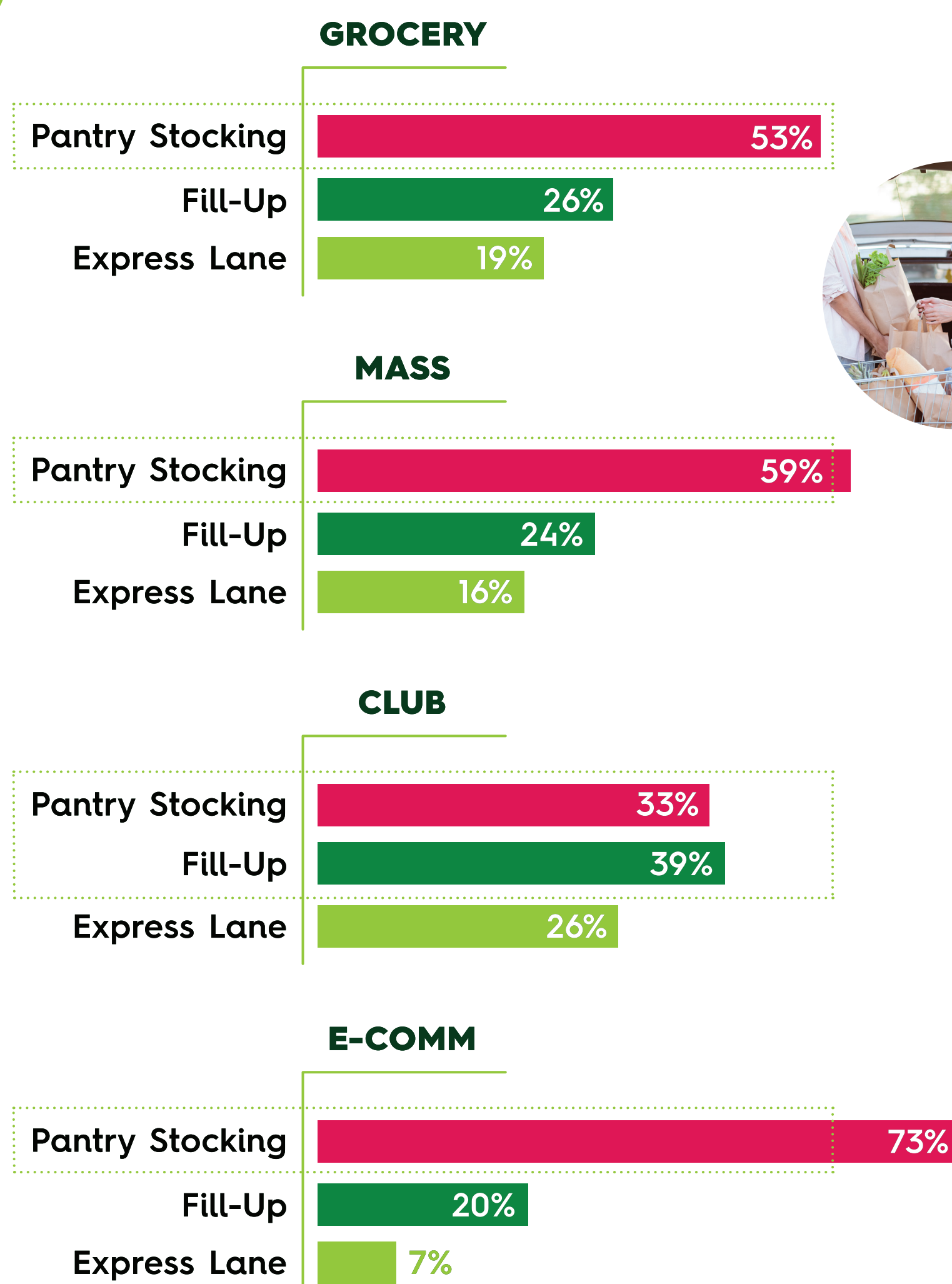


Avocado Shopper Profile: HOW & WHEN THEY BUY

The buying habits of avocado shoppers have shifted since the onset of COVID-19, with changes to channels, trip types, and buying days.¹

TRIP TYPES BY CHANNEL

Pantry stock-ups comprise the majority of trip types in all channels except Club, where fill-ups have the lead.¹

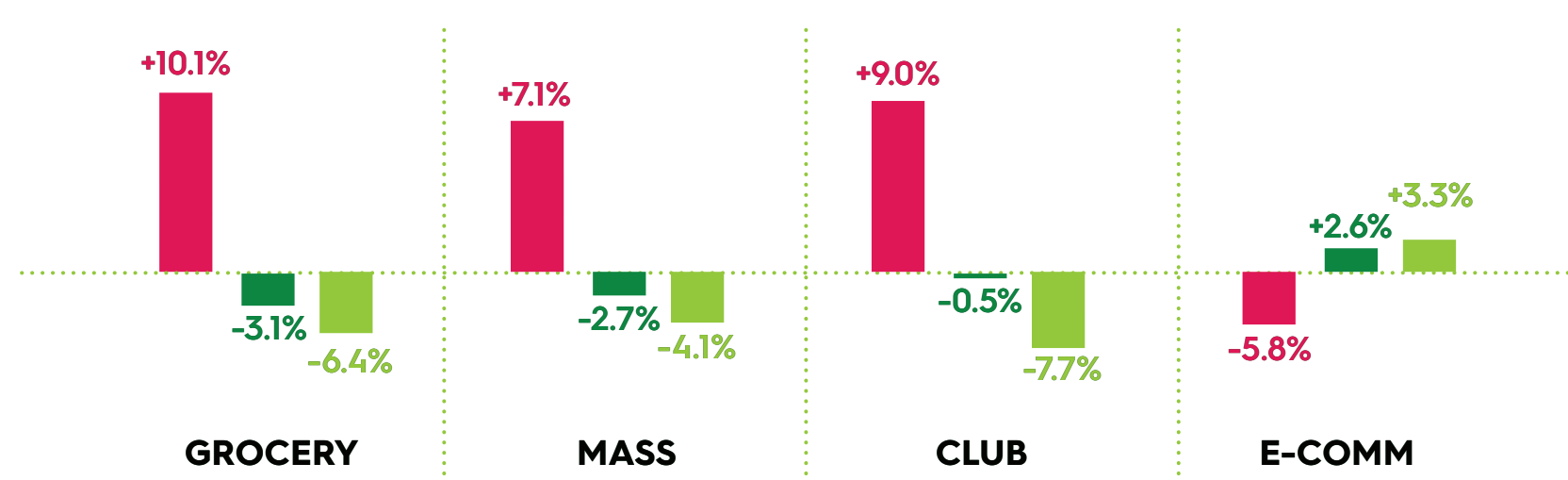


BASKET SIZE

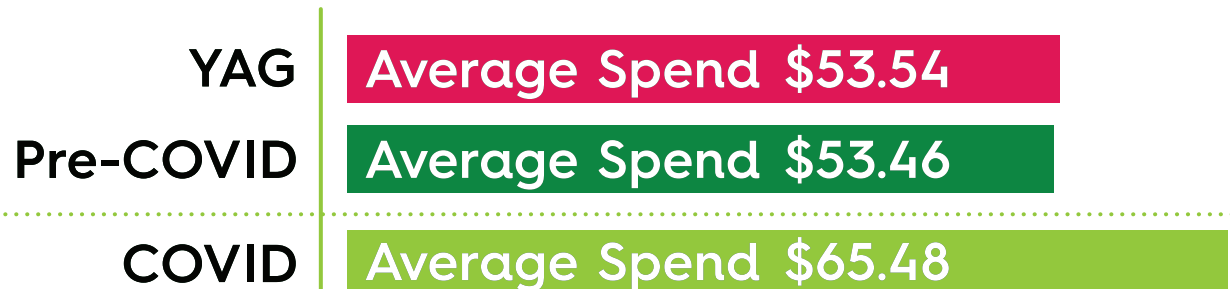
Stocking the pantry has continued to drive basket size among avocado shoppers, with a **22.5% increase** since the start of COVID.¹

TRIP TYPE BY CHANNEL % CHANGE

Shopper behavior in E-commerce and Club changed during COVID-19, while Grocery and Club became stronger for stock-up trips.¹

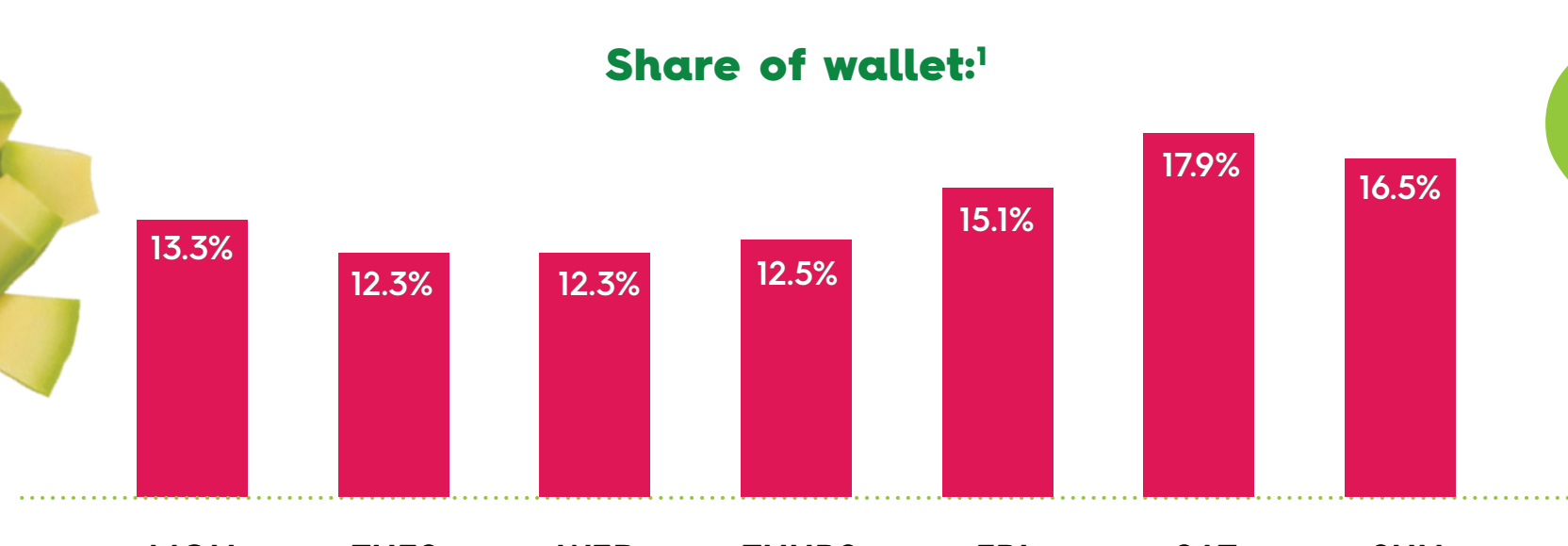


AVOCADO SHOPPER ACTIVITY¹

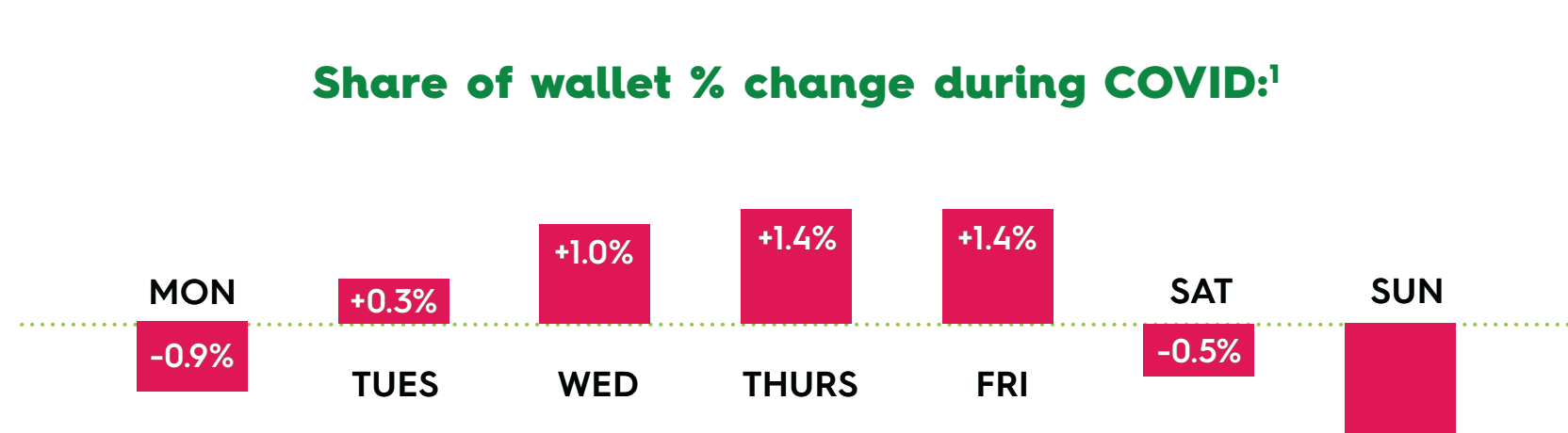


TIMING OF AVOCADO PURCHASES

A greater percentage of shoppers purchase during the weekend, but mid-week offers an opportunity to drive share of wallet, particularly on "Taco Tuesday."¹



Since the COVID-19 pandemic began, there has been a rise in avocado shoppers moving from weekend shopping to mid-week.¹



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



Source: 1. Numerator Market Overview - Latest 52wks thru 12/13/20 (Avocado Shopper Profile: How & When They Buy).