

HASS AVOCADO
BOARD

Avocado Holiday Retail Recap

Independence Day and Labor Day

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Introduction

Definitions

This report looks at retail sales performance for the holiday and event weeks listed below:

- Independence Day – week ending 07-06-2025
- Labor Day – week ending 08-31-2025

Geographies: Categories:

• Total U.S.	• Total Avocados
• 8 Regions	

PLUs:

- 4046 – Small Hass #60 sizes & smaller
- 4225 – Large Hass #40 & #48 sizes
- 4770 – Extra Large Hass #36 sizes & larger
- Organic – All organic PLUs
- Bags – Conventional and organic bagged avocados
- All Other – All other avocados not defined above

Source: Circana confidential information. HAB's calculation based in part on data reported by Circana for the avocado category through Multi-Outlet (MULO) reporting. 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.

Metrics:

- Dollars and Units
- Dollar and Unit Share – Proportion of total sales
- Average Selling Price (ASP) – Average price/unit
- All Commodity Volume (ACV) – Dollar sales of everything scanned in store(s)
- Velocity (\$/MM ACV) – Category sales rate in stores where stocked (weighted by ACV)
- 1,000K – 1 million

The following promotional metrics are reported in pounds (lbs.):

- Base Volume (lbs.) – Expected volume (lbs.) sales without promotional activity
- Efficiency (%) – Ratio of lift to promoted volume (lbs.). Measures the share of promoted volume (lbs.) that was sold due to the promotion
- Lift (%) – Ratio of lift to base volume (lbs.); also referred to as promotional response
- Lift (Actual) – Increase in volume (lbs.) above base volume (lbs.) due to promotion
- Non-Promoted (\$ or lbs.) – Sold without a price reduction and/or on feature or display
- Non-Promoted Share – Proportion of total dollars or volume (lbs.) sold without a price reduction and/or on feature or display
- Promoted (\$ or lbs.) – Sold at a price reduction and/or on feature or display
- Promoted Share - Proportion of total dollars or volume (lbs.) sold at a price reduction and/or on feature or display

Retail POS Data Source:

- Circana

Holiday Comparison

YTD Q3: 2025 vs. 2024

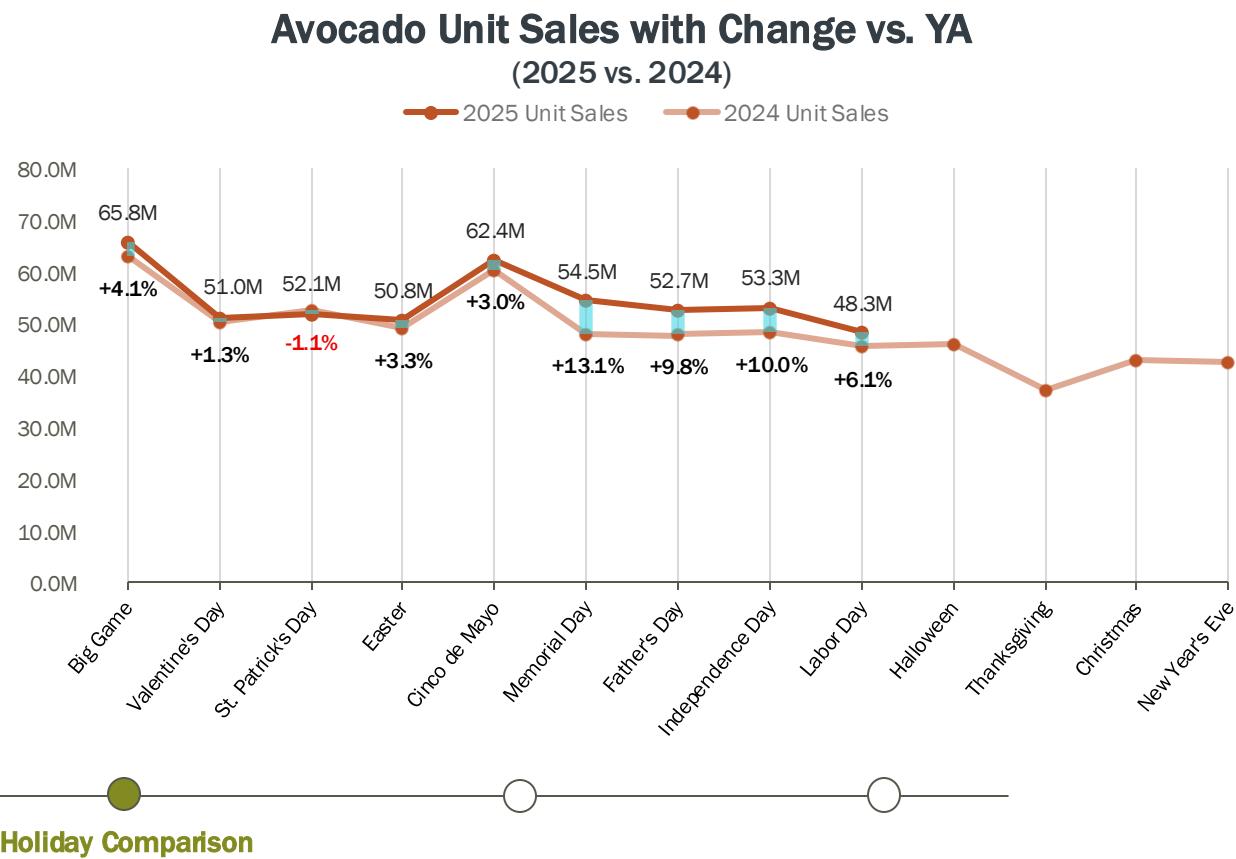
Q3 2025 holiday avocado unit sales outpaced 2024, peaking during Independence Day week, hitting 53.3M units.

Promotional activity gained momentum during Q3, generating a combined +6.6M in actual volume (lbs.) lift across both holidays.

Holiday Comparison

Most 2025 holidays to date have posted unit growth vs. prior year

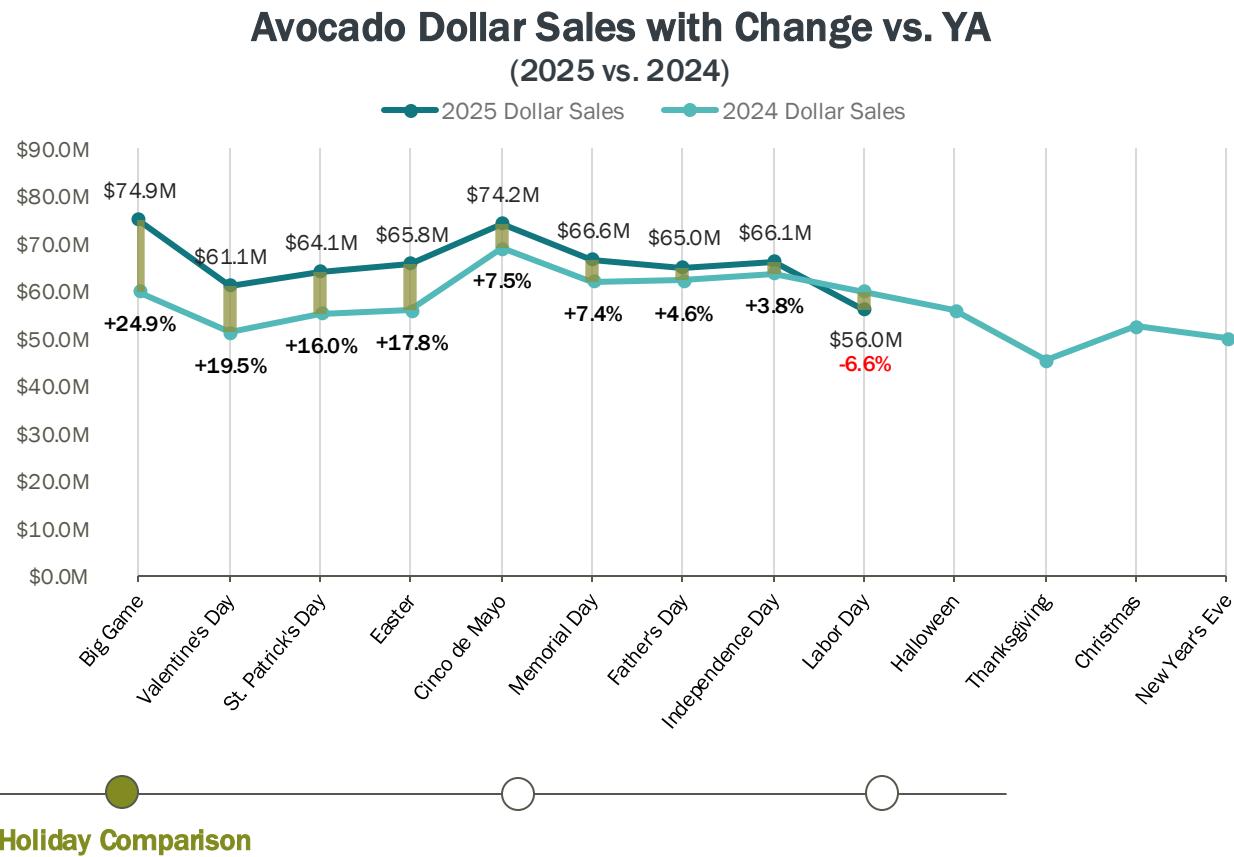
- Independence Day drove Q3's strongest unit sales growth at +10%, marking the second-highest holiday gain of 2025 after Memorial Day (+13%).
- Unit sales hit 53.3M for Independence Day and 48.3M for Labor Day which was up +6% vs. prior year.



Holiday Comparison

Holiday avocado dollar sales peaked in Q1 while hitting the lowest point in Q3

- Compared to 2024, Independence Day dollar sales rose +4%, reaching \$66.1M.
- Labor Day dollar sales were down -7% vs. prior year, dropping to \$56.0M.

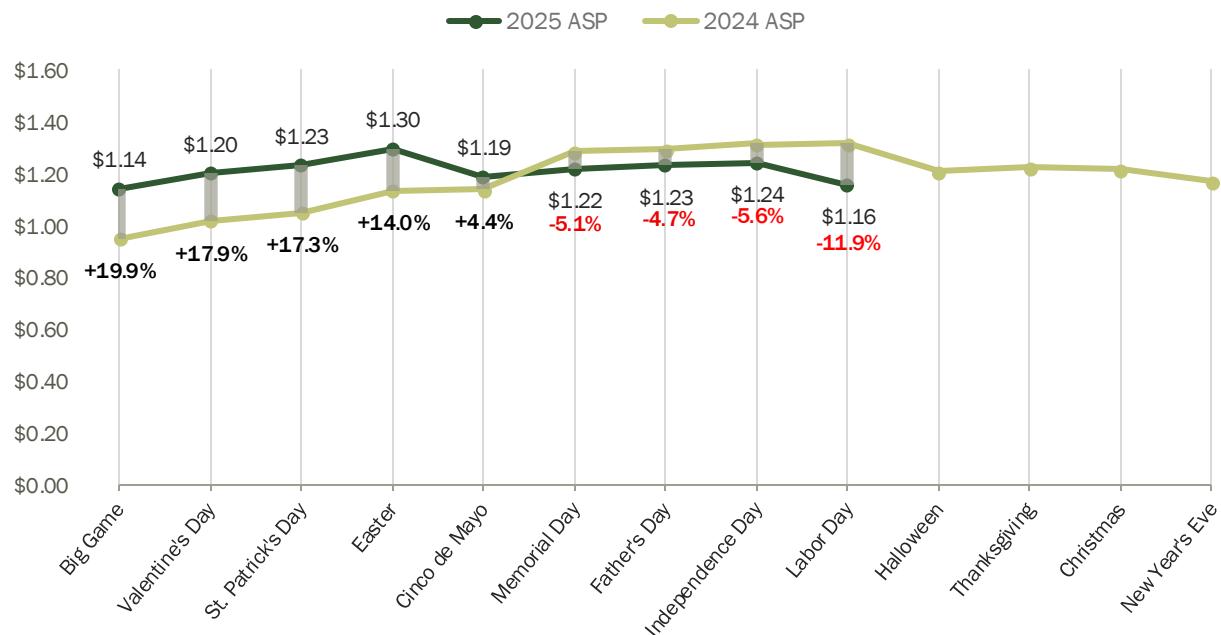


Holiday Comparison

Q3 holiday avocado ASP posted declines vs. prior year

- Independence Day ASP reached \$1.24/unit, down -6% compared to 2024.
- Labor Day marked the year's lowest ASP at \$1.16/unit, a -12% decline vs. prior year.

Average Selling Price per Unit with Change vs. YA
(2025 vs. 2024)

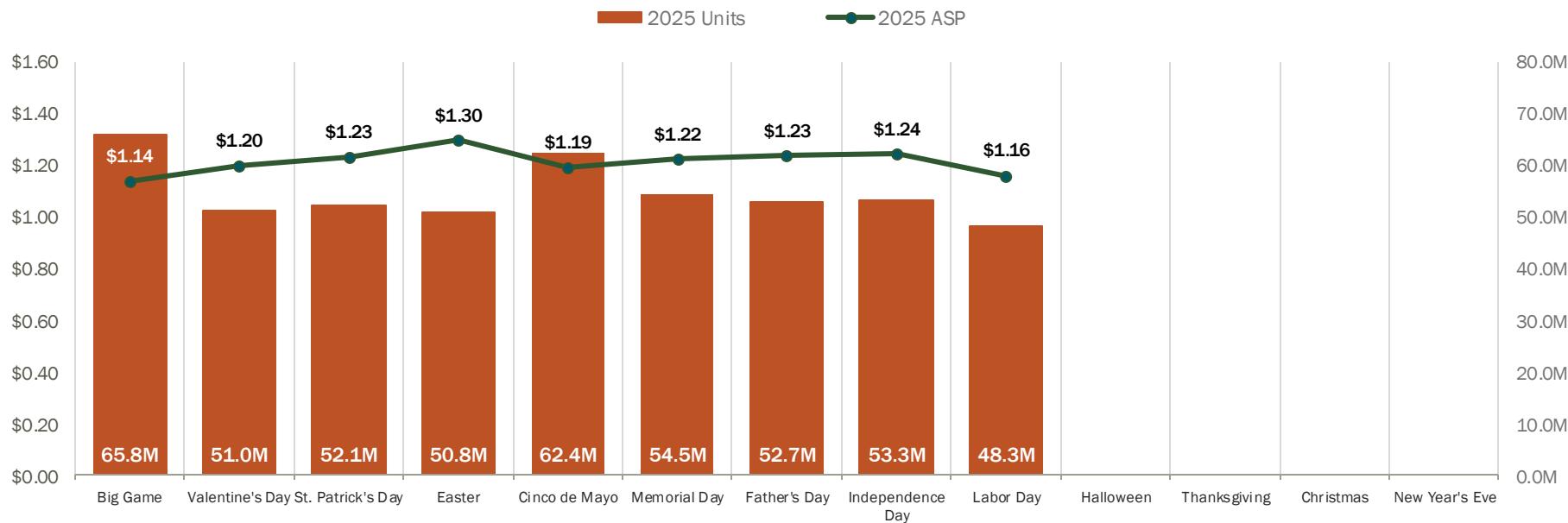


Holiday Comparison

Holiday Comparison

Year-to-date holiday unit sales were softest during Labor Day, with ASP near its lowest point

Average Selling Price and Units by Holiday

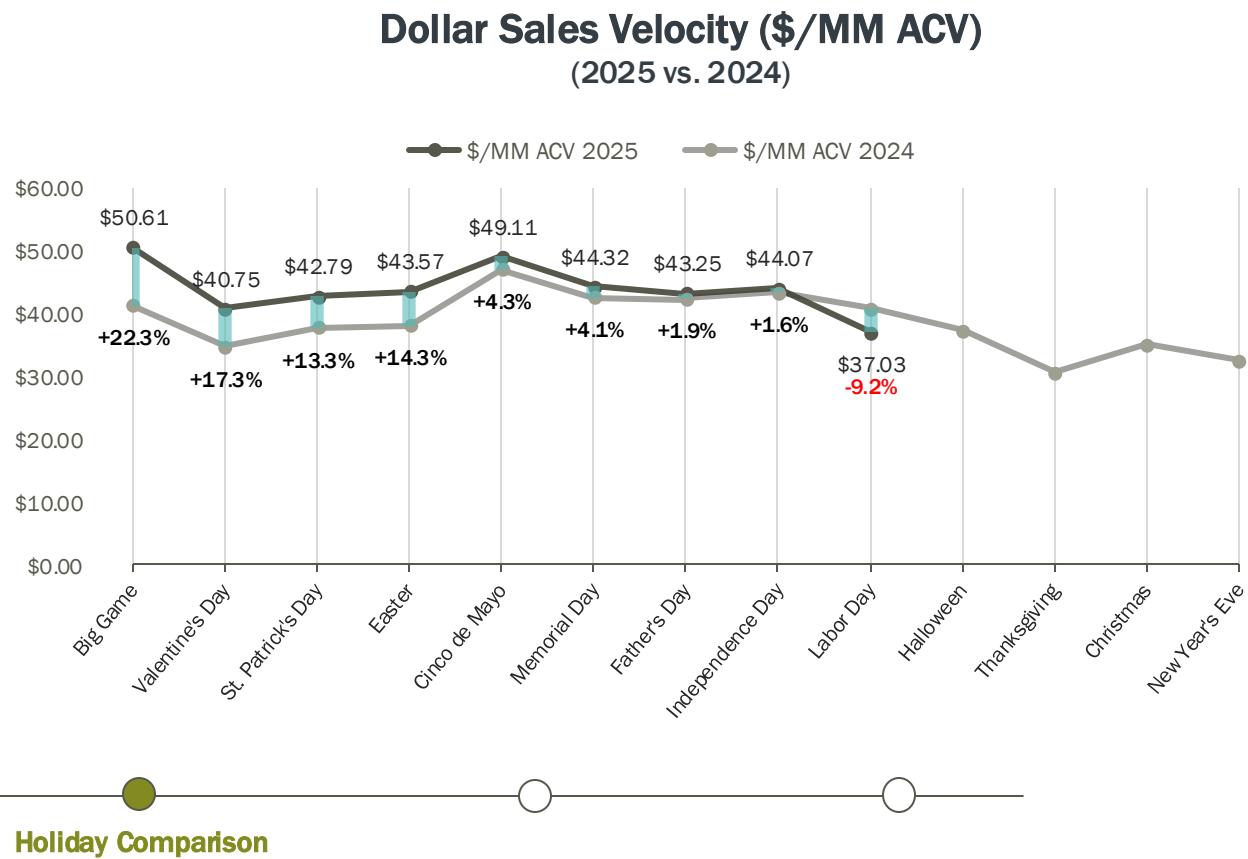


Holiday Comparison

Holiday Comparison

Dollar sales velocity fell below 2024 levels at the end of Q3

- Dollar sales velocity peaked during the Big Game at \$50.61/MM ACV.
- Labor Day recorded the lowest velocity among 2025 holidays to date, at \$37.03/MM ACV.

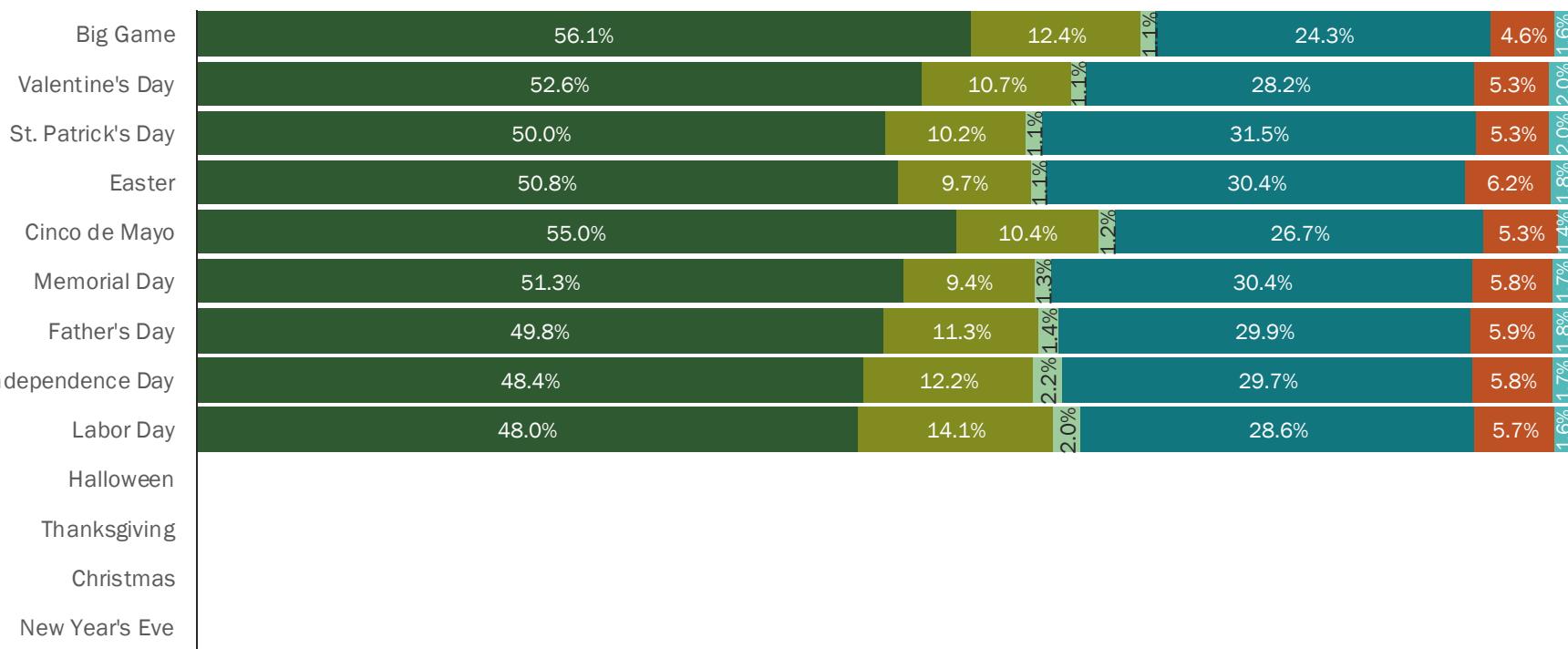


Holiday Comparison

Large (4225) avocado volume (lbs.) share peaked during Labor Day

PLU Volume (lbs.) Share by Holiday

■ 4046 ■ 4225 ■ 4770 ■ Bags ■ Organic ■ All Other

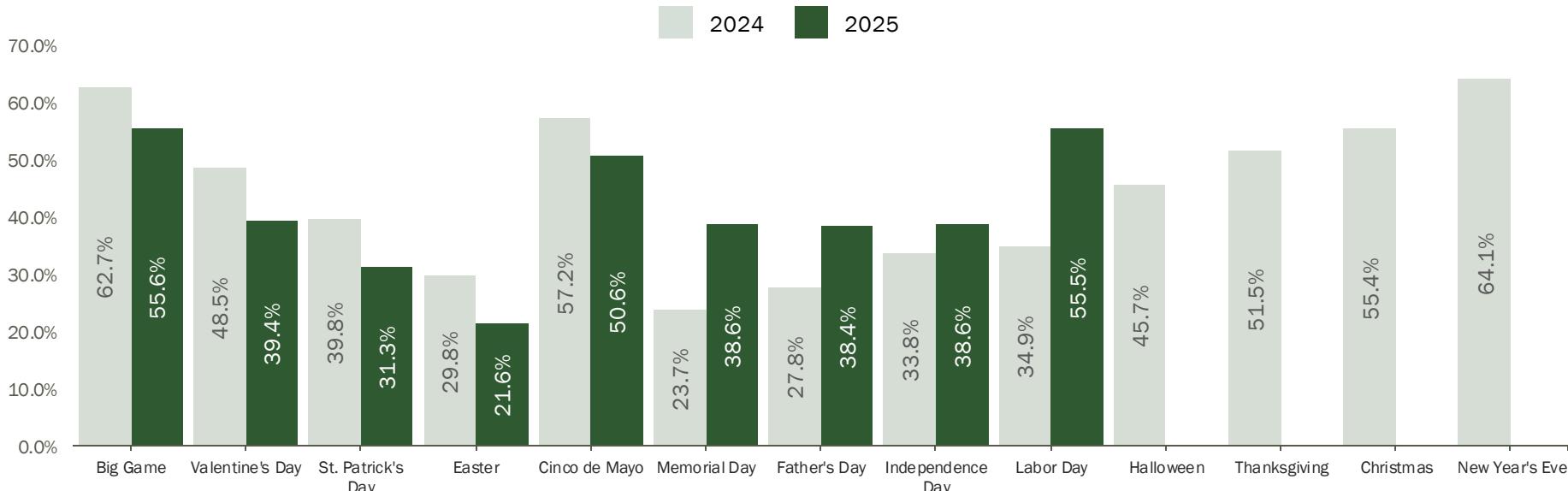


Holiday Comparison

Holiday Comparison

Promoted avocado volume (lbs.) share continued to grow over prior year in Q3

Promoted Avocado Volume (lbs.) Share by Holiday vs. Prior Year



Holiday Comparison

Note: Promotion measures only available in pounds.

Source: Circana 52 weeks ending 12-29-2024, with comparison to 2025 thru week ending 08-31-2025

Holiday Comparison

Of the Q3 holidays, Labor Day drove the highest percent volume (lbs.) lift with Large (4225) avocado promotions

Holiday Volume in lbs.	Small (4046) Avocados					Large (4225) Avocados					Bags				
	Actual Promoted Volume	Promoted Volume Share	Efficiency	Percent Volume Lift	Actual Volume Lift	Actual Promoted Volume	Promoted Volume Share	Efficiency	Percent Volume Lift	Actual Volume Lift	Actual Promoted Volume	Promoted Volume Share	Efficiency	Percent Volume Lift	Actual Volume Lift
Big Game	11.5M	65.7%	55.8%	+57.9%	+6.4M	2.9M	75.0%	64.6%	+94.0%	+1.9M	2.2M	29.6%	45.7%	+15.6%	+1.0M
Valentine's Day	5.9M	46.3%	57.8%	+36.6%	+3.4M	1.3M	49.3%	64.4%	+46.5%	+0.8M	1.9M	27.9%	31.7%	+9.7%	+0.6M
St. Patrick's Day	3.9M	31.1%	46.8%	+17.0%	+1.8M	1.0M	39.6%	53.4%	+26.9%	+0.5M	2.6M	32.7%	36.3%	+13.5%	+0.9M
Easter	2.7M	22.0%	54.4%	+13.6%	+1.5M	0.6M	25.9%	57.7%	+17.6%	+0.4M	1.6M	22.2%	26.7%	+6.3%	+0.4M
Cinco de Mayo	9.9M	60.5%	49.8%	+43.1%	+4.9M	2.0M	66.4%	56.4%	+59.9%	+1.2M	2.6M	32.9%	36.2%	+13.5%	+0.9M
Memorial Day	6.0M	45.2%	36.4%	+19.7%	+2.2M	1.1M	45.4%	47.2%	+27.3%	+0.5M	2.5M	31.6%	27.5%	+9.5%	+0.7M
Father's Day	4.9M	39.4%	34.2%	+15.6%	+1.7M	1.4M	48.7%	45.6%	+28.5%	+0.6M	2.9M	39.3%	26.2%	+11.5%	+0.8M
Independence Day	4.6M	37.2%	32.7%	+13.8%	+1.5M	1.6M	50.7%	49.3%	+33.3%	+0.8M	3.0M	39.7%	32.4%	+14.8%	+1.0M
Labor Day	7.0M	63.8%	24.4%	+18.5%	+1.7M	2.6M	78.9%	41.1%	+47.9%	+1.1M	2.2M	32.9%	25.2%	+9.0%	+0.5M
Halloween															
Thanksgiving															
Christmas															
New Year's Eve															

Holiday Comparison

Note: See slide 3 for definition of Efficiency and Lift. Promotion measures only available in pounds.

Source: Circana 2025 thru week ending 08-31-2025

Independence Day

Week Ending 07-06-2025

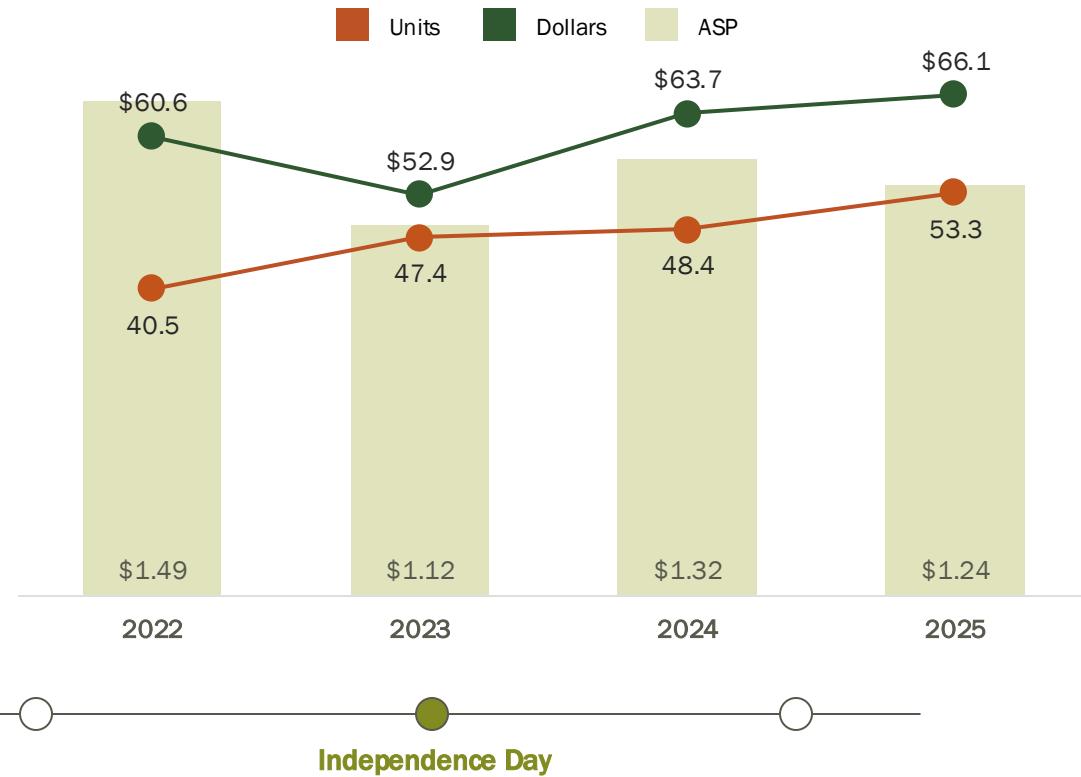
Stars, stripes, and a splash of green pushed avocado sales to a four-year high! Holiday week unit sales topped 53.3M, with dollars soaring to \$66.1M.

Independence Day avocado sales reached 4-year highs

- Nationally, Independence Day unit sales were up +10% vs. prior year, reaching 53.3M units in 2025.
- Avocado dollars grew +4% to \$66.1M compared to prior year.
- ASP dropped -6% during the holiday week, falling to \$1.24/unit.

Holiday Week Sales and Average Price by Year

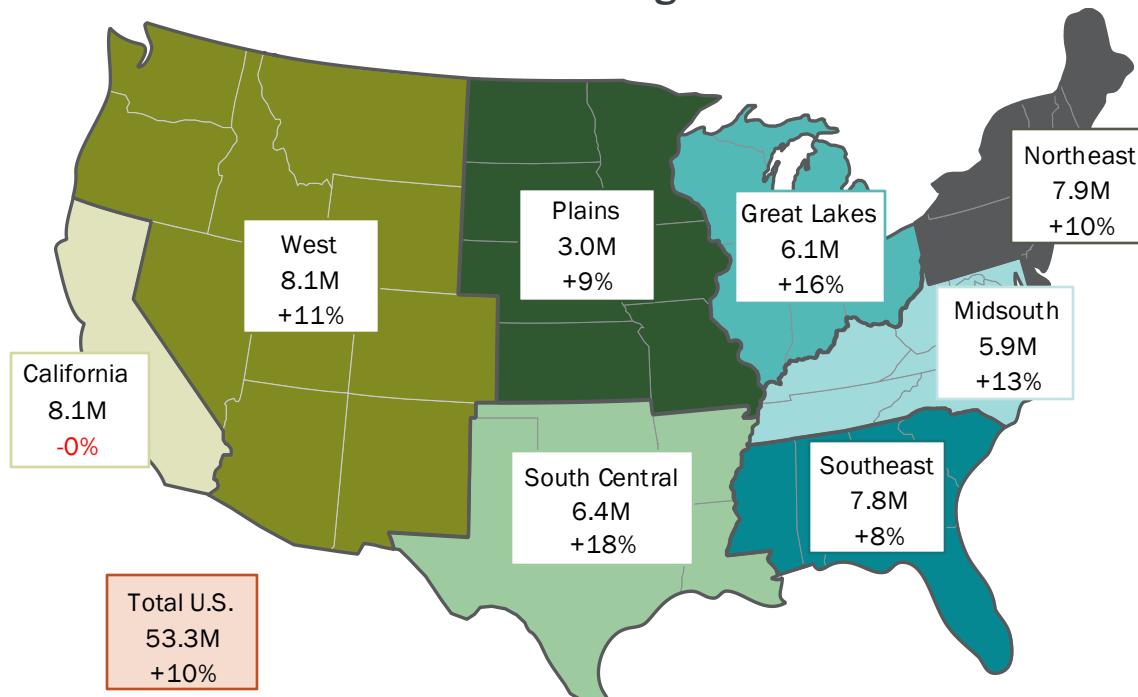
(Units and Dollars in millions)



Independence Day

Five of 8 regions posted double-digit unit sales growth for the holiday week

Unit Sales and % Change vs. Prior Year



Dollar Sales and % Change vs. Prior Year

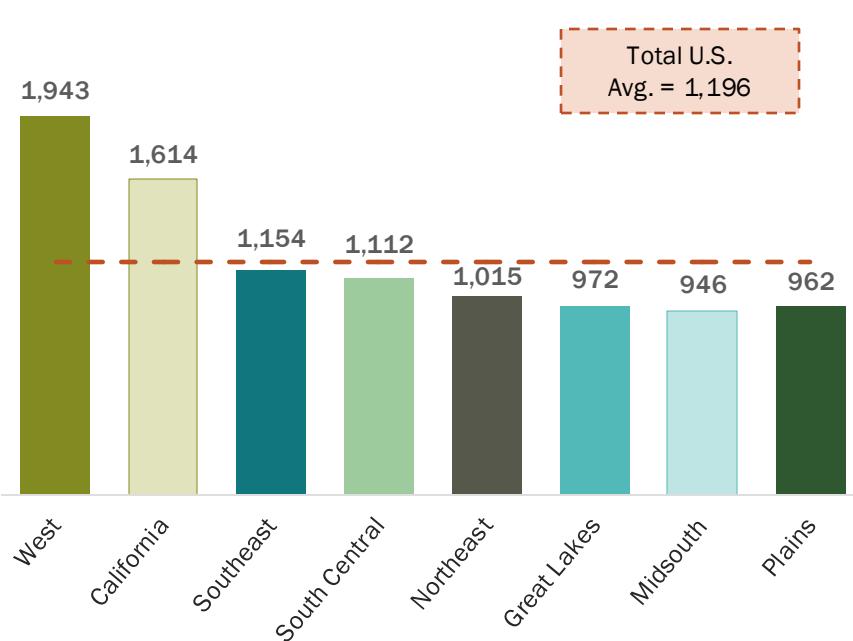
Region	Dollar Sales	vs. PY
Total U.S.	\$66.1M	+4%
California	\$10.2M	-5%
West	\$11.8M	+12%
Plains	\$3.5M	+12%
South Central	\$6.9M	+12%
Great Lakes	\$7.3M	+14%
Northeast	\$9.5M	-0%
Midsouth	\$7.4M	+7%
Southeast	\$9.5M	-8%

Independence Day

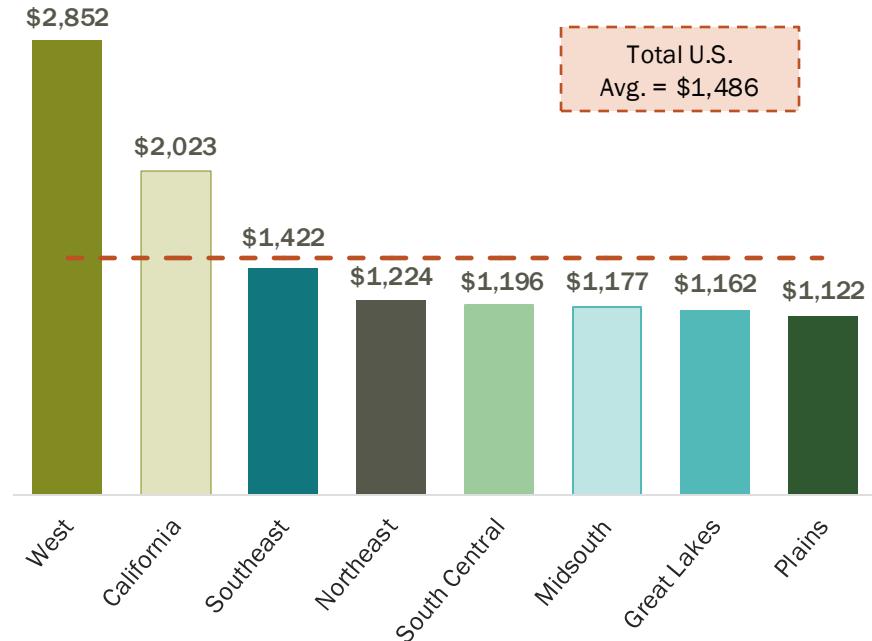
Independence Day

Units and dollars per store selling were highest in the West and California regions

Units per Store Selling



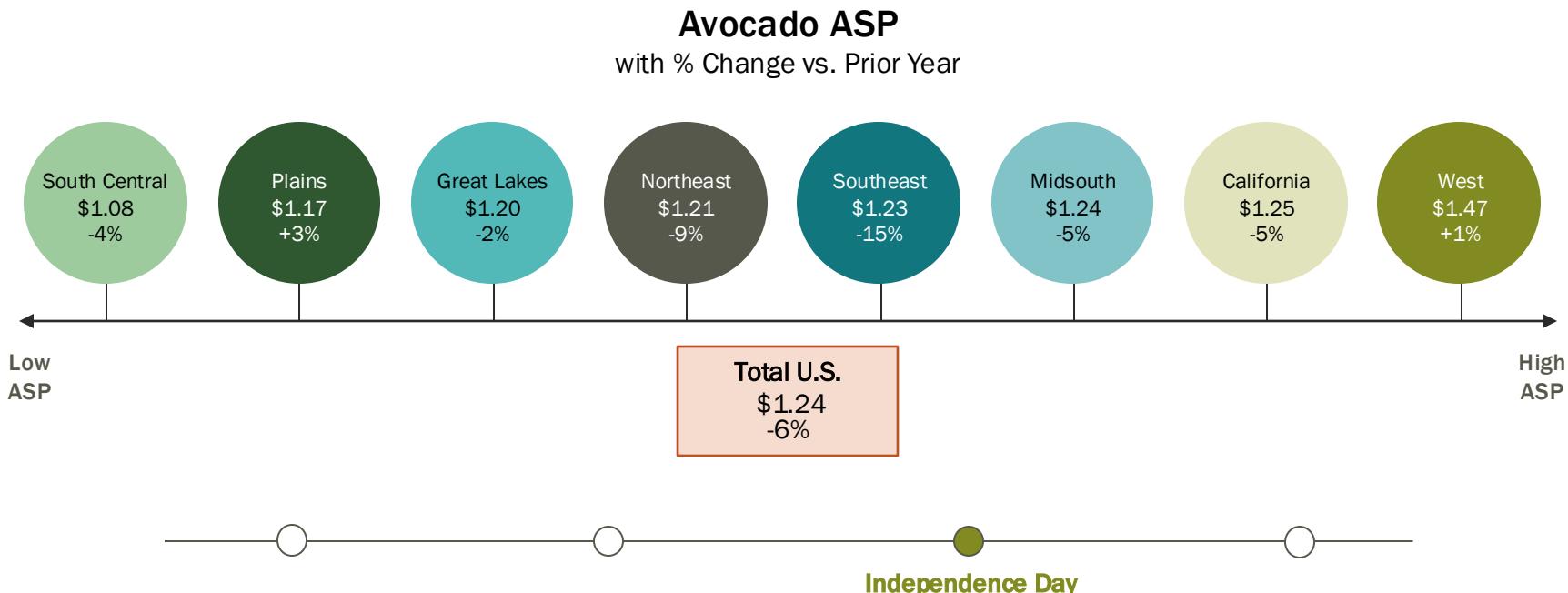
Dollars per Store Selling



Independence Day

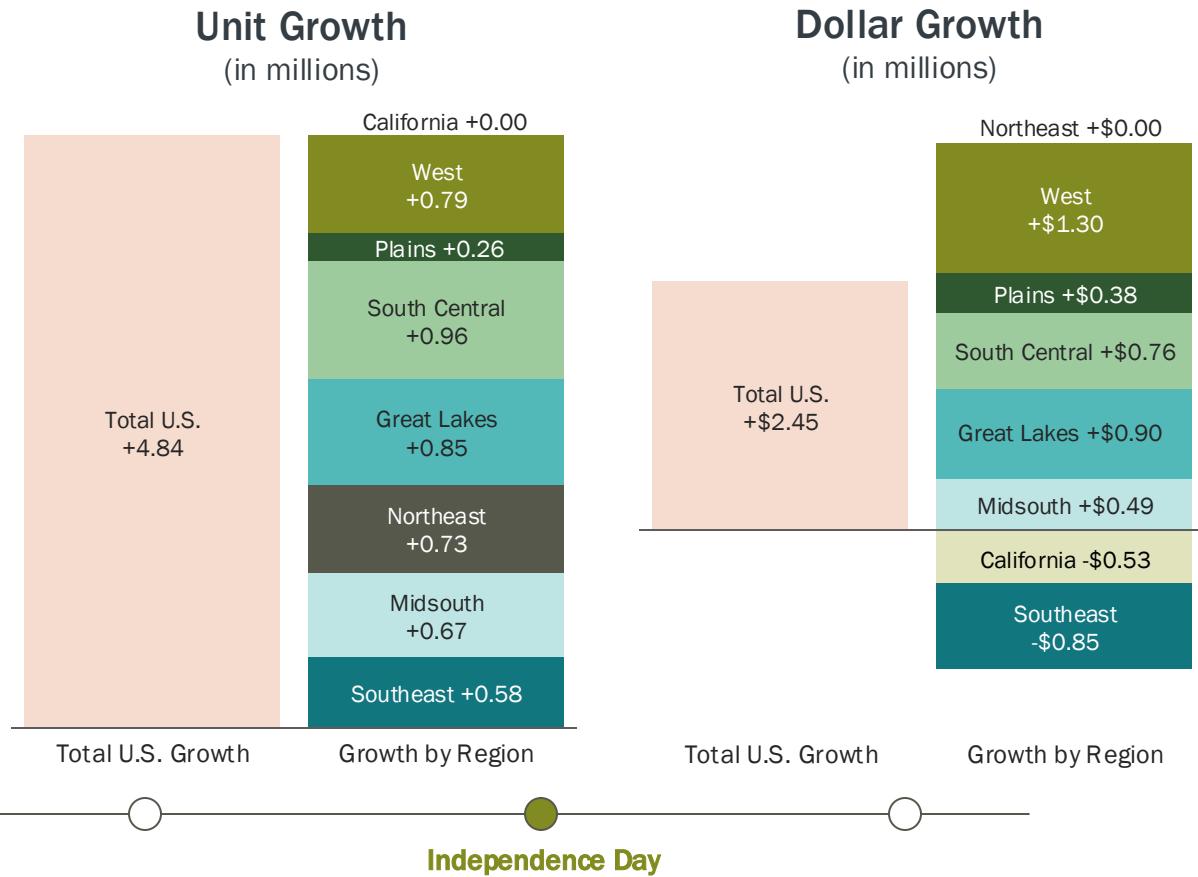
Total U.S. ASP declined -6% while the Plains and West regions saw increases

- Total U.S. avocado ASP during the Independence Day holiday week decreased to \$1.24/unit.
- ASP varied across the U.S., from \$1.08/unit in South Central (-4%) to \$1.47/unit in the West region (+1%).



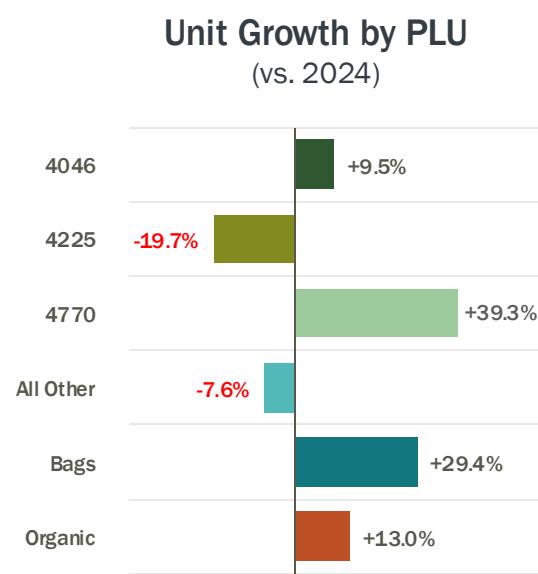
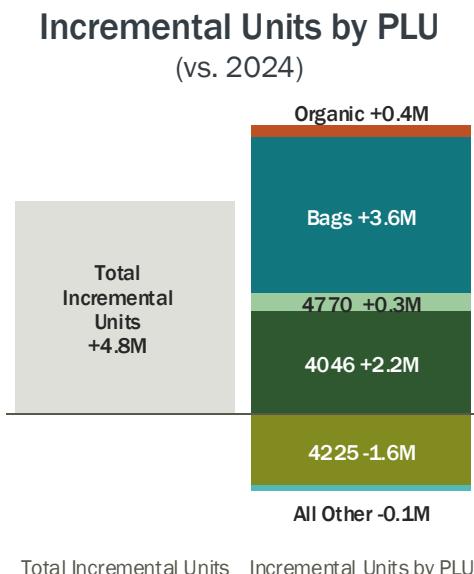
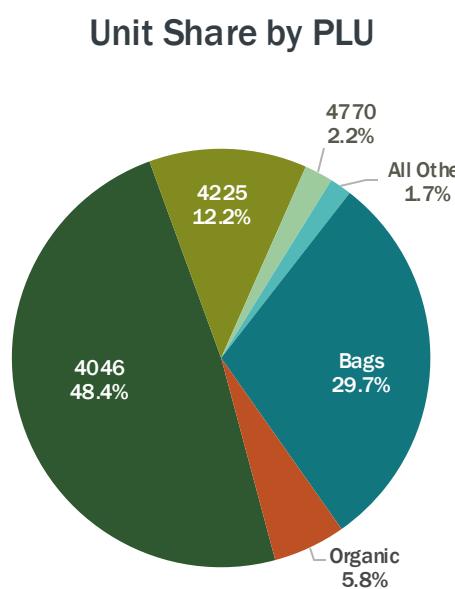
Independence Day gained nearly +5M in incremental units vs. 2024

- All regions contributed to unit growth during the Independence Day holiday.
- Overall, avocado dollars were up by +\$2.5M, with the West region driving the majority of growth.



Bagged avocados accounted for 30% of total unit sales and led overall unit growth

- Bagged avocados grew +29% vs. prior year, generating +3.6M in incremental units for the holiday.
- Small (4046) avocados accounted for 48% of total unit sales and added +2.2M incremental units.



Independence Day

Extra Large (4770) and Bags saw large increases in promoted volume (lbs.) sales

Promoted vs. Non-Promoted Comparison by PLU

with % change vs. Prior Year

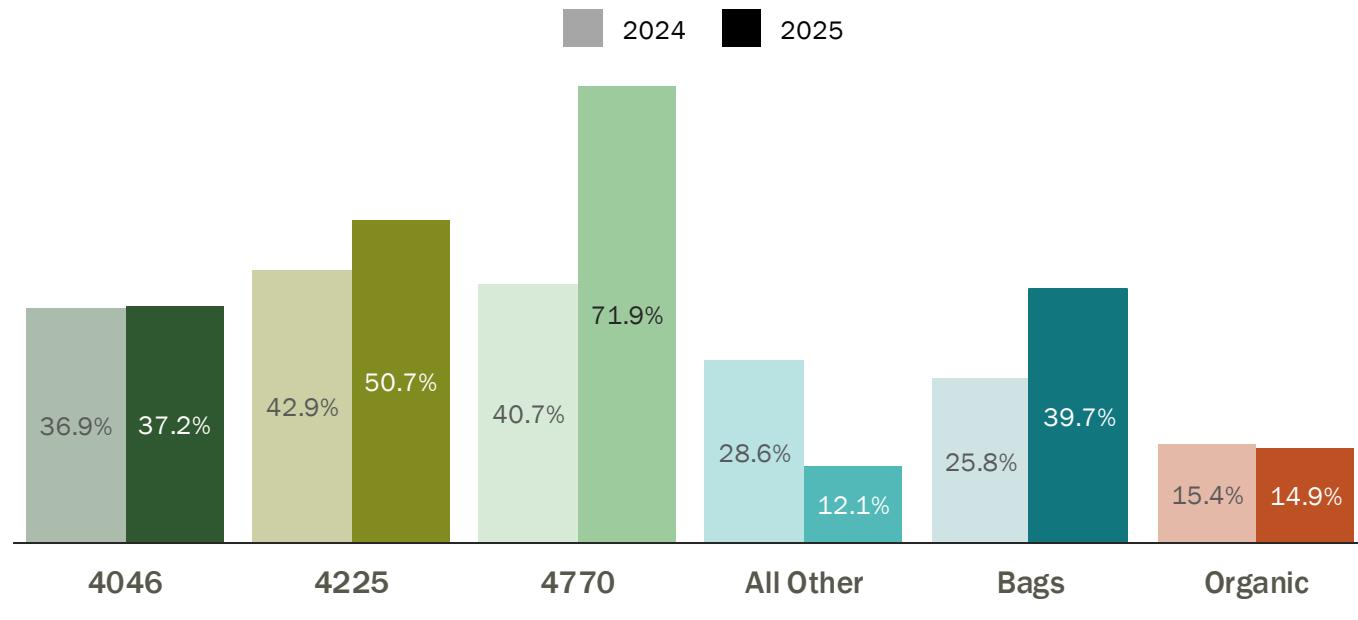
Type	Promoted						Non-Promoted					
	Volume (lbs.)	1-Yr Variance	Dollars	1-Yr Variance	Price/lb.	1-Yr Variance	Volume (lbs.)	1-Yr Variance	Dollars	1-Yr Variance	Price/lb.	1-Yr Variance
4046	4.6M	+10.4%	\$10.2M	+20.9%	\$2.22	+9.5%	7.7M	+9.0%	\$17.9M	-3.8%	\$2.32	-11.7%
4225	1.6M	-5.2%	\$5.9M	+16.5%	\$3.77	+22.9%	1.5M	-30.6%	\$6.0M	-35.1%	\$3.96	-6.5%
4770	0.4M	+146.0%	\$1.3M	+95.8%	\$3.36	-20.4%	0.2M	-33.9%	\$1.0M	-22.2%	\$6.64	+17.8%
All Other	0.0M	-60.9%	\$0.2M	-73.4%	\$3.26	-31.9%	0.4M	+13.8%	\$2.2M	+20.9%	\$5.59	+6.3%
Bags	3.0M	+99.1%	\$6.8M	+105.4%	\$2.29	+3.1%	4.6M	+5.1%	\$9.3M	-7.8%	\$2.05	-12.3%
Organic	0.2M	+9.2%	\$0.8M	+16.8%	\$3.48	+6.9%	1.2M	+13.7%	\$4.6M	+19.4%	\$3.68	+5.1%
Total Avocados	9.8M	+25.7%	\$25.2M	+34.0%	\$2.57	+6.5%	15.6M	+2.0%	\$41.0M	-8.7%	\$2.63	-10.5%

Independence Day

Independence Day

Promoted volume for Extra Large (4770) avocados increased +31 points vs. 2024

Promoted Volume (lbs.) Share by PLU vs. Prior Year



Independence Day

Independence Day

Large (4225), Extra Large (4770), and Bags saw large increases in promoted volume (lbs.) lift

Promoted Efficiency and Actual Volume (lbs.)

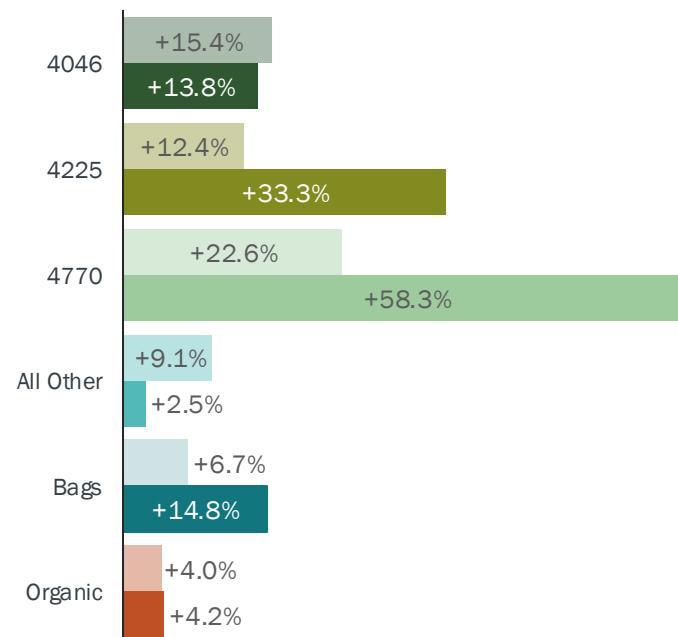
vs. Prior Year

PLU	Efficiency PY	Efficiency CY	Actual Volume (lbs.) Lift PY	Actual Volume (lbs.) Lift CY
4046	36.2%	32.7%	+1,497.3K	+1,492.4K
4225	25.8%	49.3%	+426.3K	+772.2K
4770	45.3%	51.2%	+72.5K	+201.8K
All Other	29.2%	19.8%	+39.9K	+10.6K
Bags	24.2%	32.4%	+363.5K	+970.7K
Organic	24.8%	27.3%	+49.3K	+59.3K

Promoted % Volume (lbs.) Lift

vs. Prior Year

2024 2025



Independence Day

Note: See slide 3 for definition of Efficiency and Lift. Promotion measures only available in pounds.

Source: Circana week ending 07-06-2025, with comparison to 07-07-2024

Independence Day

Large (4225) avocado promotions in the California region generated a volume (lbs.) lift of +175%

Region Volume in lbs	Small (4046) Avocados					Large (4225) Avocados					Bags				
	Actual Promoted Volume	Promoted Volume Share	Efficiency	Percent Volume Lift	Actual Volume Lift	Actual Promoted Volume	Promoted Volume Share	Efficiency	Percent Volume Lift	Actual Volume Lift	Actual Promoted Volume	Promoted Volume Share	Efficiency	Percent Volume Lift	Actual Volume Lift
California	1.3M	52.8%	42.3%	+28.8%	+0.5M	0.2M	94.4%	67.4%	+175.0%	+0.1M	0.2M	35.7%	26.3%	+10.4%	+0.1M
West	0.5M	22.0%	30.6%	+7.2%	+0.1M	0.2M	32.7%	52.5%	+20.7%	+0.1M	0.3M	33.1%	32.7%	+12.1%	+0.1M
Plains	0.2M	23.4%	26.2%	+6.5%	+0.0M	0.0M	28.0%	43.8%	+14.0%	+0.0M	0.1M	22.4%	27.6%	+6.6%	+0.0M
South Central	0.6M	36.6%	23.4%	+9.4%	+0.2M	0.1M	40.7%	51.1%	+26.3%	+0.1M	0.3M	35.5%	29.9%	+11.9%	+0.1M
Great Lakes	0.4M	35.9%	40.6%	+17.1%	+0.2M	0.3M	57.2%	52.3%	+42.7%	+0.2M	0.3M	32.6%	42.9%	+16.3%	+0.1M
Northeast	0.7M	60.6%	39.9%	+31.9%	+0.3M	0.5M	61.5%	45.7%	+39.1%	+0.2M	0.8M	57.3%	34.5%	+24.6%	+0.3M
Midsouth	0.3M	25.3%	26.1%	+7.1%	+0.1M	0.2M	46.9%	33.6%	+18.7%	+0.1M	0.4M	34.2%	27.8%	+10.5%	+0.1M
Southeast	0.6M	32.8%	13.8%	+4.7%	+0.1M	0.1M	30.8%	46.3%	+16.6%	+0.0M	0.6M	46.1%	31.8%	+17.2%	+0.2M
Total U.S.	4.6M	37.2%	32.7%	+13.8%	+1.5M	1.6M	50.7%	49.3%	+33.3%	+0.8M	3.0M	39.7%	32.4%	+14.8%	+1.0M



Independence Day

Note: See slide 3 for definition of Efficiency and Lift. Promotion measures only available in pounds.

Source: Circana week ending 07-06-2025

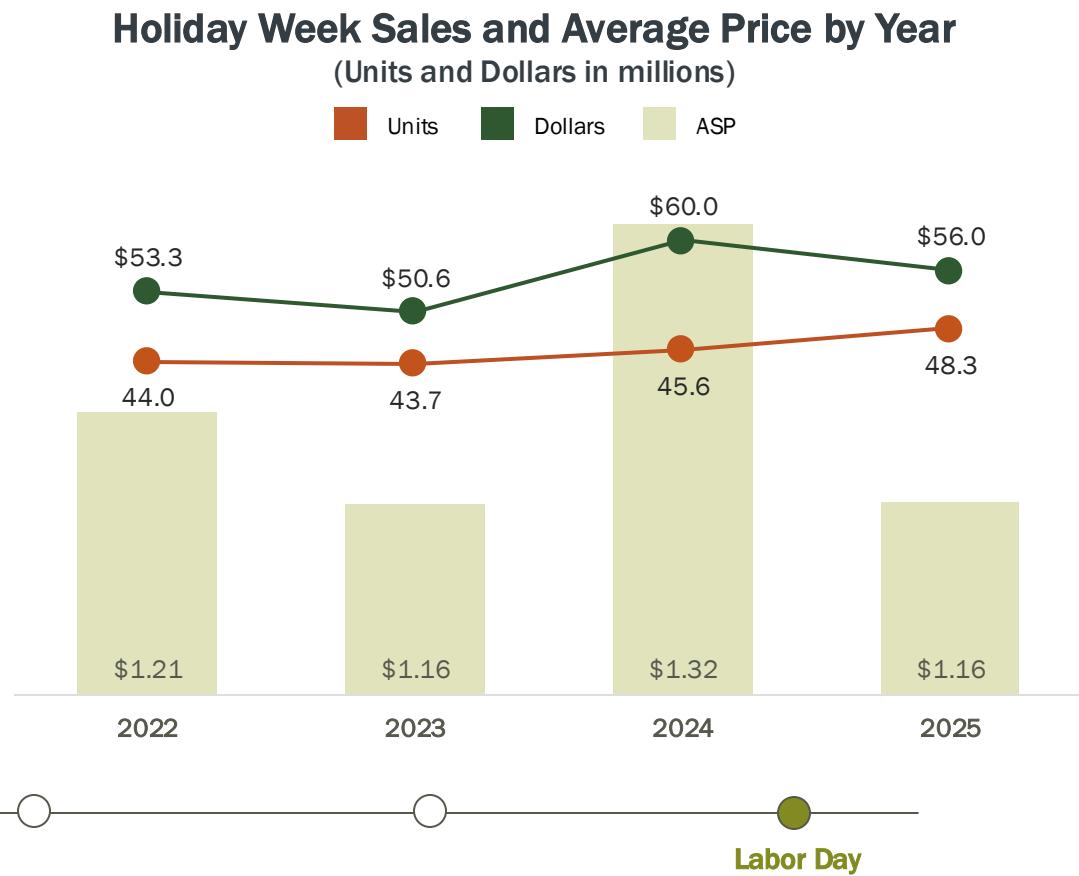
Labor Day

Week Ending 08-31-2025

Hass avocados worked overtime this Labor Day, with shoppers purchasing +2.8M more units this year than in 2024!

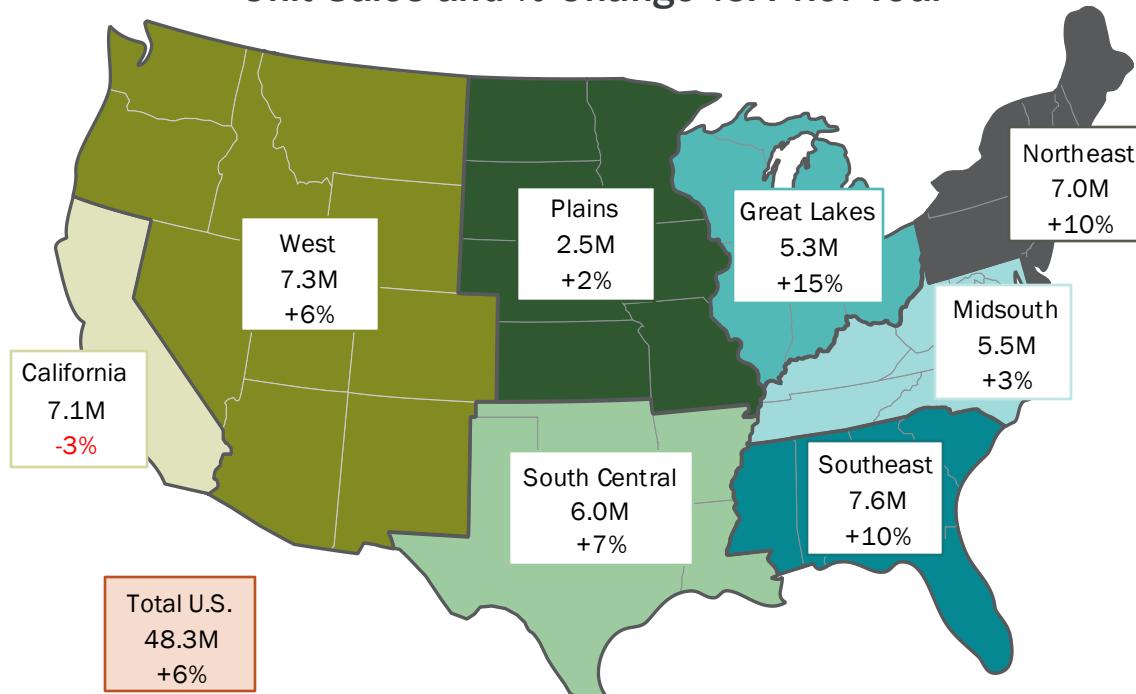
Unit sales hit a 4-year high while dollars fell during the Labor Day holiday week

- Holiday week unit sales increased +6% vs. prior year, totaling 48.3M.
- During the holiday week, avocado dollars fell -7% amid a -12% drop in ASP vs. prior year.



Double-digit unit gains were recorded in three out of eight regions

Unit Sales and % Change vs. Prior Year



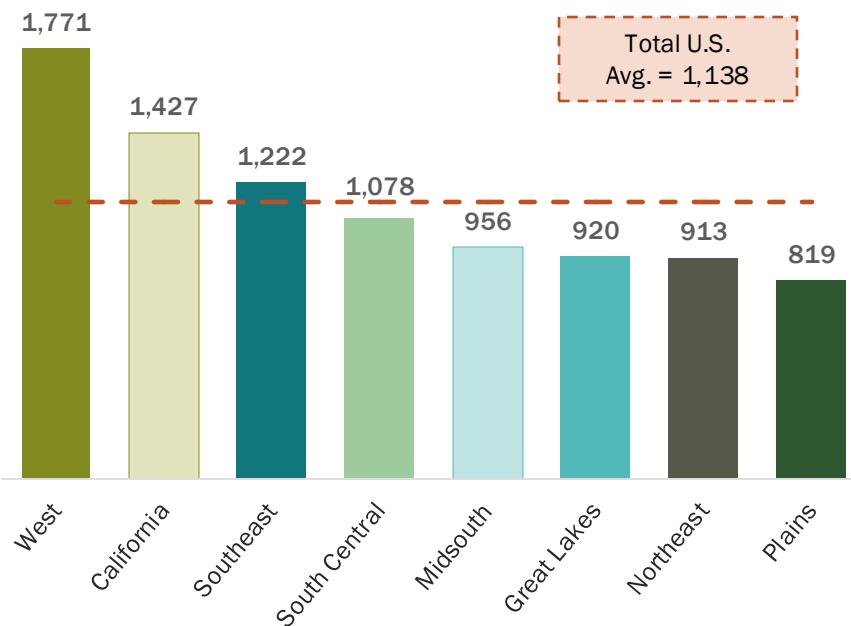
Dollar Sales and % Change vs. Prior Year

Region	Dollar Sales	vs. PY
Total U.S.	\$56.0M	-7%
California	\$8.8M	-7%
West	\$9.2M	-8%
Plains	\$2.8M	-9%
South Central	\$5.9M	-11%
Great Lakes	\$6.1M	-4%
Northeast	\$8.3M	-4%
Midsouth	\$6.2M	-9%
Southeast	\$8.7M	-2%

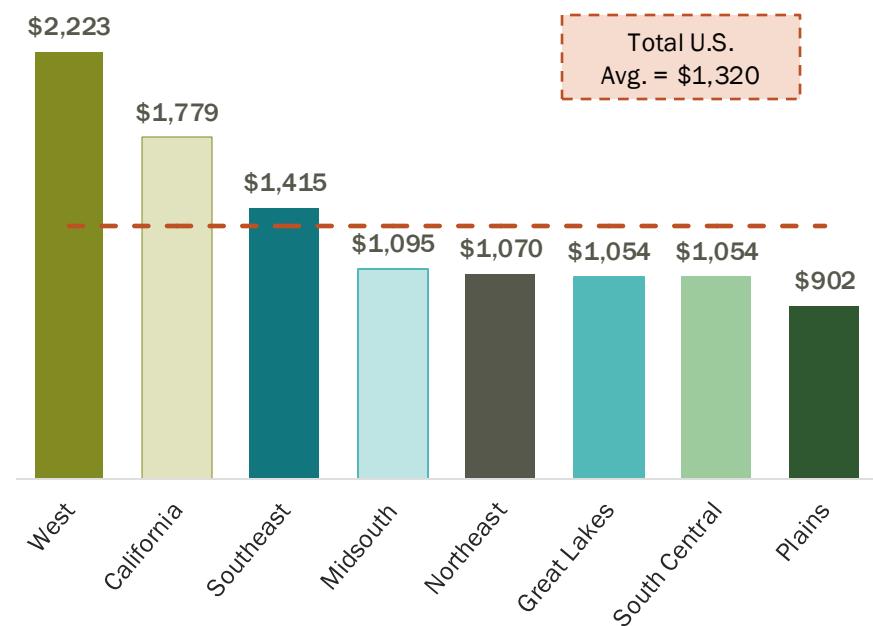
Labor Day

Units and dollars per store selling were above average in three regions

Units per Store Selling



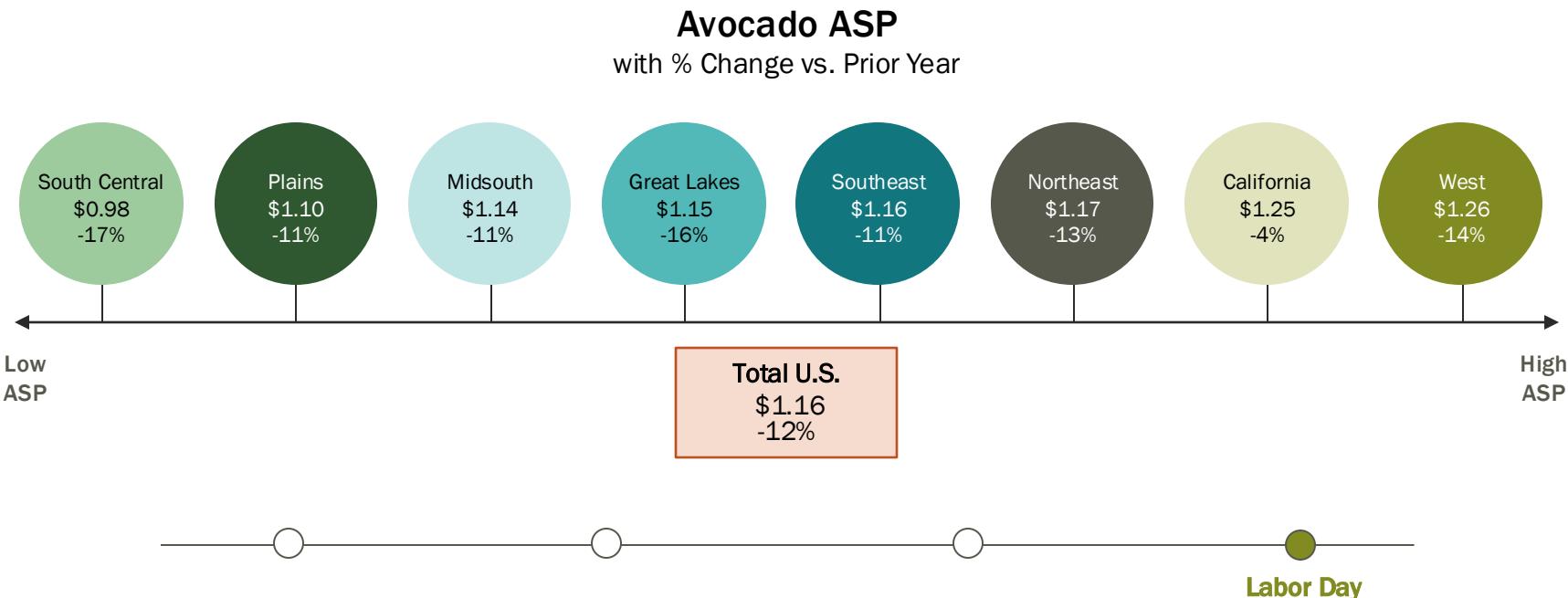
Dollars per Store Selling



Labor Day

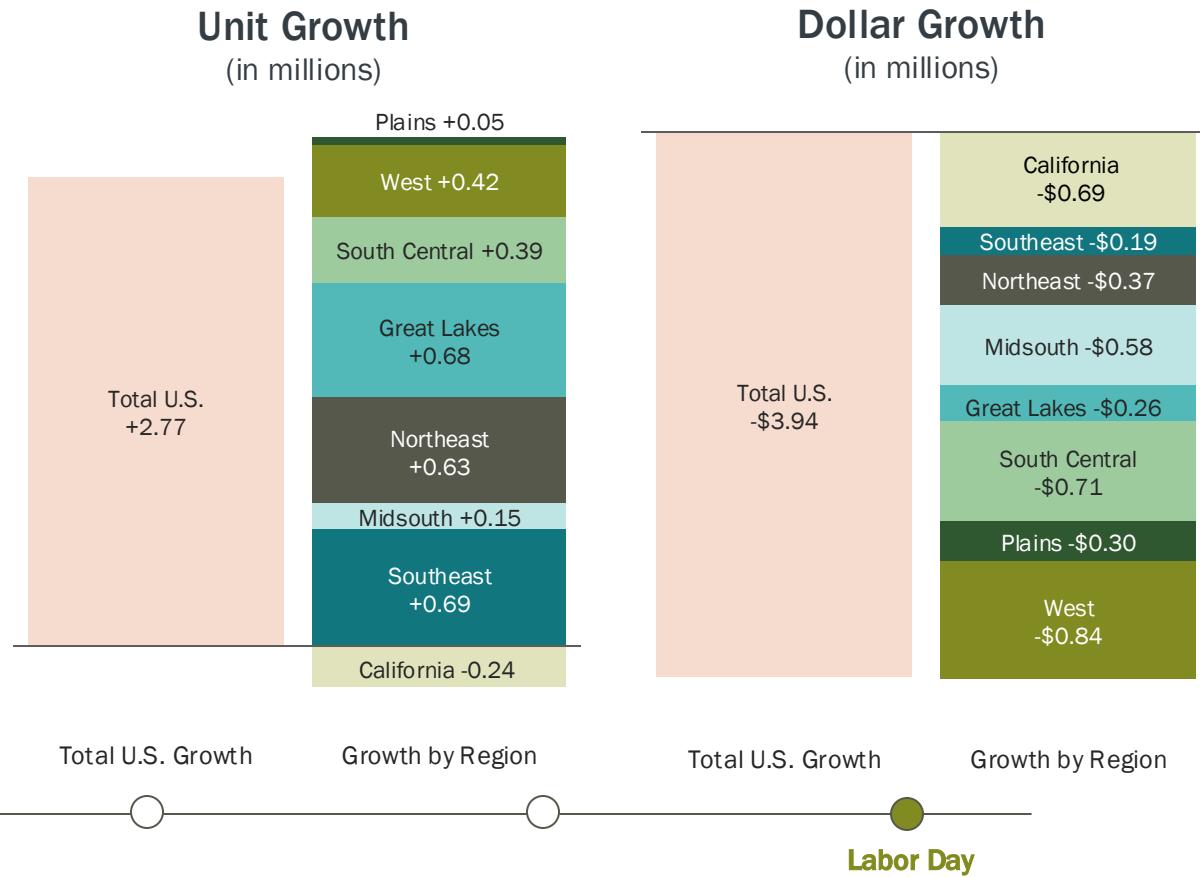
Avocado ASP was down -12% during the Labor Day holiday

- Total U.S. avocado ASP during the Labor Day holiday week declined to \$1.16/unit.
- ASP varied across the U.S., from \$0.98/unit in South Central (-17%) to \$1.26/unit in the West region (-14%).



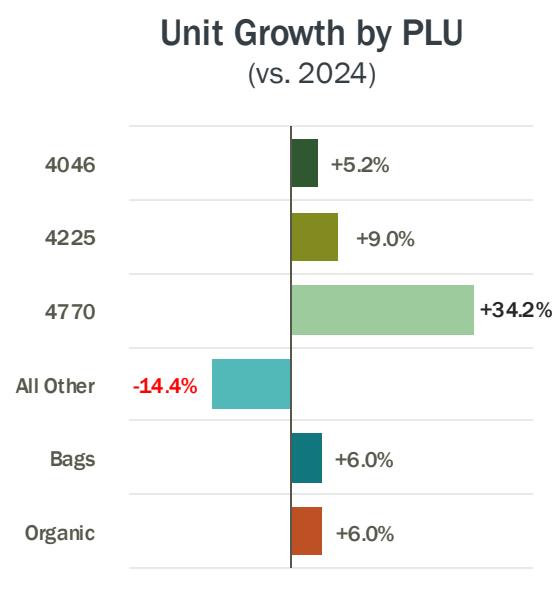
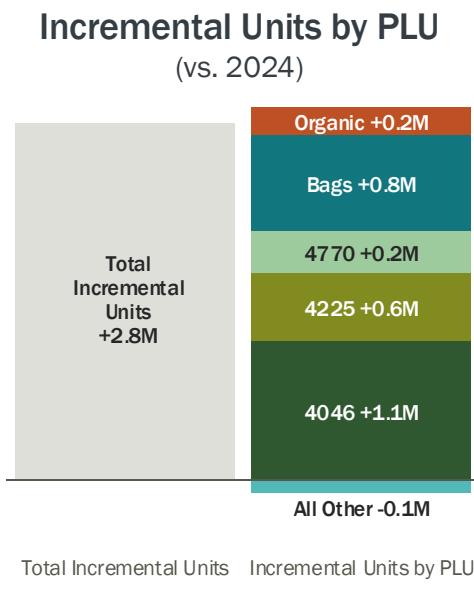
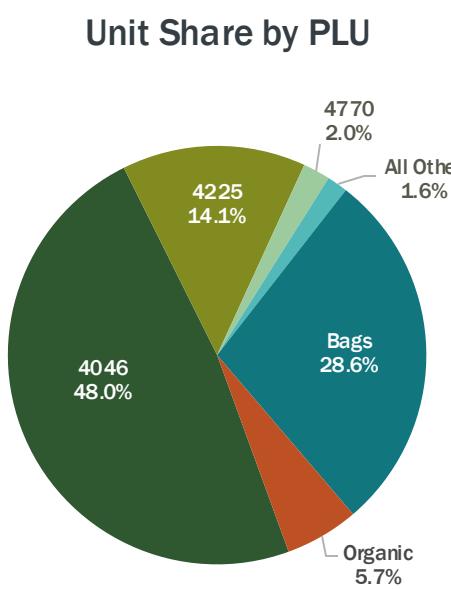
All but one region contributed to category unit gains during the Labor Day holiday

- The Labor Day holiday gained +2.8M incremental units.
- Unit growth was driven by the Southeast region, followed by the Great Lakes.
- Overall, avocado dollars were down -\$3.9M vs. 2024.



All Hass PLUs drove category growth, adding a combined +2.8M incremental units

- Extra Large (4770) avocados saw the highest unit growth rate vs. prior year at +34%.
- Bags grew +6% and accounted for over a quarter of retail unit sales.



Labor Day

Labor Day

Extra Large (4770) avocados' promoted volume (lbs.) sales jumped over +1,300% vs. 2024

Promoted vs. Non-Promoted Comparison by PLU

with % change vs. Prior Year

Type	Promoted						Non-Promoted					
	Volume (lbs.)	1-Yr Variance	Dollars	1-Yr Variance	Price/lb.	1-Yr Variance	Volume (lbs.)	1-Yr Variance	Dollars	1-Yr Variance	Price/lb.	1-Yr Variance
4046	7.0M	+76.1%	\$14.9M	+70.4%	\$2.11	-3.3%	4.0M	-38.5%	\$8.9M	-46.1%	\$2.22	-12.4%
4225	2.6M	+241.1%	\$8.3M	+250.1%	\$3.24	+2.6%	0.7M	-69.2%	\$2.6M	-74.1%	\$3.73	-15.8%
4770	0.2M	+1388.3%	\$0.9M	+973.4%	\$4.14	-27.9%	0.2M	-29.3%	\$1.2M	-36.9%	\$5.41	-10.8%
All Other	0.1M	-68.2%	\$0.2M	-69.8%	\$4.18	-5.0%	0.3M	+10.5%	\$1.6M	+1.5%	\$5.02	-8.1%
Bags	2.2M	-14.0%	\$4.4M	-6.8%	\$2.05	+8.4%	4.4M	+19.7%	\$8.5M	-6.0%	\$1.93	-21.5%
Organic	0.7M	+347.9%	\$2.0M	+323.0%	\$2.78	-5.6%	0.6M	-45.1%	\$2.5M	-37.7%	\$4.16	+13.4%
Total Avocados	12.8M	+68.5%	\$30.7M	+80.6%	\$2.41	+7.2%	10.2M	-27.4%	\$25.3M	-41.1%	\$2.47	-18.9%

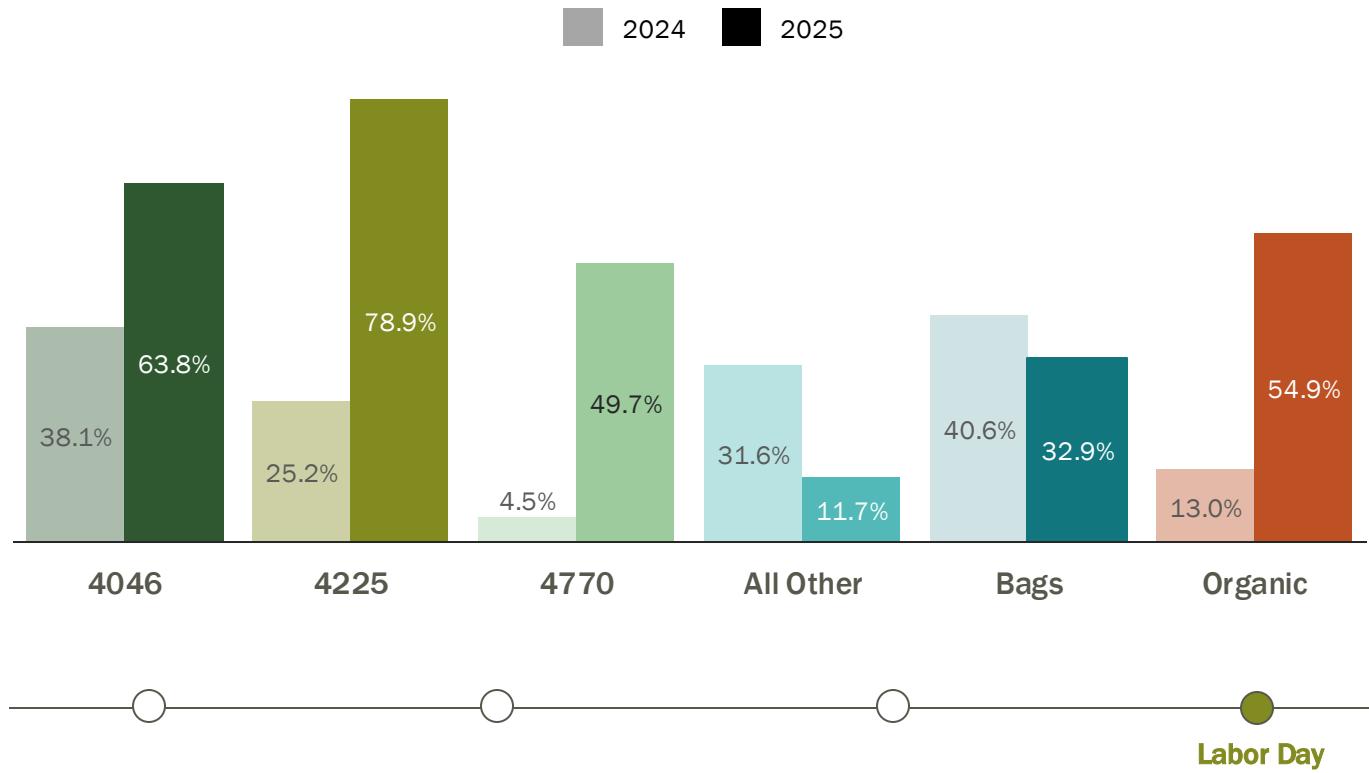


Labor Day

Labor Day

Bulk and organic promoted volume (lbs.) share was significantly higher than 2024

Promoted Volume (lbs.) Share by PLU vs. Prior Year



Note: Promotion measures only available in pounds.

Source: Circana week ending 08-31-2025, with comparison to 09-01-2024

Labor Day

The percent volume (lbs.) lift of Large (4225) promotions reached +48%

Promoted Efficiency and Actual Volume (lbs.)

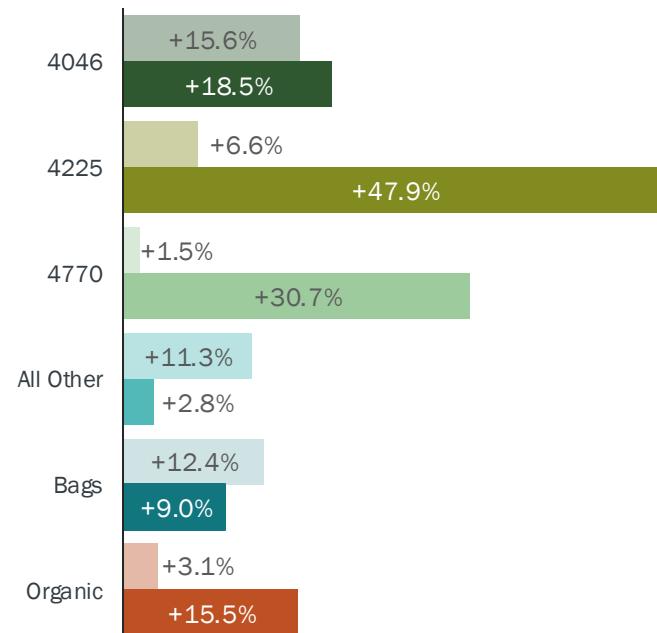
vs. Prior Year

PLU	Efficiency PY	Efficiency CY	Actual Volume Lift PY	Actual Volume Lift CY
4046	35.3%	24.4%	+1,414.1K	+1,721.1K
4225	24.7%	41.1%	+185.2K	+1,052.4K
4770	32.3%	47.3%	+5.0K	+108.4K
All Other	32.3%	23.1%	+43.9K	+10.0K
Bags	27.2%	25.2%	+685.3K	+544.2K
Organic	23.2%	24.4%	+37.6K	+177.3K

Promoted % Volume (lbs.) Lift

vs. Prior Year

2024 2025



Labor Day

Note: See slide 3 for definition of Efficiency and Lift. Promotion measures only available in pounds.

Source: Circana week ending 08-31-2025, with comparison to 09-01-2024

Labor Day

Promoted Large (4225) avocados delivered the highest percent volume (lbs.) lift in California

Region Volume in lbs	Small (4046) Avocados					Large (4225) Avocados					Bags				
	Actual Promoted Volume	Promoted Volume Share	Efficiency	Percent Volume Lift	Actual Volume Lift	Actual Promoted Volume	Promoted Volume Share	Efficiency	Percent Volume Lift	Actual Volume Lift	Actual Promoted Volume	Promoted Volume Share	Efficiency	Percent Volume Lift	Actual Volume Lift
California	1.2M	59.0%	38.3%	+29.2%	+0.4M	0.2M	69.6%	66.8%	+86.9%	+0.1M	0.2M	25.2%	24.6%	+6.6%	+0.0M
West	1.1M	62.3%	26.6%	+19.8%	+0.3M	0.6M	90.9%	45.8%	+71.5%	+0.3M	0.2M	34.6%	25.1%	+9.5%	+0.1M
Plains	0.2M	37.8%	10.5%	+4.1%	+0.0M	0.1M	53.5%	28.7%	+18.1%	+0.0M	0.1M	28.3%	25.5%	+7.8%	+0.0M
South Central	1.0M	64.1%	18.0%	+13.1%	+0.2M	0.3M	85.1%	43.6%	+59.0%	+0.1M	0.3M	32.2%	33.8%	+12.2%	+0.1M
Great Lakes	0.7M	64.9%	22.0%	+16.6%	+0.2M	0.3M	72.5%	38.2%	+38.2%	+0.1M	0.3M	39.1%	29.6%	+13.1%	+0.1M
Northeast	0.8M	77.9%	24.9%	+24.1%	+0.2M	0.8M	85.3%	38.7%	+49.2%	+0.3M	0.5M	41.6%	22.4%	+10.3%	+0.1M
Midsouth	0.7M	62.4%	23.7%	+17.3%	+0.2M	0.2M	64.1%	26.5%	+20.4%	+0.1M	0.3M	35.5%	18.6%	+7.1%	+0.0M
Southeast	1.3M	70.9%	18.7%	+15.3%	+0.2M	0.1M	64.9%	26.6%	+20.9%	+0.1M	0.3M	23.9%	24.4%	+6.2%	+0.1M
Total U.S.	7.0M	63.8%	24.4%	+18.5%	+1.7M	2.6M	78.9%	41.1%	+47.9%	+1.1M	2.2M	32.9%	25.2%	+9.0%	+0.5M



Labor Day

Note: See slide 3 for definition of Efficiency and Lift. Promotion measures only available in pounds.

Source: Circana week ending 08-31-2025