POST-SHOP Insights

## WHAT ARE SHOPPERS POST-PURCHASE CONSIDERATIONS?

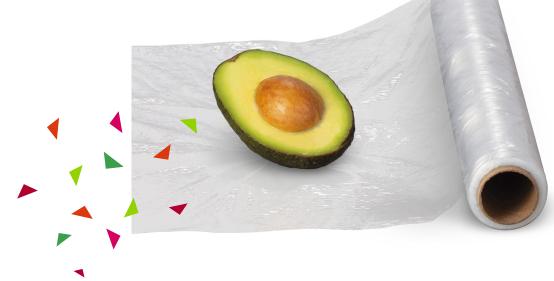
## TIPS ON HOW TO BEST STORE AND ENJOY AVOCADOS ARE WHAT SHOPPERS WANT POST-SHOP.

KEY STEPS TAKEN AFTER PURCHASE



KNOWING SHOPPERS' ACTIONS ONCE AT HOME, OPPORTUNITY EXISTS TO PERSONALIZE KEY MESSAGES TO THEIR NEEDS.





## PRESERVATION IS EQUALLY IMPORTANT

Post-shop is the time when shoppers really need to know how to preserve an opened avocado.

## FOR MORE INFORMATION AND WAYS TO GROW YOUR BUSINESS, CONTACT YOUR AFM REGIONAL DIRECTOR.



Source: AFM Consumer Shopper A&U, 2021 - Confidential and Proprietary

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