

# Avocado Holiday Retail Recap

Halloween, Thanksgiving, Christmas, and New Year's Eve

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## Introduction

# Definitions

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

- Halloween – week ending 10/29/2023
- Thanksgiving – week ending 11/26/2023
- Christmas – week ending 12/24/2023
- New Year’s Eve – week ending 12/31/2023

Geographies:

- Total U.S.
- 8 Regions

Categories:

- Total Avocados

Retail POS data source: Circana

PLUs:

- 4046 - small Hass #60 sizes & smaller
- 4225 - large Hass #40 & #48 sizes
- 4770 – x-large Hass #36 sizes & larger
- Organic – all organic PLUs
- Bags – conventional and organic bagged avocados
- All Other – all other avocados not defined above

Metrics:

- Dollars
- Units
- 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)

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.

# Holiday Comparison

**YTD Q4 - 2023 vs. 2022**

The fourth quarter holidays signaled a shift in dollar sales growth for 2023, with dollar sales surpassing that of Q4 2022 for all holidays.

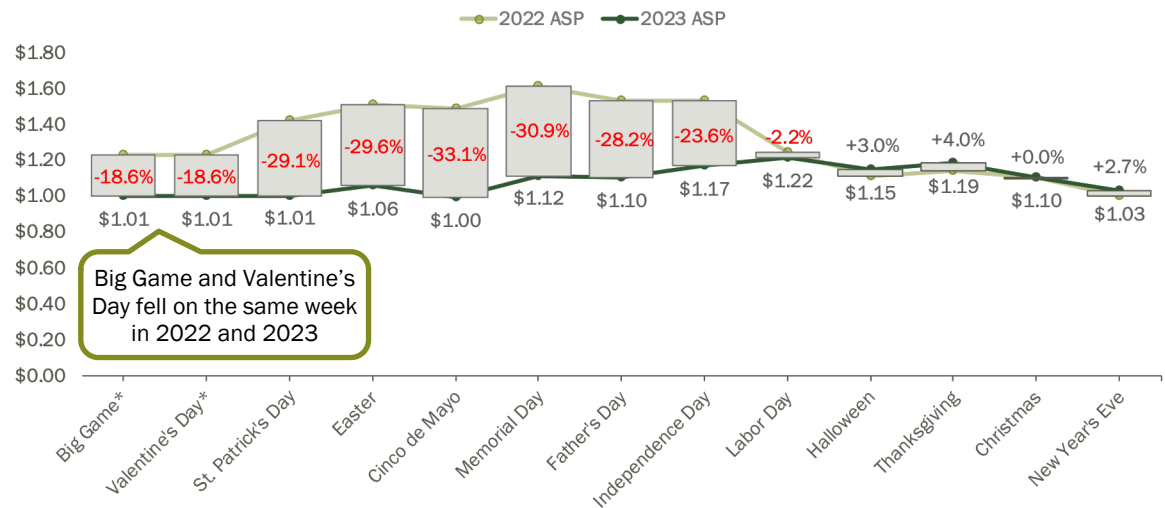
Additionally, the ASP during Q4 rose following steep declines earlier in the year.

## Holiday Comparison

# ASP saw increases during the Q4 holidays vs. prior year

- Avocado holiday ASP reached the highest level for 2023 during Labor Day at \$1.22/unit
- Thanksgiving grew +4% to \$1.19/unit while Christmas was flat at \$1.10/unit
- Three of the four Q4 holidays posted an uptick in avocado ASP compared to last year

**Average Selling Price per Unit with Change vs. YA  
(2023 vs. 2022)**



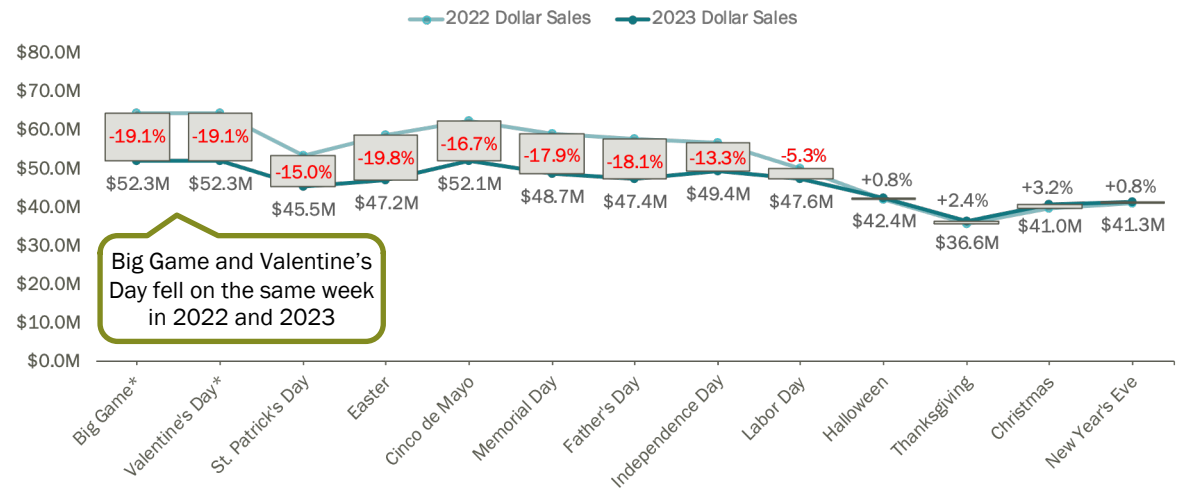
**Holiday Comparison**

## Holiday Comparison

# Avocado dollar sales began to show growth vs. prior year during Q4 holidays

- Q4 began to show growth compared to the previous year, while the other holidays posted declines
- This year's holiday dollar sales peaked during the week of the Big Game and Valentine's Day
- Thanksgiving marked the lowest avocado dollar sales of the year at \$36.6M
- Christmas saw a surge in dollar sales, increasing +3% to \$41.0M compared to last year

**Avocado Dollar Sales with Change vs. YA  
(2023 vs. 2022)**



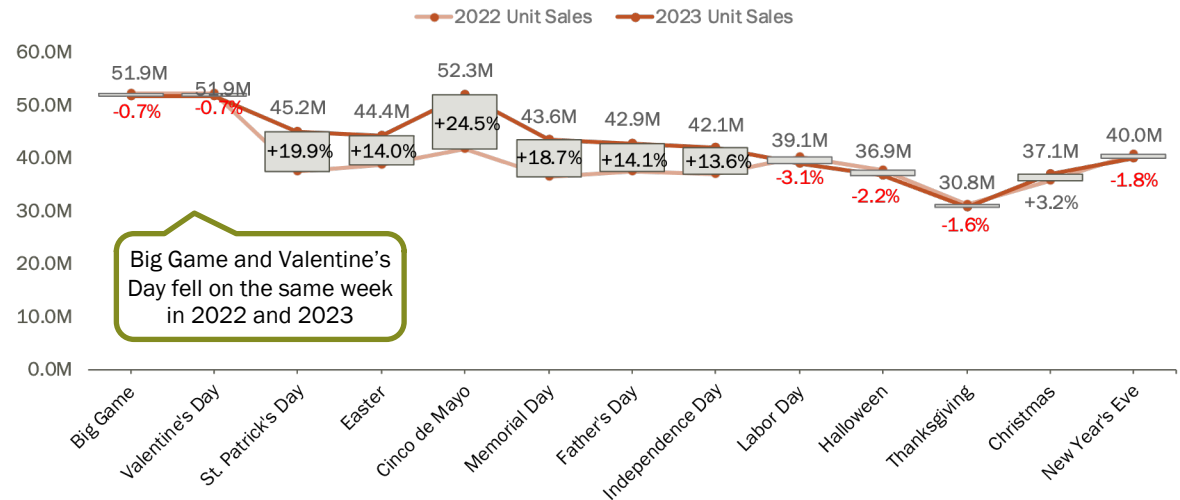
## Holiday Comparison

## Holiday Comparison

# Christmas showed unit growth, while holiday volume fell towards year's end.

- Unit sales peaked during Cinco de Mayo at 52.3M units, which was up nearly +25% over prior year
- Thanksgiving marked the lowest avocado unit sales of the year at 30.8M
- Christmas was the only holiday in Q4 that saw growth (+3%) when compared to last year

**Avocado Unit Sales with Change vs. YA  
(2023 vs. 2022)**



## Holiday Comparison

## Holiday Comparison

# Q4 holidays narrowed the gap between sales velocity in 2022 and 2023

- Dollar sales velocity was lower than the prior year for all 2023 holidays but began to rebound during Q4
- Dollar sales velocity reached its highest point of \$35.98/MM ACV during the dual event week of the Big Game and Valentine's Day

**Dollar Sales Velocity (\$/MM ACV)**  
(2023 vs. 2022)



Source: Circana 52 weeks ending 1/1/2023, with comparison to 2023 thru week ending 12/31/2023.  
\*Retail sales performance for week ending 02/12/2023 is shared between the Big Game and Valentine's Day.



# Halloween

week ending 10/29/2023

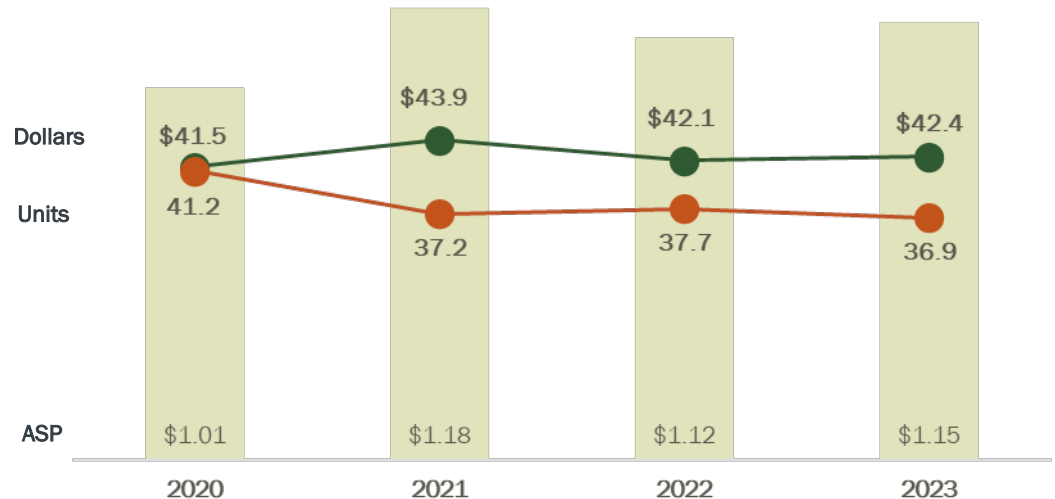
Avocado sales scared up  
+\$42.4M at checkout,  
creeping up +1%  
compared to last year!

## Halloween

# Holiday avocado dollar sales were up slightly (+1%) compared to prior year

- National avocado dollar sales reached \$42.4M during Halloween week, which was up +1% vs. last year
- Volume sales dropped -2%, reaching 36.9M units
- ASP rose +3% to \$1.15/unit compared to Halloween week last year

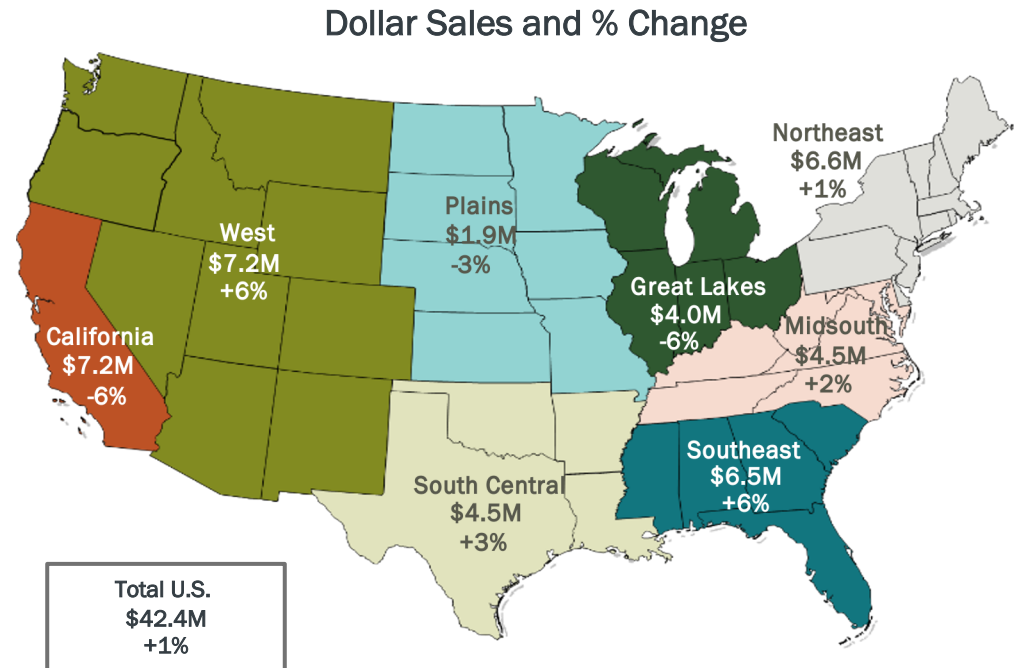
**Holiday Week Sales and Average Price by Year**  
(Dollars and Units in millions)



## Halloween

# National avocado dollars reached \$42.4M during the holiday week

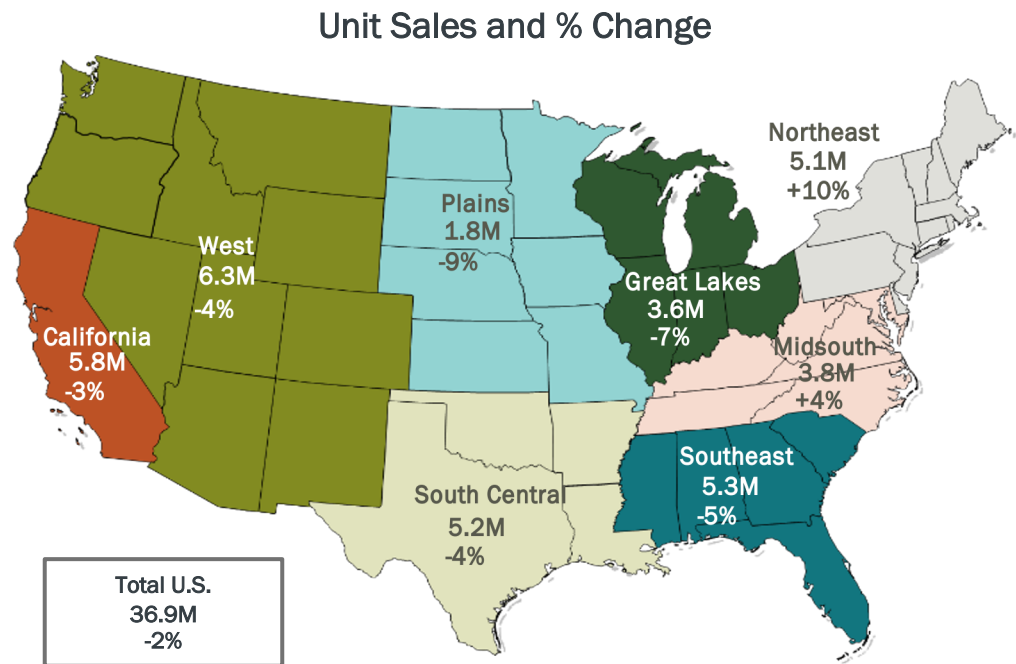
- Total U.S. avocado dollar sales grew +1% during Halloween week
- Dollars grew in five out of eight regions, ranging from +1% in the Northeast to +6% in the West and Southeast regions



## Halloween

# Northeast posted unit sales gains of +10% during Halloween week

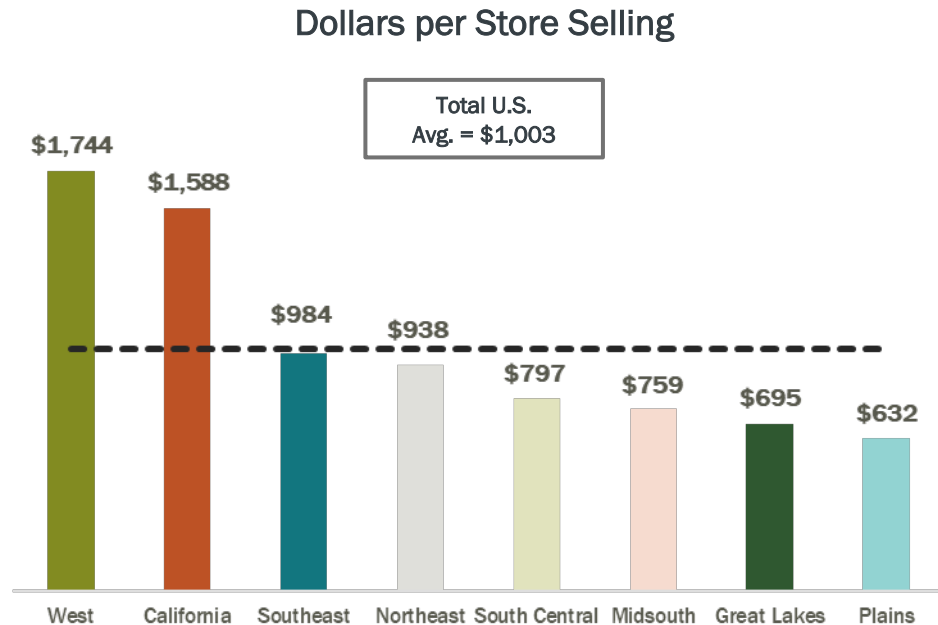
- Nationally, avocado volume during the holiday week was down -2% compared to year ago
- The Midsouth and Northeast regions showed growth of +4% and +10%, respectively, over the prior year
- The remaining regions declined, from -3% in California to -9% in the Plains region



## Halloween

# West region marked the highest dollars per store selling for Halloween

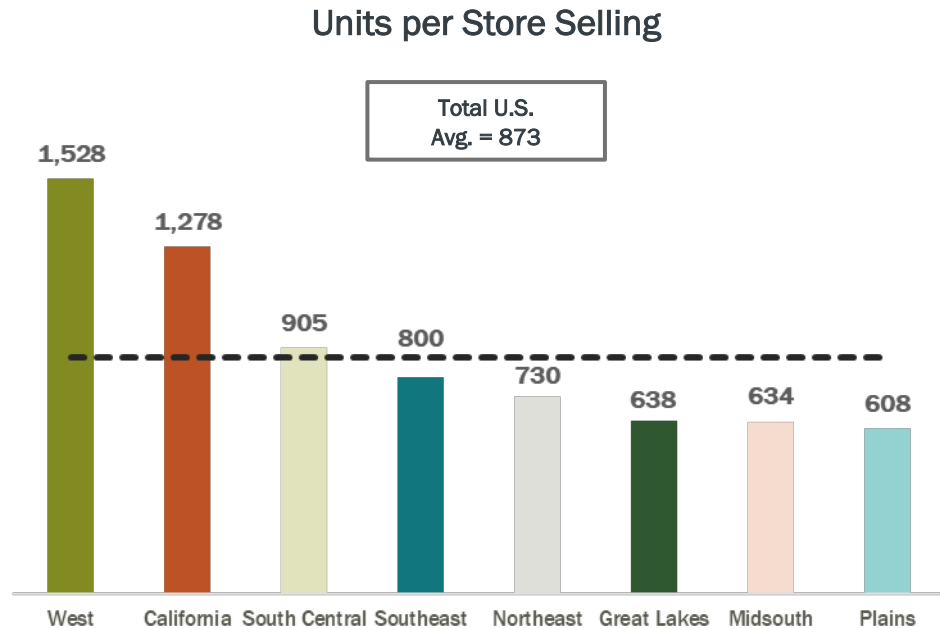
- Nationally, avocado retailers saw average weekly sales of \$1,003 per store during the holiday week
- Per store dollar sales were highest in the West (\$1,744) and California (\$1,588) regions



## Halloween

# Units per store selling were highest in the West region during the holiday week

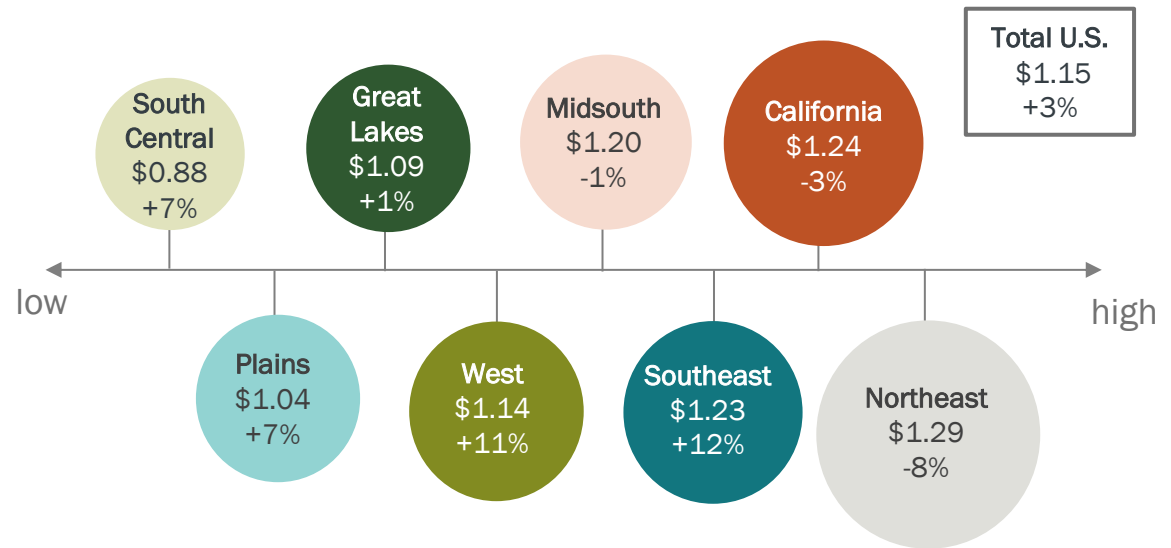
- On average, avocado retailers saw volume sales of 873 units per store during the holiday
- West region had the highest avocado units per store (1,528), while the California and South Central regions scored above the national average



## Halloween

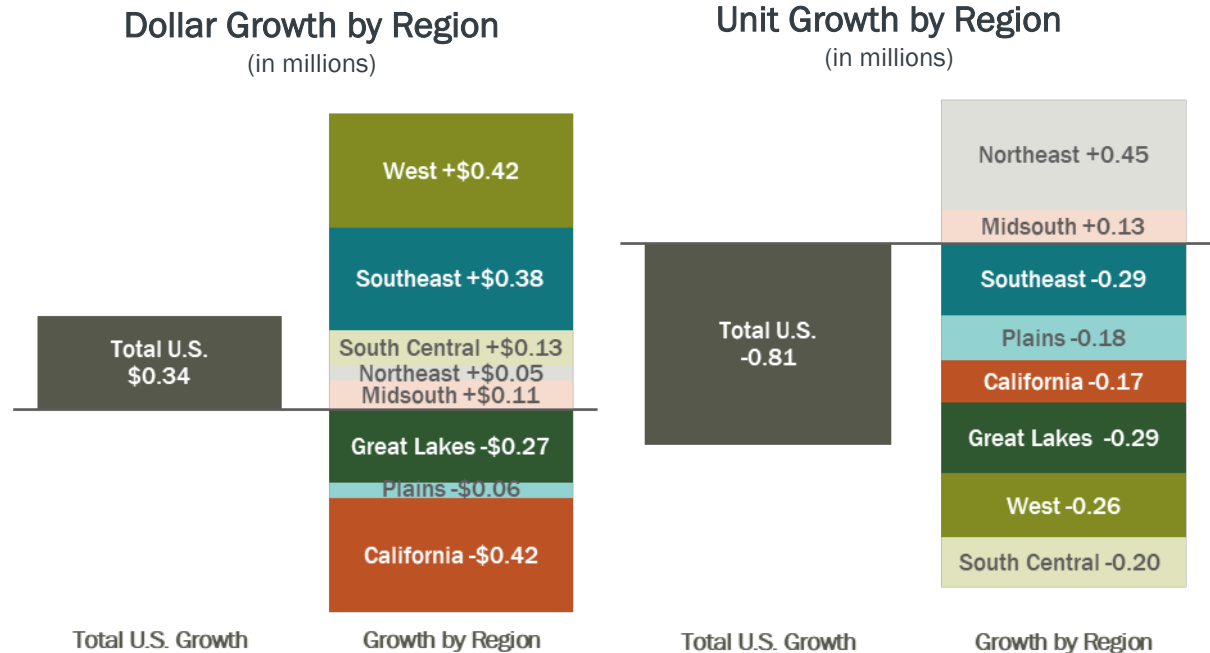
# Average selling price was up +3% for Total U.S. versus last year

- Total U.S. avocado ASP during Halloween climbed +3% to \$1.15/unit
- ASP varied across the U.S., from a low of \$0.88/unit in the South Central region to a high of \$1.29/unit in the Northeast region



# Holiday avocado sales showed dollar growth in five out of eight regions

- National avocado retail dollars grew by +\$0.34M compared to prior year, while units declined during the holiday
- Dollar growth was led by the West region, which contributed +\$0.42M to the category
- Volume gains in the Northeast and Midsouth were not enough to offset losses in the remaining regions



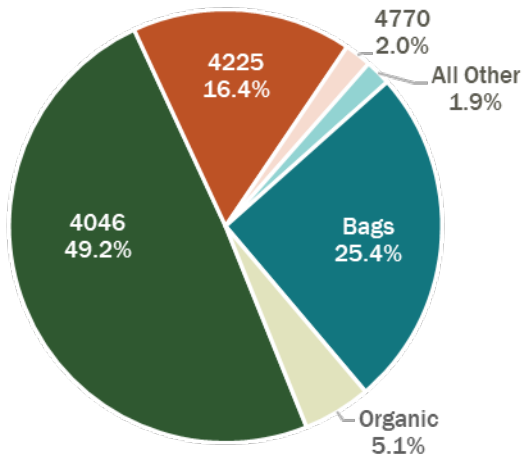


# Halloween

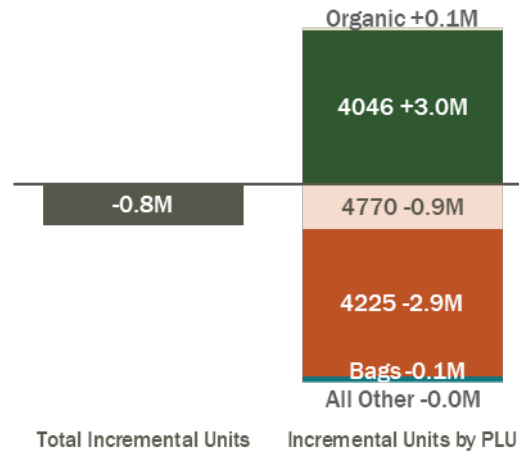
## Nearly half of unit share was held by small (4046) avocados

- Small (4046) avocados grew by +20% and contributed +3.0M units to the category vs. prior year
- Bags held the second highest share of volume

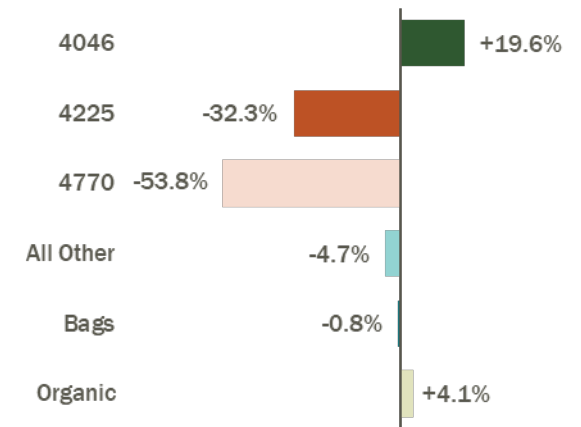
Unit Share by PLU



Incremental Units by PLU (vs. 2022)



Unit Growth by PLU (vs. 2022)



# Thanksgiving

week ending 11/26/2023

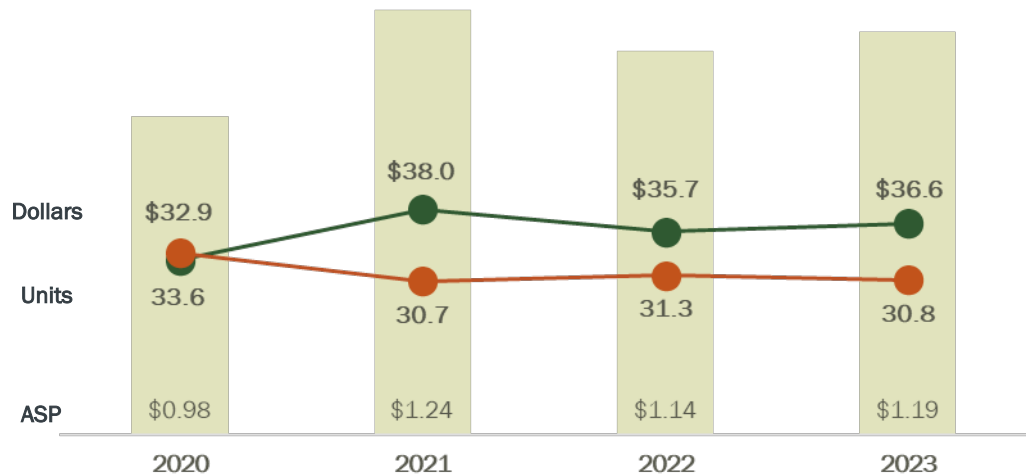
Shoppers gave thanks with avocados by spending an additional +\$1M vs. prior year!

## Thanksgiving

# Dollar sales during the Thanksgiving holiday grew by +2% compared to 2022

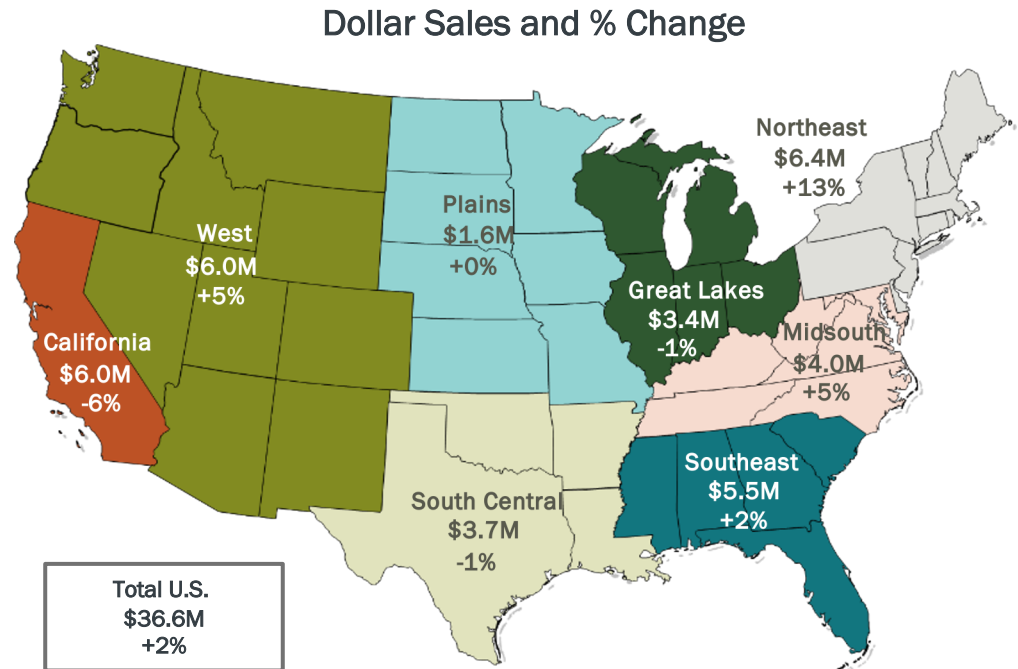
- Avocado dollar sales during the holiday week grew to \$36.6M, which was a +2% increase from 2022
- Unit sales fell -2% to 30.8M units when compared to prior year
- ASP during Thanksgiving week increased +4% to \$1.19/unit compared to 2022

**Holiday Week Sales and Average Price by Year**  
(Dollars and Units in millions)



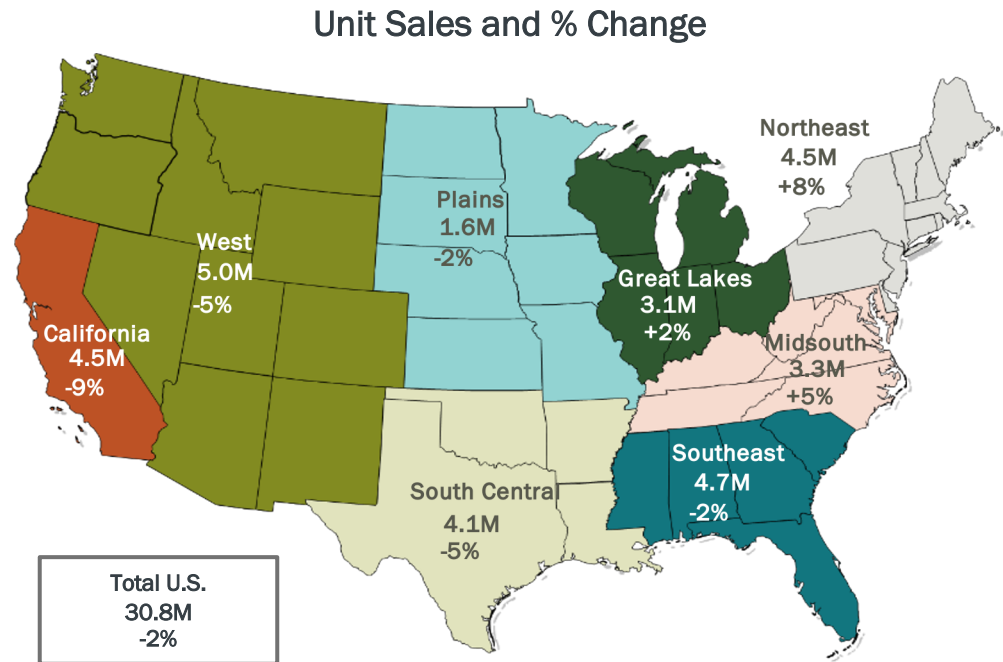
# Avocado dollar growth during the holiday was driven by the Northeast

- Nationally, avocado dollar sales increased +2% when compared to prior year
- The Northeast posted a +13% growth rate and reached \$6.4M in sales
- The West, Midsouth, and Southeast also saw an increase in dollar sales
- Declines in the remaining regions ranged from -1% in South Central and Great Lakes regions to -6% in California



# Avocado unit sales for Total U.S. reached 30.8M during the holiday week

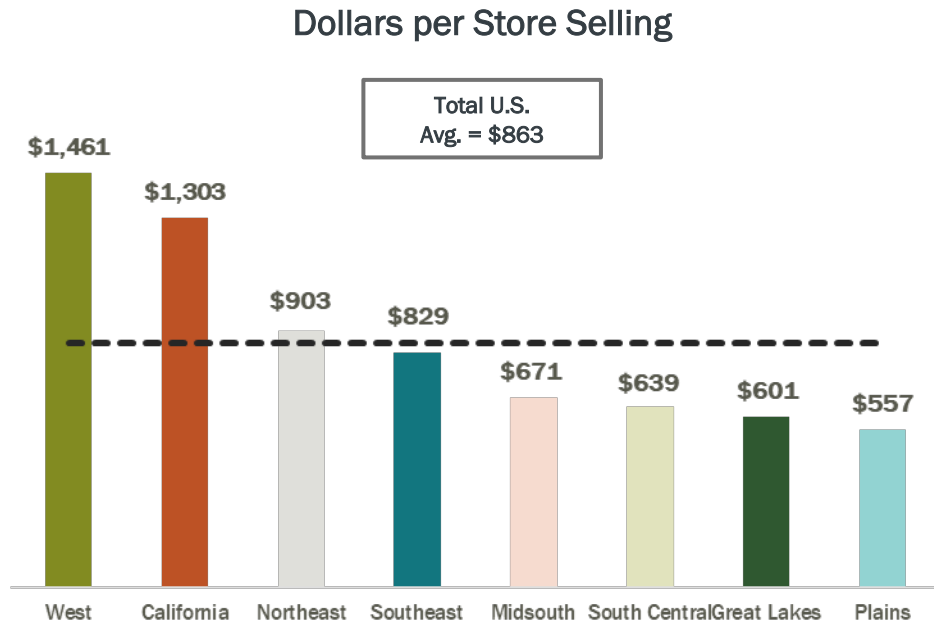
- Nationally, avocado volume during the holiday week was down -2% compared to year ago
- The Northeast region marked the highest growth rate at +8%, reaching 4.5M units in 2023
- Two additional regions experienced volume growth, with increases ranging from +2% in the Great Lakes region to +5% in the Midsouth



## Thanksgiving

# West and California regions posted the highest dollar sales per store

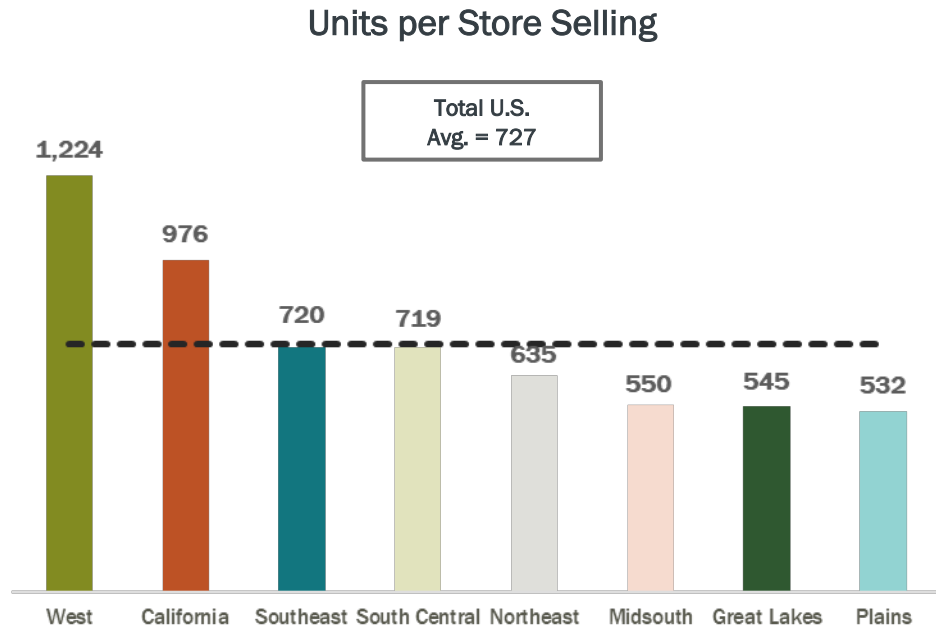
- On average, avocado retailers saw Thanksgiving week sales of \$863 per store
- The West, California and Northeast regions scored above the national average



## Thanksgiving

# Units per store selling were highest in the West region during the holiday week

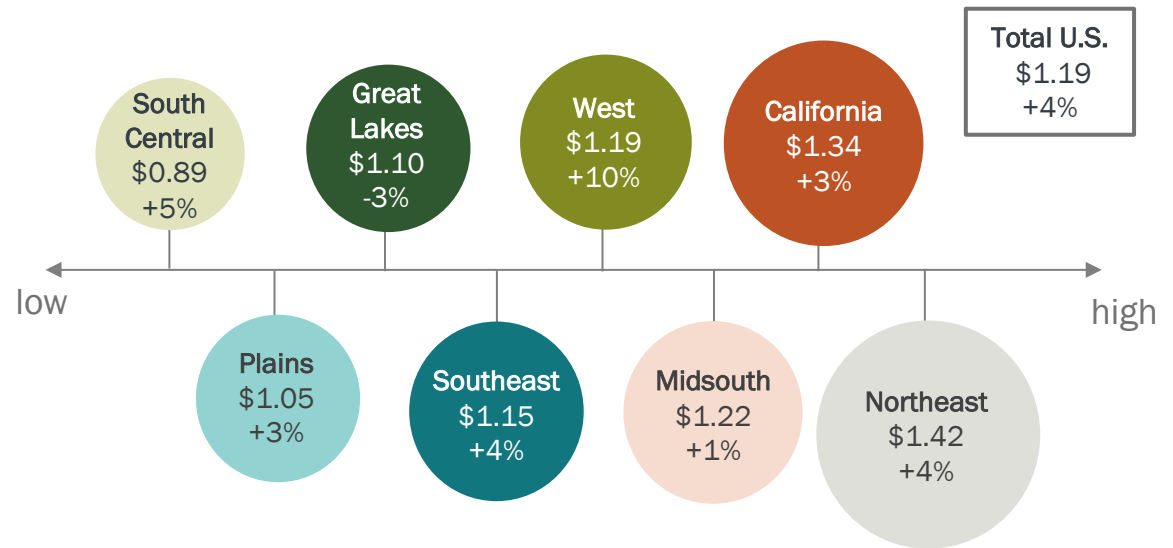
- Avocado retailers saw average weekly volume of 727 units per store for the Thanksgiving holiday
- Per store unit sales were highest in the West (1,224) and California (976) regions



## Thanksgiving

# Average selling price for Thanksgiving was up +4% vs. 2022

- Nationally, ASP climbed +4% vs. Thanksgiving 2022 with price increases ranging from +1% in the Midsouth to +10% in the West
- Average price varied across the U.S., from a low of \$0.89/unit in the South Central region to a high of \$1.42/unit in the Northeast region

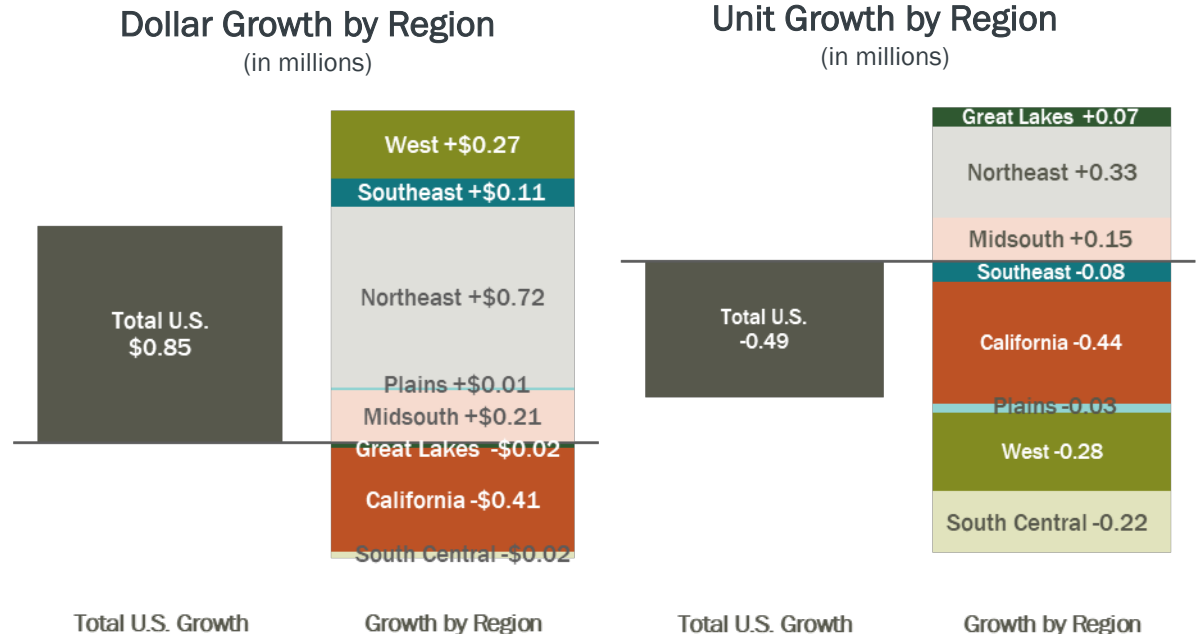




# Thanksgiving

## Northeast drove dollar growth during Thanksgiving week

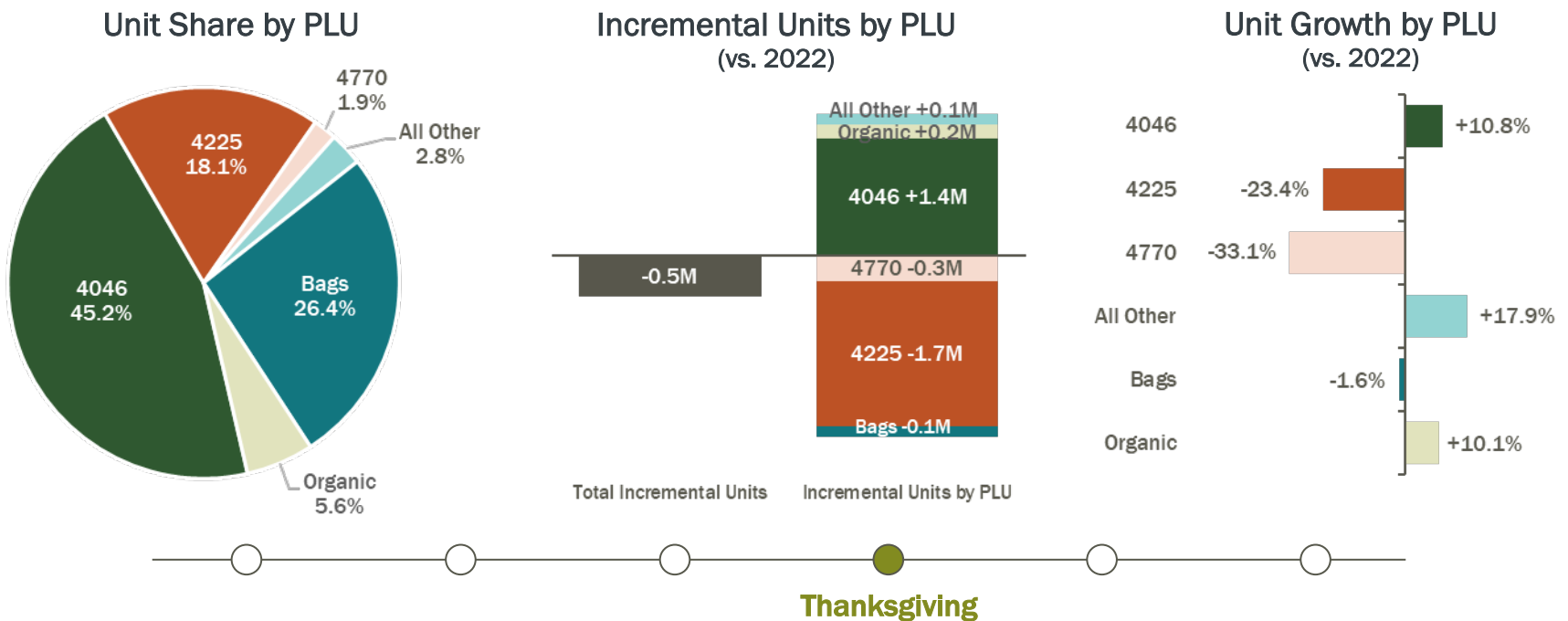
- Nationally, dollar growth was up +\$0.85M when compared to prior year
- The Northeast region contributed an additional +\$0.72M vs. Thanksgiving 2022, driving growth for the avocado category
- Volume gains in the Northeast, Midsouth, and Great Lakes were not enough to offset losses in the other regions



## Thanksgiving

# Three PLUs posted double digit unit growth during the holiday week

- Small (4046), All Other, and Organic PLUs saw double digit unit growth while the remaining PLUs declined
- Small (4046) held the largest share of volume at 45% and added +1.4M units to the category vs. prior year



# Christmas

**week ending 12/24/2023**

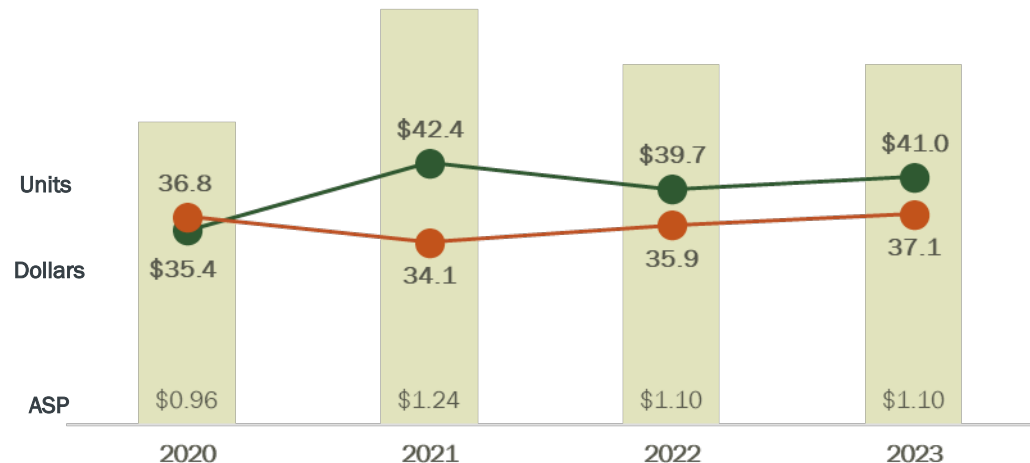
Avocados get a festive boost in dollars and volume during Christmas week 2023, growing +3% compared to last year!

## Christmas

# Avocado dollar and volume sales rallied during Christmas week 2023

- Nationally, Christmas avocado dollar sales were up +3% versus last year, reaching \$41.0M in 2023
- Unit sales reached 37.1M units this week, which also marked a +3% increase
- ASP was flat at \$1.10/unit

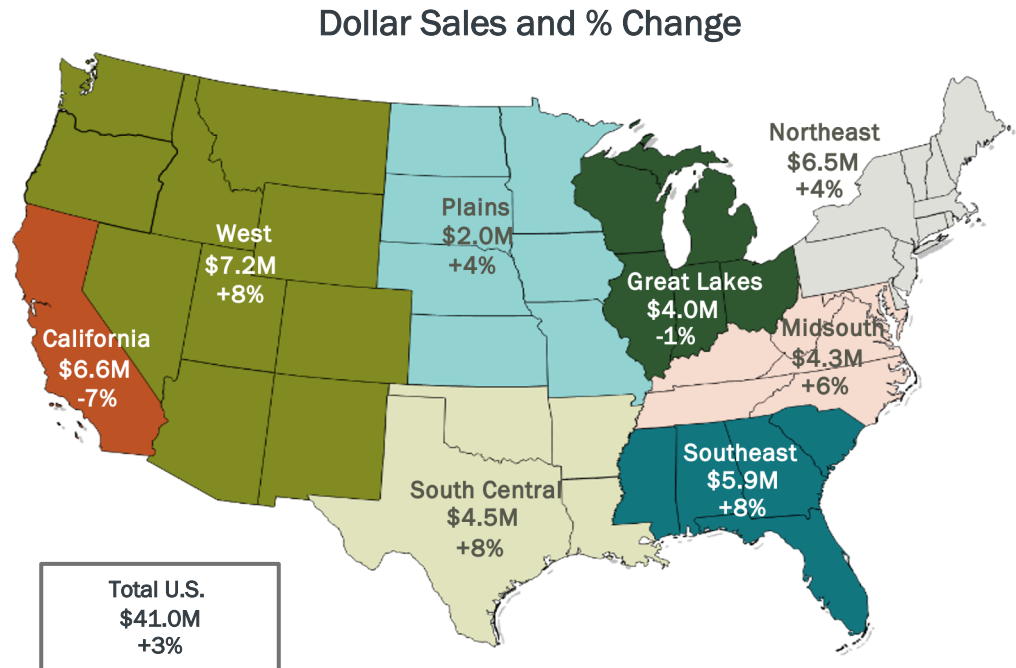
**Holiday Week Sales and Average Price by Year**  
(Dollars and Units in millions)



## Christmas

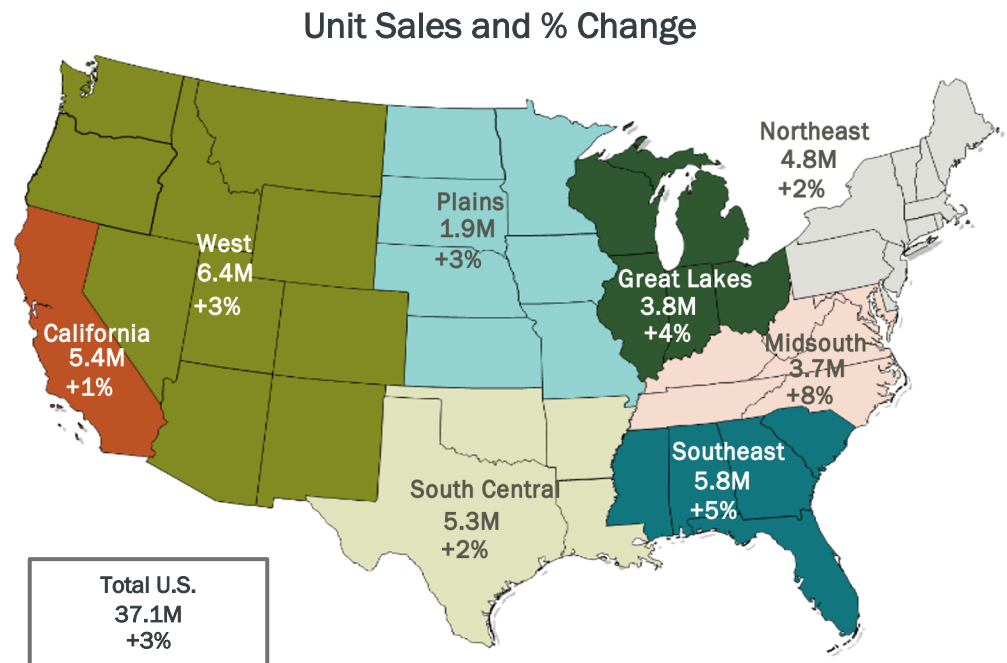
# Total U.S. avocado dollar sales reached \$41.0M during Christmas week

- Avocado dollar sales increased +3% during Christmas
- Dollars grew in 6 out of 8 regions ranging from +4% in the Northeast and Plains to +8% in the West, Southeast, and South Central regions
- The Great Lakes and California regions marked declines in dollar sales by -1% and -7%, respectively



# Christmas avocado volume grew across all regions for the 2023 holiday

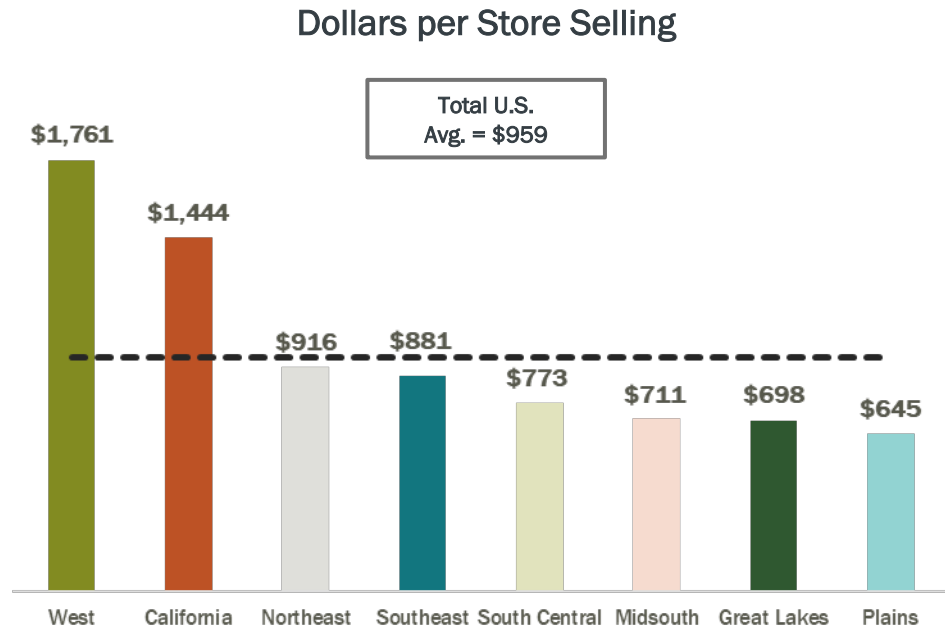
- Nationally, avocado volume during the holiday week was up +3% compared to year ago
- The Midsouth region drove volume growth, posting an increase of +8% in unit sales versus last year
- Growth in other regions ranged from +1% in California to +5% in the Southeast



## Christmas

# Dollars per store selling were highest in the West and California

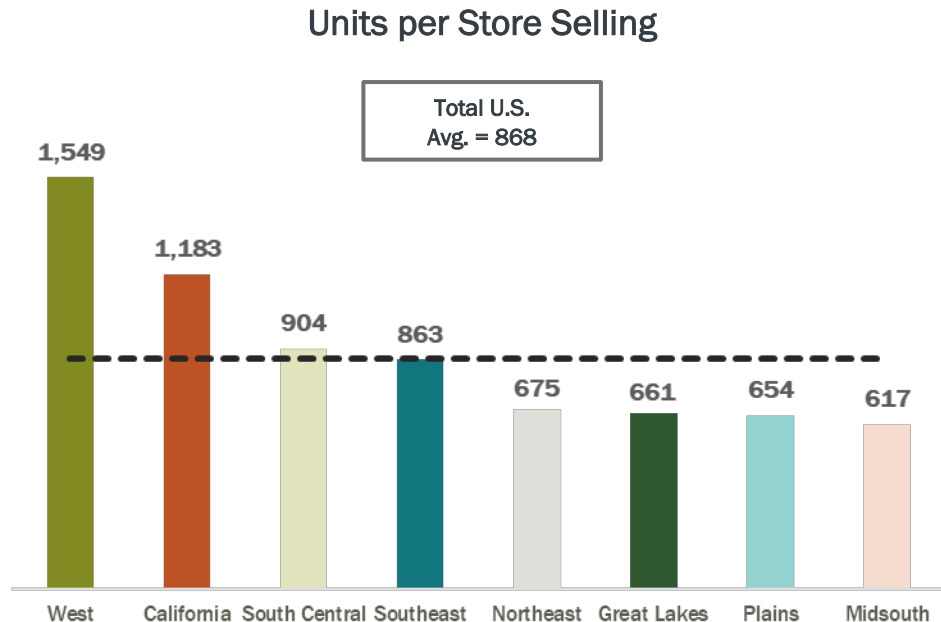
- Nationally, avocado retailers saw average weekly sales of \$959 per store during the Christmas holiday week
- Per store dollar sales were highest in the West (\$1,761) and California (\$1,444) regions



## Christmas

# Three regions rose above the Total U.S. average sales per store

- Avocado retailers saw average weekly volume of 868 units per store for the Christmas holiday
- West region had the highest avocado units per store (1,549), while the California and South Central regions scored above the national average

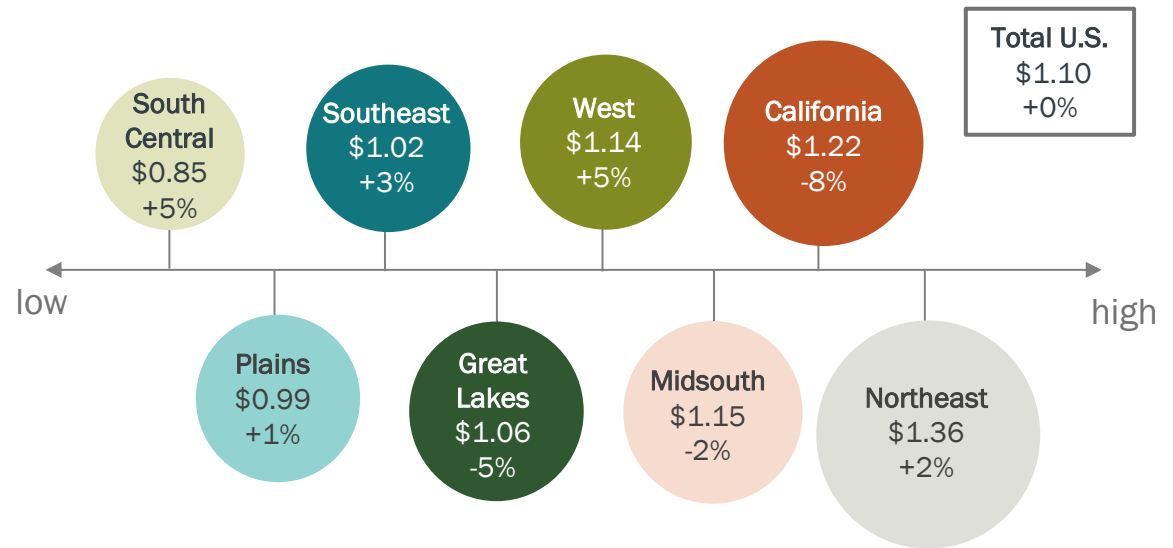




## Christmas

# National average selling price was flat compared to prior year

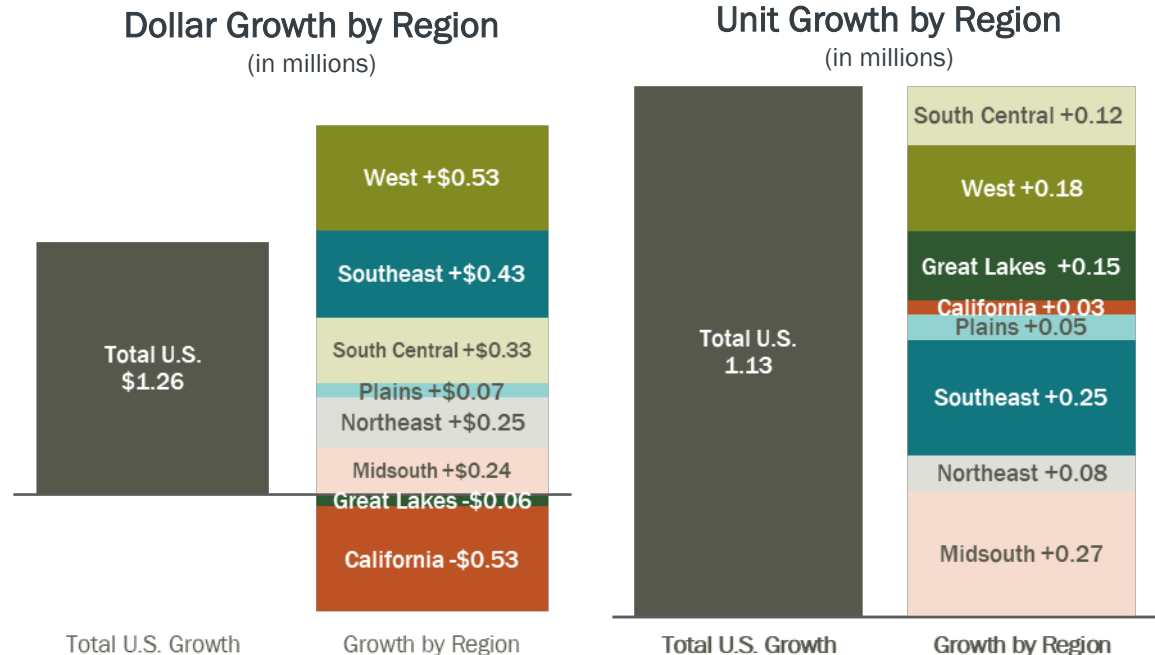
- Nationally, ASP for Christmas week remained flat at \$1.10/unit
- Average price varied across the U.S., from a low of \$0.85/unit in the South Central region to a high of \$1.36/unit in the Northeast region



## Christmas

# All regions contributed to unit growth, while most contributed to dollar growth

- Total U.S. avocado volume for the Christmas holiday was up +1.13M units when compared to prior year
- Six out of 8 regions contributed to dollar growth, adding +\$1.26M to the avocado category

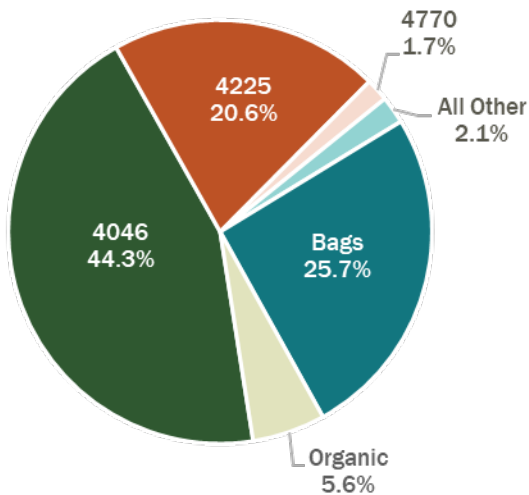


# Christmas

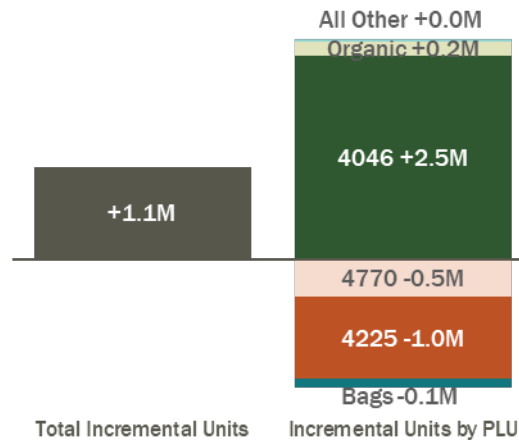
## Volume growth during the holiday was driven by small (4046) avocados

- Small (4046) avocados posted the largest incremental dollar increase (+18%), adding +2.5M units to the category for the holiday
- Small (4046) held the largest share of volume at 44%, followed by bags with 26% share

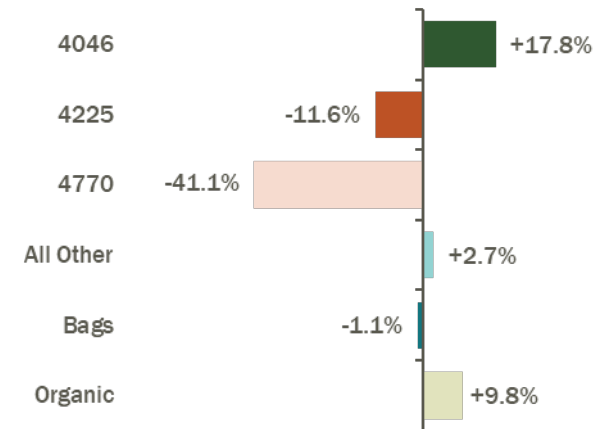
Unit Share by PLU



Incremental Units by PLU (vs. 2022)



Unit Growth by PLU (vs. 2022)



Christmas

# New Year's Eve

**week ending 12/31/2023**

Avocados took center stage in the ultimate NYE celebration!

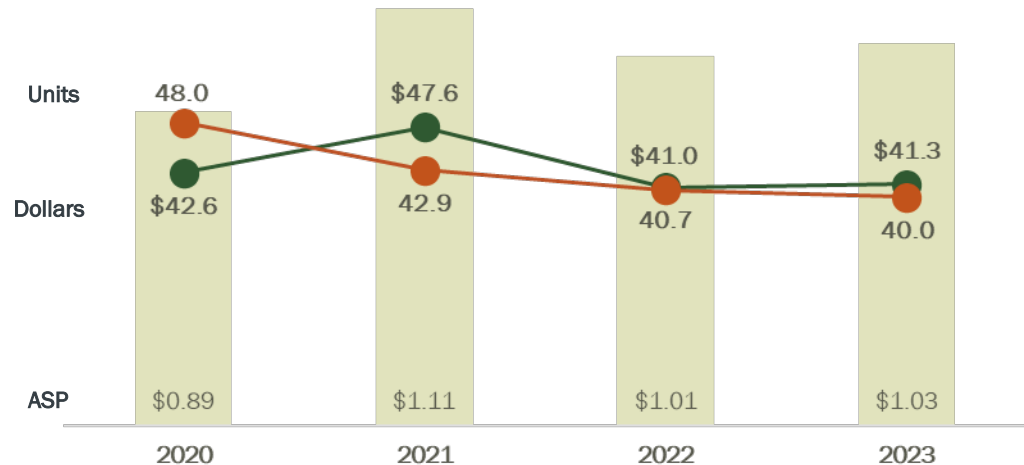
Shoppers spent +\$0.3M more on avocados during New Year's Eve week this year than in 2022.

## New Year's Eve

# Avocado dollar sales grew +1% this New Year's holiday but units decreased -2%

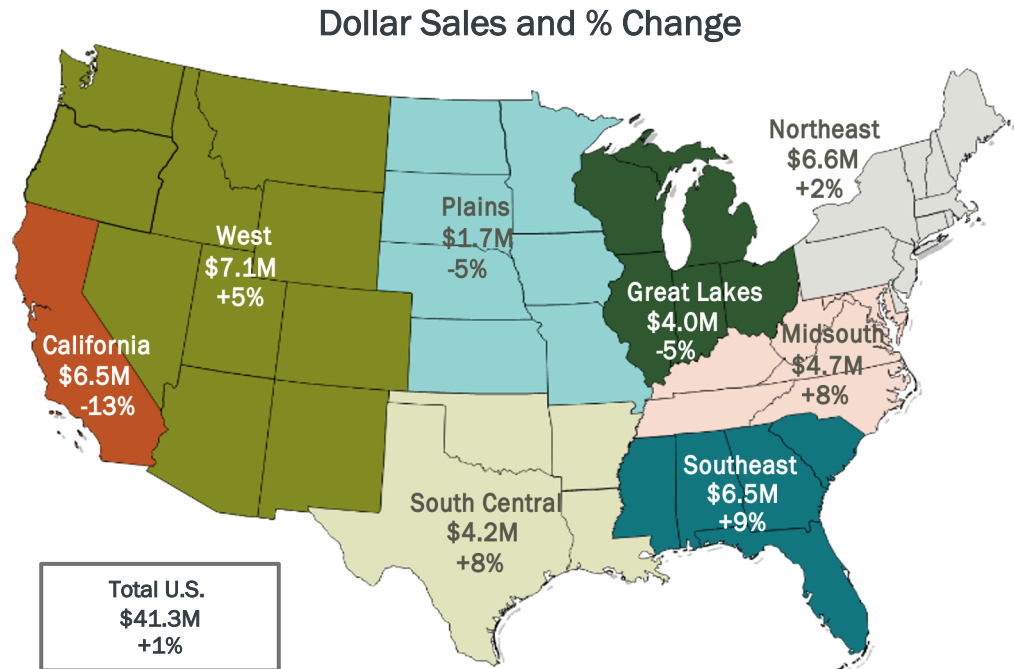
- National avocado dollar sales during the holiday week reached \$41.3M, which was up +1% vs. 2022
- Avocado units decreased by -2% to 40.0M during the holiday week when compared to year ago
- Total U.S. avocado ASP increased +3% during New Year's Eve week to \$1.03/unit compared to 2022

**Holiday Week Sales and Average Price by Year**  
(Dollars and Units in millions)



# The Southeast region drove avocado dollar growth during the holiday week

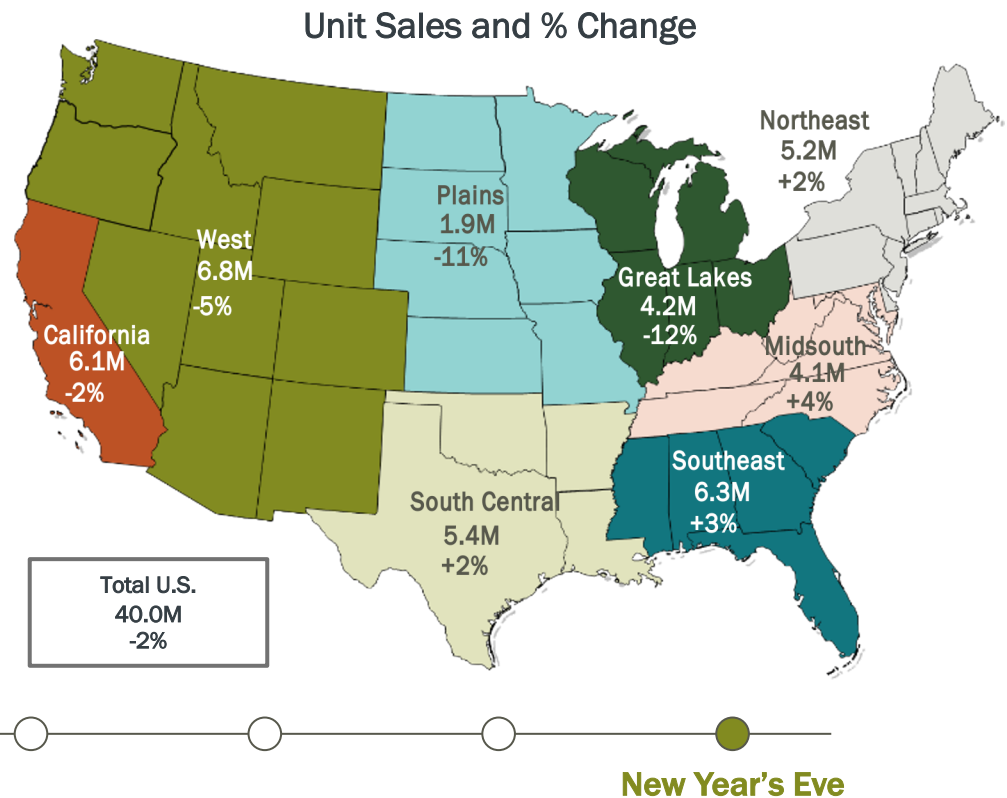
- Nationally, avocado dollar sales increased slightly by +1% vs. prior year, reaching \$41.3M
- Five out of eight regions saw dollar growth during the holiday week
- Dollar sales growth ranged from +2% in the Northeast to +9% in the Southeast



New Year's Eve

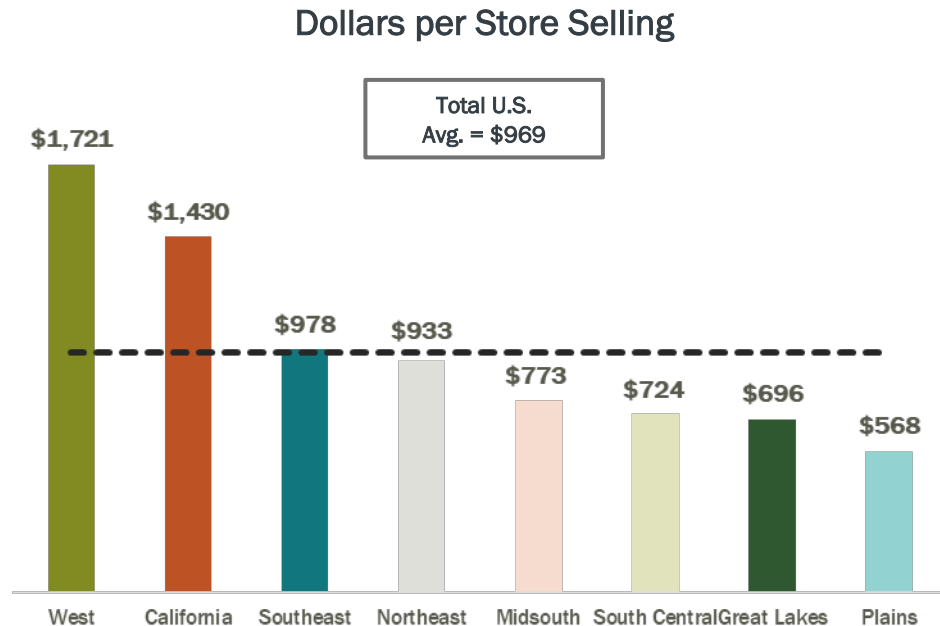
# New Year's Eve avocado volume fell -2% when compared to last year

- Total U.S. unit sales dropped -2% to 40.0M units vs. 2022
- The Midsouth (+4%), Southeast (+3%), South Central (+2%), and Northeast (+2%) posted volume gains compared to 2022
- Volume declines in the remaining regions ranged from -2% in California to -12% in the Great Lakes region



# West and California regions posted the highest dollar sales per store

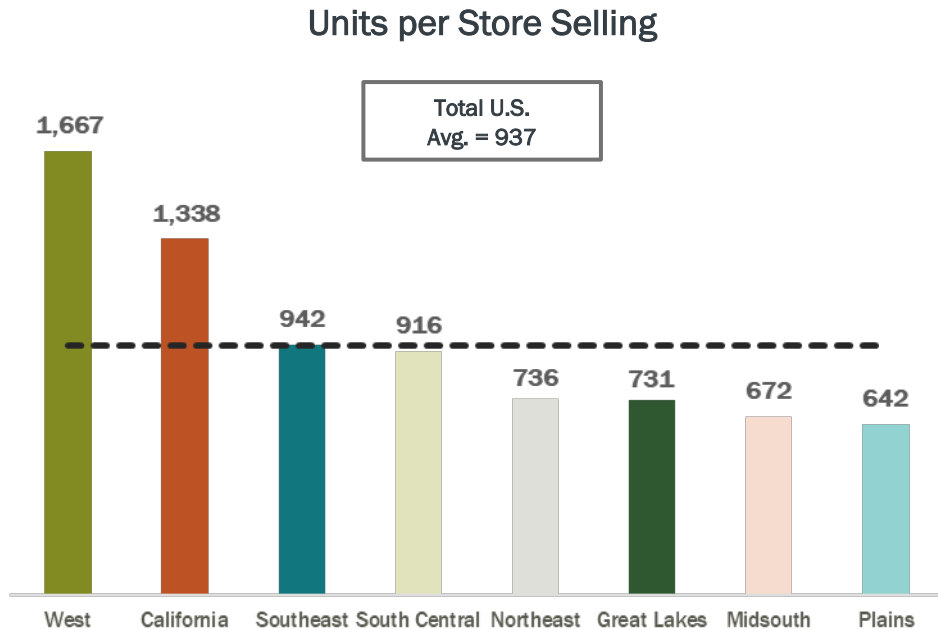
- Nationally, avocado retailers saw average weekly sales of \$969 per store during the New Year's holiday week
- Per store dollar sales were highest in the West (\$1,721), while California and the Southeast regions scored above the national average





# Units per store selling in three out of eight regions were above Total U.S. average

- Avocado retailers saw average weekly volume of 937 units per store for the
- West region had the highest avocado units per store (1,667), while the California and Southeast regions scored above the national average

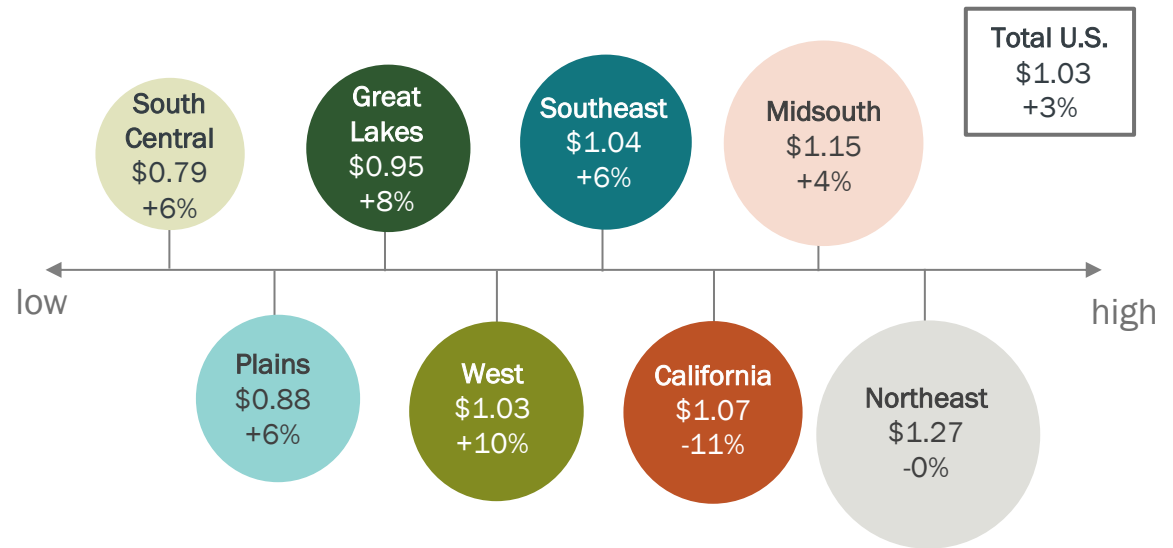


New Year's Eve

## New Year's Eve

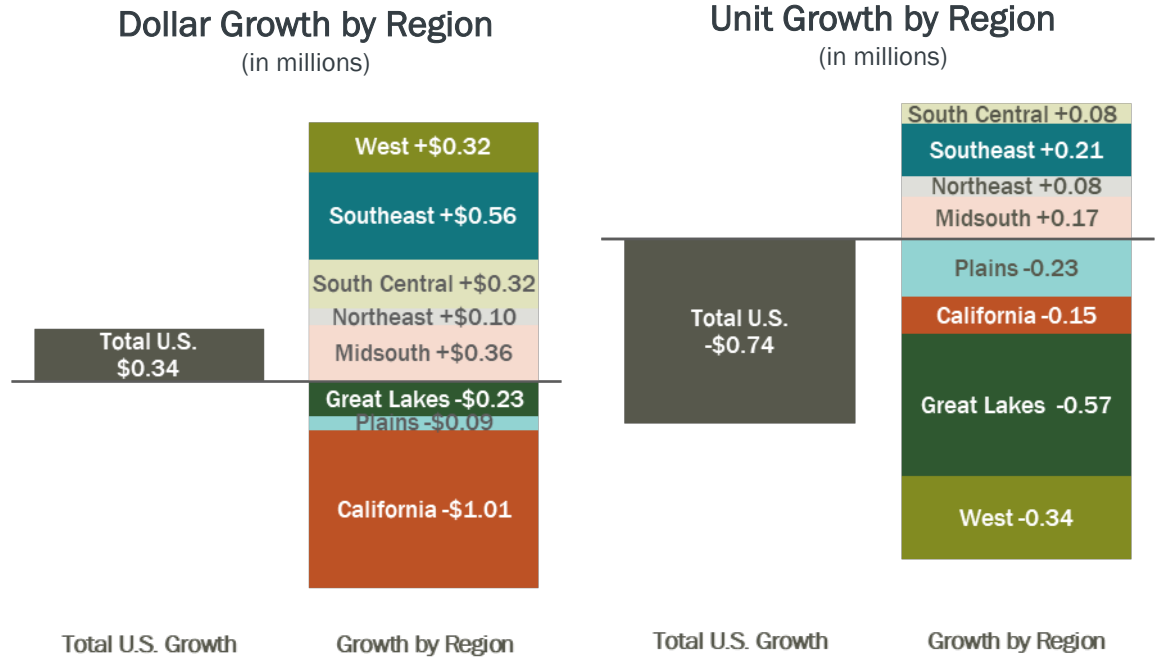
# Nationally, average selling price was up +3% versus last year

- Total U.S. avocado ASP was up +3% vs. New Year's Eve in 2022
- Average price varied across the U.S., from a low of \$0.79/unit in the South Central region to a high of \$1.27/unit in the Northeast region



# Holiday avocado sales showed dollar growth in five out of eight regions

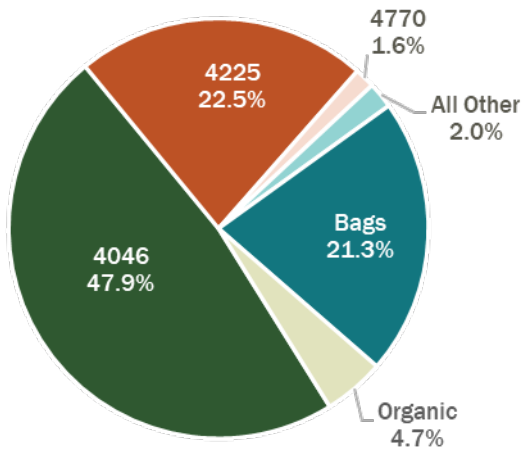
- Avocado dollar growth during the week of New Year's Eve reached +\$0.34M, with 5 out of 8 regions contributing dollar gains to the category
- Overall, holiday avocado category volume was down -0.74M units despite gains in the Southeast, Midsouth, Northeast, and South Central regions



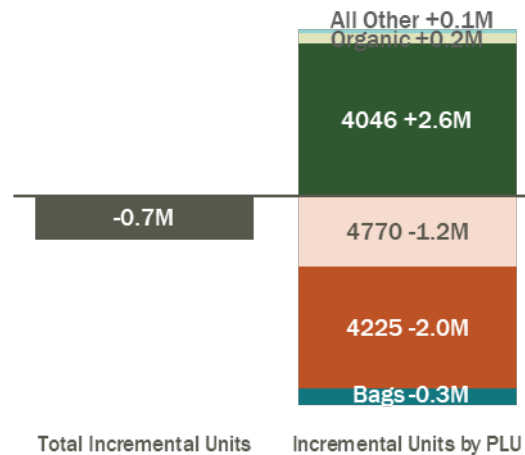
# Small avocados accounted for 48% of unit sales during the holiday

- Small (4046), All Other, and Organic units grew by double-digits compared to last year
- These PLUs combined to contribute an additional +2.9M units to the category vs. 2022

Unit Share by PLU



Incremental Units by PLU (vs. 2022)



Unit Growth by PLU (vs. 2022)

