

# Why Baby Boomers Represent A KEY OPPORTUNITY FOR AVOCADO VOLUME GROWTH

Avocados From Mexico has historically marketed toward younger age groups (25-54), but Boomers provide a unique growth opportunity.

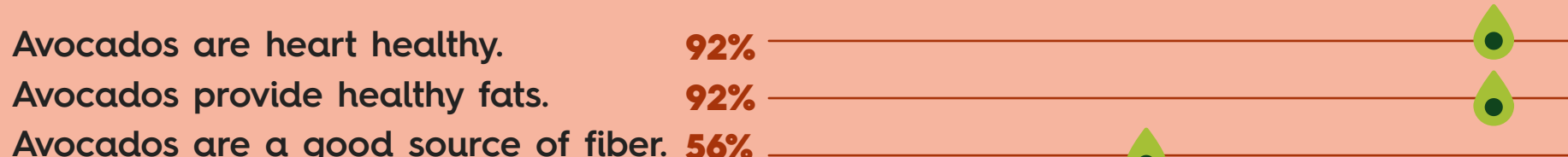
Boomers are familiar with the Avocados From Mexico brand **(85%)** and think of this brand most when unprompted.<sup>1</sup>



## AVOCADO ASSOCIATION BY BOOMERS

Boomers strongly associate avocados with heart health and healthy fats.

Boomers agree with the following avocado statements:<sup>1</sup>



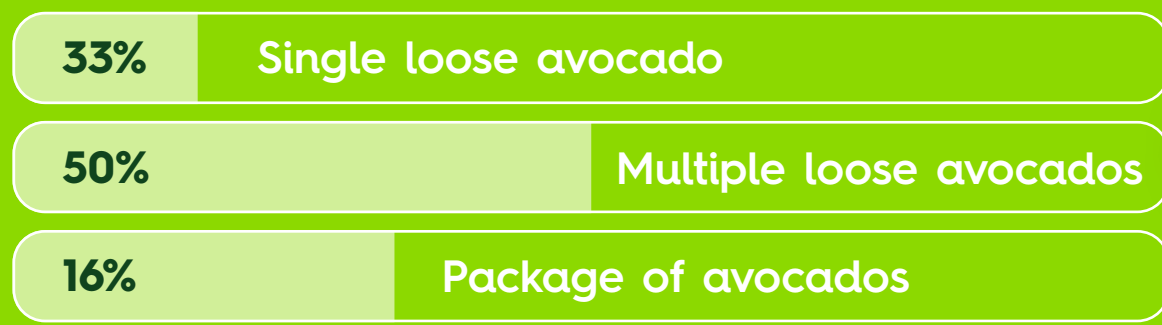
## BOOMER PURCHASE TRENDS

Boomers and Non-Boomers share a similar number of heavy users. Among avocado buyers, **78%** of Boomers buy avocados at least twice a month.



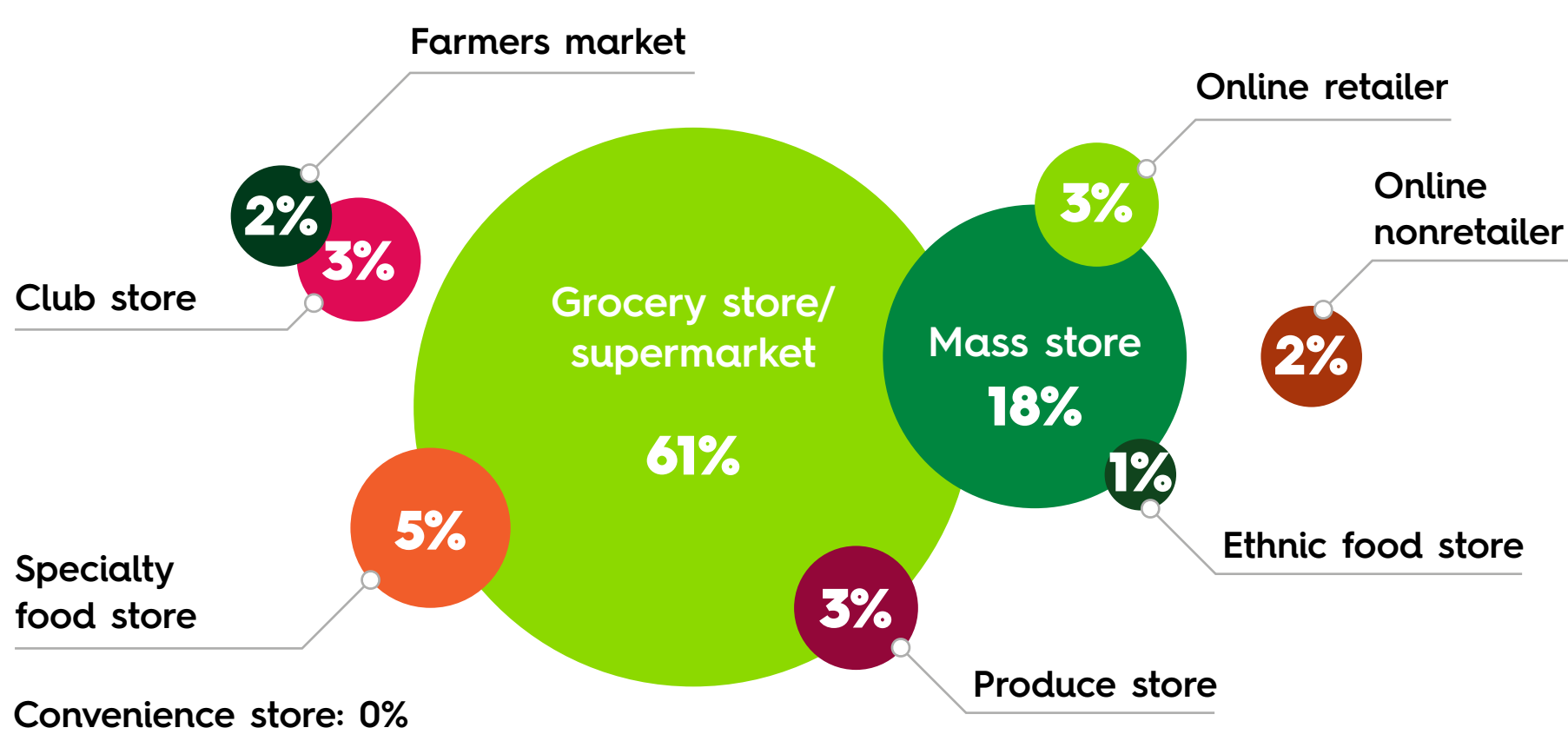
Boomers are more likely to purchase multiple loose avocados and bagged avocados than Non-Boomers.

How Boomers most often buy avocados:<sup>1</sup>



The majority of Boomers prefer to buy their avocados in a grocery store or supermarket.

Where Boomers buy their avocados most often:<sup>1</sup>



## HOW BOOMERS CONSUME AVOCADOS

**THE TOP WAYS** Boomers like to consume avocados are in salads (**69%**) and guacamole (**68%**).

How Boomers eat and serve avocados at home:<sup>1</sup>



Source: 1. AFM Boomers Exploration – Dec. 2020.