

Why Health and Wellness ARE KEY AVOCADO PURCHASE DRIVERS

Consumers surveyed in a 2018 study state that *health is the most important reason they eat avocados.*¹

BENEFIT IMPORTANCE FOR AVOCADOS¹



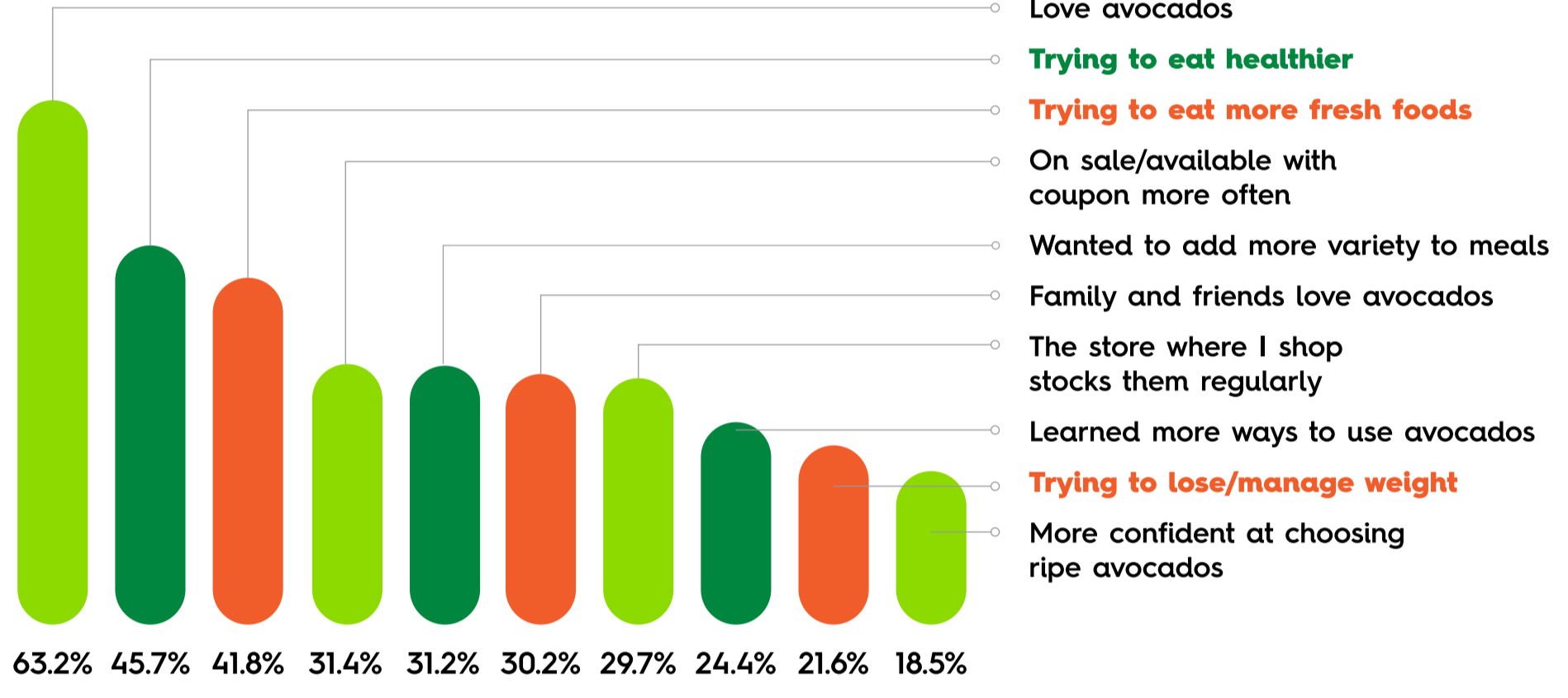
- Health: **173**
- Energy: **116**
- Family: **91**
- Social: **60**
- Exciting/Variety: **121**
- Reward: **109**
- Convenience: **88**

Top Purchase Drivers for Avocados¹

- 1 Tastes great
- 2 Has good fats
- 3 Good for heart health
- 4 High in vitamins/minerals
- 5 Is a good balance between health and enjoyment

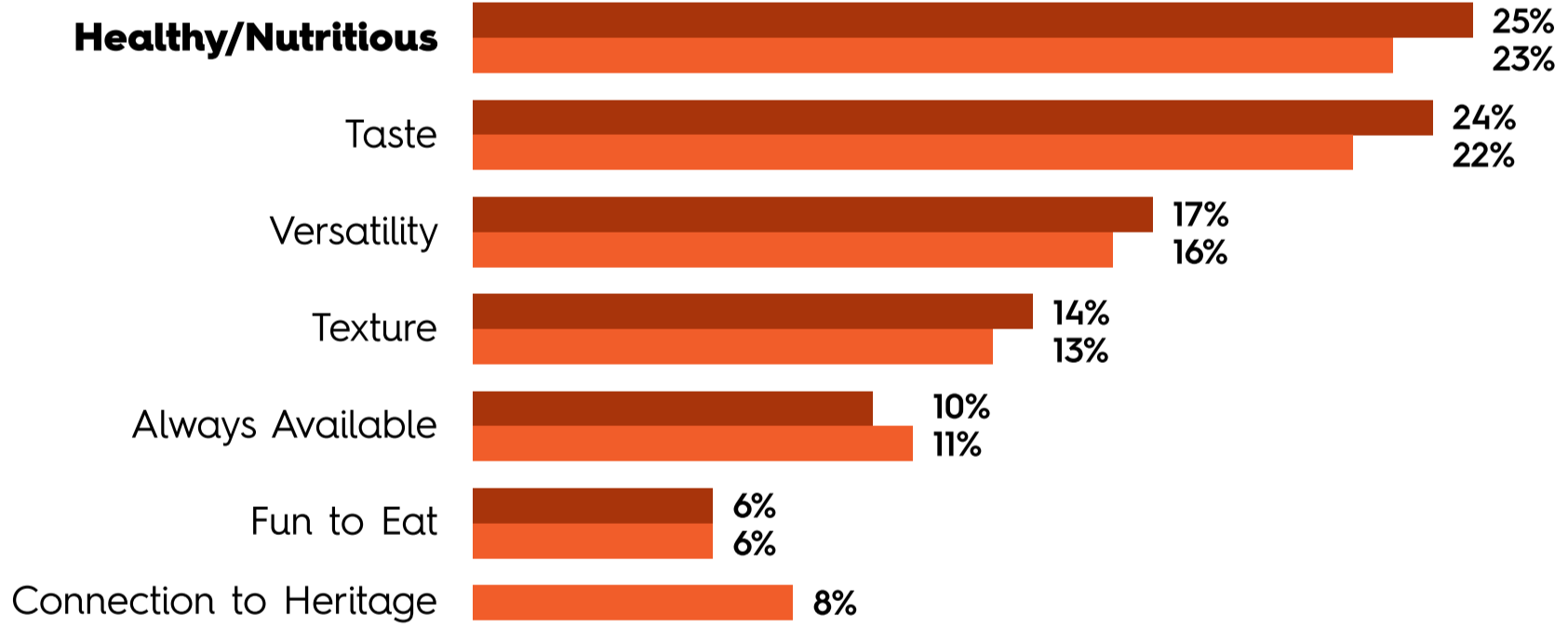
4 of the TOP 5 purchase drivers for avocados are health-related.¹ Nearly 46% of consumers say that the reason they are buying more avocados, or buying for the first time, is because they are trying to eat healthier.¹

TOP REASONS for Buying Avocados for the First Time/Buying More (By % of Consumers)¹

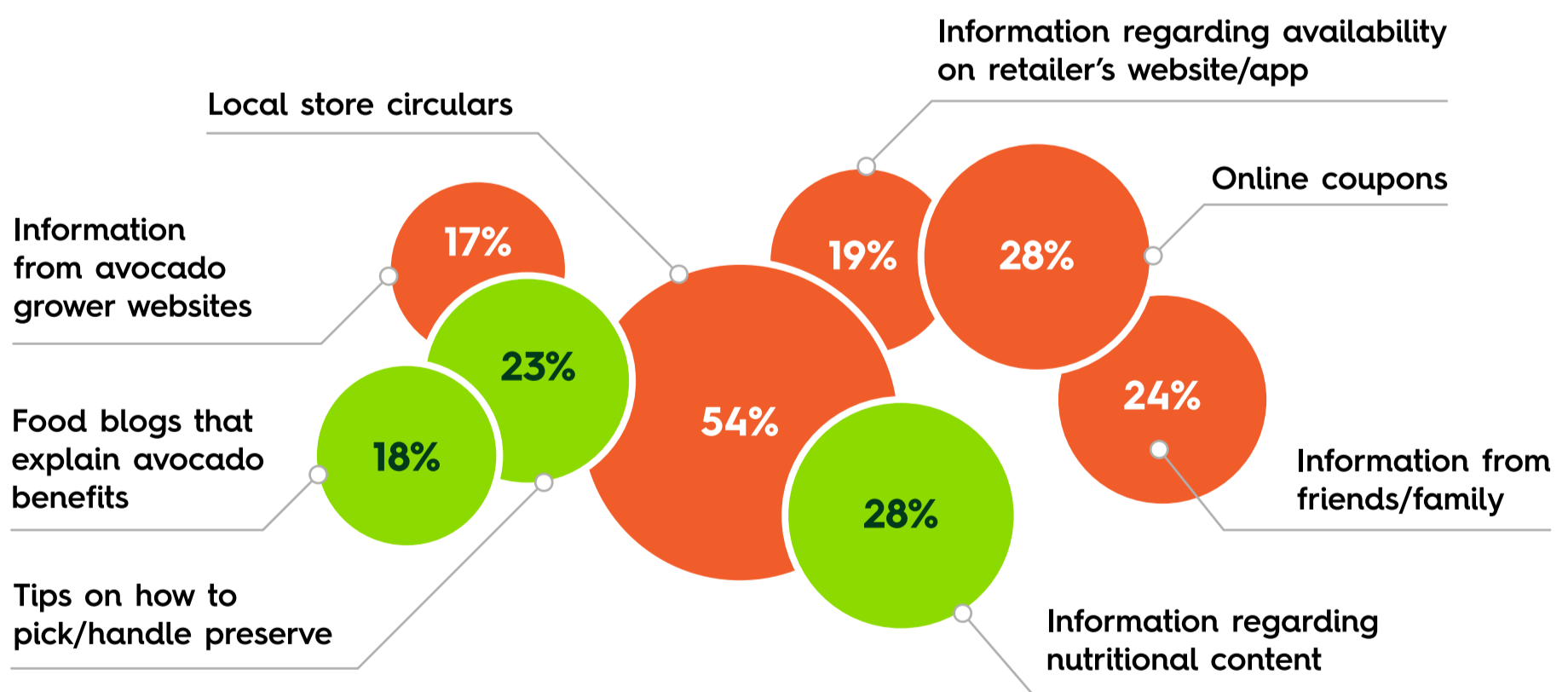


According to consumers polled, **HEALTH AND NUTRITION IS THE TOP ITEM** that most makes avocados a good value for the money for both General Market and Hispanic consumers.²

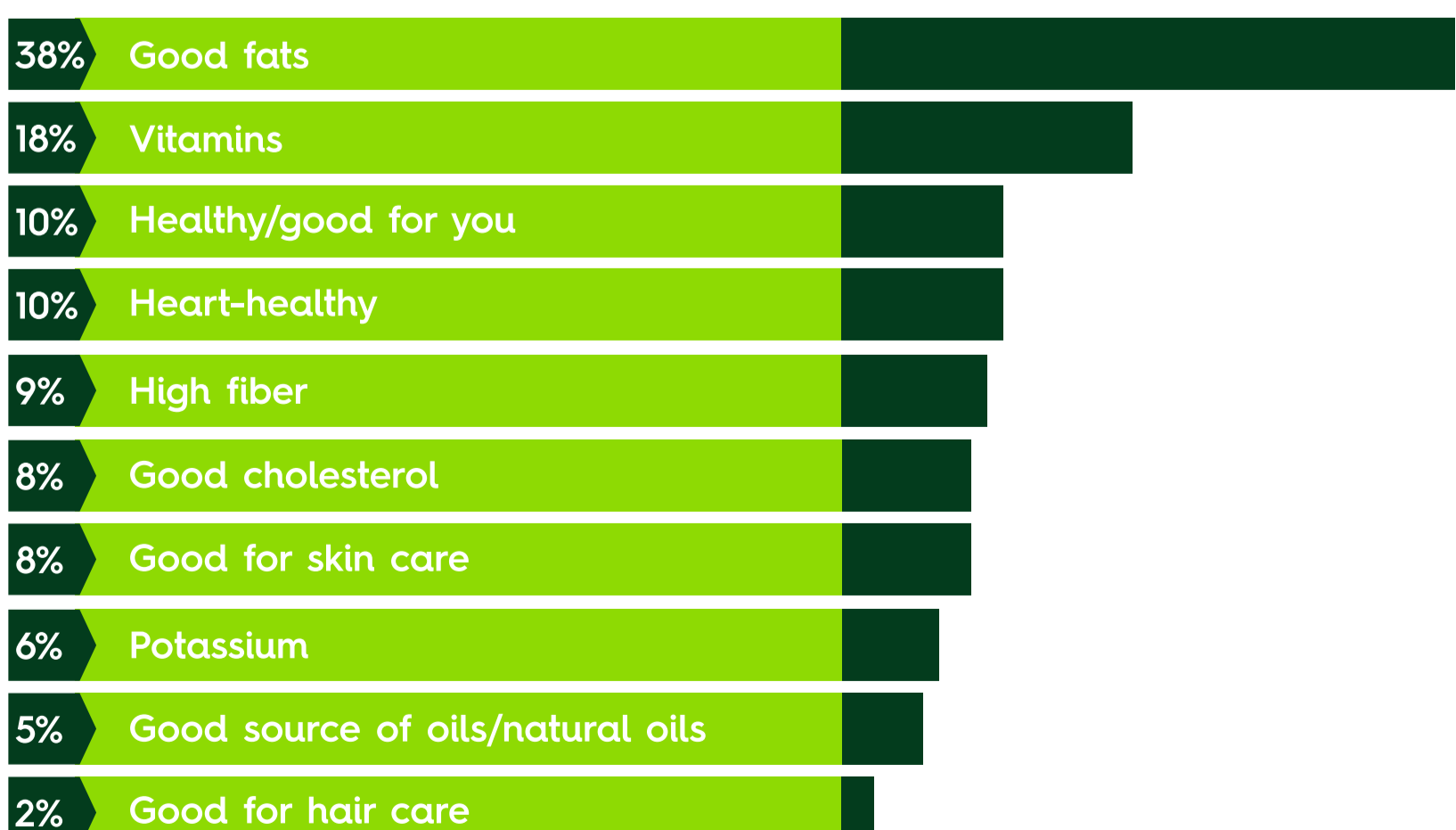
- Avocado value perceptions in the **General Market**:²
- Avocado value perceptions in the **Hispanic Market**:²



WHEN CONSUMERS ARE PLANNING THEIR SHOPPING TRIP, THE FOLLOWING ARE THE TOP INFLUENCERS AS THEY CREATE THEIR LIST:²



94% of General Market avocado purchasers believe that there are health benefits in consuming avocados with the top benefits being:³



Sources: 1. AFM Demand Landscape Study 2018. 2. AFM Shopper Journey A&U Study, March 2019. 3. AFM Brand and Campaign Tracking Report, Spring 2020.