



Why Hispanics Love AVOCADOS

62%

of the total Hispanic Market state they love avocados, making it the driving force behind increased consumption.¹

Growth Opportunities

The biggest growth opportunities are in the Mexican and traditional handhelds, guacamole, and salad categories. Out of all avocado/guacamole eating occasions, the split is:²

18%

SALADS

13%

GUACAMOLE

15%

TRADITIONAL HANDHELDS

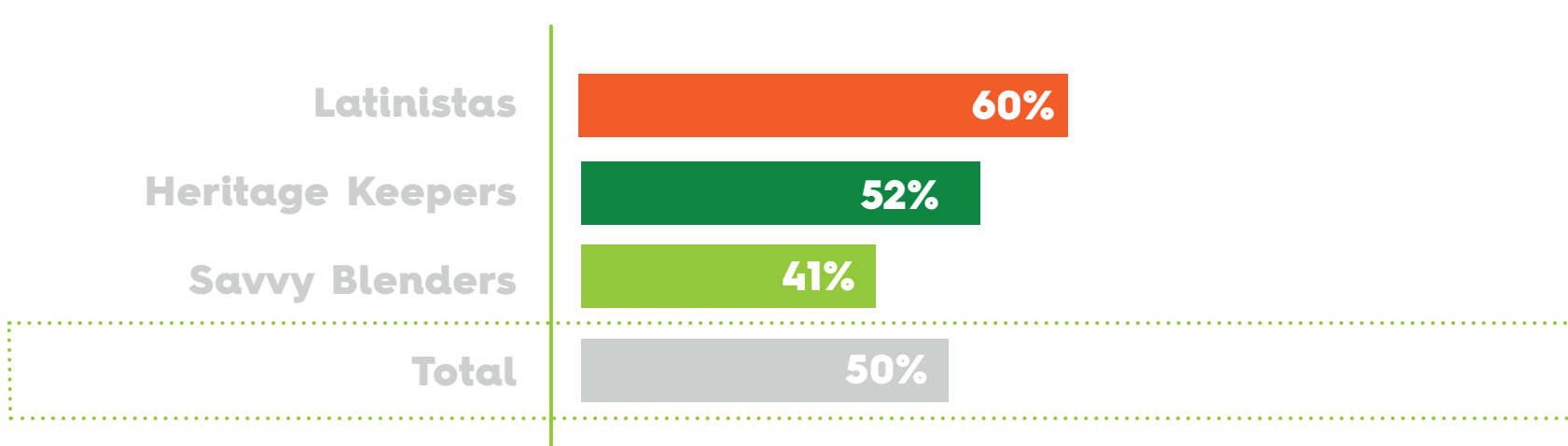
22%

MEXICAN HANDHELDS



Avocado Association with Family Tradition

Avocados have a strong link to Hispanic family traditions, as do beans and rice and corn tortillas. Avocados' association with family tradition is stronger among Latinistas and Heritage Keepers.¹



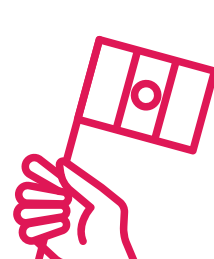
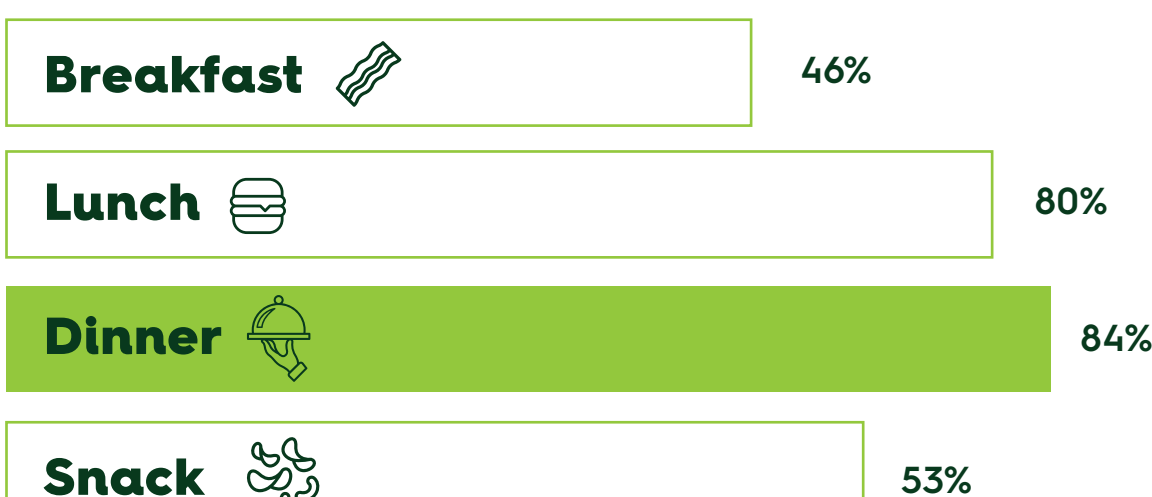
Avocado Association with Culture vs. Other Heritage Foods

Avocados have a strong positive image. Respondents report that avocados:¹



Consumption Groups by Occasion

Across the Hispanic Market, avocados are consumed widely at all times of the day, particularly for lunch and dinner.¹



Important Gatherings Among Hispanics

Among important Hispanic holidays, avocados are a key part of the celebration as Hispanics look to share their culture through food.

GUACAMOLE CONSUMPTION:¹

71%

HISPANIC HERITAGE MONTH

53%

DÍA DE LOS MUERTOS

66%

FIESTAS PATRIAS

47%

LENT

AVOCADO CONSUMPTION (OTHER THAN GUACAMOLE):¹

68%

HISPANIC HERITAGE MONTH

51%

DÍA DE LOS MUERTOS

64%

FIESTAS PATRIAS

49%

LENT

Sources: 1, AFM Hispanic Heritage Study – Sept. 2019. 2, AFM Demand Landscape Study 2018.

