RETHINKING
RETAIL

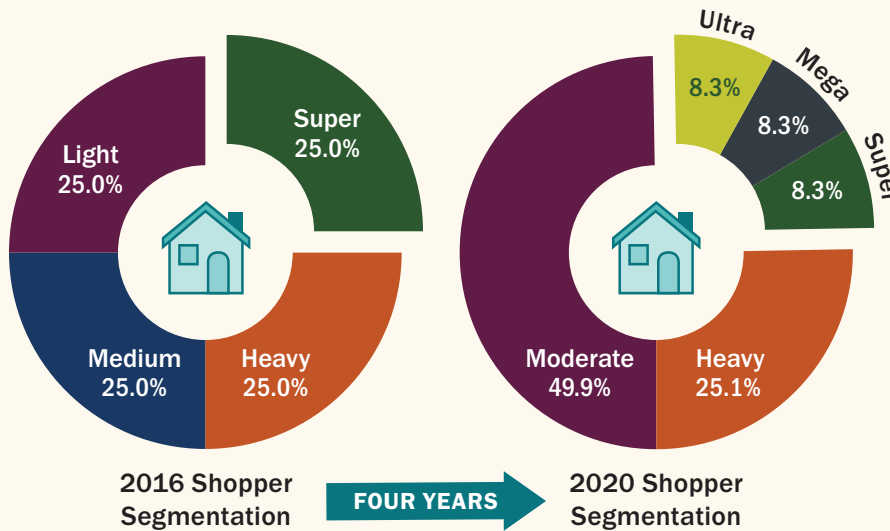# Avocado Shopper Segmentation

Redefining avocado shopper segments and
purchase trends to pinpoint growth opportunities
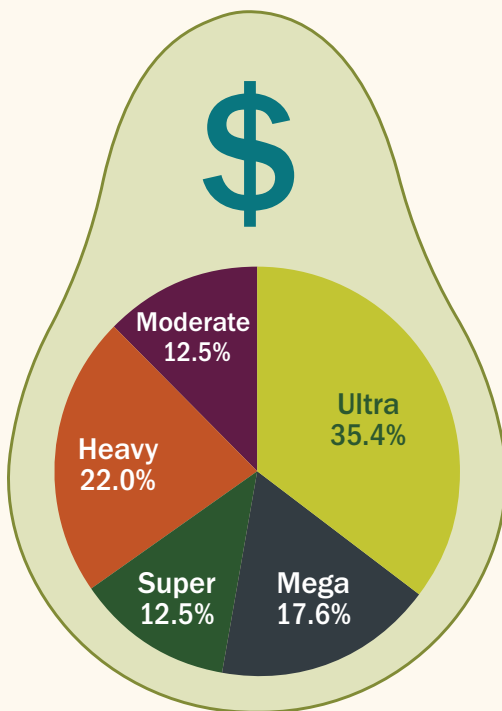and drive retail sales of Hass avocados

ACTION
GUIDE

Avocado Shopper Segmentation
Action Guide **2021**

HASS
AVOCADO
BOARD

Engagement with Ultra and Mega shoppers is key to future category growth.

2016 Shopper Segmentation

- Super 25.0%
- Light 25.0%
- Medium 25.0%
- Heavy 25.0%

FOUR YEARS →

2020 Shopper Segmentation

- Ultra 8.3%
- Mega 8.3%
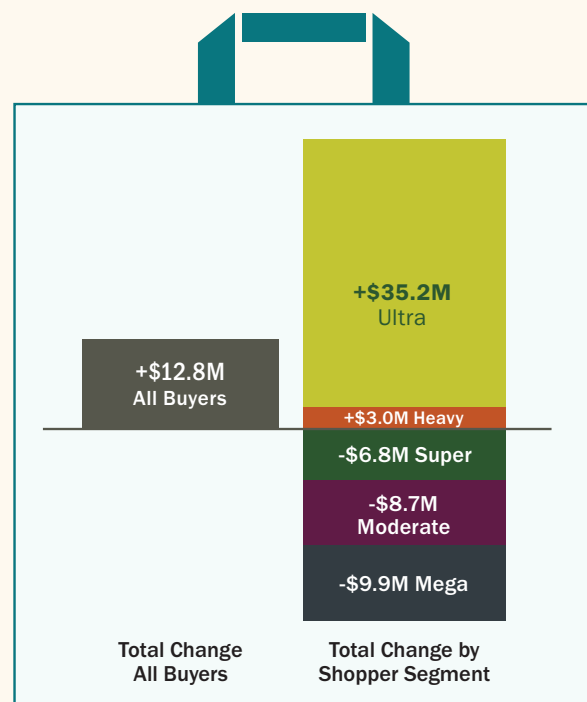- Super 8.3%
- Moderate 49.9%
- Heavy 25.1%

Evolution of the Avocado Shopper

Avocado shopper behaviors continue to evolve as shifts in the marketplace redefine the retail landscape. A new segmentation identified a small subset of avocado shoppers that are highly engaged in the avocado category and make a significant impact on category trends. These shoppers have been designated as the Ultra segment.

Ultra households accounted for the largest share of category dollars in 2020 (35%) and contributed the largest share of dollar growth over the last 2 years (+$35.2M).

- Moderate 12.5%
- Heavy 22.0%
- Ultra 35.4%
- Super 12.5%
- Mega 17.6%

Segment Dollar Share
(2020)

- +$12.8M All Buyers
- +$35.2M Ultra
- +$3.0M Heavy
- -$6.8M Super
- -$8.7M Moderate
- -$9.9M Mega

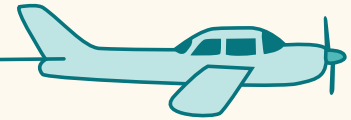Total Change All Buyers   Total Change by Shopper Segment

Dollar Growth by Shopper Segment
(2020 vs. 2018)

Generate excitement among Ultra shoppers with promotional incentives to increase category engagement.

Ultra shopper retailer trips are more likely to include avocados vs. other segments*

14%
of Ultra Shopper Retailer Trips Included Avocados

2%
of Moderate Shopper Retailer Trips Included Avocados

Ultra Household spend is 17X that of Moderate Households

$100
Average Annual Avocado Spend for Ultra Shoppers

$6
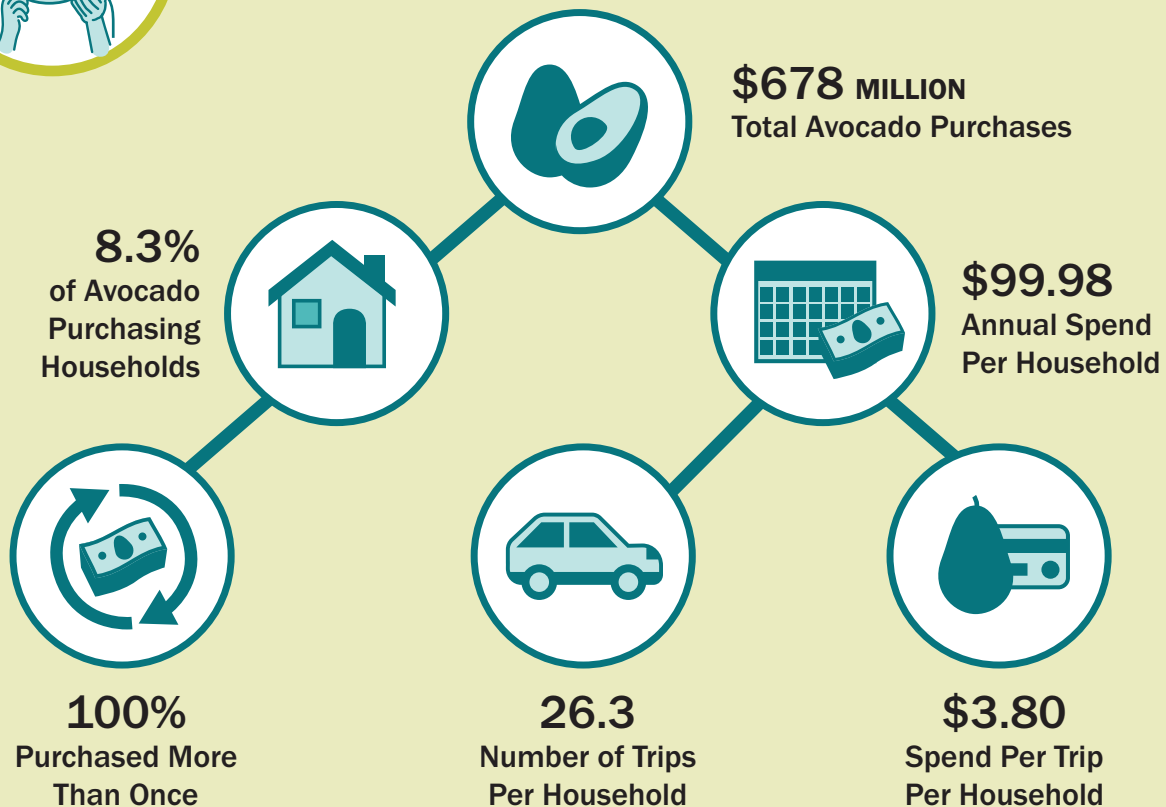Average Annual Avocado Spend for Moderate Shoppers

*Mega=9.8%, Super=7.9%, and Heavy=5.4% retailer trips with avocados

Utilize these newly defined shopper segments as the foundation for your target avocado profile.

Meet the Ultra Shopper

$678 MILLION
Total Avocado Purchases

8.3%
of Avocado
Purchasing
Households

$99.98
Annual Spend
Per Household

100%
Purchased More
Than Once

26.3
Number of Trips
Per Household

$3.80
Spend Per Trip
Per Household

Get to know the Ultra Shopper — What's Next?

Keep up-to-date with Hass Avocado Board research to learn more about
these shopper groups and their impact on the avocado category.

Who are they? Current
and shifting demographics
of avocado shoppers

Where do they buy?
Which channels?
Which regions?

When do they buy?
Do Ultra shoppers
purchase all year long?

RETHINKING RETAIL

Visit **hassavocadoboard.com** for more retail and consumer research that can help pinpoint growth opportunities and drive retail sales of Hass avocados.

Avocado Shopper Segmentation
Action Guide **2021**

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