



The Total U.S. is an overview of the following regions: **California, Great Lakes, Midsouth, Northeast, Plains, Southeast, South Central** and **West**.

*The report is updated quarterly, with year-to-date performance of the region. [View Archived Reports](#)*

# METHODOLOGY

**Categories:** Avocados / Total Produce *Includes avocados*

**Timeframe:** Q4 (January – December) 2024

**Average Selling Price (ASP) is not Advertised Retail Price**

Average selling price = Dollars/Volume (Units) = Average price per unit

## **Retail data provided by Circana**

HAB's calculation is based in part on data reported by Circana for the Avocado category through Multi-Outlet (MULO). Multi-outlet reporting includes an aggregation of the following channels: grocery, mass, club, drug, dollar and military. The information is believed to be reliable at the time supplied by Circana but is neither all-inclusive nor guaranteed by Circana. Without limiting the generality of the foregoing, specific data points may vary considerably from other information sources.

**Important Note:** Circana periodically restates retail data, therefore this review cannot be compared or used in conjunction with prior reviews

TOTAL U.S. 2024 Q4

# HIGHLIGHTS

## 2024 vs. 2023

### The Avocado Category Outpaced Total Produce in Retail Dollar Sales Growth Rate

- Category dollars were up +16% while Total Produce grew +3%
- Dollar growth was due in part to an +12% increase in ASP
- Small (4046), Large (4225) Bagged, Other, and Organic avocados saw dollar and/or volume growth
- Total U.S. ASP was \$1.19/unit
- Total U.S. averaged \$1,228 and 1,035 units per store per week

The peak quarter was 2024-Q1 at 674M units when ASP was \$1.04/unit

- The lowest quarter was 2022-Q4 at 528M units when ASP was \$1.07/unit

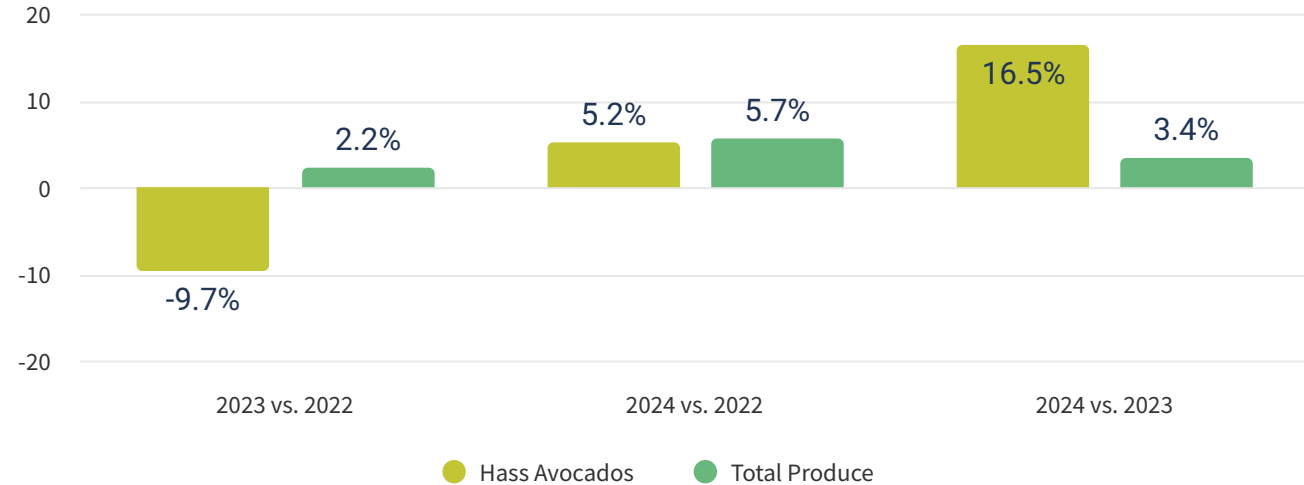
TOTAL U.S. 2024 Q4

# HASS AVOCADOS VS. TOTAL PRODUCE

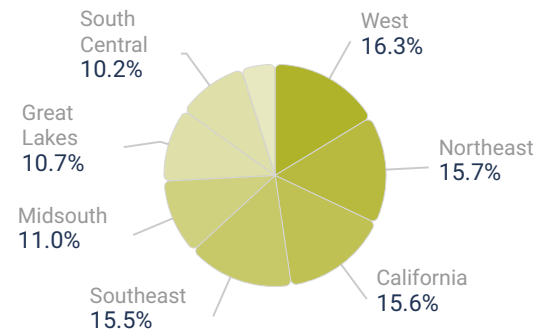
Avocados Outpaced Total Produce in Retail Dollar Sales Growth Rate

- **2024 vs. 2023**, avocado dollars increased +16%, which outpaced Total Produce by +13 points

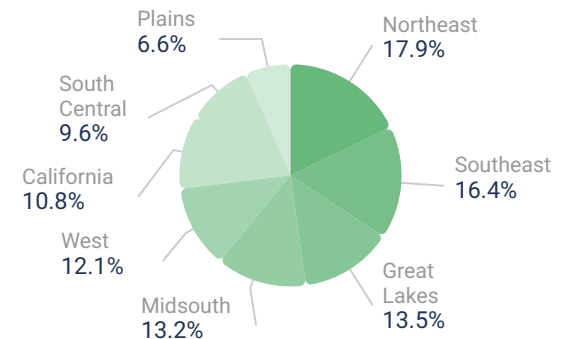
## RETAIL DOLLAR TRENDS



## DOLLAR SHARE BY REGION - HASS AVOCADOS



## DOLLAR SHARE BY REGION - TOTAL PRODUCE

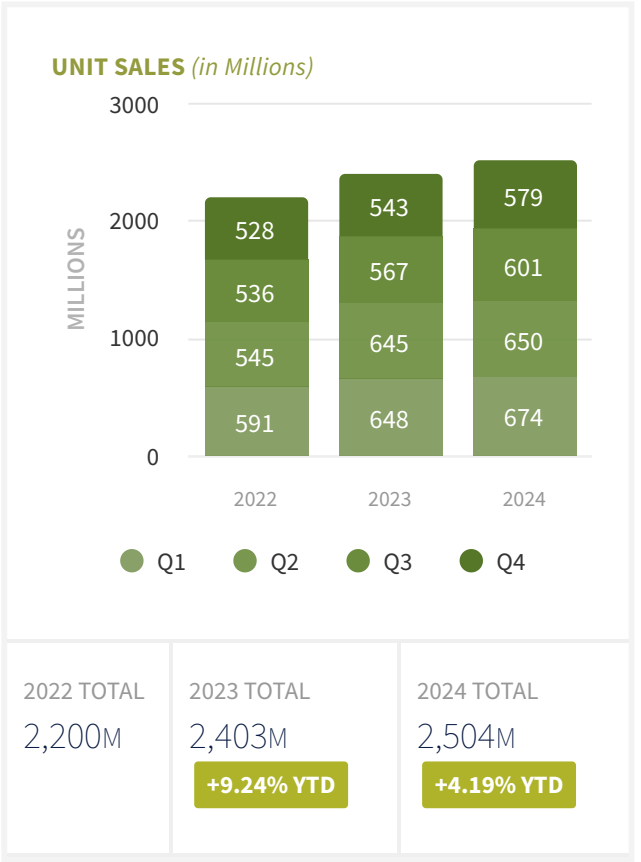


TOTAL U.S. 2024 Q4

# AVOCADO RETAIL OVERVIEW

## Total U.S. Dollar and Volume Sales Increased

- **2024 vs. 2023**, category dollars climbed +16%
- **2024 vs. 2023**, category volume was up +4%
- **2024 vs. 2023**, average selling price (ASP) increased +12% to \$1.19/unit



# PLU COMPARISONS

Small (4046), Large (4225), Bagged, Other, and Organic Avocados Saw Increases in Dollar and/or Volume Sales

- 2024 avocado dollars grew +16% vs. prior year
- Small (4046) avocados saw the largest dollar growth (+27%)
- Organic avocados saw the highest unit growth (+14%)

RETAIL DOLLARS

| PLU     | Description                           | 2022            | 2023            | 2023 v 2022 | 2024            | 2024 v 2023 |
|---------|---------------------------------------|-----------------|-----------------|-------------|-----------------|-------------|
| 4046    | Small Hass #60 sizes & smaller        | \$1,127,383,497 | \$958,784,330   | -15.0%      | \$1,213,740,171 | +26.6%      |
| 4225    | Large Hass #40 & #48 sizes            | \$677,954,648   | \$650,565,000   | -4.0%       | \$657,371,512   | +1.0%       |
| 4770    | X-Large Hass #36 sizes & larger       | \$141,691,244   | \$131,695,620   | -7.1%       | \$102,280,814   | -22.3%      |
| Bags    | All bagged PLUs                       | \$580,593,485   | \$534,177,355   | -8.0%       | \$671,933,544   | +25.8%      |
| Other   | Greenskins, Pinkertons, non-Hass PLUs | \$103,311,602   | \$100,996,659   | -2.2%       | \$110,054,913   | +9.0%       |
| Organic | All Organic PLUs                      | \$191,878,106   | \$173,502,308   | -9.6%       | \$214,898,750   | +23.9%      |
|         | Retail Dollars Total                  | \$2,822,812,582 | \$2,549,721,271 | -9.7%       | \$2,970,279,703 | +16.5%      |

RETAIL UNITS

| PLU     | Description                           | 2022          | 2023          | 2023 v 2022 | 2024          | 2024 v 2023 |
|---------|---------------------------------------|---------------|---------------|-------------|---------------|-------------|
| 4046    | Small Hass #60 sizes & smaller        | 998,876,853   | 1,063,235,060 | +6.4%       | 1,182,436,773 | +11.2%      |
| 4225    | Large Hass #40 & #48 sizes            | 402,946,061   | 462,967,342   | +14.9%      | 390,425,504   | -15.7%      |
| 4770    | X-Large Hass #36 sizes & larger       | 68,453,706    | 70,151,682    | +2.5%       | 41,065,467    | -41.5%      |
| Bags    | All bagged PLUs                       | 565,871,469   | 638,618,743   | +12.9%      | 703,363,416   | +10.1%      |
| Other   | Greenskins, Pinkertons, non-Hass PLUs | 45,477,387    | 44,604,329    | -1.9%       | 45,538,935    | +2.1%       |
| Organic | All Organic PLUs                      | 118,101,610   | 123,478,447   | +4.6%       | 141,014,005   | +14.2%      |
|         | Retail Units Total                    | 2,199,727,086 | 2,403,055,603 | +9.2%       | 2,503,844,100 | +4.2%       |

AVERAGE SELLING PRICE (\$/UNIT)

| PLU     | Description                           | 2022   | 2023   | 2023 v 2022 | 2024   | 2024 v 2023 |
|---------|---------------------------------------|--------|--------|-------------|--------|-------------|
| 4046    | Small Hass #60 sizes & smaller        | \$1.13 | \$0.90 | -20.1%      | \$1.03 | +13.8%      |
| 4225    | Large Hass #40 & #48 sizes            | \$1.68 | \$1.41 | -16.5%      | \$1.68 | +19.8%      |
| 4770    | X-Large Hass #36 sizes & larger       | \$2.07 | \$1.88 | -9.3%       | \$2.49 | +32.7%      |
| Bags    | All bagged PLUs                       | \$1.03 | \$0.84 | -18.5%      | \$0.96 | +14.2%      |
| Other   | Greenskins, Pinkertons, non-Hass PLUs | \$2.27 | \$2.26 | -0.3%       | \$2.42 | +6.7%       |
| Organic | All Organic PLUs                      | \$1.62 | \$1.41 | -13.5%      | \$1.52 | +8.5%       |
|         | Average Selling Price (\$/Unit)       | \$1.28 | \$1.06 | -17.3%      | \$1.19 | +11.8%      |

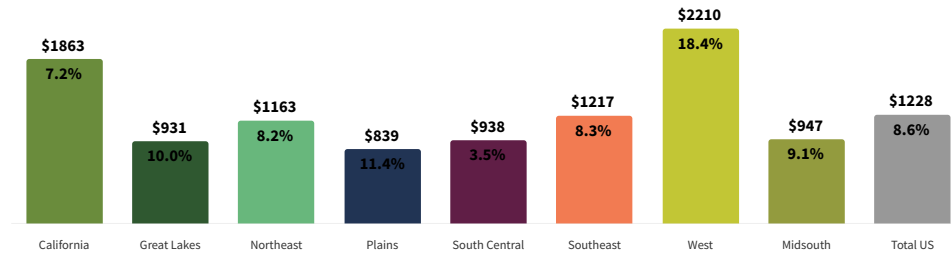
TOTAL U.S. 2024 Q4

# WEEKLY CATEGORY AVERAGES PER STORE

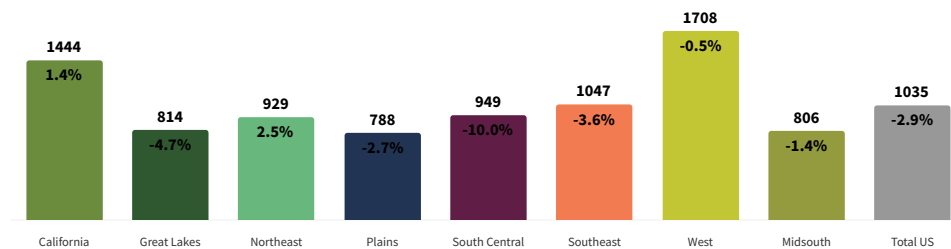
Total U.S. Dollar Velocity Increased while Unit Velocity Decreased

- Total U.S. dollar velocity was \$1,228 and unit velocity was 1,035
- Total U.S. dollar velocity jumped +9% while unit velocity dropped -3% vs. prior year

## STORE AVERAGE DOLLAR SALES



## STORE AVERAGE UNIT SALES



TOTAL U.S. 2024 Q4

# UNIT SALES VS. AVERAGE SELLING PRICE

## Retail Units

- The peak quarter was 2024-Q1 at 674M units when ASP was \$1.04/unit
- The lowest quarter was 2022-Q4 at 528M units when ASP was \$1.07/unit

## Average Selling Price

- Highest ASP to date occurred during 2022-Q2 at \$1.48/unit
- Lowest ASP to date occurred during 2023-Q1 at \$0.99/unit

