

Millennial Avocado Market Basket

Growth opportunities for Hass avocados with insights into the Millennial avocado market basket

ACTION GUIDE



Millennial Study Part 2 Action Guide
2019

HASS
AVOCADO
BOARD



Millennial households purchase avocados during a greater percentage of retail trips

Millennial avocado-purchasing households buy avocados during 6% of their retail trips, while Non-Millennial households purchase at a lower rate.



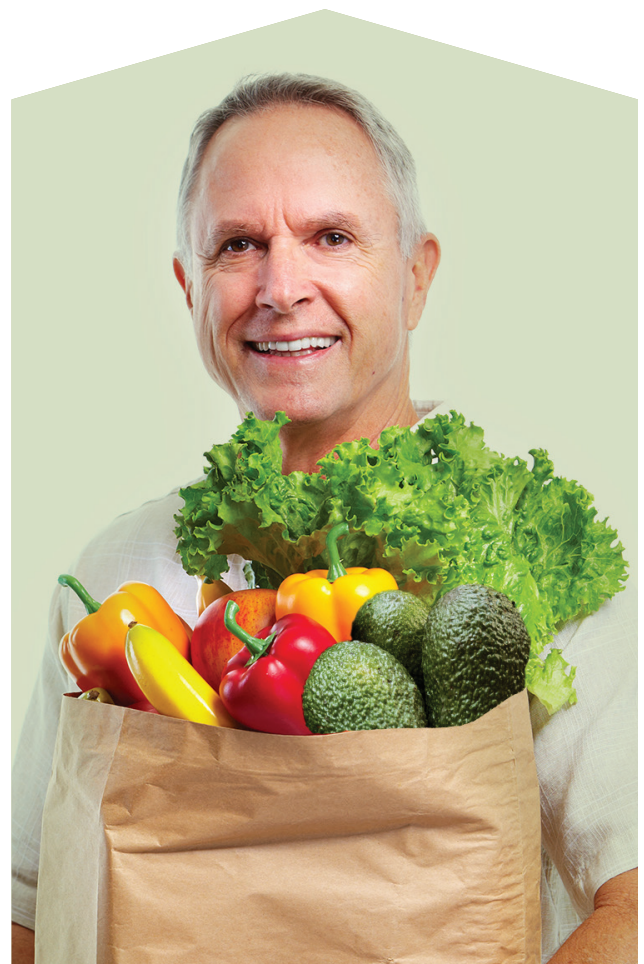
Millennial
purchase rate:

6%



Non-Millennial
purchase rate:

4%



Millennial avocado purchase trips are more valuable to the retailer

Millennials and Non-Millennials spend more when avocados are in the basket. However, this In-Basket Premium is higher for Millennial households.



Millennial In-Basket Premium:

+\$31



Non-Millennial In-Basket Premium:

+\$26

The higher Millennial In-Basket Premium helped drive greater market basket value vs. Non-Millennial households. Millennial baskets exceeded Non-Millennial baskets by +\$10.



Millennial market basket with avocados:

\$77 **\$10 More!**



Non-Millennial market basket with avocados:












\$67



Fresh produce is often found in avocado market baskets, especially among millennials

Of the top 20 most often found items in the avocado market basket, eleven are fresh produce categories. These items were purchased with avocados significantly more often than expected and were especially prevalent in Millennial baskets. For example: Bananas were included in 41% of Millennial avocado baskets and 32% of Non-Millennial avocado baskets.



		Millennials	Non-Millennials
	Bananas:	41%	32%
	Tomatoes:	31%	29%
	Berries:	31%	22%
	Onions:	26%	20%
	Peppers:	25%	16%
	Lettuce:	24%	23%
	Fresh Cut Salad:	24%	21%
	Apples:	22%	16%
	Potatoes:	18%	14%
	Carrots:	17%	12%
	Cucumbers:	17%	15%



Key Action: Consider cross promotion opportunities with other fresh produce items to drive sales of Hass avocados