Millennial Avocado Shopper Trends

Millennial avocado shopper insights and growth opportunities for Hass avocados

ACTION GUIDE

Millennial Study Part 1 Action Guide

2019

HASS AVOCADO BOARD

Millennial households have greater involvement in the avocado category

Millennial Housholds

6 out of 10 households purchase avocados

VS.

Non-Millennial Housholds

5 out of 10 households purchase avocados

Attracting more households into the avocado category is an opportunity for growth- half of Non-Millennial households do not purchase avocados

Millennials and Non-Millennials had the same number of purchase trips per year (6.9), but Millennials had a higher spend per trip

Purchase Trips per Year

6.9

Millennials spend **$3.65** per trip

Non-Millennials spend **$3.42** per trip

Non-Millennial shoppers are becoming more active in the avocado category

Non-Millennials increased:

Share of avocado purchases	Household penetration	Spend per household
+3.0 points	+2.3 points	+2.6%

What's Next: Part 2 of Millennial Avocado Shopper Trends

- Discover the value of the Millennial market basket, with and without avocados
- Gain understanding of the differences between the Millennial and Non-Millennial market baskets
- Identify key insights to support your merchandising strategy