

# Get to Know YOUR AVOCADO SHOPPER

Let's take a closer look at who they are

As the industry leader, Avocados From Mexico has gained unique insights on who our shopper is and how to help retailers grow demand in their stores.

**70%** OF ALL US  
HOUSEHOLDS BUY **10X PER YEAR**  
SPENDING \$31.62 ANNUALLY & \$3.29  
PER AVOCADO SHOPPING TRIP\*

## Know WHO THEY ARE

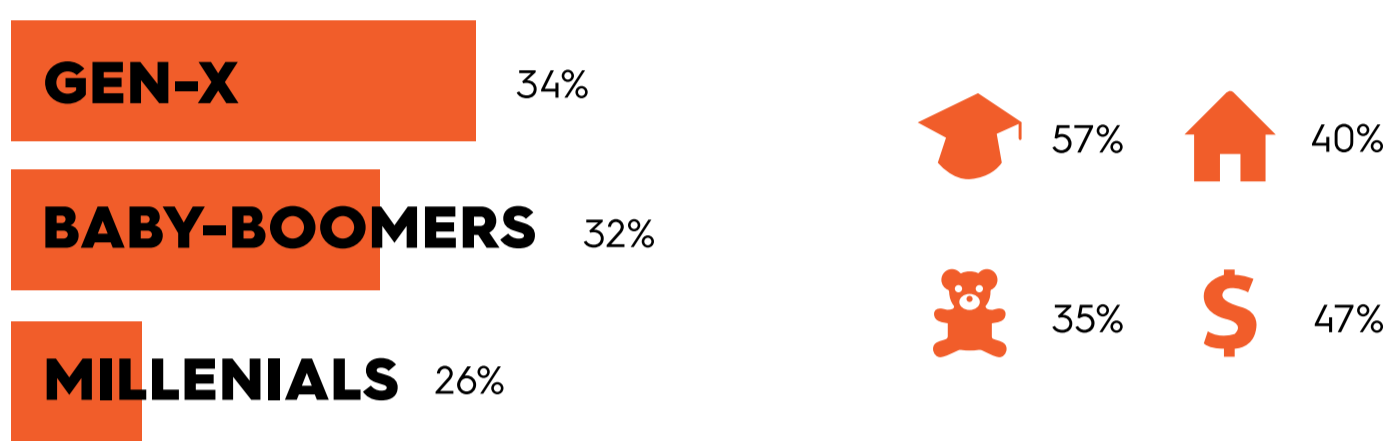
### TYPES OF SHOPPERS



- College Educated
- Have Children
- Urban Living
- High Income

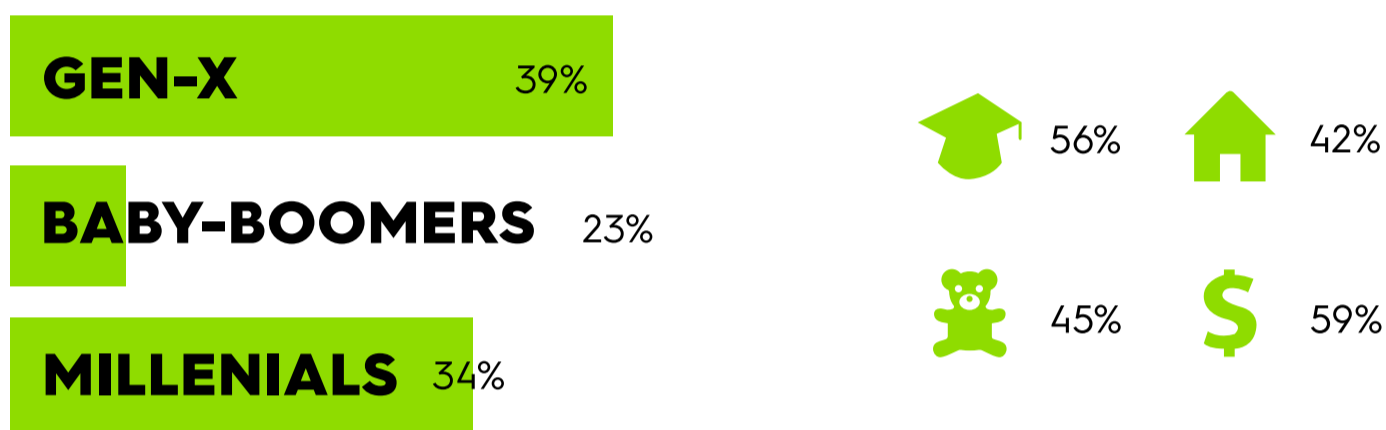
### GROCERY CHANNEL

66% of Avocado Grocery Shoppers are Baby-Boomers and Gen-Xers



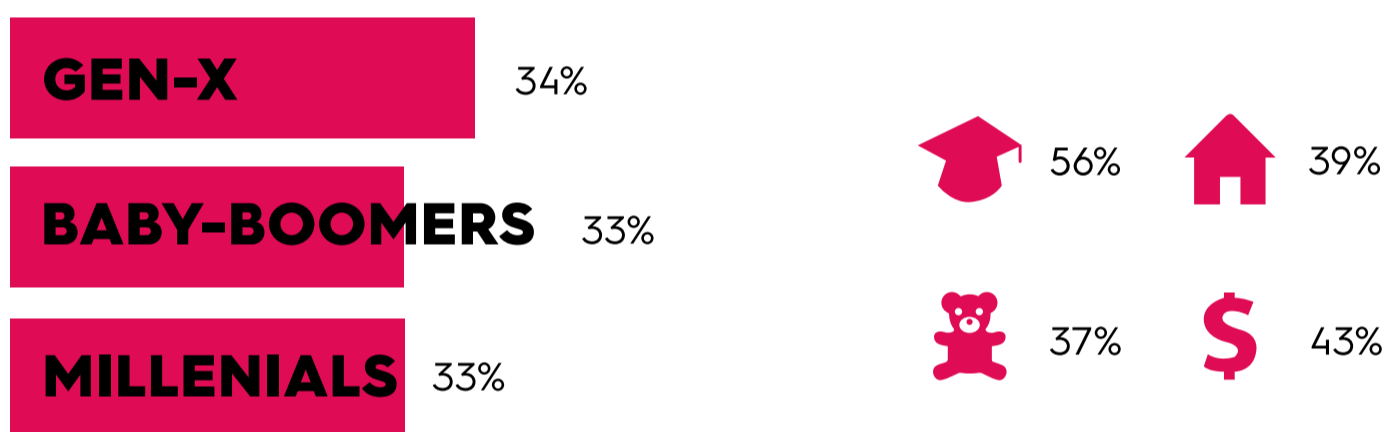
### E-COMMERCE

62% of Avocado Grocery Shoppers are Baby-Boomers and Gen-Xers



### MASS CHANNEL

67% of Avocado Grocery Shoppers are Baby-Boomers and Gen-Xers



## Know WHEN THEY BUY

Avocado shoppers purchase largely on the weekend, however, Tuesday through Thursday are opportunities to drive higher share of wallet due to more frequent trips made throughout the year by including avocados weekday sales events.

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
GROCERY	13.9%	12.0%	12.0%	11.8%	14.4%	17.7%	18.3%
MASS	13.8%	12.6%	11.6%	12.2%	15.0%	17.3%	17.4%
E-COMM	13.6%	13.5%	10.6%	11.8%	17.7%	14.7%	18.0%

## Know HOW MUCH THEY SPEND

### GROCERY CHANNEL

Average spend with avocados

**\$57<sup>87</sup>**

The average grocery basket increases \$28.53 with avocados



### MASS CHANNEL

Average spend with avocados

**\$76<sup>87</sup>**

The average grocery basket increases \$37.13 with avocados



### E-COMMERCE

Average spend with avocados

**\$102<sup>50</sup>**

The average grocery basket increases \$65.24 with avocados



## Pantry Stock Ups

The majority of avocado shopping trips are for pantry stock ups (21+ items in a trip). Here's the breakdown per channel:

### GROCERY CHANNEL

**47%**

47% of Grocery avocado shopping trips are for pantry stock ups

### MASS CHANNEL

**56%**

56% of Mass avocado shopping trips are for pantry stock ups

### E-COMMERCE

**79%**

79% of E-Commerce avocado shopping trips are for pantry stock ups

## Opportunity

### ARE YOU MEETING YOUR SHOPPERS' NEEDS?

Understanding shopper behaviors and motivations will help drive growth. Reach out to our team to learn how we can help.



Source: 1. Numerator 05/20/2019 to 05/17/2020.