

HOW COVID-19 Affected the Avocado Consumer

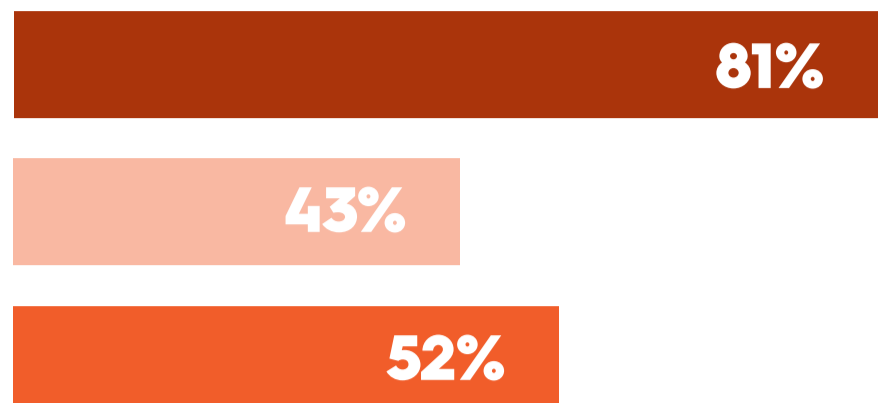


Since the onset of COVID, 51% OF CONSUMERS have become more diligent about searching for coupons and deals on produce.¹

“very worried” about financial concerns and the state of the U.S. economy

General Market consumers have experienced direct financial losses due to COVID

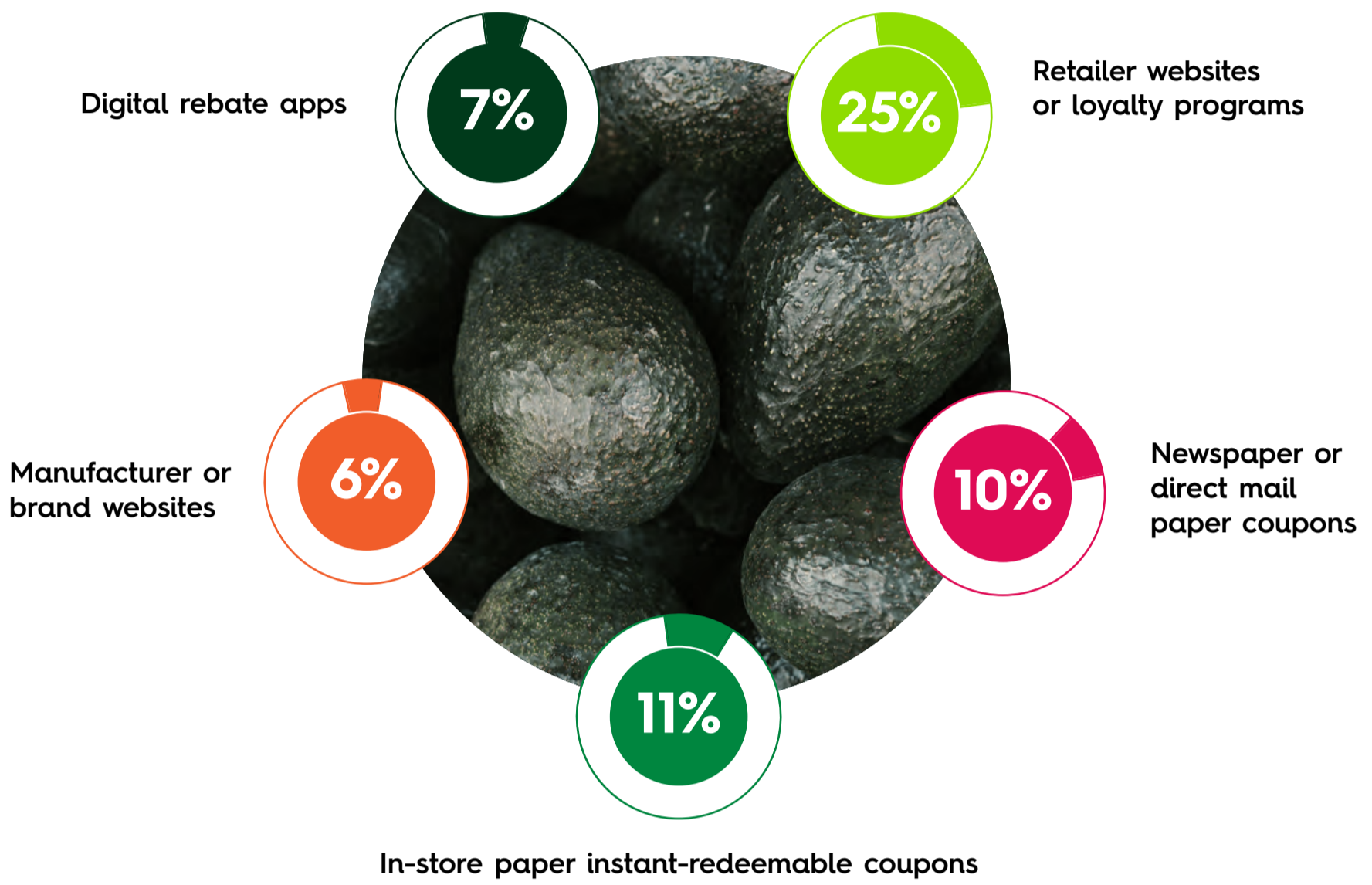
Hispanic Market consumers have experienced direct financial losses due to COVID



INCREASE IN COUPON USAGE

The usage of coupons specifically for avocado purchases has increased since COVID began.

Coupons used for avocados within the past year:¹



PLANNING AND INSPIRATION ARE IMPORTANT FACTORS OF SHOPPING

Consumers have started shopping online and offline in a more rational way since the pandemic began, making lists and searching for new recipes they can make at home.²

53% OF PEOPLE SEARCHED FOR RECIPES ONLINE

Online habits of avocado shoppers over one week:¹

18%

searched for recipes containing avocados

6%

searched for information about avocado health and wellness

4%

searched to determine how safe avocados are

9%

browsed for avocados to use in a recipe

6%

searched for information on a specific brand of avocados

4%

searched for avocado education techniques

OPPORTUNITIES TO DRIVE PURCHASES FOR VALUE-CONSCIOUS SHOPPERS

Underscoring the importance of value and promo strategies can lead to impulse purchases and drive additional avocado units.

What would drive additional retail purchase of avocados?³

53% - If avocados were on sale at the store.

33% - If there was a deal for avocados on my store loyalty card.

26% - If there was a coupon for avocados in the store circular.

25% - If there were “value packs” of avocados available.

24% - If there was a coupon for avocados on a coupon website/app or retailer website.

22% - If avocados were on sale with complementary items or foods.

For more information and ways to grow your business, contact your AFM regional director.



Sources: 1. AFM COVID Forecast (2020) q16, q19, q15, q46b q40, q47, q42; The Cambridge Group; AFM COVID Qualitative 2020. 2. AFM COVID Qualitative 2020; AFM COVID Forecast (2020) q43, q49b; The Cambridge Group. 3. AFM COVID Forecast (2020) q47; The Cambridge Group.

