

# Why Avocados From Mexico is the Leading Avocado Brand

## AIDED BRAND AWARENESS<sup>1</sup>



AVOCADOS FROM MEXICO REMAINS THE LEADER IN AIDED BRAND AWARENESS OF AVOCADO PURCHASERS IN BOTH THE GENERAL AND HISPANIC MARKETS.

**75%**  
GENERAL MARKET

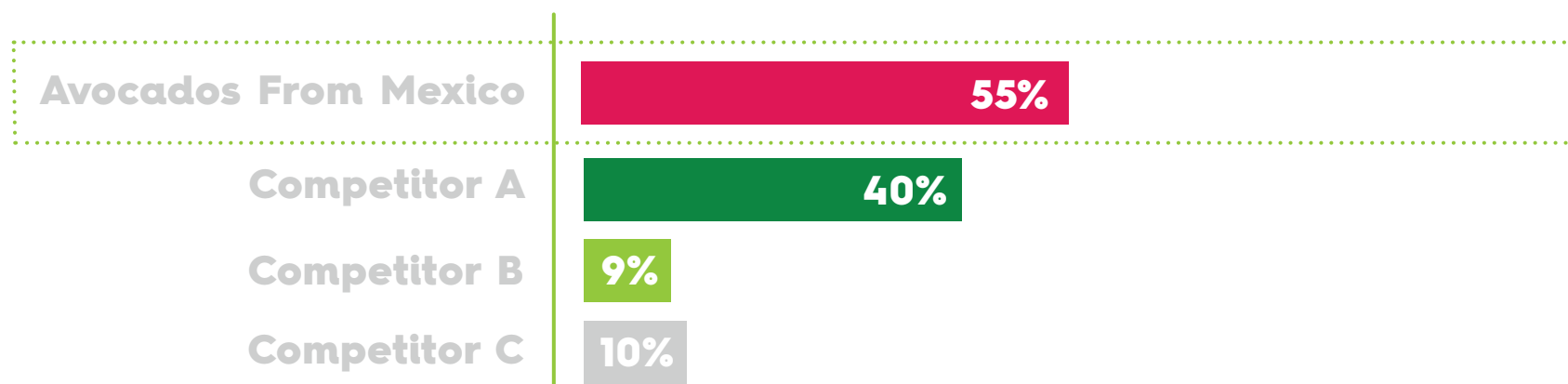
**83%**  
HISPANIC MARKET



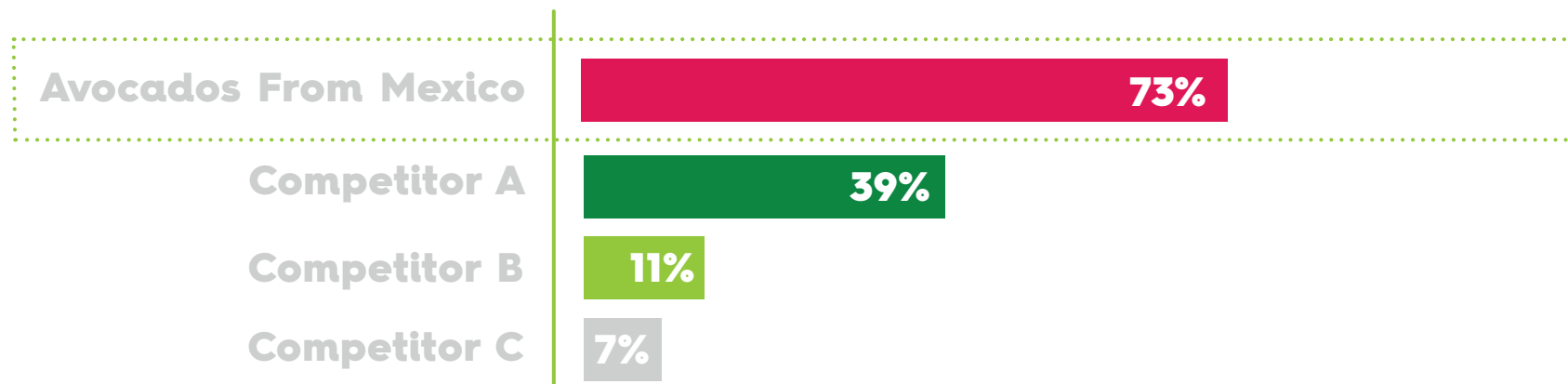
## BRAND PURCHASE<sup>1</sup>

The Avocados From Mexico brand is the brand leader among avocado purchasers.

### General Market Purchasing



### Hispanic Market Purchasing



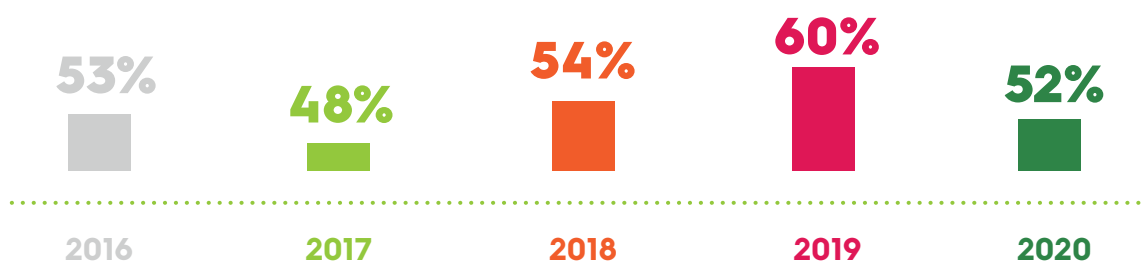
## BRAND PREFERENCE<sup>1</sup>

Avocados From Mexico has been the preferred brand of avocados in both the General Market and Hispanic Market since 2016.

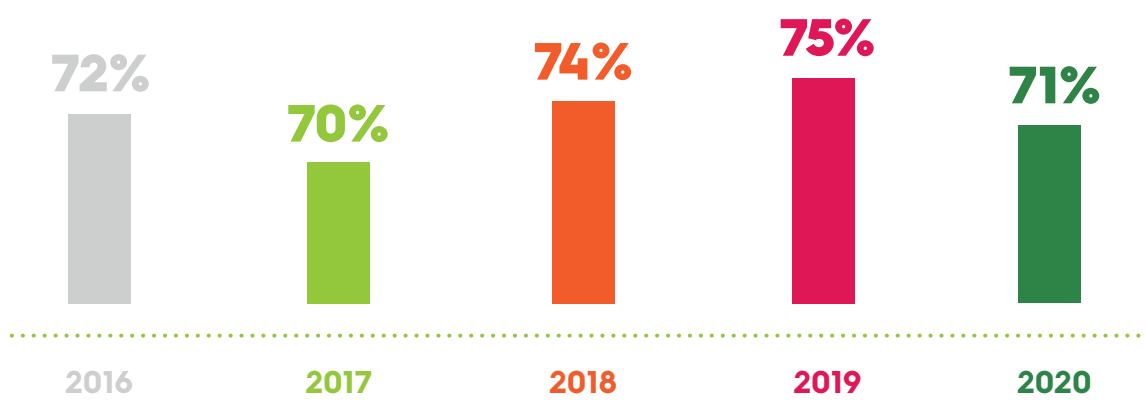
In a survey of more than 1,000 consumers in the General Market, 52% indicated they prefer the Avocados From Mexico brand.

The same is true for 71% of the Hispanic Market in a survey of more than 530 consumers."

### General Market Preference



### Hispanic Market Preference



Sources: 1, AFM Brand Tracker Study, Base size: General Market - 1,000+ Avocado Consumers, Hispanic Market - 532+ Avocado Consumers.

