

Why Breakfast Is a Huge Growth Opportunity for Avocados Among Foodservice Patrons

Lunch is the preferred meal for handhelds across all categories, but breakfast provides a huge opportunity for growth.¹

BREAKFAST HANDHELD OPPORTUNITIES

Consumers are less likely to order handhelds for breakfast, but fast-food restaurants and convenience-store prepared foods stand out for breakfast occasions due to accessibility and speed.

Handheld items ordered for breakfast:²



Burrito
16%



Burger
1%



Hot dog
14%



Taco
10%

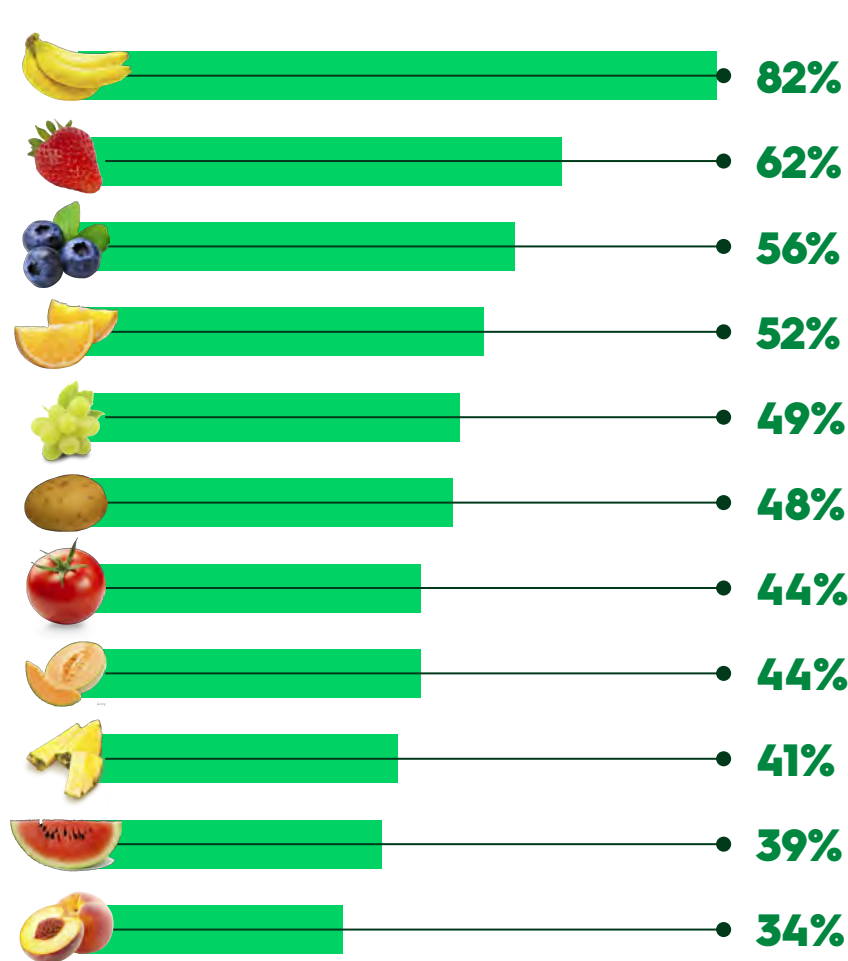


Sandwich/Wrap
23%

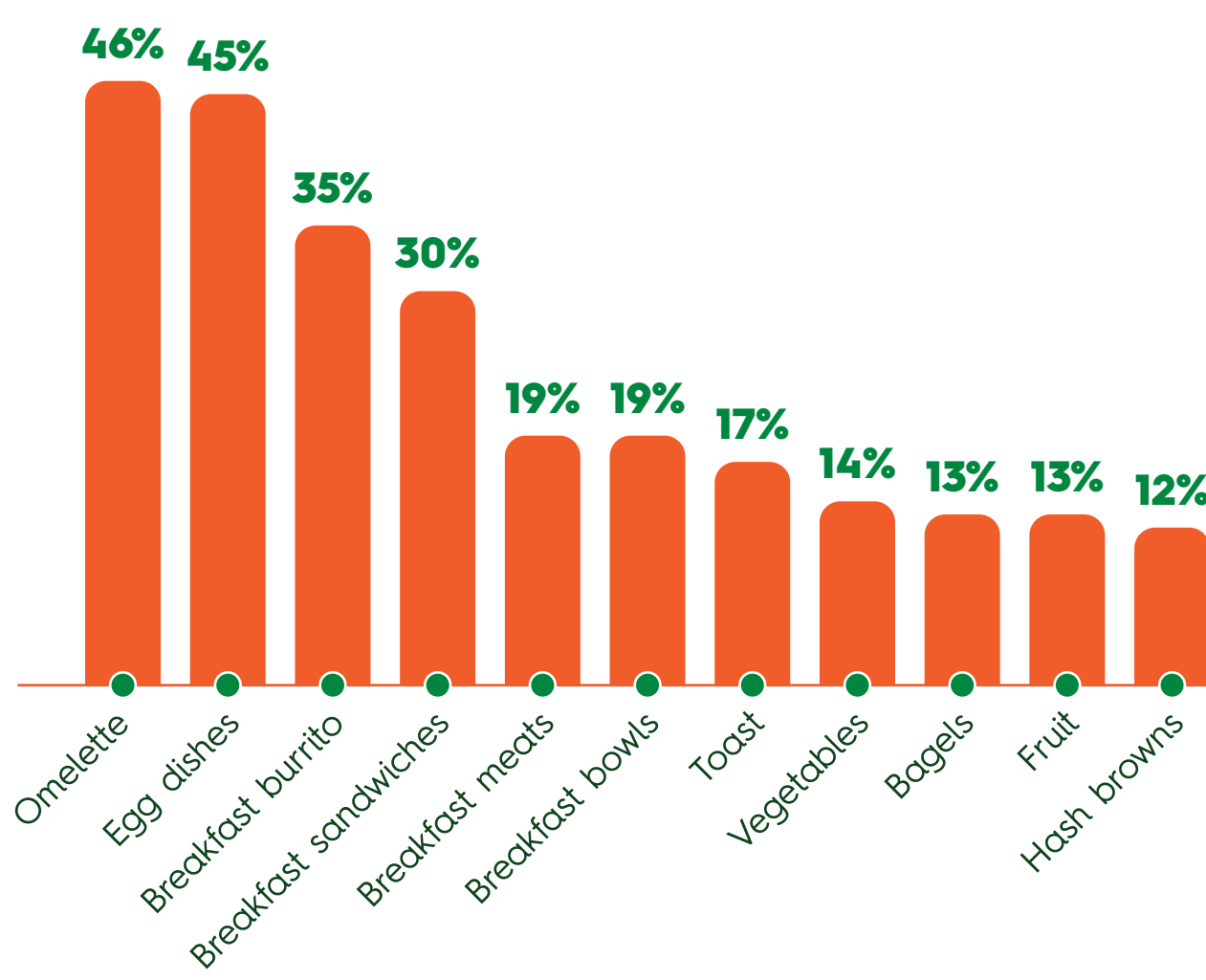
AVOCADOS FOR BREAKFAST

Half of consumers eat avocado for breakfast, with super purchasers being more likely than other avocado retail purchasers to consume avocados at this meal.

Produce consumed at breakfast:³



Breakfast items most popularly ordered with avocado add-ons:³



About 3/4 of consumers report that health and nutrition considerations impact their breakfast decisions.

73% of heavy away-from-home breakfast users say that health is a factor when choosing breakfast items.³

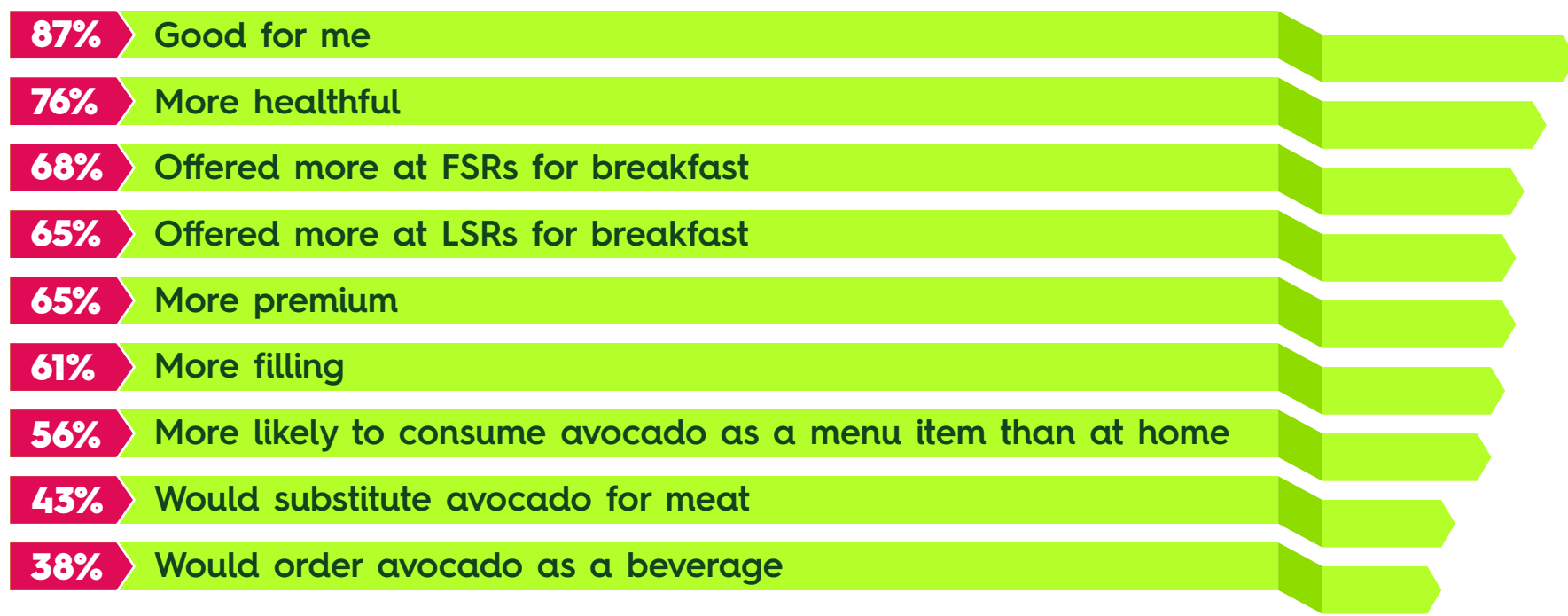
Avocado user groups who focus on health at breakfast:³



AWAY-FROM-HOME BREAKFAST ATTITUDES

The majority of avocado consumers believe that breakfast items with avocado are good for them.

Avocado breakfast attitudes:³



67% of consumers say their perceptions of the quality of fast-casual menu items would likely improve with an add-on avocado option.⁴

58% of consumers say they would purchase a breakfast sandwich from a fast-casual restaurant if the item were offered with an add-on of avocado or guacamole spread.⁴

26% of consumers report that they would definitely buy a breakfast sandwich from a casual dining restaurant if it was offered with an add-on of avocado.⁴

69% of consumers say their perceptions of the quality of midscale menu items would significantly or modestly improve with an add-on avocado option.⁴

58% of consumers would definitely or probably purchase a breakfast sandwich from a midscale restaurant if an avocado add-on was available.⁴

51% of consumers would definitely or probably purchase a breakfast burrito from a midscale restaurant if an avocado add-on was available.⁴

60% of consumers say they would purchase a breakfast sandwich from fine-dining restaurants if they had an option to add avocado to the sandwich.⁴



Sources: 1. AFM Avocado Trends and Insights, Q4 2020. 2. AFM Handheld Research Study, July 2020. 3. AFM Breakfast Consumer Study, Nov. 2017. 4. AFM Patron Research Report, April 2016.