

The Avocado Advantage: A Delicious Superfood

Consumers recognize the unique advantage of avocados being a healthy, tasty food that is good to eat at any time of the day. **84%** of Hispanic Market and **80%** of General Market consumers consider avocados to be a superfood.¹

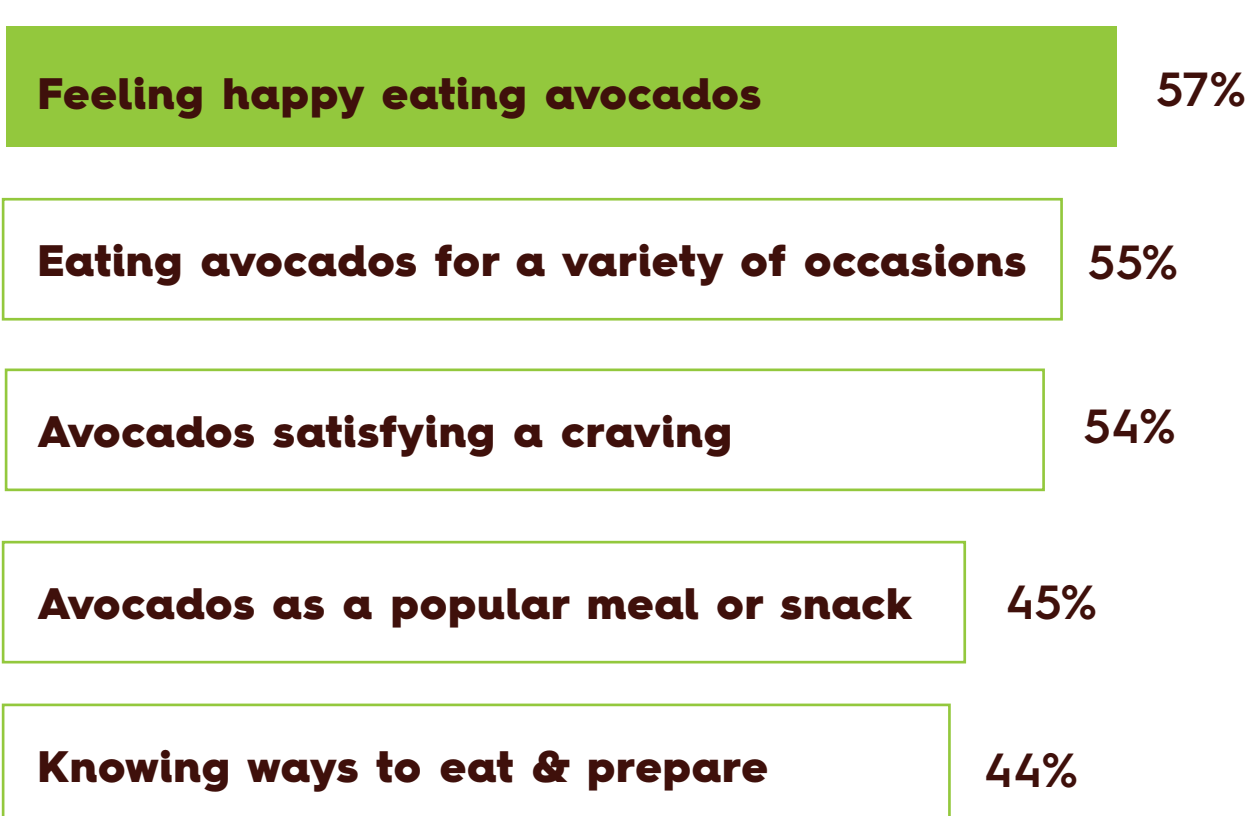


Category Associations



General Market

In the General Market, there is **47%** avocado penetration, with **44%** of people consuming avocados more than once a week. Associations in this segment include:¹



Hispanic Market

The Hispanic Market has significantly higher penetration at **81%**, with **66%** of consumers purchasing more than once a week. Associations in this segment include:¹

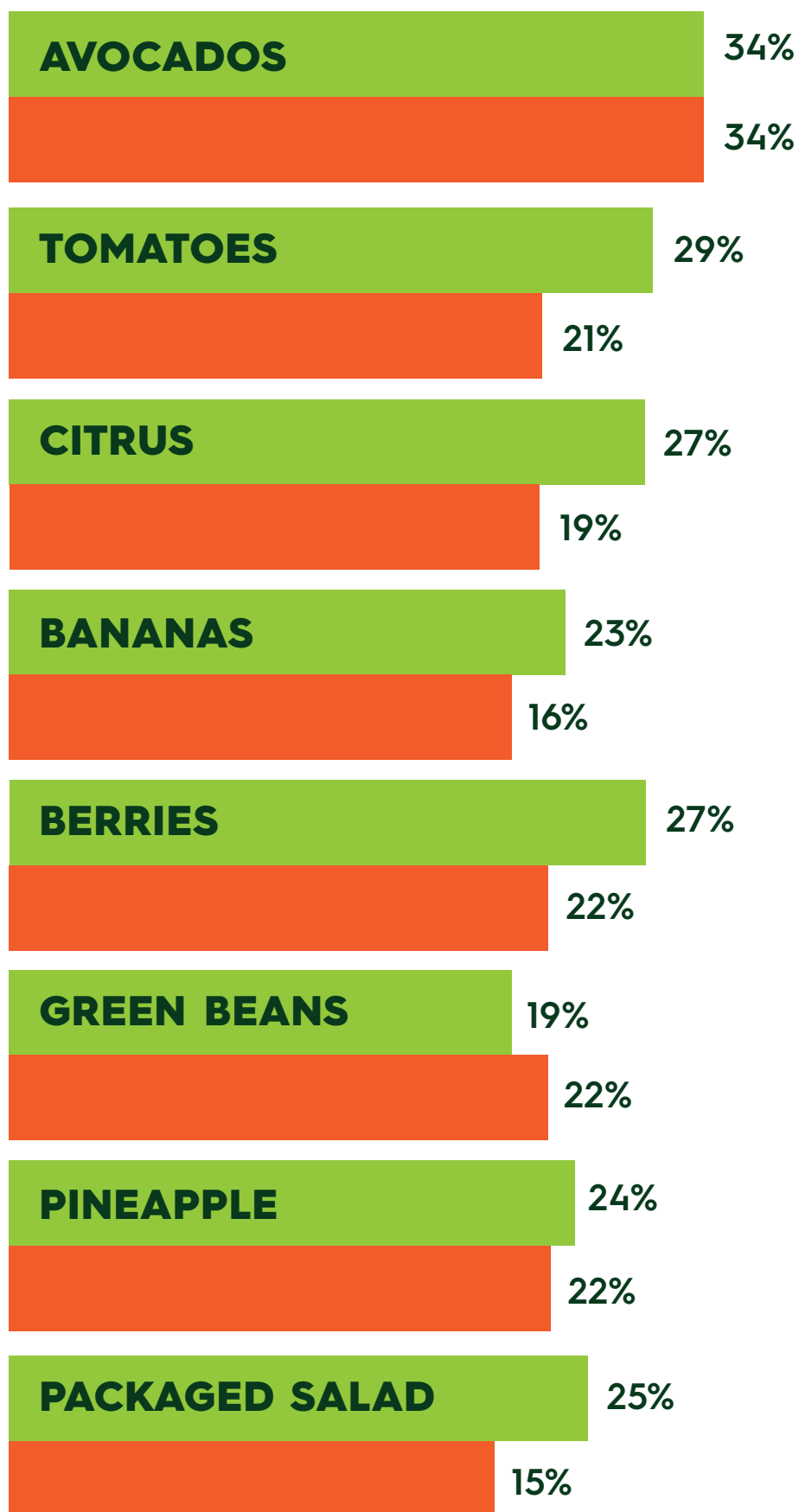


Category Imagery Statements¹

Avocados are the category winner in both the General Market and Hispanic Market when it comes to produce that cannot be replaced with other foods. Among produce purchasers of each respective produce:

GENERAL MARKET

HISPANIC MARKET



Sources: 1, Best Produce Brand Study 2020.