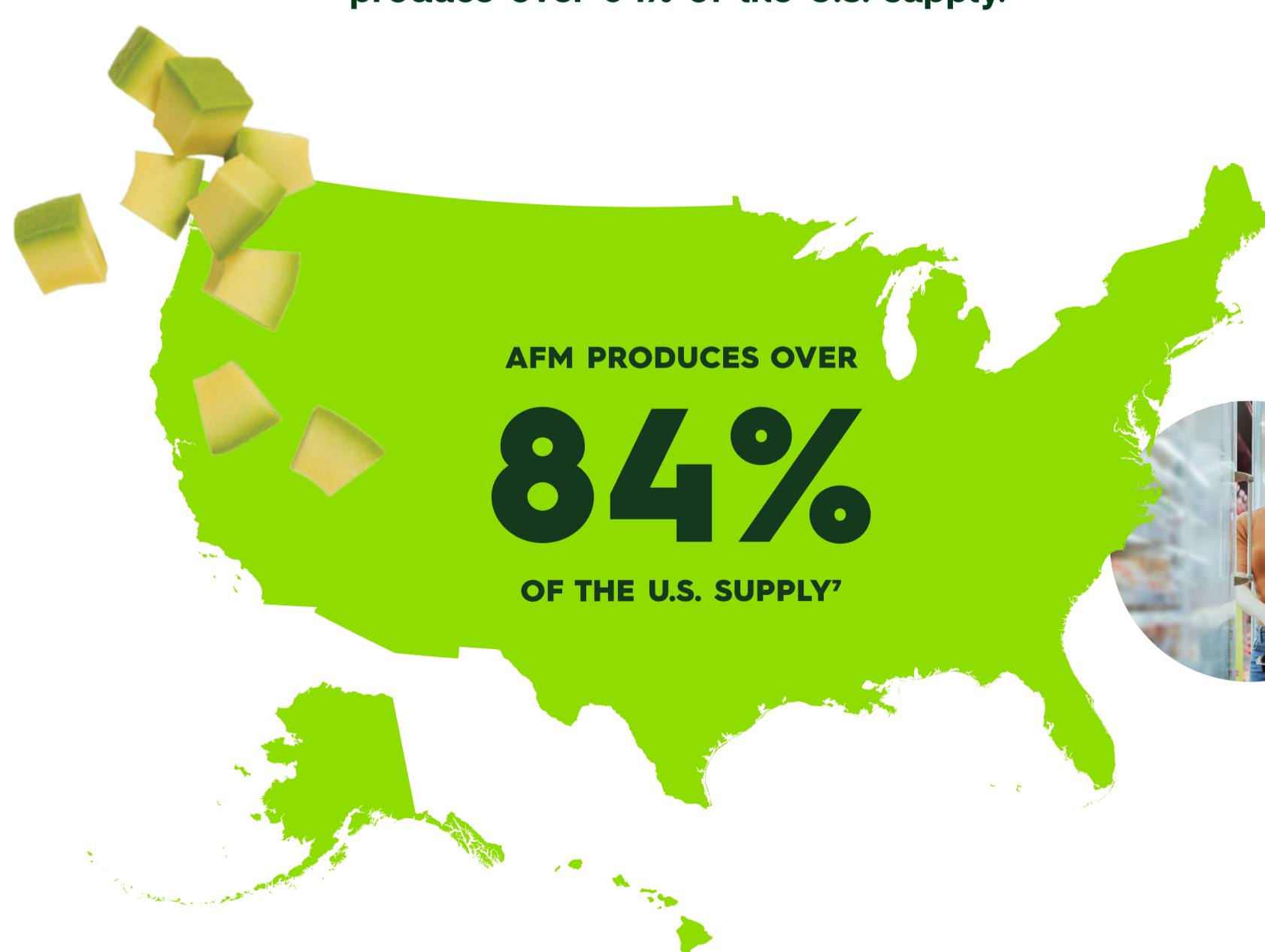
2018

2019 4.3%



Avocados have had continued growth over the last three years<sup>6</sup>, one of only two in the produce category to do so.<sup>6</sup>

Mexico's ideal climate for growing avocados allows us to produce over 84% of the U.S. supply.<sup>7</sup>



Connect with us to find out how you can leverage the demand for avocados to grow your retail business.



Sources: 1. HAB shipment actual arrival volume share from 1/4/2015 through 12/29/2019. 2. Food and Agricultural Organization of the United Nations, 2020. 3. Nielsen xAOC Calendar Year 2019 weeks ending 11/30/2019. Categories not included in the ranking: Herbs & Spices & Seasonings, dressings, baking related, salad toppings, dried fruit or veggies, condiments, and nuts. 4. Perspectiva Avocado Export Numbers from APEAM. 5. Numerator 5/20/2019 thru 5/17/2020. 6. Nielsen xAOC Calendar year 2015 thru 2019. 7. HAB shipment actual arrival volume share from 1/4/2015 thru 12/29/2019.