



# Macro-Themes

## THAT ILLUSTRATE THE AVOCADO SHOPPER MINDSET IN THE GENERAL MARKET

### 1. FULL OF FEELING

Drivers for avocado purchase are often highly emotional and rooted in fun and community.

**53%** of consumers feel happy when eating avocados.<sup>1</sup>

#### Emotional Associations with Avocados:



##### CONNECTION

Avocados bring people together and are often the center of a meal or party spread.



##### FUN

Avocados "dress up" meals and make healthy, vegetable-heavy meals more fun and inviting.



##### SECURITY

Avocados are a green, healthy food that is universally pleasing.



##### PEACE

Avocados can be the perfect treat for when people seek a moment of indulgence and relaxation.

### 2. SIMPLE LUXURY

Avocado shoppers' frame of reference for avocados stretches beyond produce into more hedonic items like meat and cheese due to the indulgent texture and taste.<sup>1</sup>

#### In-Store Purchase Drivers in the General Market

When consumers were asked what motivated them to buy avocados...<sup>1</sup>

**33%**

say the avocados looked really good

**28%**

say they were craving avocado

**23%**

say they were looking to buy something healthy

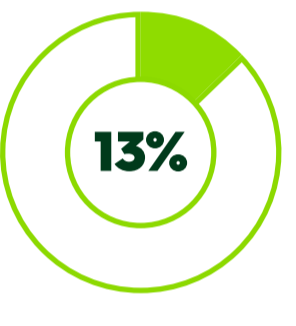
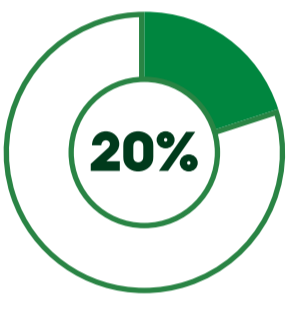
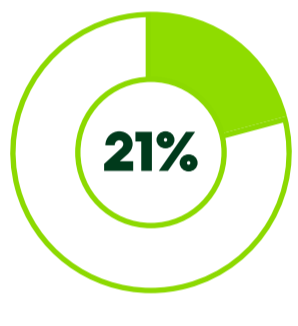
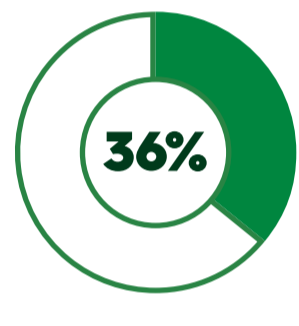
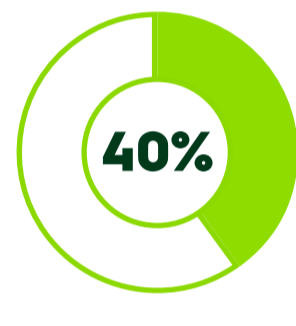
**20%**

say the displays caught their attention

### 3. FUZZY HEALTH

"Happy" and "healthy" are feelings that shoppers consistently experience in anticipation of, and while eating, avocados.<sup>1</sup>

#### Feelings both before and after eating avocados:<sup>1</sup>



### 4. PERFECT PICK

Picking a "perfect" avocado gives shoppers a sense of pride – but it can be more challenging than picking other types of produce.<sup>1</sup>

#### Avocado purchase barriers:<sup>1</sup>

Not ripe enough: **19%**

Too ripe/soft: **17%**

### 5. TUNNEL VISION

Shoppers often miss in-store activations not in their line of sight, but beautiful avocado displays direct shoppers' attention to the fruit.<sup>1</sup>

#### Shopping trip description:<sup>1</sup>

**63%** follow a routine

**37%** explore something new

#### Future purchase drivers:<sup>1</sup>

**47%** would DEFINITELY buy more if they see in-store promotions, deals, or sales

**43%** would PROBABLY buy more if they see in-store promotions, deals, or sales

#### Most motivating promotion types:<sup>1</sup>

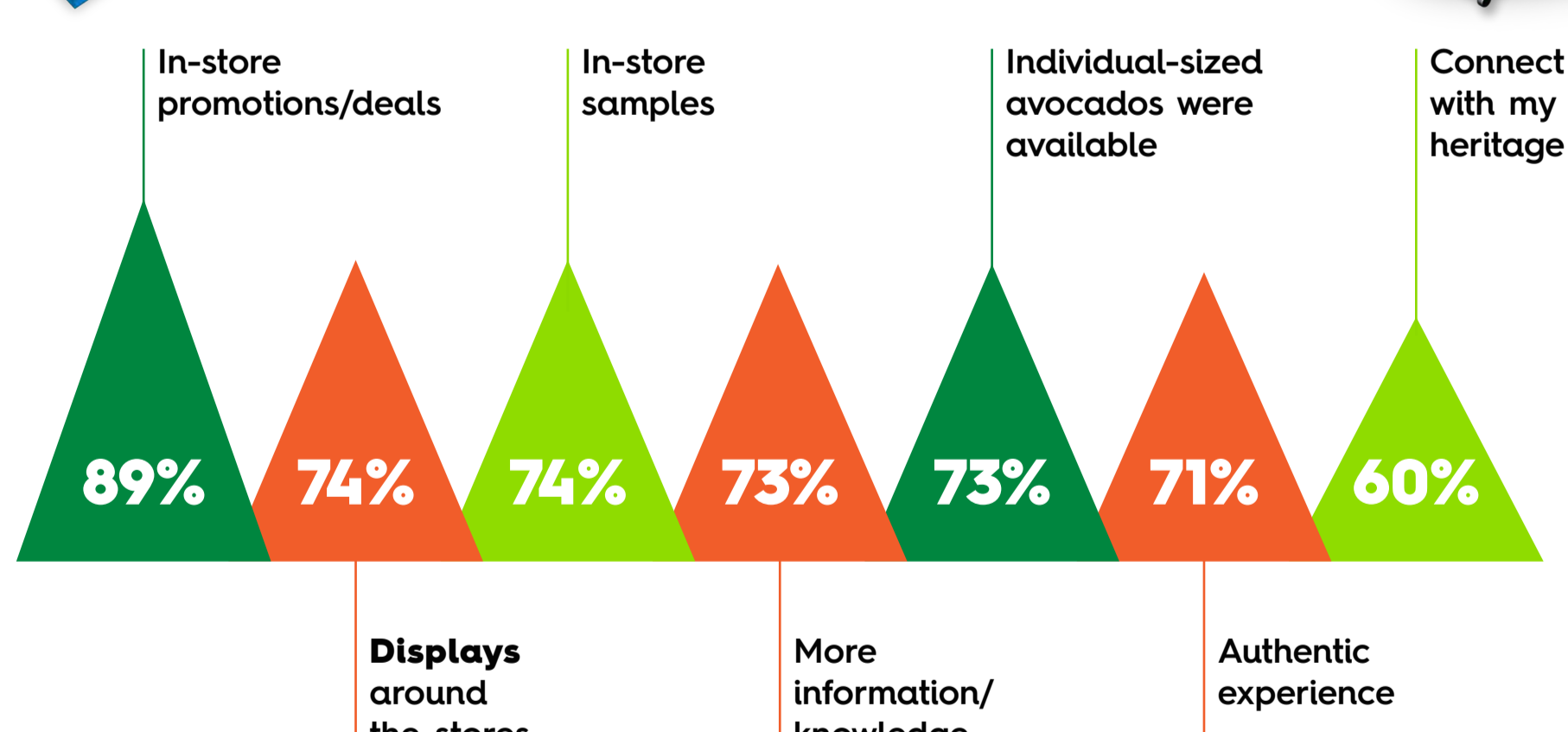
**57%** Buy-one-get-one

**50%** Store loyalty/rewards program

### 6. DISPLAYS DRIVE PURCHASE

74% of shoppers say they would buy more avocados if they saw more in-store displays to remind and inspire them to buy avocados.<sup>1</sup>

#### future purchase drivers:<sup>1</sup>



## 4

### Avocado Shopper Mindsets

Based on both qualitative and quantitative data, four shopper mindsets have been identified based on avocado shopping behavior, with the Planning and Exploring mindset having the highest share at the time of the study.<sup>1</sup>

#### Incidence of each shopper mindset:<sup>1</sup>

Creating:

**16%**

Zoning Out:

**23%**

Planning and Exploring:

**38%**

List Following:

**23%**



For more information and ways to grow your business, contact your AFM regional director.

