

The Importance of Avocados at Cinco de Mayo

90% of adults are aware of the Cinco de Mayo holiday, with **34%** of this group eating avocados and **26%** of this subset also celebrating the occasion.¹



WHO CELEBRATES CINCO DE MAYO?¹

CINCO DE MAYO CELEBRATORS ARE:

53% **47%**

FEMALE



MALE



18

BETWEEN

35

YEARS OLD



43%

OF CELEBRATORS ARE PARENTS WITH CHILDREN

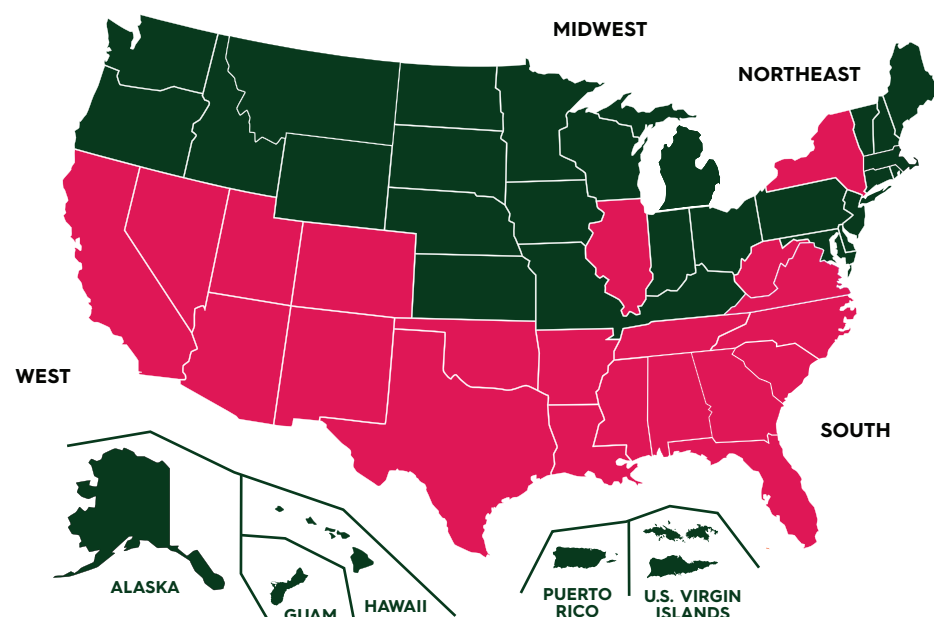
67%

OF PARENTS INCLUDE CHILDREN IN THEIR CELEBRATIONS

HISPANICS CELEBRATE SIGNIFICANTLY MORE THAN OTHER ETHNICITIES.

BALANCED BONDERS AND GOURMET EXPLORERS ARE SIGNIFICANTLY MORE LIKELY TO CELEBRATE.

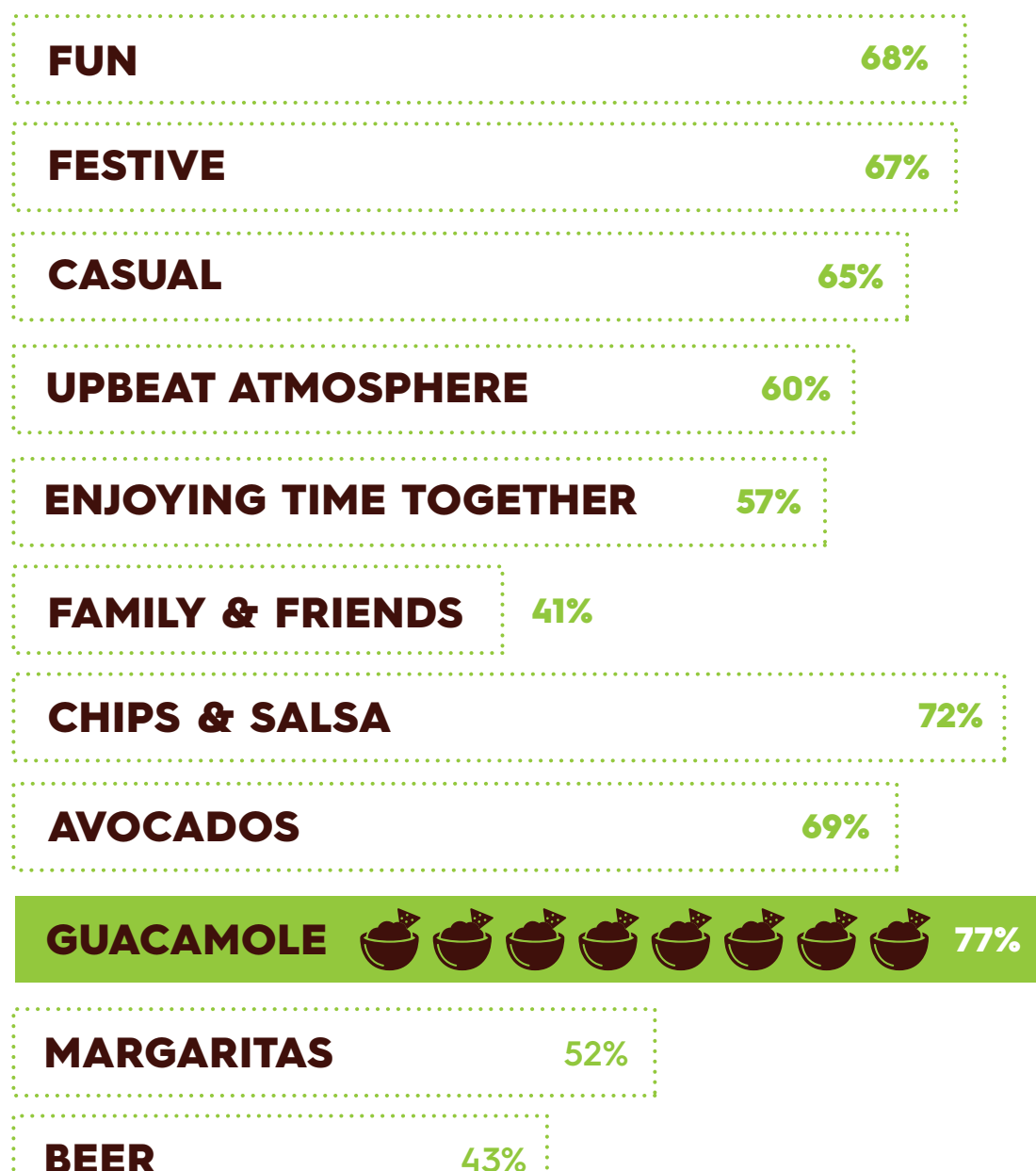
CELEBRATORS NOTABLY LIVE IN THE SOUTHEAST, SOUTHWEST, AND LARGE CITIES SUCH AS NYC, LA, AND CHICAGO.



HOW DO THEY CELEBRATE?

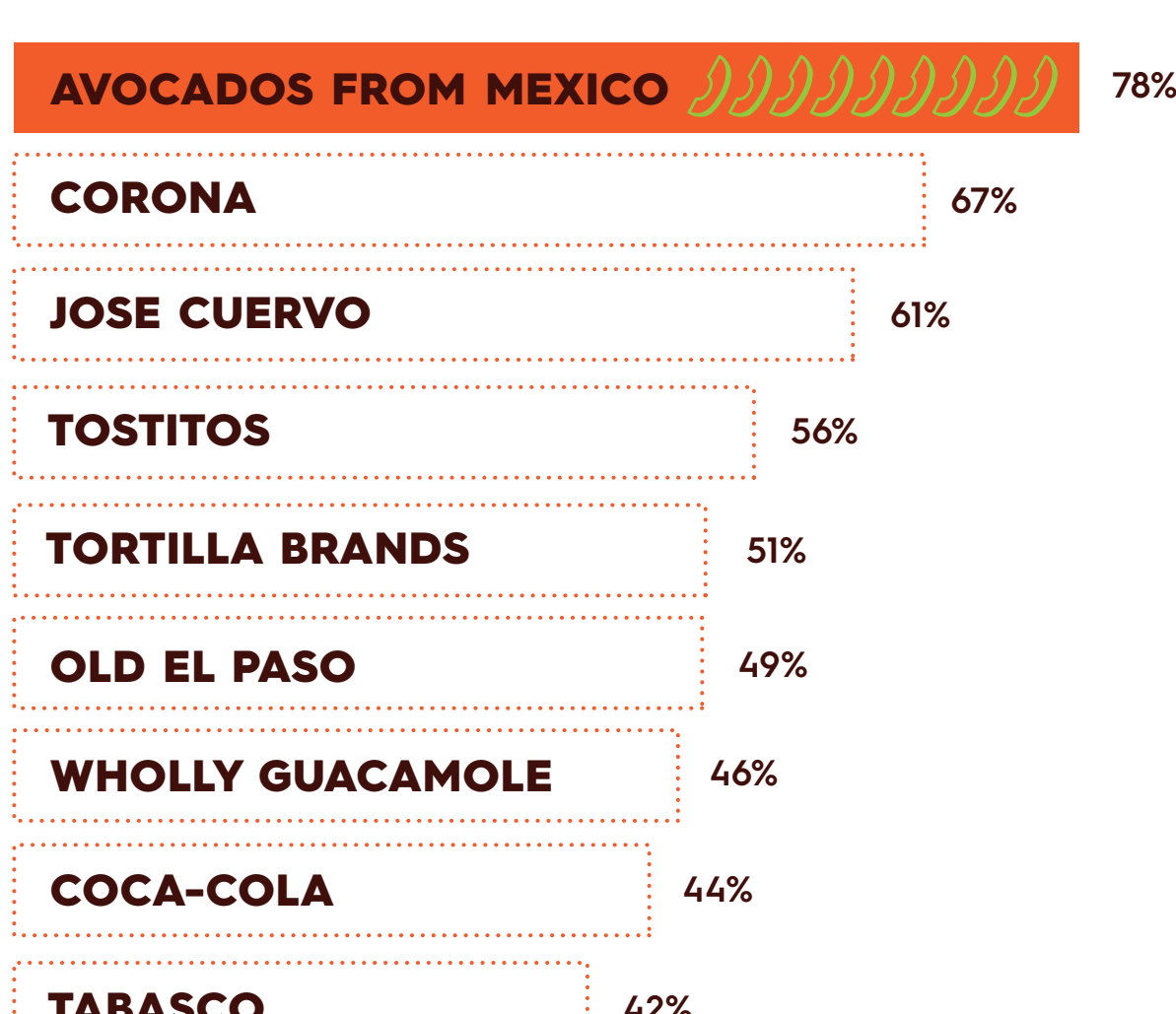
Cinco de Mayo doesn't tend to involve decorations or advanced planning, but avocados and guacamole are huge components of the holiday for most celebrators.²

KEY ELEMENTS OF THE CELEBRATIONS ARE:²



BRAND IMPORTANCE

Among the top brands associated with Cinco de Mayo celebrations in the Hispanic Market, the Avocados From Mexico brand is most often considered to be a key part of the holiday.³



Sources: 1, Attitudes & Usage 2017 Study. 2, 2017 OLBB & Attitudes & Usage Study. 3, AFM Brand Tracker 2019 - Spring Wave.

