

WHY & WHERE SHOPPERS BUY AVOCADOS

**AVOCADO BENEFITS DRIVE SHOPPERS
TO PURCHASE IN MULTIPLE WAYS.**

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 Hispanics

factor in **HEALTH**

80% **82%**
of Non-Hispanics of Hispanics


stay for **TASTE**




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

— AVOCADO SHOPPER

WHERE DO THEY SHOP?


Physical store
86% of Non-Hispanics 90% of Hispanics
PLAN TO BUY IN-STORE


Online (any)
31% of Non-Hispanics 27% of Hispanics
PLAN TO BUY ONLINE

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

Avocados
From
Mexico
ALWAYS GOOD

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