

# Avocado Shopper Profile: Who They Are

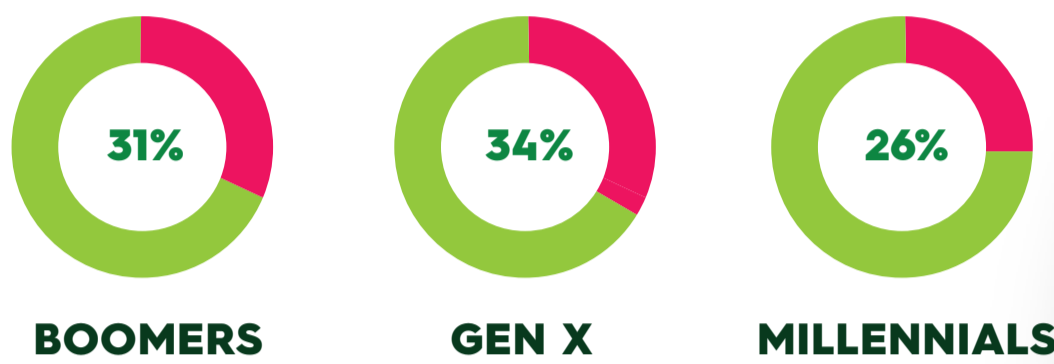
65% of avocado shoppers are boomers and Gen Xers. Avocado shoppers also tend to be more affluent.<sup>1</sup>



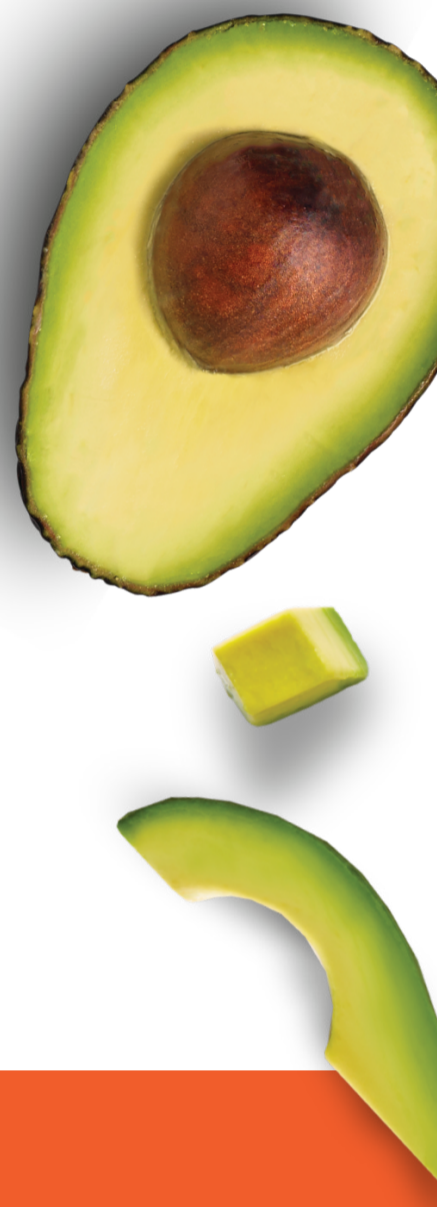
## Avocado Shoppers

The number of Gen-X shoppers has grown 1.2% over the past year, while shoppers with kids have seen a 1.3% increase.<sup>1</sup>

Avocado shopper generations:<sup>1</sup>



Avocado shopper demographics:<sup>1</sup>



## Purchasing Metrics

In the past year, there has been a 10.2% increase in purchase frequency, and a 10.8% increase in buy rate.<sup>1</sup>

**\$34.50**

BUY RATE

**10.8X**

PURCHASE FREQUENCY/YEAR

**\$3.19**

SPEND PER TRIP

Shoppers are now buying 11x per year and spending 10% more per year.<sup>1</sup>

During the pandemic, avocado shoppers have focused more on recipes and health and wellness than the average grocery shopper.<sup>1</sup>

## Psychographics

(between March and December 2020):<sup>1</sup>



seek recipes (2.4% more than average shoppers)



cook different types of food (2.9% more than average shoppers)



review labels/ingredients (2.3% more than average shoppers)



like to cook (2% more than average shoppers)



enjoy gym/fitness classes (2% more than average shoppers)



## Media Consumption

(between March and December 2020)<sup>1</sup>

**27.2%**

look at health and fitness (2.3% more than average shoppers)

**50.1%**

watch Amazon Prime (2.1% more than average shoppers)

**55.0%**

watch Netflix (2.3% more than average shoppers)

**45.8%**

view Instagram (2.5% more than average shoppers)

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: Who They Are).