

WHAT ARE THE PURCHASE DRIVERS?

**DISPLAYS AND AVOCADO EDUCATION ARE JUST
TWO OF THE KEY INFLUENCERS.**



PURCHASE FACTORS
Shoppers want the ability to select avocados that are ready to eat today and some to eat later.



BAG & BULK

74% of shoppers prefer to pick and bag their own avocados, while 41% prefer buying bagged avocados.

EDUCATION HAS AN IMPACT

71%
of Non-Hispanics



73%
of Hispanics

state that it is important to “know how to keep avocados fresh longer”

DISPLAYS DRIVE SALES

Placing avocados near related food like tomatoes and chips is a significant purchase influencer.

66%
of Non-Hispanics



65%
of Hispanics

state the way avocados are displayed in-store influences their purchase decision

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

