

The Most Common Ways Consumers Use Avocados

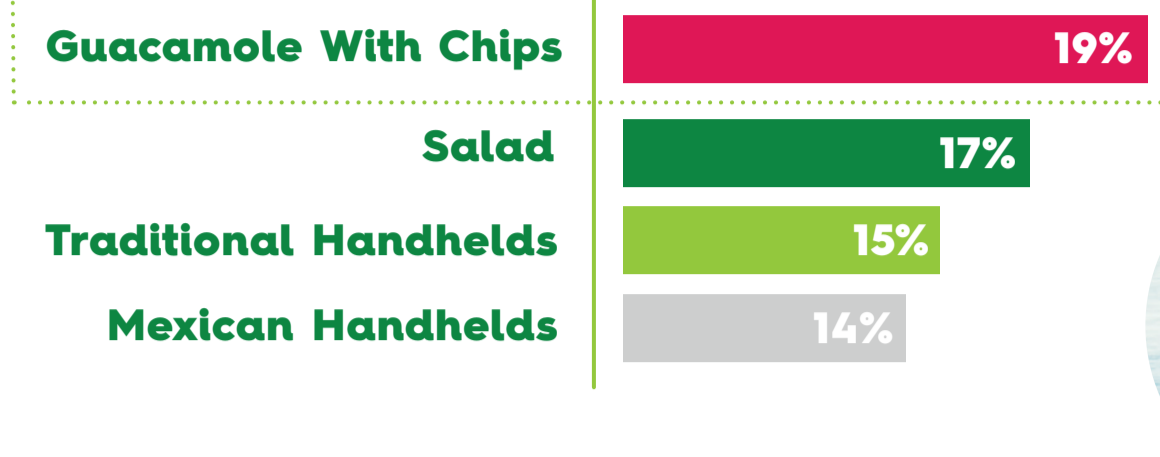


Handhelds, guacamole, and salads are the top use cases for avocado shoppers, with a preference for guacamole in Non-Hispanics and Mexican handhelds among Hispanics.

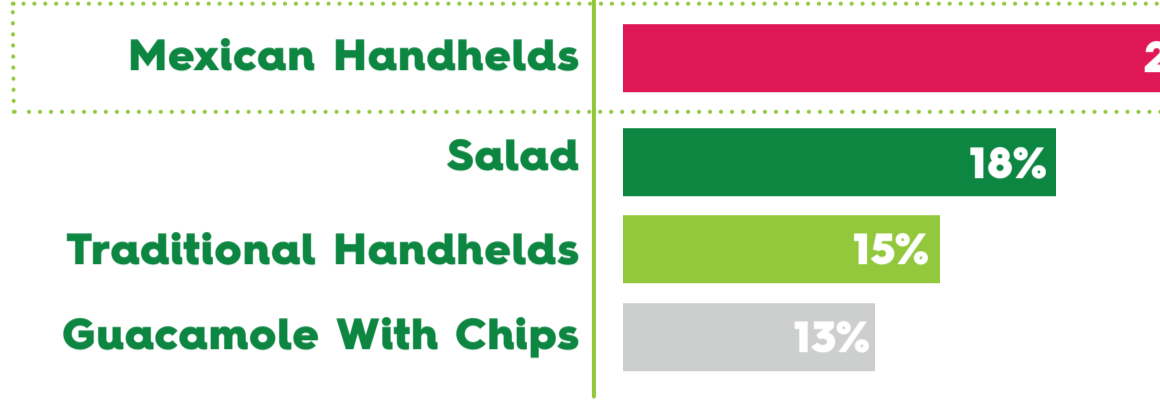
AVOCADO/GUACAMOLE EATING OCCASIONS

The biggest category growth opportunities for the Hispanic Market and General Market are in salads, guacamole, and both Mexican and traditional handhelds, with Mexican handhelds being an untapped opportunity.¹

Non-Hispanic:¹



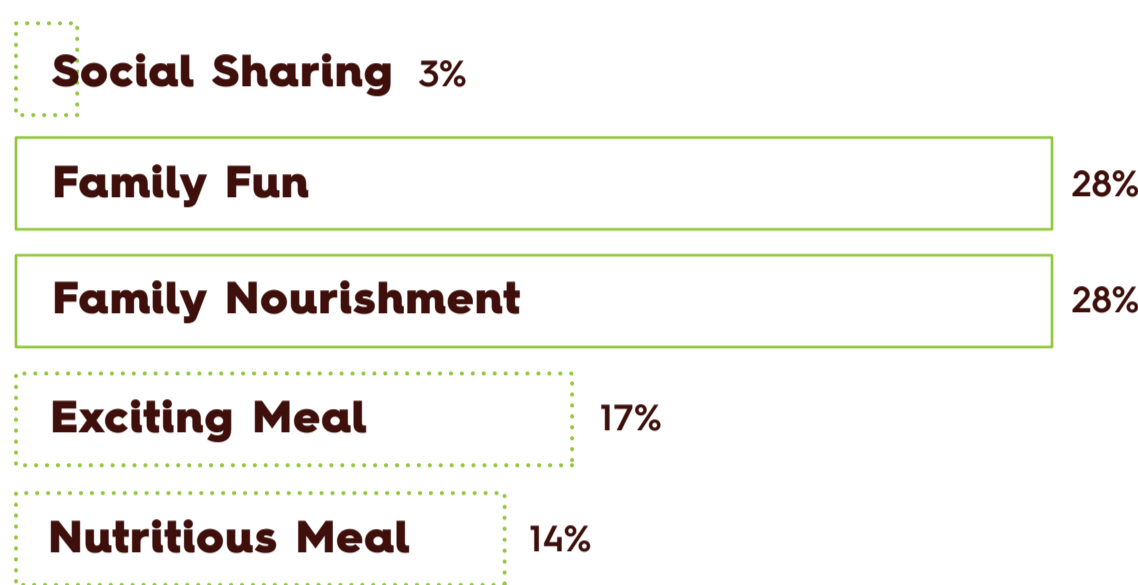
Hispanic:¹



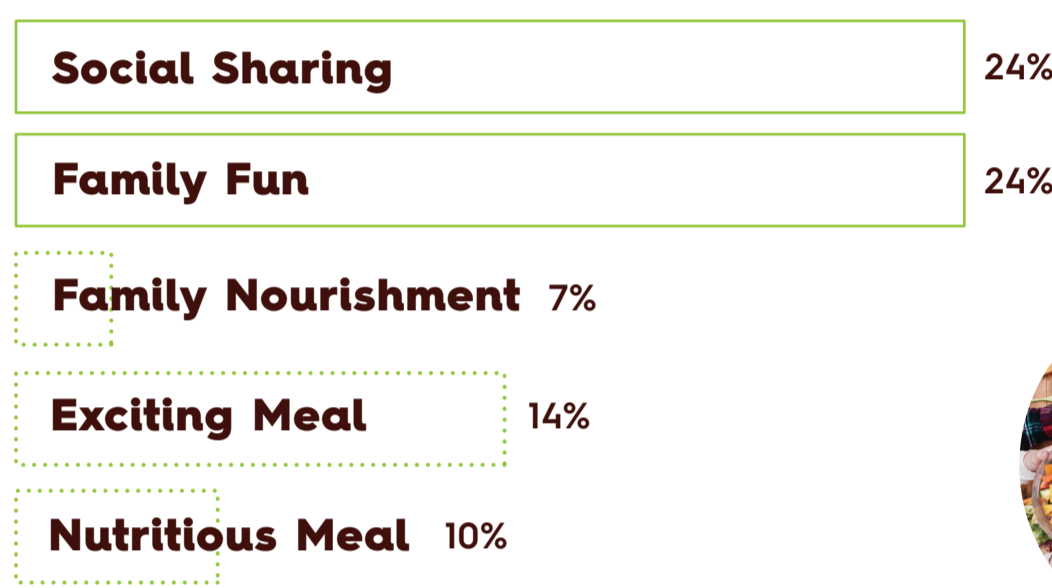
MEXICAN HANDHELDS:

Avocados in this form are most commonly eaten for lunch and dinner as part of a fun, exciting, and nourishing meal.

Mexican handhelds need-state distribution for Non-Hispanics:¹



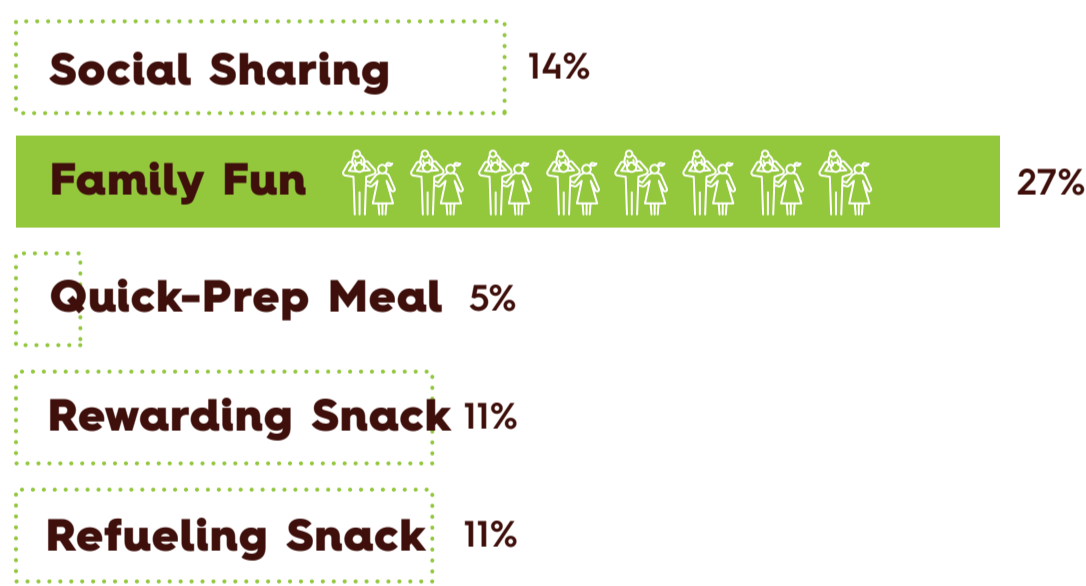
Mexican handhelds need-state distribution for Hispanics:¹



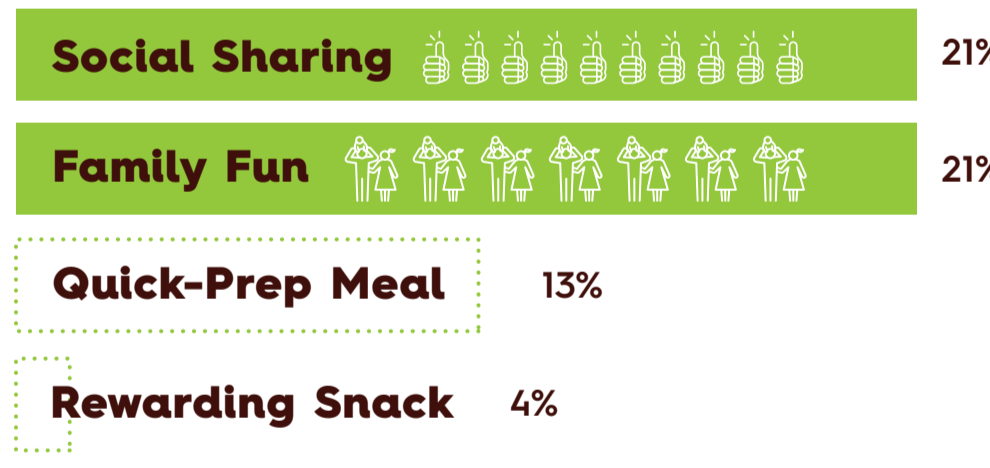
GUACAMOLE WITH CHIPS

Eaten mostly for dinner or a snack, guacamole is associated primarily with family fun and social sharing, with **88% of people pairing their guac with tortilla chips.**¹

Guacamole need-state distribution for Non-Hispanics:¹



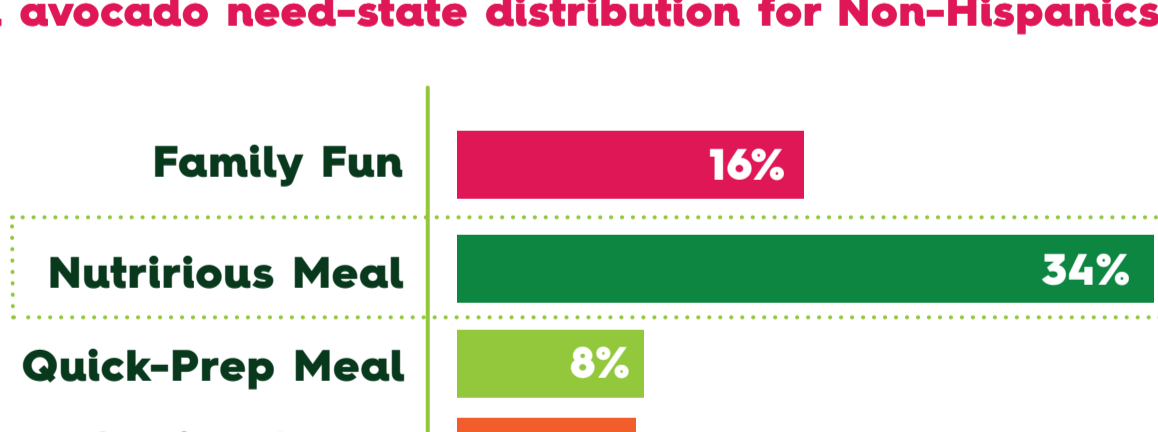
Guacamole need-state distribution for Hispanics:¹



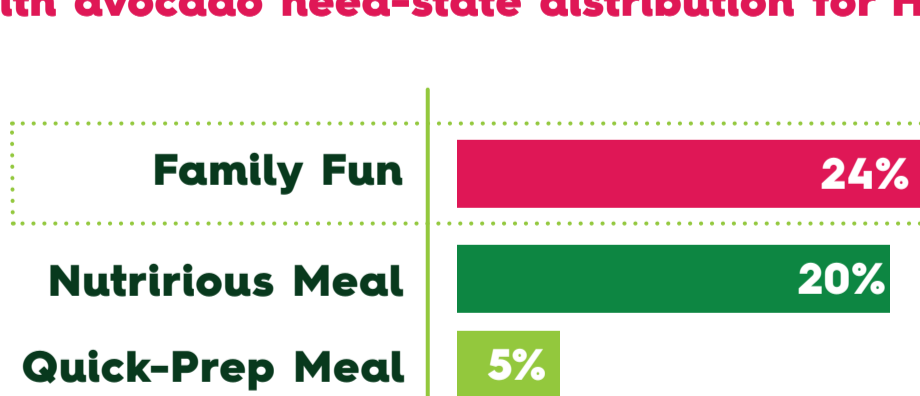
SALADS

Avocados are included in salads as a quick way to boost health and wellness benefits, primarily at lunch and dinner.¹

Salads with avocado need-state distribution for Non-Hispanics:¹



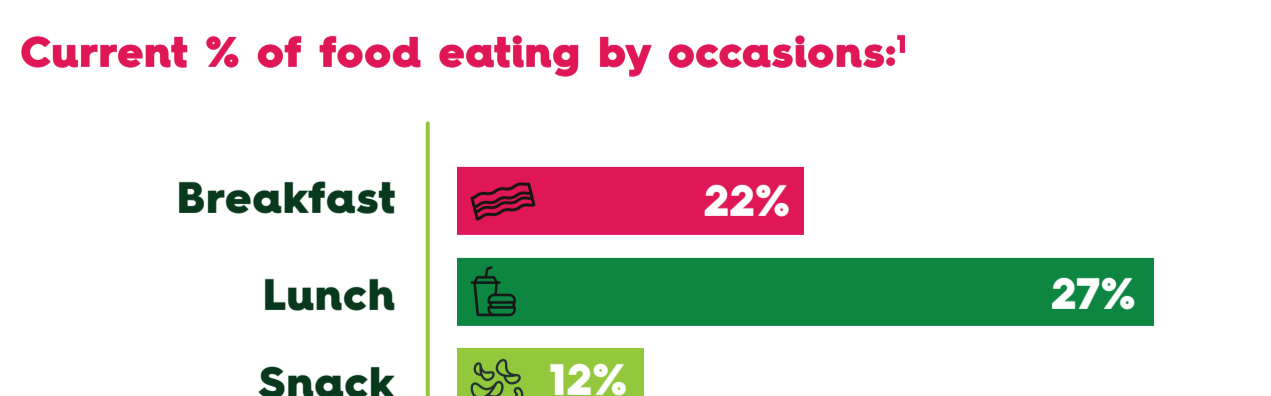
Salads with avocado need-state distribution for Hispanics:¹



TOTAL AVOCADO LANDSCAPE BY DAYPART

Avocados are primarily eaten by consumers at lunch and dinner, and this trend is predicted to continue in the future.

Current % of food eating by occasions:¹



To learn more about leveraging these insights to grow your business, contact your Avocados From Mexico regional director.



Source: 1. AFM Demand Landscape Study 2018.