

Leading Produce Categories

Categories—Insights for Growth

Growth opportunities for Hass avocados with insights from the top ten produce categories

ACTION GUIDE



Leading Produce Categories
Action Guide
2019

HASS
AVOCADO
BOARD



Three Key Opportunities for Avocado Category Growth

Ranking #9 on the list of largest produce categories*, avocados bring tremendous value to the retailer. Communicating this value is essential in influencing the retailer's merchandising approach.

1 Increase Avocado Shopper Trips to the Retailer



2 Reinforce the Value of Avocado Shoppers to the Retailer



3 Reinforce the Value of the Avocado Category to the Retailer



*based on household purchases



1 Increase Avocado Shopper Trips to the Retailer



Higher penetration translates to more retail trips and purchase occasions



More purchase occasions lead to a larger category, which creates a self-reinforcing dynamic of importance to the retailer

Self-reinforcing Dynamic



2 Reinforce the Value of Avocado Shoppers to the Retailer



Avocado shoppers are valuable to the retailer. Avocado purchases drive a +59% increase in purchase dollars of other items in the store. This serves as a strong incentive for retailers to more aggressively merchandise and promote the category



3 Reinforce the Value of the Avocado Category to the Retailer



The avocado category is one of the fastest growing categories in the top ten ranking and is a growth leader across many metrics. Prominent merchandising of a high-growth, large category at shelf can increase the likelihood shoppers will make more trips to purchase the category, driving more value to the retailer

Avocados posted the highest growth rates in:
(2018 vs. 2017)

Penetration:

+1.8 points

Repeat Purchase Rate:

+2.5 points

Purchase Occasions:

+12.3%

Total Retail Trips:

+5.8%

