

Avocados Boost Cinco Baskets

HOW AVOCADOS FROM MEXICO CAN DRIVE SALES AND BASKETS AT CINCO DE MAYO

US Consumers are buying **20.7% more**

avocados the week of Cinco de Mayo compared to a year ago.¹

Basket Rings 10 days before Cinco²



Vs



\$46¹⁵

Without avocados

\$96⁷⁸

With avocados

Cinco avocado shoppers make **more trips per year³**

CINCO DE MAYO Avocado Shoppers

18.7

AVERAGE Avocado Shoppers

10.8



74% of shoppers would buy more avocados if they saw more displays⁴

Leverage secondary displays to drive incremental sales and provide points of inspiration for shoppers. So, make sure your secondary avocado displays are strategically placed around your store to be ready.



Reach out to learn more about how Avocados From Mexico can drive incremental purchases all year long.



Source: 1. AFM calculation based on data reported by Nielsen, Retail Index Service for Whole Avocado Category for the 1-week period ending 5/9/20. Total US xAOC Market (©The Nielsen Company). 2. Numerator Basket Affinity Report for 4/26/2020 to 5/5/2020, all channels. 3. Numerator Shopper Profile. 4. AFM Shopper Mindset Study, 2016.