

WHY & WHERE SHOPPERS BUY AVOCADOS

AVOCADO BENEFITS DRIVE SHOPPERS TO PURCHASE IN MULTIPLE WAYS.

factor in HEALTH

HEALTH AND TASTE DRIVE PURCHASE

Health is the main driver for purchase, but it's taste that makes them stay.

91% 90% of Non-Hispanics

of Non-Hispanics





of Hispanics

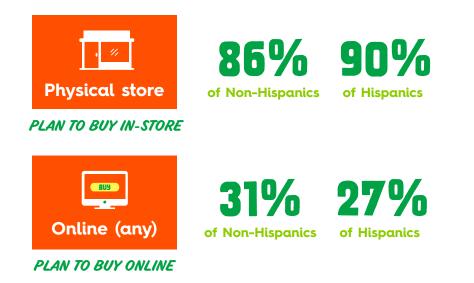




I LIKE TO EAT THEM FOR THEIR HEALTH VALUE AND THEN FOR TASTE WHEN I PUT SOME SEASONING ON THEM.

- AVOCADO SHOPPER





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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