



Avocado Shopper Profile: WHERE THEY BUY

Over the past year, Grocery and Mass have remained the primary channels for avocado shoppers. Although Club and E-commerce are smaller, both are seeing strong growth and momentum.¹

HOUSEHOLD PENETRATION BY CHANNEL¹

88.5%
GROCERY

57.1%
MASS

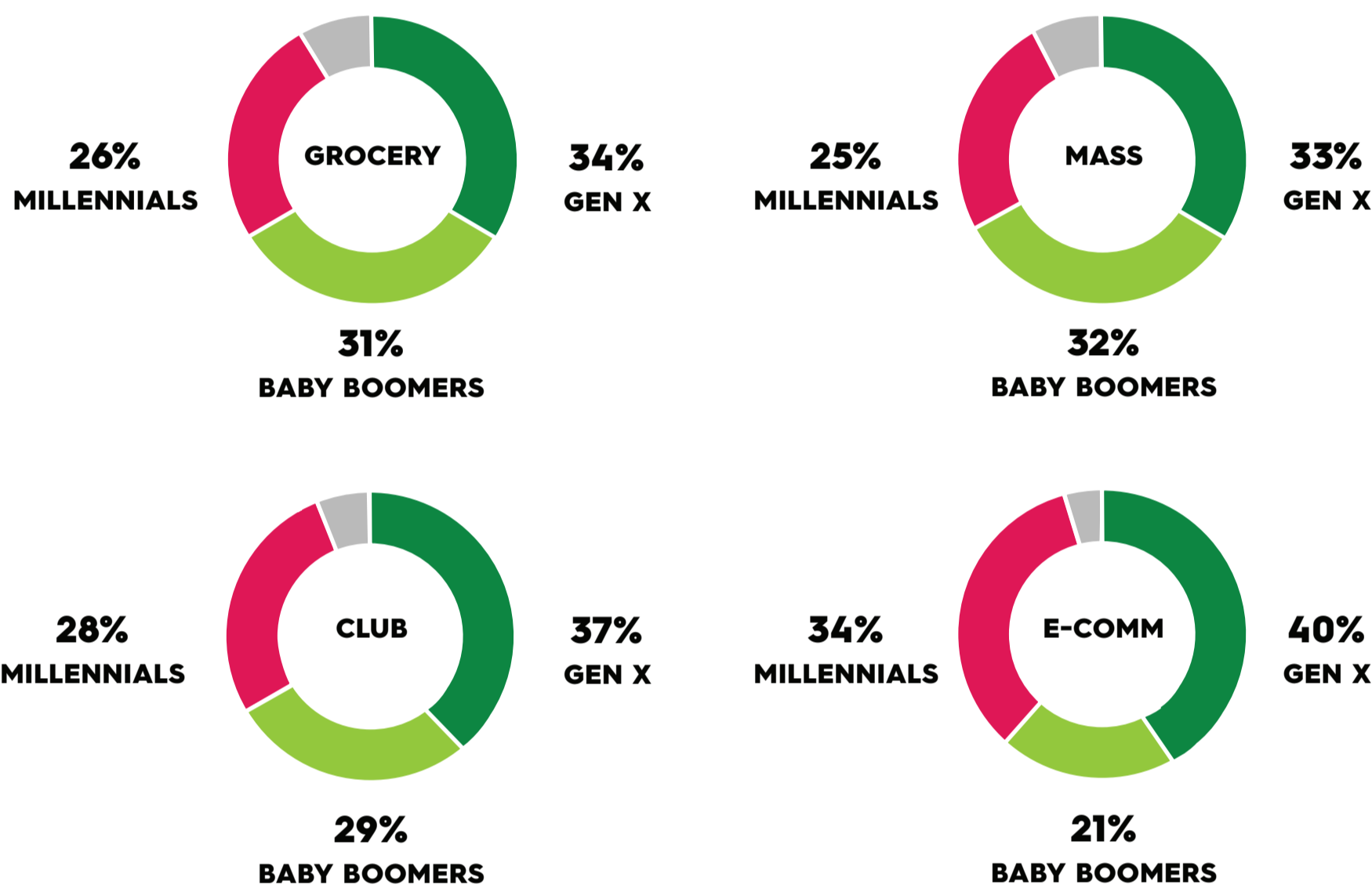
22.5%
CLUB

6.7%
E-COMM

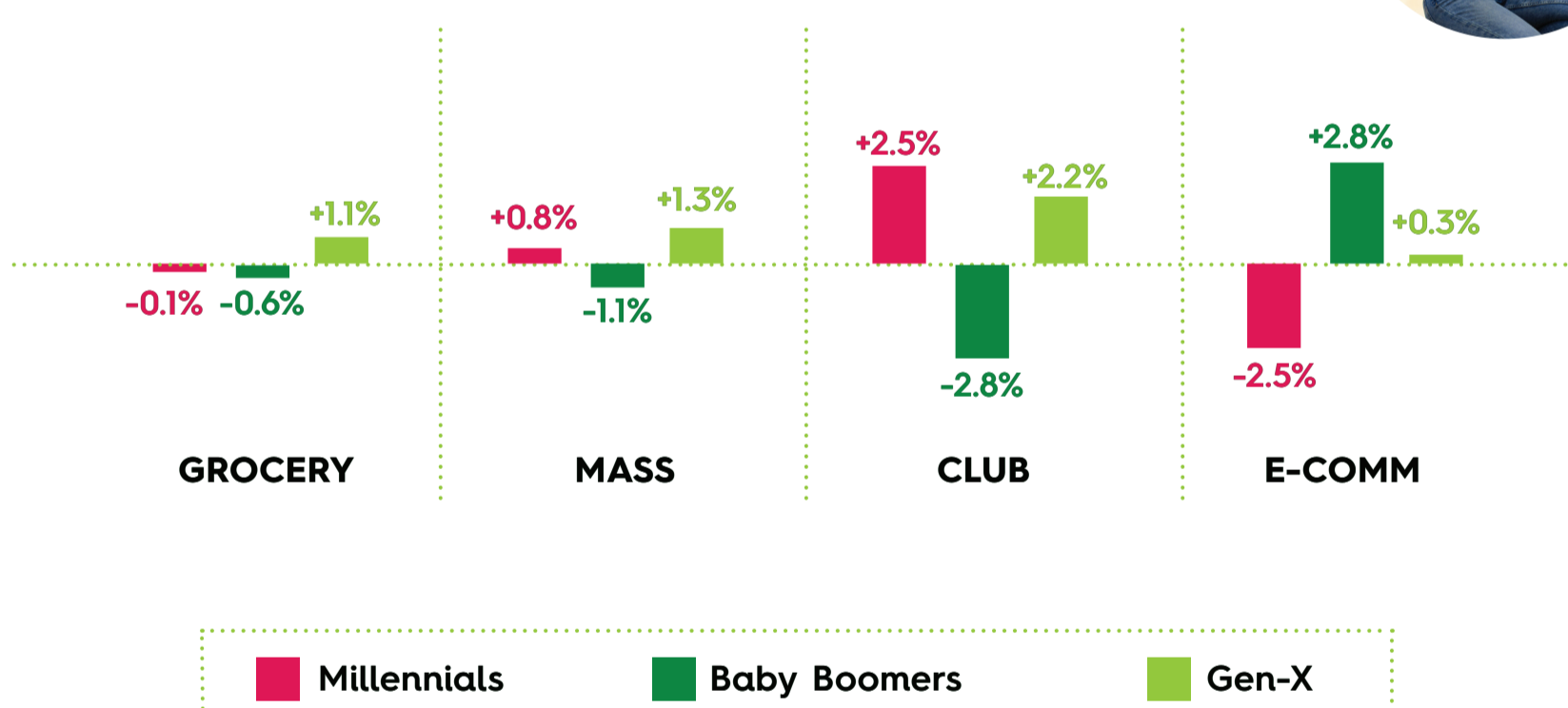
HOUSEHOLD PENETRATION BY CHANNEL BY GENERATION

Generations shop evenly across channels, but in the past year, Millennials have purchased more in Club, and Boomers have purchased more in E-commerce.¹

**% of households per generation per channel
(December 2019 to December 2020):¹**



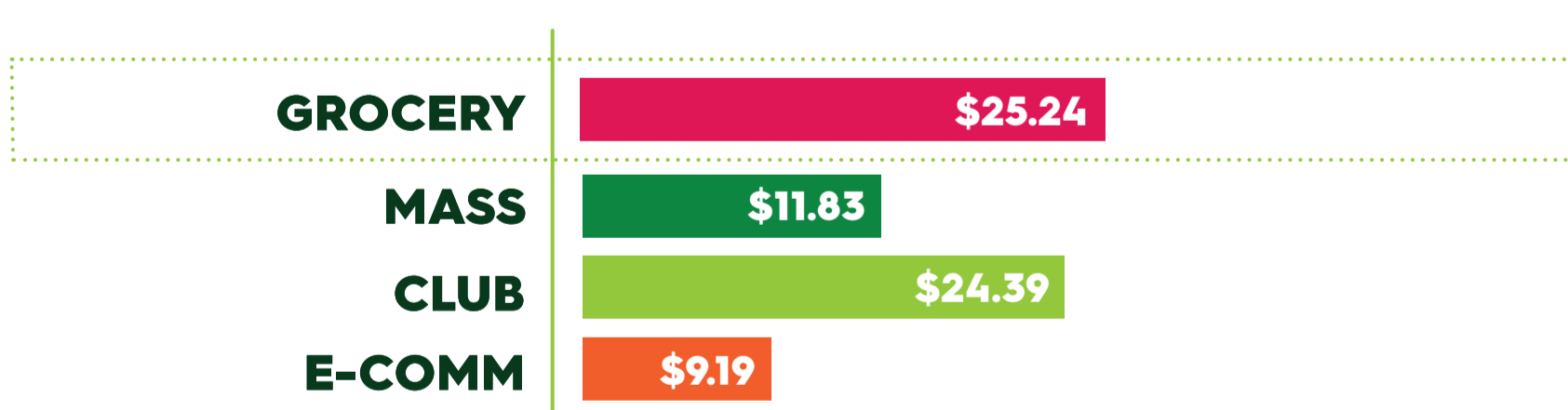
**Penetration % Change
(December 2019 to December 2020):¹**



BUY RATES BY CHANNEL

Grocery remains the highest channel for buy rate. Over the past year, Club gained \$2.82 and E-commerce gained \$2.21.¹

**Buy rate stats by channel for avocado shoppers
(December 2019 to December 2020):¹**



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

Sources: 1. Numerator Market Overview – Latest 52wks thru 12/13/20 (Avocado Shopper Profile: Where They Buy).

