HASS AVOCADO BOARD

Rethinking Retail: Bagged Avocado Sales Drivers

Understanding Bagged Avocado Sales Trends and Shopper Purchase Behaviors to Drive Retail Sales of Hass Avocados

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Objective and Methodology

The objective of this study is to assess the impact of bagged avocados within the avocado category. This study measures retail sales and the underlying purchase behaviors that are driving trends for bagged avocados. These insights can serve as a foundation for industry stakeholders to refine their marketing strategies and messaging, which can help foster greater shopper engagement within the avocado category.

This study utilized retail sales data from Circana to analyze retail sales trends of bagged and bulk avocados for Total U.S. and eight regions. This data included avocado dollar sales, unit sales, ASP, distribution, sales velocity, and dollar and unit share of bulk and bagged avocados over a four-year period. The study also included a deeper dive into the configurations of bagged avocados (avocado size and count).

This study also utilized household panel data from the Circana Consumer Network™ to analyze shopper purchase behaviors for bagged and bulk avocados for Moderate, Heavy, Super, Mega, and Ultra shopper segments. This data included avocado purchase dollars, household penetration, spend per household (annual), purchase occasions (trips), spend per trip, repeat buyer rate, and market basket information.

Executive Summary

The retail marketplace was met with many challenges during the worldwide pandemic that started in 2020. Since then, the produce industry has faced many outside forces that have impacted the marketplace, like the rise of inflation and restaurant food delivery. The industry has seen a shift toward product packaging for many categories, including avocados. In the avocado category, bagged avocados have made a significant impact on retail sales trends and shopper purchase behaviors.

Following 2019, the avocado category saw a strong spike in retail unit volume in 2020 (+21%), followed by a decline in 2021 (-5%) and 2022 (-8%). Retail dollars also increased in 2020 (+8%) and were relatively flat in 2021 (-1%). However, higher prices drove greater dollar sales for bulk and bagged avocados. While there were many contributing factors to the market dynamics that occurred over the past four years, the rise of bagged avocado sales had a significant impact on avocado category retail sales trends.

Bagged avocado sales have been increasing since before 2020 but saw a notable spike in volume and dollar sales in 2020 and 2021, capturing a larger share of category sales over the period.

- Bagged avocado volume increased +46% in 2020 and +18% in 2021
- These trends drove an increase in bagged avocado volume share. Up from a 19% share of total volume in 2019 to 28% in 2021

As bagged avocados continued to draw attention from the industry, the avocado category saw an increase in the distribution of established and new package configurations.

Small (4046) 4 and 5-count bags combined drove more than half of retail sales for bagged avocados. These sizes also saw an increase in distribution, +6 points and +3 points respectively. However, Small 7-count bags came on the scene and made a big impact on sales growth.

Distribution of small 7-count bags more than doubled and were sold in nearly 5%* of stores in 2022. This relatively new package size showed impressive performance, with a unit sales velocity that was +55% higher than the next top performer.

Year-over-year trends for purchase behaviors saw declines for many shopper groups as inflationary pressures may have softened purchase trends for bagged avocados. The number of Moderate and Heavy shoppers that purchased bags declined in 2022 and these groups also showed a decline in trips per household. However, spend per trip was up for all shopper groups. Meanwhile, Ultra shoppers continued to purchase bagged avocados and drove 64% of the growth in purchase dollars.

See the key opportunities page for more information on the importance of these retail sales and shopper purchase trends.

*Distribution weighted by ACV. See slides 6-8 for terms and definitions.

Key Opportunities

Small 7-count bags have a minor presence, but made a major impact

Bagged avocados drove 100% of the volume growth since 2019 and now account for 28% of total avocado volume. This growth came during sales spikes in 2020 and 2021. Small avocados contributed most of this growth, led by 4, 5 and 7-count bags of small avocados. Small 4 and 5-count bags held a 54% share of bagged avocado volume and were two of the top three performing bagged configurations in unit sales velocity. However, the 7-count bag, which had relatively low distribution (5%), topped the performance chart with a unit sales velocity that was +55% higher than the next top performer. This bag configuration was predominantly concentrated in west coast regions, especially California.

Adjust bagged product selection by region and consider top-performing sizes

Bagged avocados are now sold in 84% of stores* across the U.S., which matched the distribution of bulk for the first time in 2022. However, bagged avocados did not reach this level of distribution across all eight regions. In the South Central region, bagged avocado distribution increased +4 points, up to 72%*. While bagged avocado distribution was relatively low in South Central, bagged avocados performed exceptionally well where available and showed the third-highest sales velocity of any region. Compared to other regions, South Central held a greater proportion of Large 4 and 5-count bags. Increasing the distribution of top-performing sizes in South Central and other regions could increase bagged avocado sales across the U.S.

The bagged avocado market relies heavily on Ultra shoppers

In 2022, 44% of avocado shoppers purchased bagged avocados. Of those shoppers, 14% fell within the Ultra segment. This group accounted for 38% of bagged avocado purchase trips in 2022, driving a 43% share of bagged avocado purchase dollars. Additionally, this segment purchased bagged avocados more often and were more likely to purchase bags during their trip to the store. Since 2020, the category saw a decline in the number of shoppers purchasing bagged avocados, primarily in the Moderate and Heavy segments. However, the number of Ultra shoppers that purchased bags increased, and this group contributed +$34M in incremental bagged avocado purchases.

*Distribution weighted by ACV. See slides 6-8 for terms and definitions.

Terms and Definitions

Retail Sales Terms and Definitions

Product

Total Avocado Category, Bagged Avocados, Bulk Avocados

Time Periods

2019 – 2022: Calendar Years

Geographies

Total U.S. + 8 Regions:
California, West, Plains, South Central,
Great Lakes, Northeast, Midsouth, Southeast

PLU Definitions

4046 (Small Hass #60 sizes & smaller)
4225 (Large Hass #40 & #48 sizes)
4770 (X-Large Hass #36 sizes & Larger)

Retail Sales Data — All Metrics Are Rounded

- **Source:** Circana. This report reflects a multi-outlet data set (MULO), which includes an aggregation of the following channels: grocery, mass, club (excluding Costco), drug, dollar and military
- **Dollar Sales**
- **Volume Sales (Units)**
- **Average Selling Price (ASP)** – Dollars / Units
- **All Commodity Volume (ACV)** – Dollar sales of everything scanned in store(s)
- **Distribution** – % of stores selling the category (Weighted by ACV)
- **Velocity** – $ per Million ACV = Category sales rate in stores where stocked (weighted by ACV)
- Shows dollars spent on the category for every million dollars spent in store overall
- **Category Development Index (CDI)** – CDI measures each region's share of Total U.S. avocado volume compared to its share of the Total U.S. population

Terms and Definitions Continued

Shopper Purchase Trends Terms and Definitions

Product

Total Avocado Category, Bagged Avocados, Bulk Avocados

Time Periods

2020 – 2022: Calendar Years

Geographies

Total U.S.

Shopper Purchase Trends — All Metrics Are Rounded

- **Source:** Circana Consumer Network™ Please see slide 58 for more information.
- **Household (HH) Penetration** – The percentage of households that purchased product
- **Shopper/Buyer Segment** – Throughout this report, the term “shoppers” and “buyers” refers to households that purchased the product
- **Household** – A unit within the shopper segment
- **Purchase Trips** – Annual number of trips where avocados were purchased
- **Repeat Buyers** – Households that purchased the product more than once per year
- **Buying Rate** – Annual product dollar spend per product buying household
- **Trips per Buyer** – Annual number of purchase occasions per product buying household
- **Dollars Per Trip** – Dollar spend on product per purchase occasion
- **Purchases** – Household purchases are captured in dollars (no volume or units)
- **Market Basket** – Average dollar spend on all items purchased per trip

Study Development

Fusion (GoWithFusion.com)

All Commodity Volume (ACV) Weighted Distribution and Sales Velocity

% ACV Weighted Distribution

Example: Total U.S. Avocado % ACV Distribution			
	Store 1	Store 2	Store 3
Store ACV	$50M	$100M	$150M
Were avocados scanned in this store?	No	Yes	Yes

= $250M

Example Total U.S. ACV = $50M + $100M + $150M = $300 Million

Unweighted Distribution = % of stores selling = 2 ÷ 3 = 67%

ACV Weighted Distribution = % of ACV = $250M ÷ $300M = 83%

Avocados were sold in 67% of stores (2 out of 3) but were sold in stores that account for 83% of Total U.S. ACV

Sales Velocity

Example: Avocado Sales Velocity	
	Total
Avocado Dollar Sales	$10,000
Avocado Unit Sales	5,000
Total ACV ($)	$250M

Total Dollar Sales Velocity = $10,000 ÷ $250 = $40/$MM ACV

Total Unit Sales Velocity = 5,000 ÷ 250 = 20 units/$MM ACV

Avocado dollar sales were $10,000 in stores where avocados were sold (83% of ACV). Those stores reported an ACV of $250M. This means avocados sold at a rate of $40 per $1M in Total ACV.

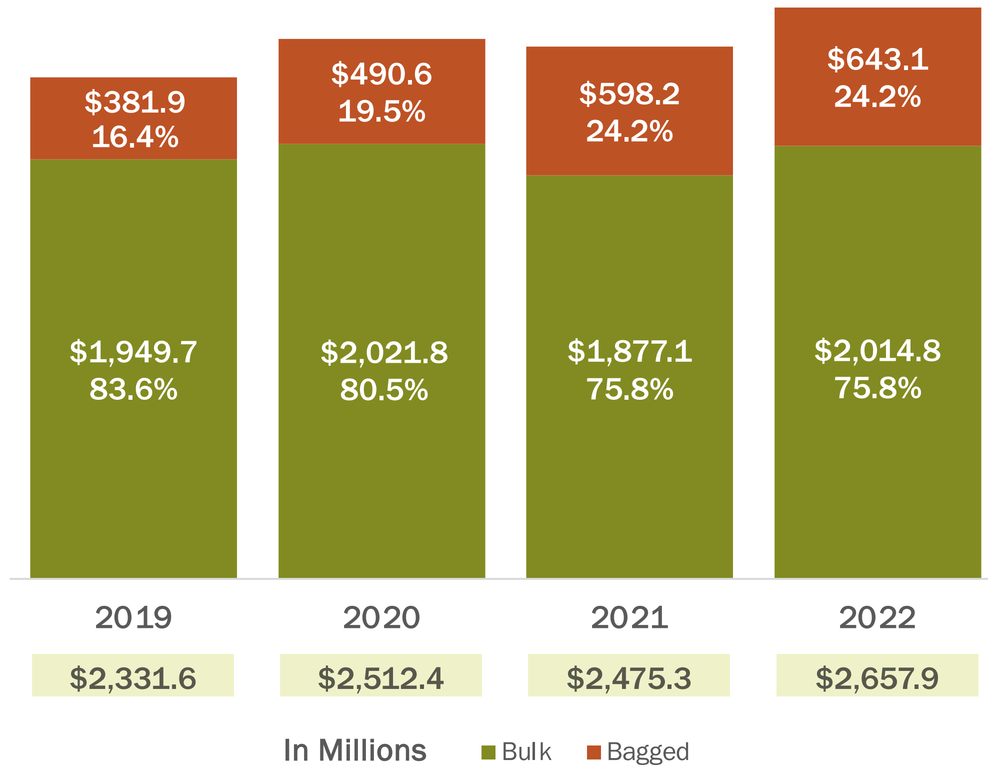
Avocado Retail Sales Trends

Total U.S.

Bagged vs. Bulk Dollar Sales by Year 2019 – 2022

Bagged avocado dollar sales grew +68.4% vs. 2019 and represented 24.2% of avocado volume in 2022

Dollar share of bagged avocados increased +7.8 percentage points vs. 2019



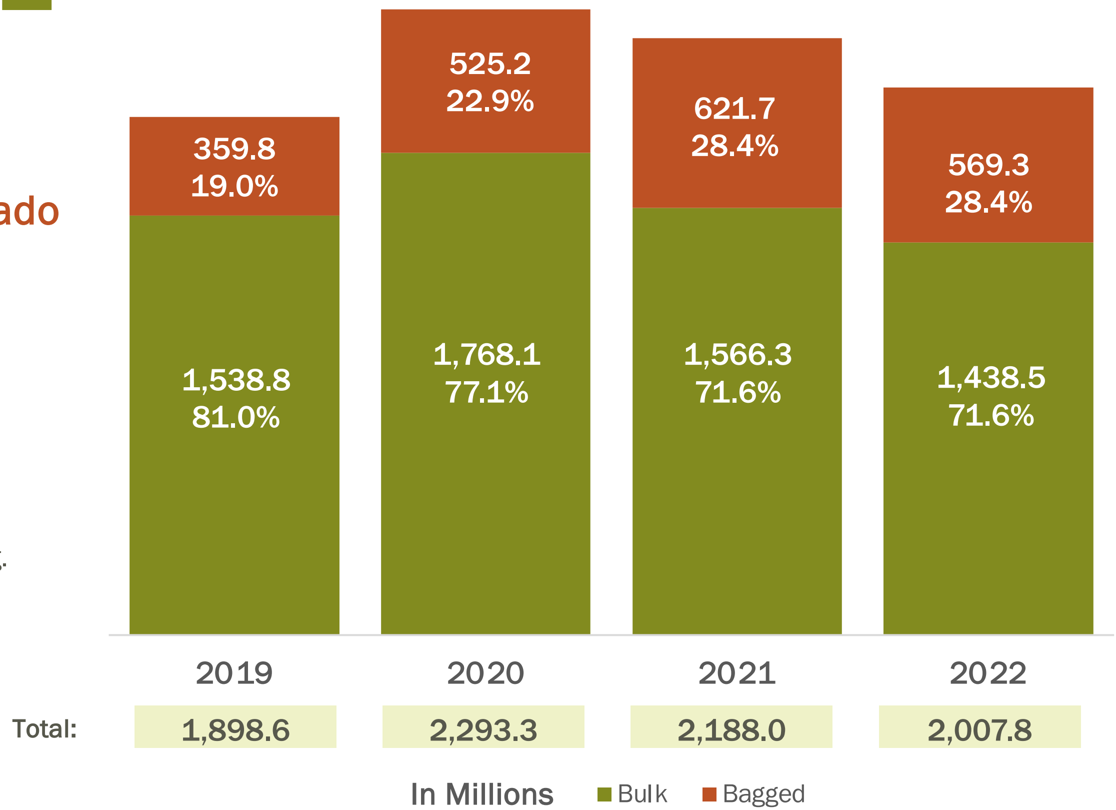
Data source: Circana calendar year 2019 ending 01-05-20 through calendar year 2022 ending 01-01-23

Bagged* vs. Bulk Unit Sales by Year 2019 – 2022

Bagged avocado unit sales grew +58.2% vs. 2019 and represented 28.4% of avocado volume in 2022

Volume share of bagged avocados increased +9.4 percentage points vs. 2019

*Bagged volume is reported in avocado units. One unit is equal to one avocado, not one bag.

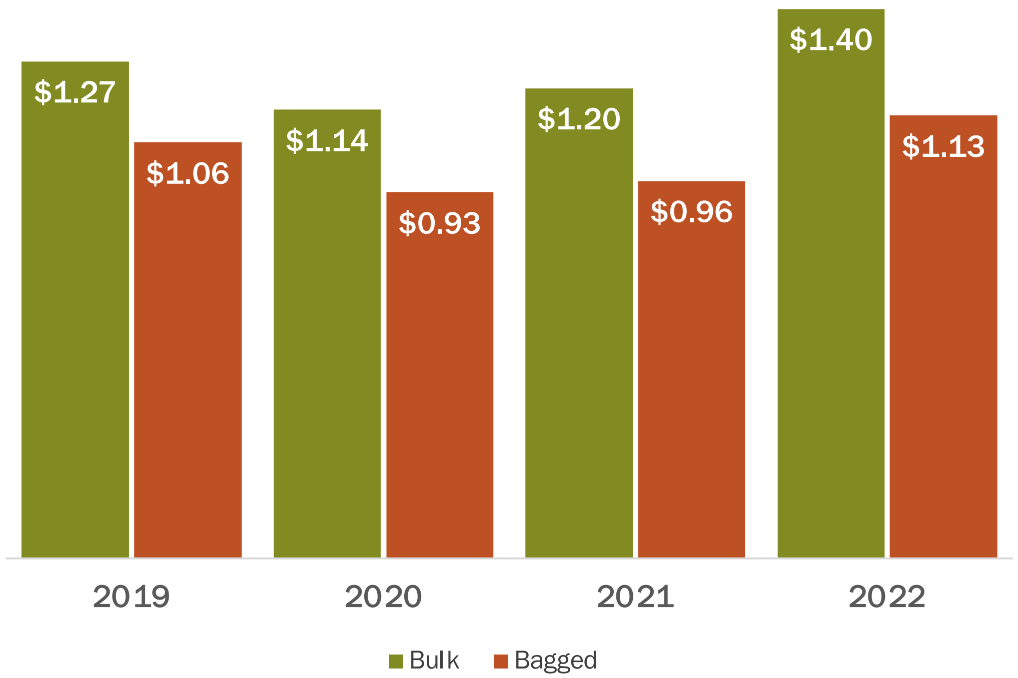


Data source: Circana calendar year 2019 ending 01-05-20 through calendar year 2022 ending 01-01-23

Bagged vs. Bulk ASP by Year 2019 – 2022

Since 2019, the price per bagged avocado grew +6.4% from $1.06/unit to $1.13/unit

Bulk avocado ASP increased +10.5% since 2019 from $1.27/unit to $1.40/unit



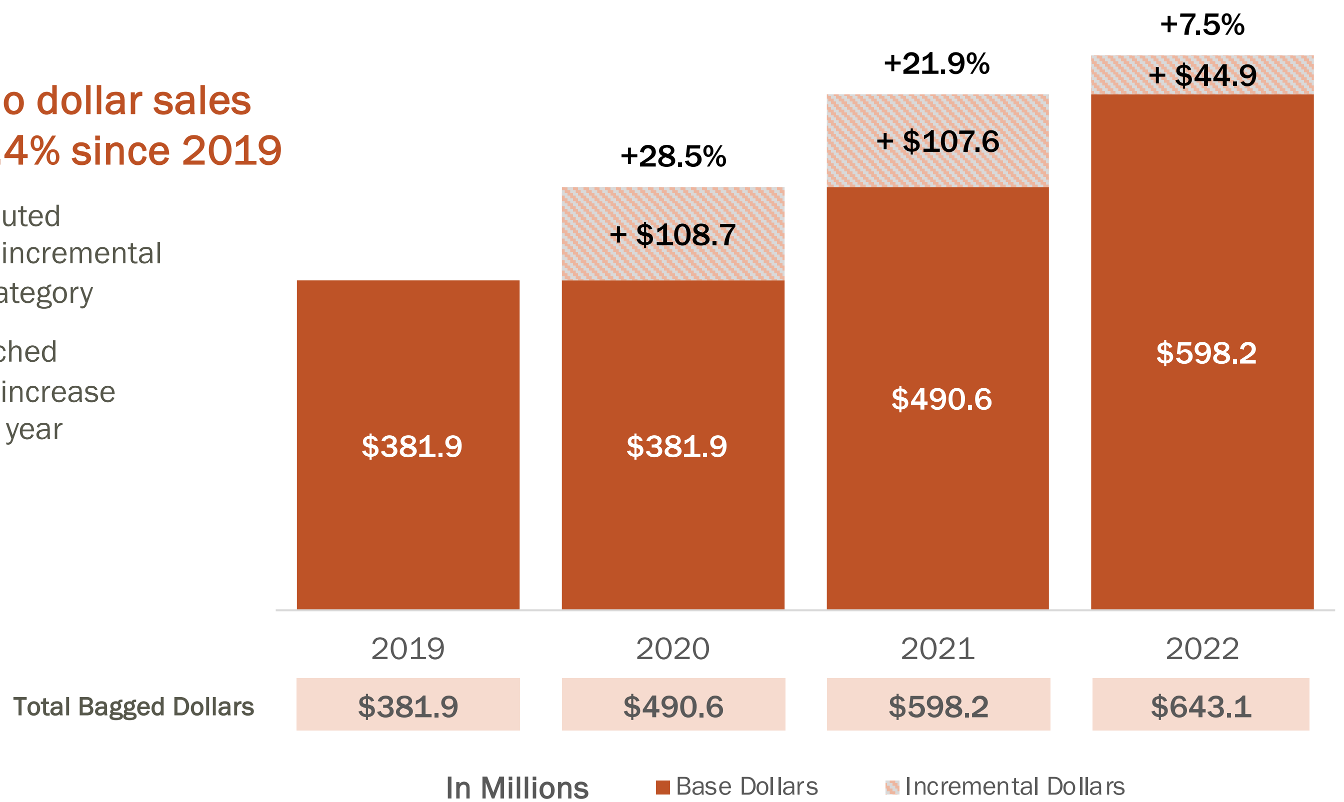
Data source: Circana calendar year 2019 ending 01-05-20 through calendar year 2022 ending 01-01-23

Bagged Dollar Growth by Year 2019 – 2022

+68% growth since 2019

Bagged avocado dollar sales increased +68.4% since 2019

- This growth contributed +$261.2 million in incremental sales to the total category
- In 2022, sales reached $643.1 million, an increase of +7.5% over prior year



Retail Sales – Total U.S.

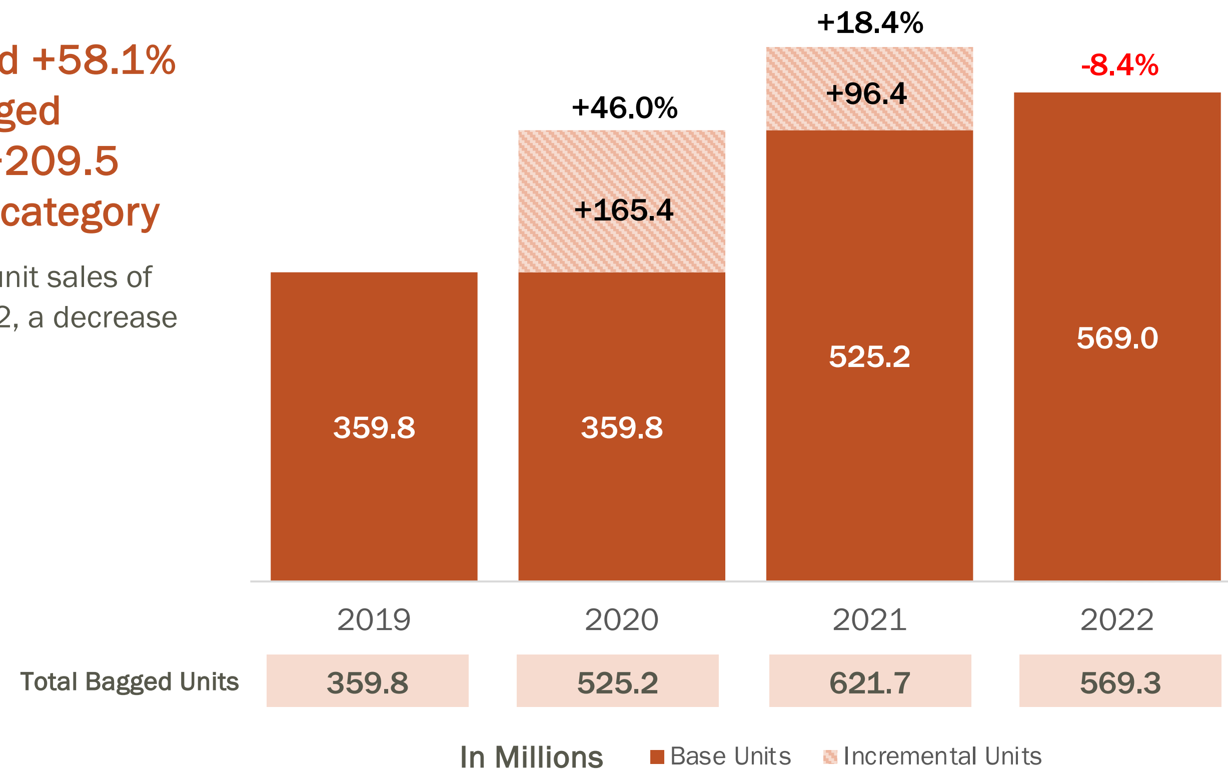
Data source: Circana calendar year 2019 ending 01-05-20 through calendar year 2022 ending 01-01-23

Bagged Unit Growth by Year 2019 – 2022

+58% growth since 2019

Unit sales increased +58.1% since 2019 for bagged avocados, adding +209.5 million units to the category

Bagged avocados posted unit sales of 569.0 million units in 2022, a decrease of -8.4% vs. prior year



Retail Sales – Total U.S.

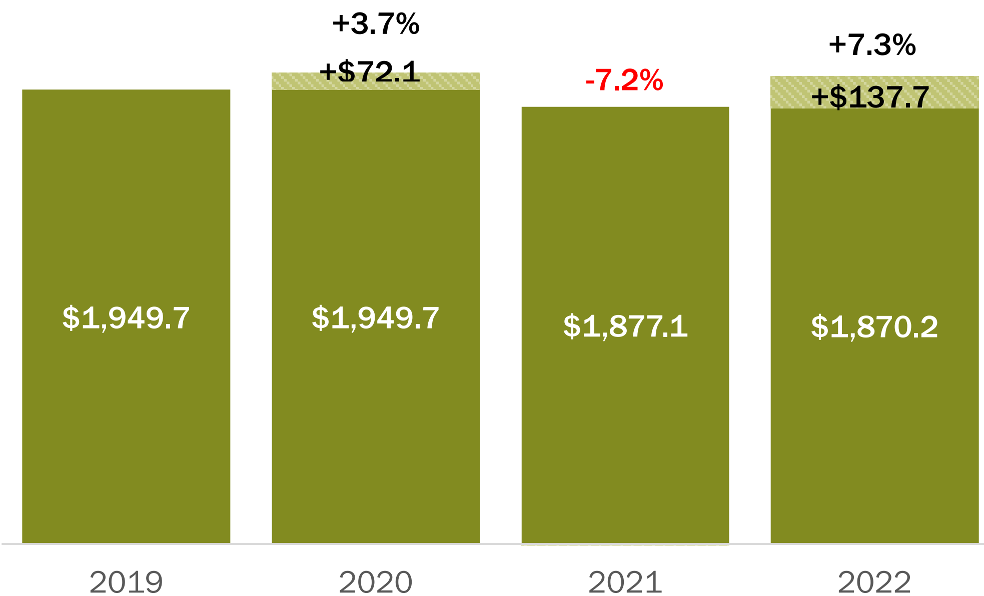
Data source: Circana calendar year 2019 ending 01-05-20 through calendar year 2022 ending 01-01-23

Bulk Dollar Growth by Year 2019 – 2022

Compared to 2019, bulk avocado dollars increased +3.7% and added +$65.2 million in incremental sales

Bulk dollars grew +7.3% vs. 2021, adding +$137.7 million dollars to the category

+4% growth since 2019



	2019	2020	2021	2022
Total Bulk Dollars	$1,949.7	$2,021.8	$1,877.1	$2,014.8

In Millions ■ Base Dollars ■ Growth PY

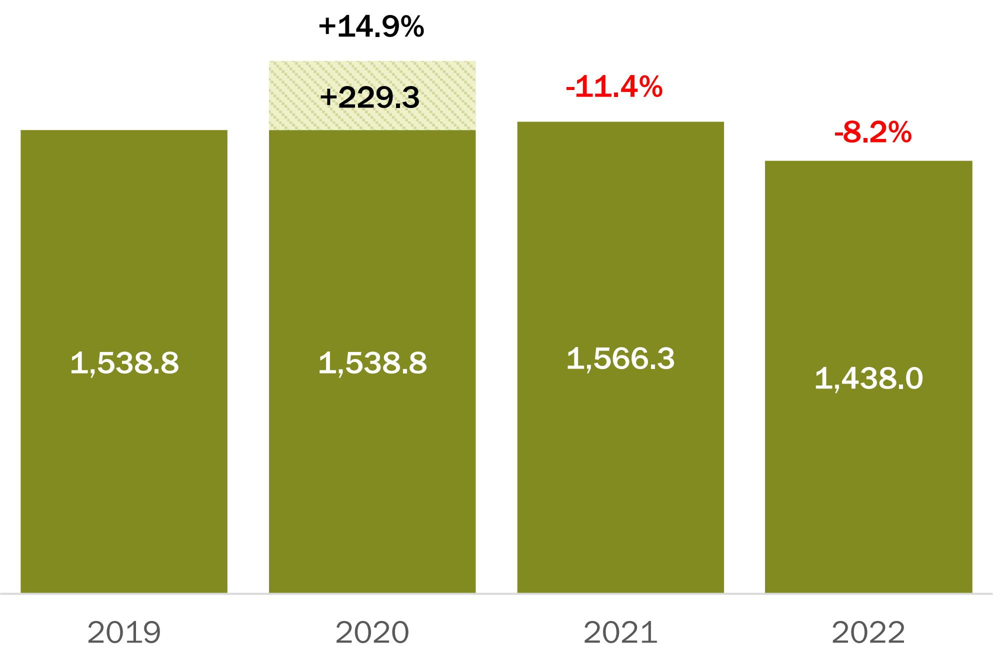
Retail Sales – Total U.S.

Data source: Circana calendar year 2019 ending 01-05-20 through calendar year 2022 ending 01-01-23

Bulk Unit Growth by Year 2019 – 2022

Bulk avocado unit sales fell -6.5% since 2019

Unit sales decreased in 2021 and 2022 from the pandemic high of 1,768.1 million units



	2019	2020	2021	2022
Total Bulk Units	1,538.8	1,768.1	1,566.3	1,438.0

In Millions ■ Base Units ▨ Growth PY

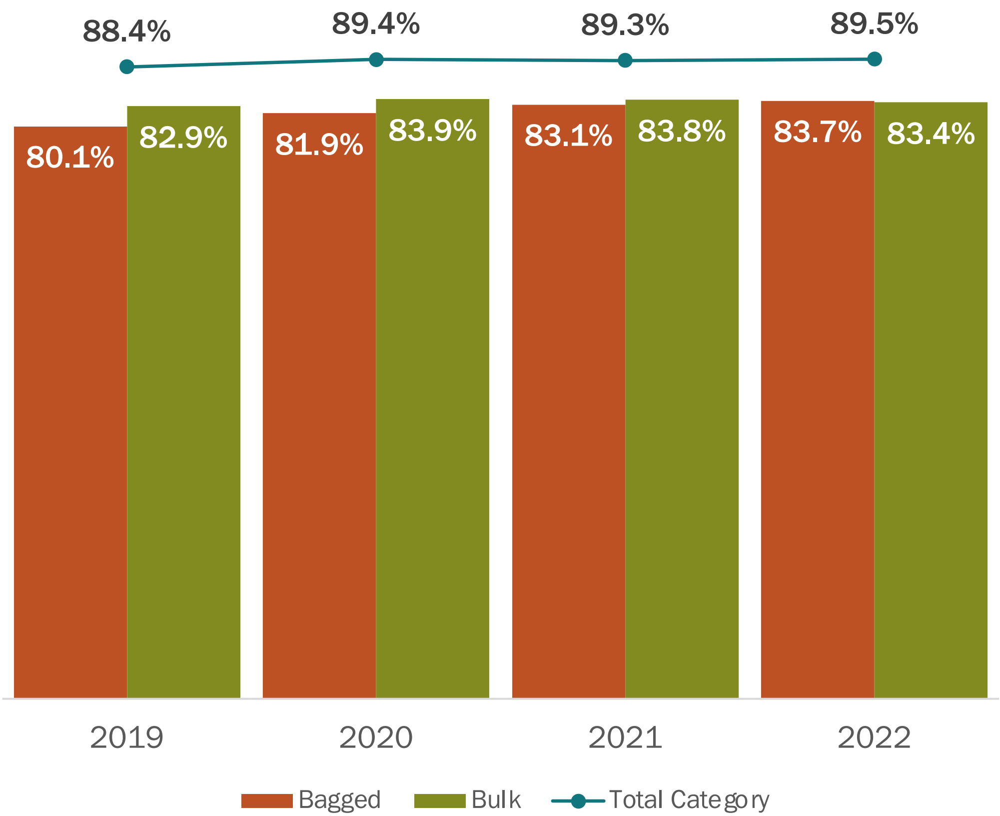
Data source: Circana calendar year 2019 ending 01-05-20 through calendar year 2022 ending 01-01-23

ACV Weighted Distribution* by Year 2019 – 2022

Bagged avocado distribution was 83.7% in 2022, up +3.6 points since 2019

Bulk distribution also increased, +0.5 points over the four-year period

*ACV Weighted Distribution = % of stores selling the category (Weighted by ACV). ACV is the dollar sales of all items, including avocados, scanned in store(s). See slide 8 for more information.



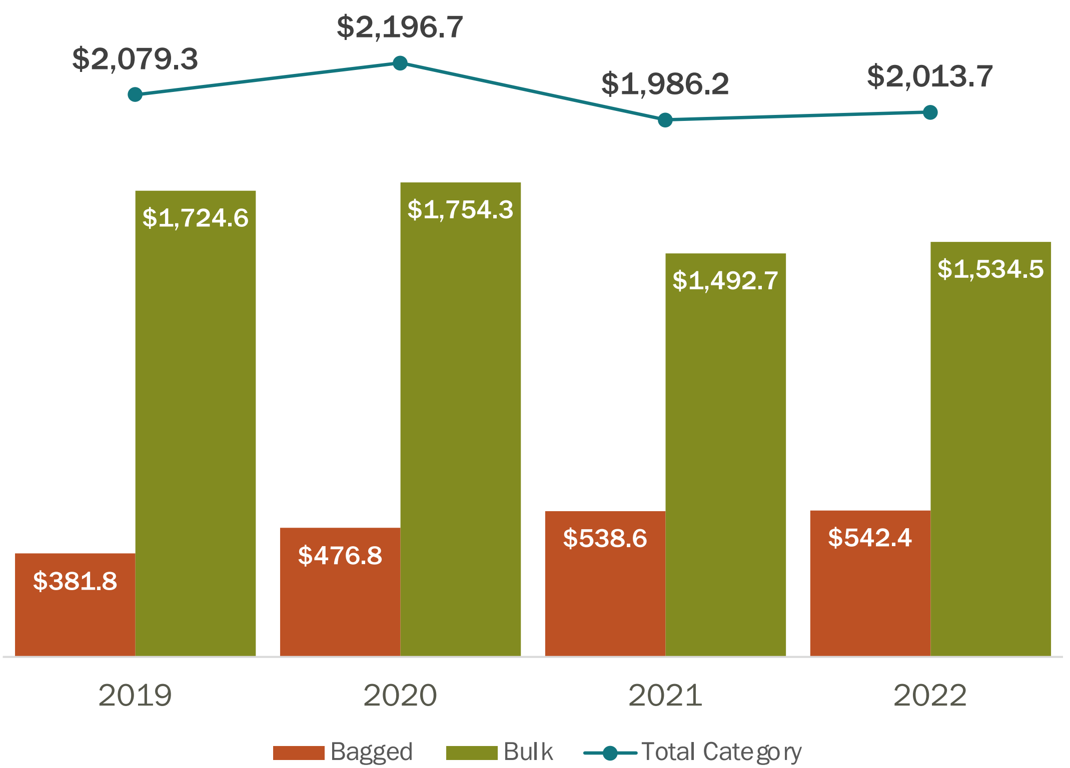
Data source: Circana calendar year 2019 ending 01-05-20 through calendar year 2022 ending 01-01-23

Dollar Sales Velocity ($MM/ACV)* by Year 2019 – 2022

Bagged avocado dollar sales velocity grew +42.0% since 2019, a lift from $381.8/$MM ACV to $542.4/$MM ACV in 2022

Conversely, dollar sales velocity for bulk avocados decreased -11.0% since 2019

*Dollar Sales Velocity ($MM/ACV) indicates how fast a product is selling in stores where the item is carried. It is calculated by dividing avocado dollars by the market's all commodity volume (all items sold, including avocados) in millions of dollars. See slide 8 for more information.



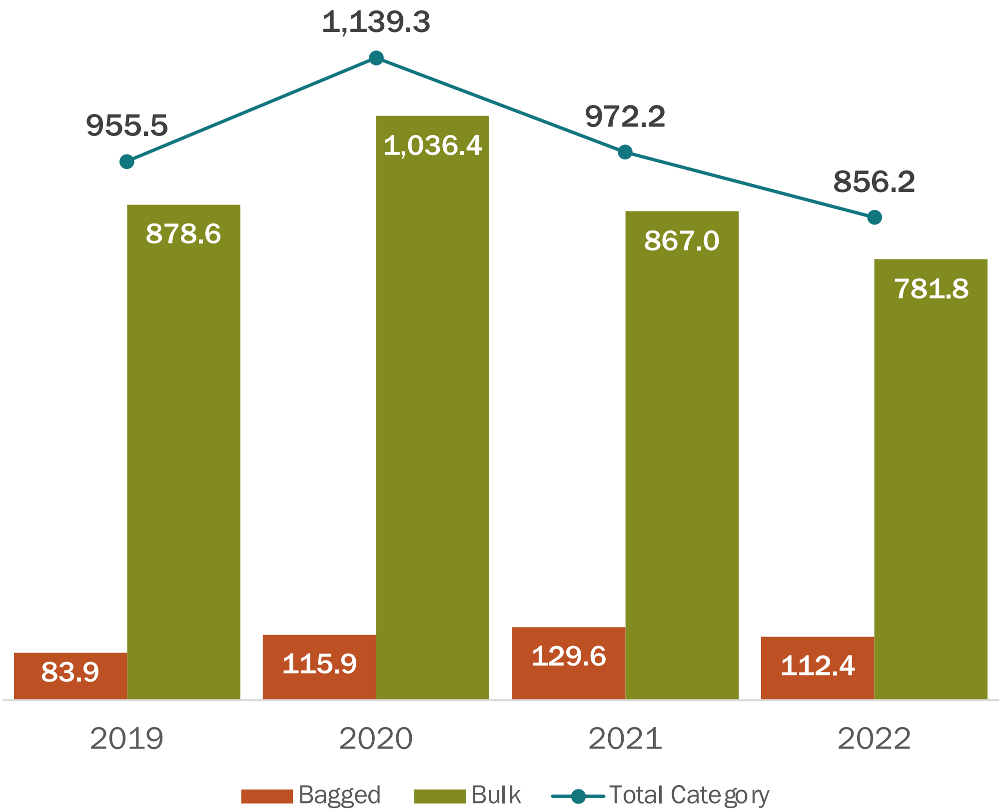
Data source: Circana calendar year 2019 ending 01-05-20 through calendar year 2022 ending 01-01-23

Unit Sales Velocity ($MM/ACV)* by Year 2019 – 2022

Bagged avocado unit sales velocity grew +34.1% since 2019, a lift from 83.9 units/$MM ACV to 112.4 units/$MM ACV in 2022

Conversely, unit sales velocity for bulk avocados decreased -11.0% since 2019

*Unit Sales Velocity ($MM/ACV) indicates how fast a product is selling in stores where the item is carried. It is calculated by dividing the value of avocado units sold by the market's all commodity volume (all items sold, including avocados) in millions of dollars. See slide 8 for more information.



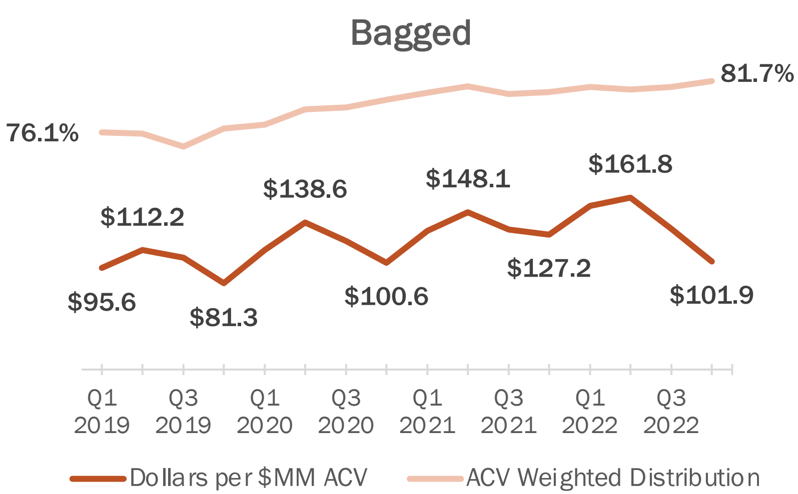
Retail Sales – Total U.S.

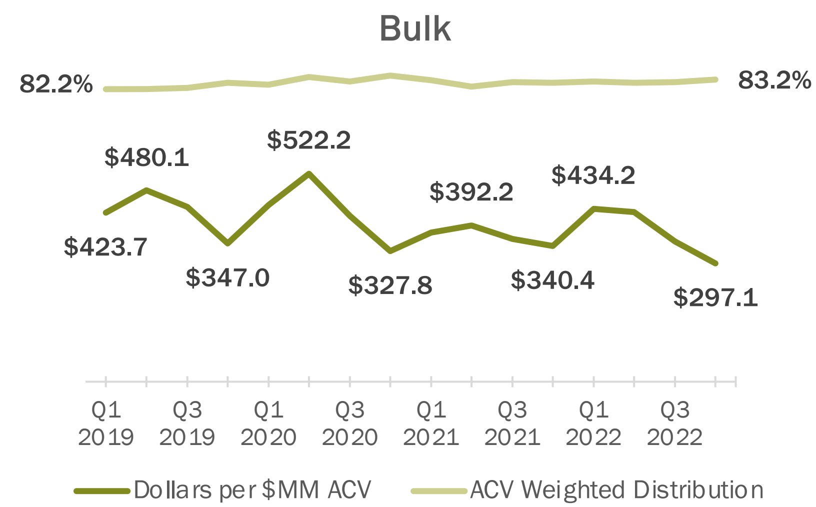
Data source: Circana calendar year 2019 ending 01-05-20 through calendar year 2022 ending 01-01-23

Distribution and Velocity by Quarter 2019 – 2022

Distribution is on an upward trend for bagged and bulk avocados, while sales velocity rises and falls throughout the year

Sales velocity is on an upward trend for bagged avocados, but is declining for bulk avocados





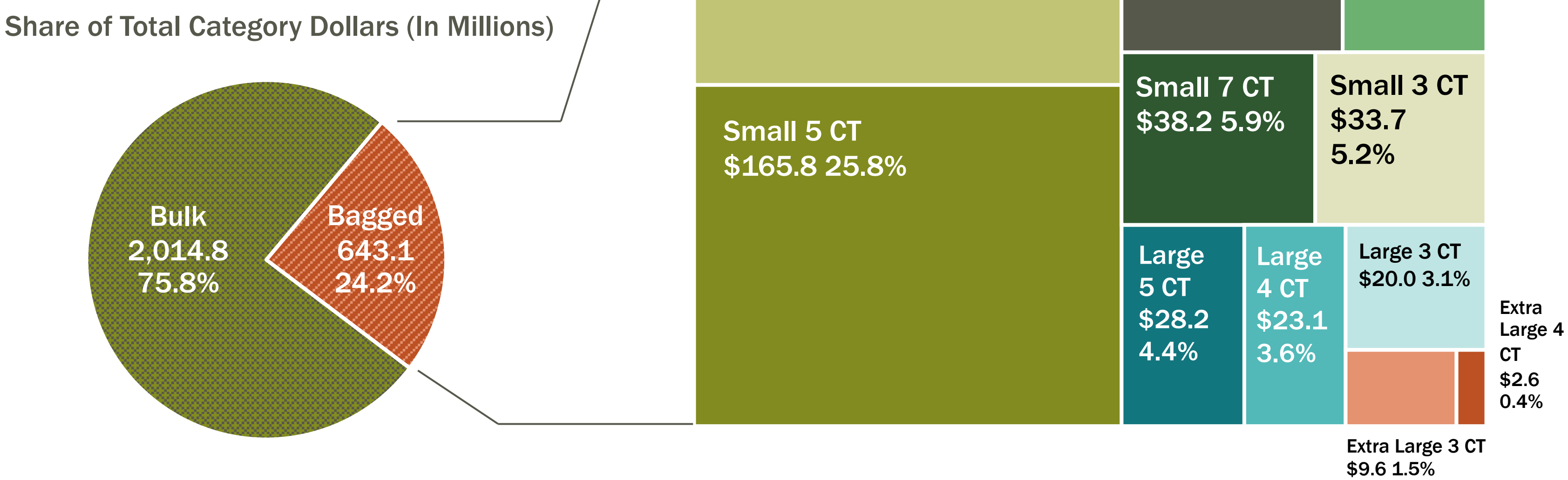
See Definitions for Distribution and Sales Velocity calculations

Data source: Circana calendar year 2019 ending 01-05-20 through calendar year 2022 ending 01-01-23

Bulk and Bagged Dollar Share 2022

Small (4046) 4 CT and Small 5 CT bags accounted for 54.0% of bagged avocado dollar sales

Small (4046) avocados represent over 73% of bagged avocado sales



Data source: Circana calendar year 2022 ending 01-01-23

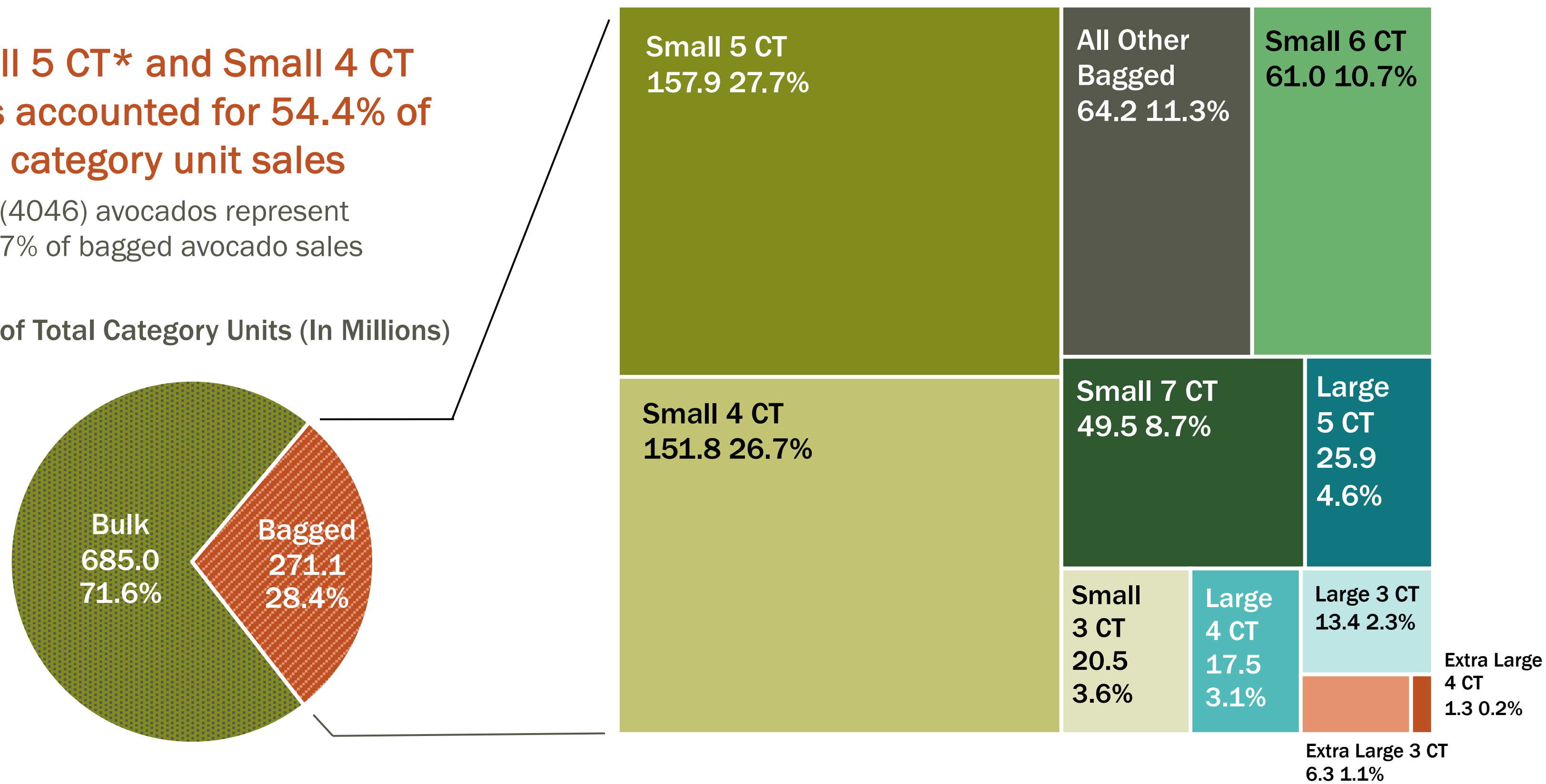
Bulk and Bagged Unit Share 2022

Small 5 CT* and Small 4 CT bags accounted for 54.4% of total category unit sales

Small (4046) avocados represent over 77% of bagged avocado sales

Share of Total Category Units (In Millions)

Share of Bagged Units (In Millions)



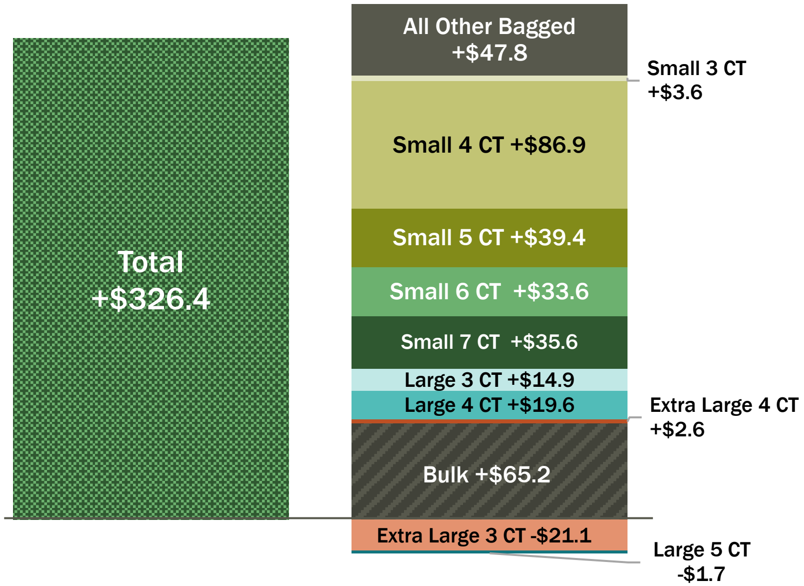
Data source: Circana calendar year 2022 ending 01-01-23

*See slide 6 for PLU descriptions. Bagged volume is reported in avocado units. One unit is equal to one avocado, not one bag. Example: A 50% share reports 50% of individual avocado units, not 50% of individual bags

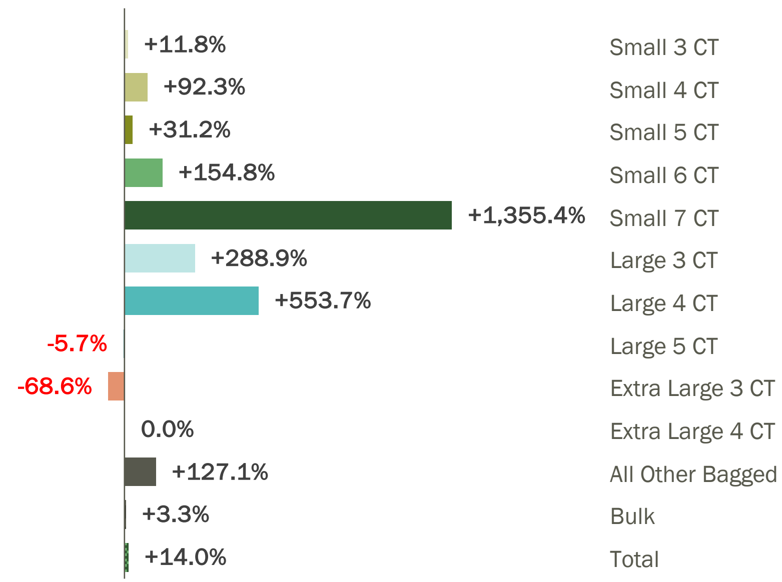
Bagged Avocado Dollar Growth 2022 vs. 2019

Small 4 CT bags drove avocado dollar growth, adding +$86.9M to the category

Incremental Purchases (In Millions) 2022 vs. 2019



Dollar Sales Growth (2022 vs. 2019)



Small 7 CT posted the highest growth rate

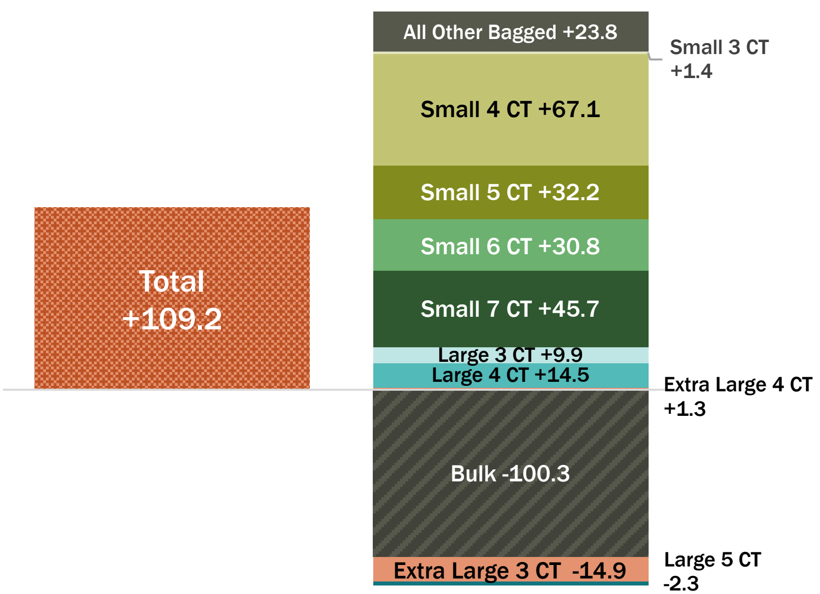
Retail Sales – Total U.S.

Data source: Circana calendar year 2019 ending 01-05-20 vs. calendar year 2022 ending 01-01-23

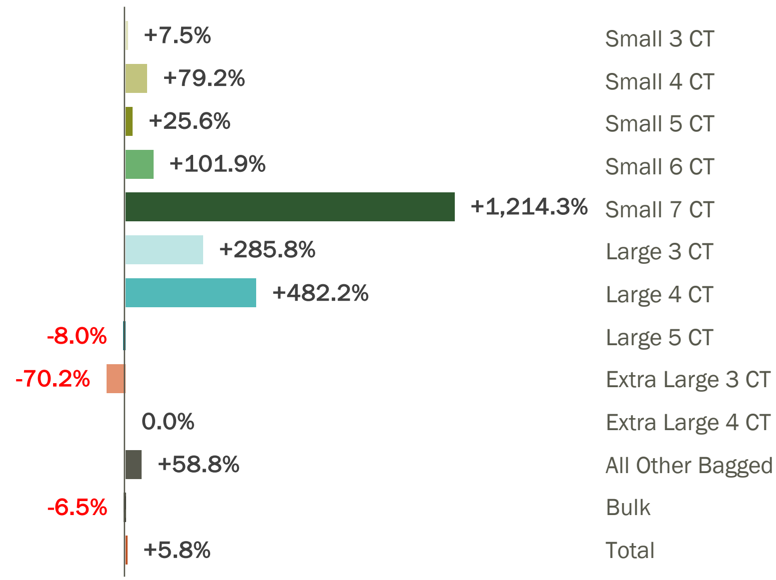
Bagged Avocado Unit Growth 2022 vs. 2019

Small 4 CT bags drove unit sales growth, adding +67.1M units to the total category

Incremental Purchases (In Millions) 2022 vs. 2019



Unit Sales Growth (2022 vs. 2019)



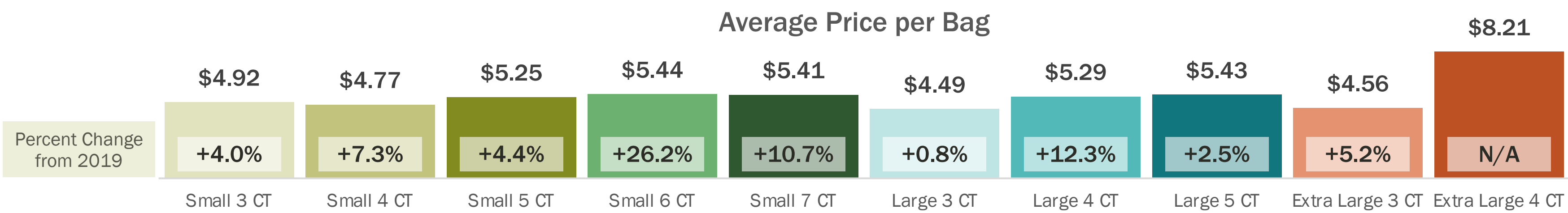
Small 7 CT demonstrated the highest growth rate

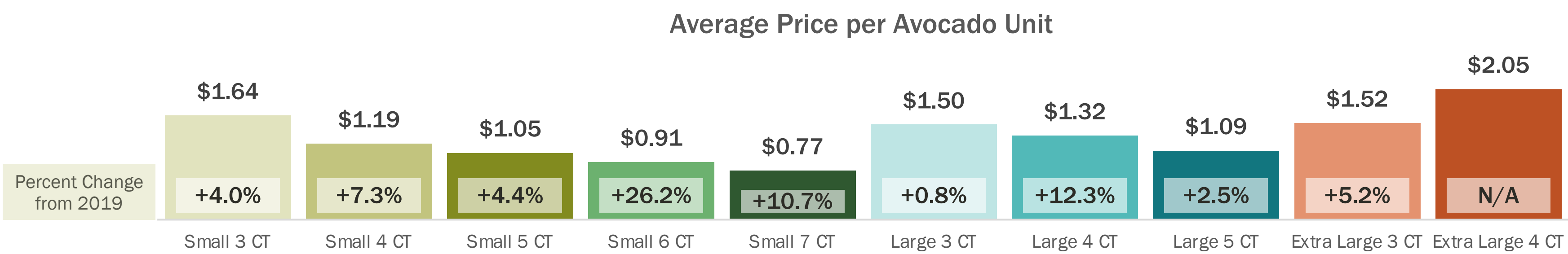
Data source: Circana calendar year 2019 ending 01-05-20 vs. calendar year 2022 ending 01-01-23

Average Selling Price for Bags 2022 vs. 2019

The average price per bag varies slightly from Small 3 CT to Small 7 CT bags, while the average price/unit drops significantly

Small 6 CT, Small 7 CT and Large 4 CT bags posted a double-digit increase in price from 2019 to 2022





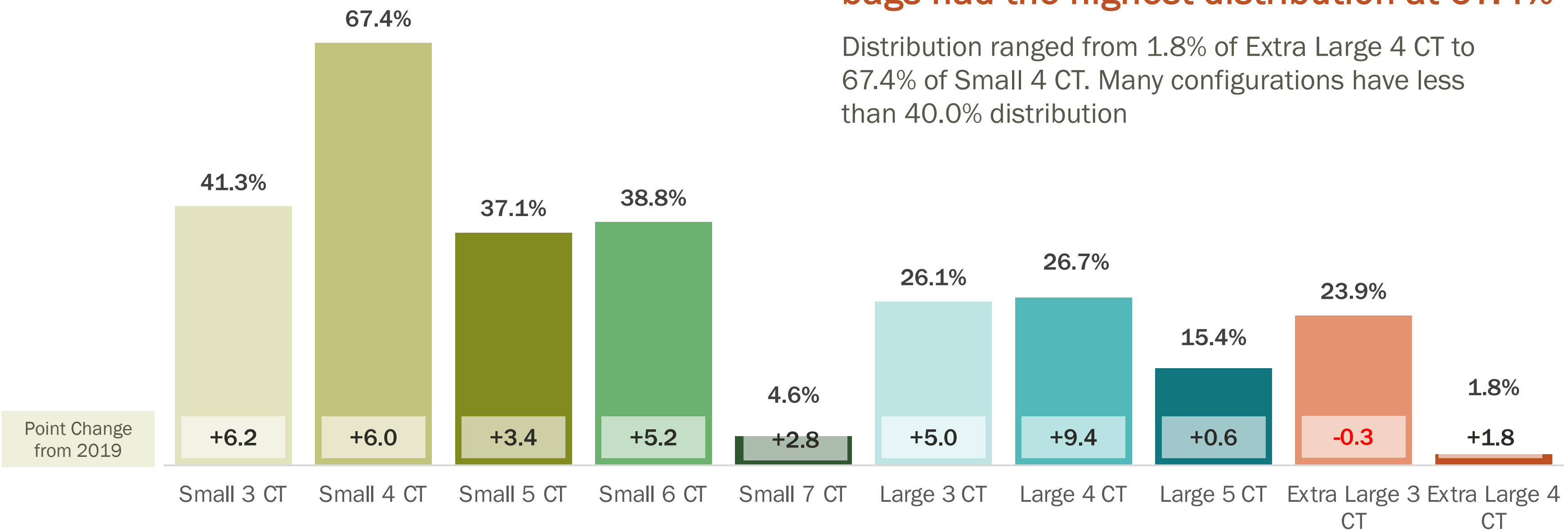
Retail Sales – Total U.S.

Data source: Circana calendar year 2022 ending 01-01-23 vs. calendar year 2019 ending 01-05-20

Bagged Avocado Distribution by Size 2022 vs. 2019

Bagged avocado configurations are fragmented in the industry. Small 4 CT bags had the highest distribution at 67.4%

Distribution ranged from 1.8% of Extra Large 4 CT to 67.4% of Small 4 CT. Many configurations have less than 40.0% distribution

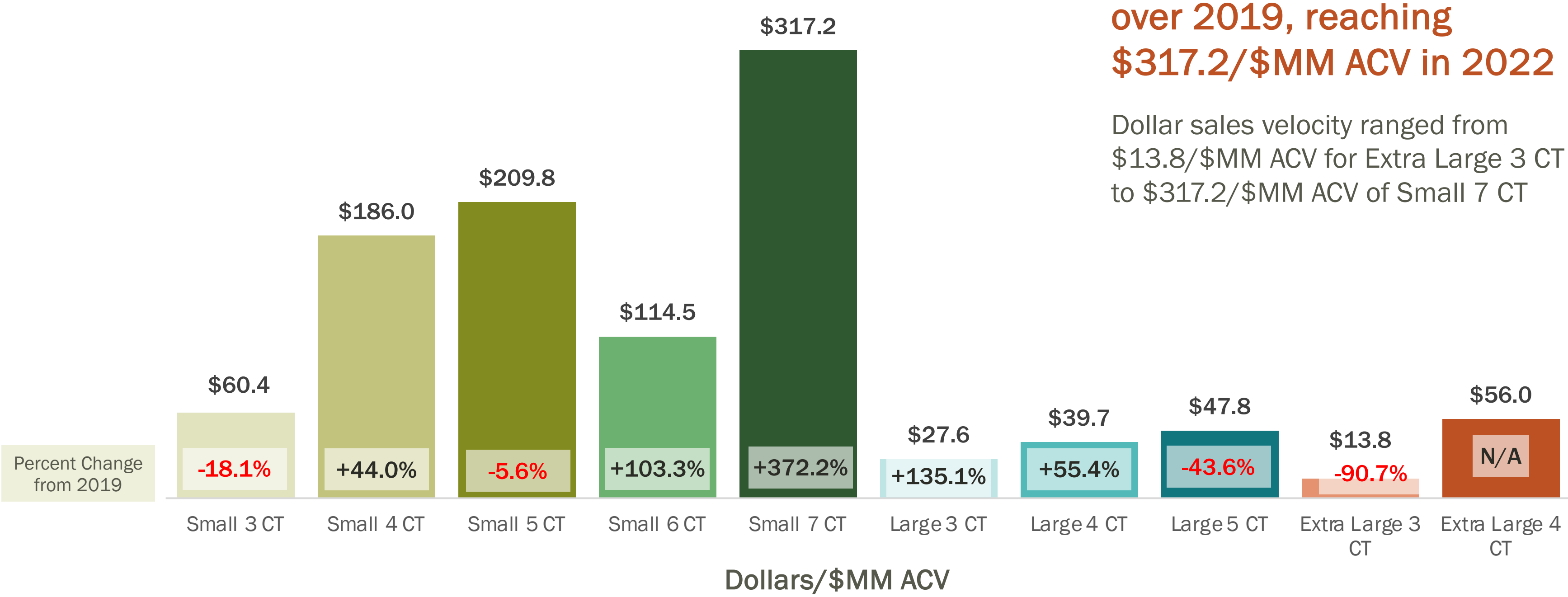


Retail Sales – Total U.S.

See Definitions for ACV Weighted Distribution calculation

Data source: Circana calendar year 2022 ending 01-01-23 vs. calendar year 2019 ending 01-05-20

Bagged Avocado Dollar Velocity by Size 2022 vs. 2019

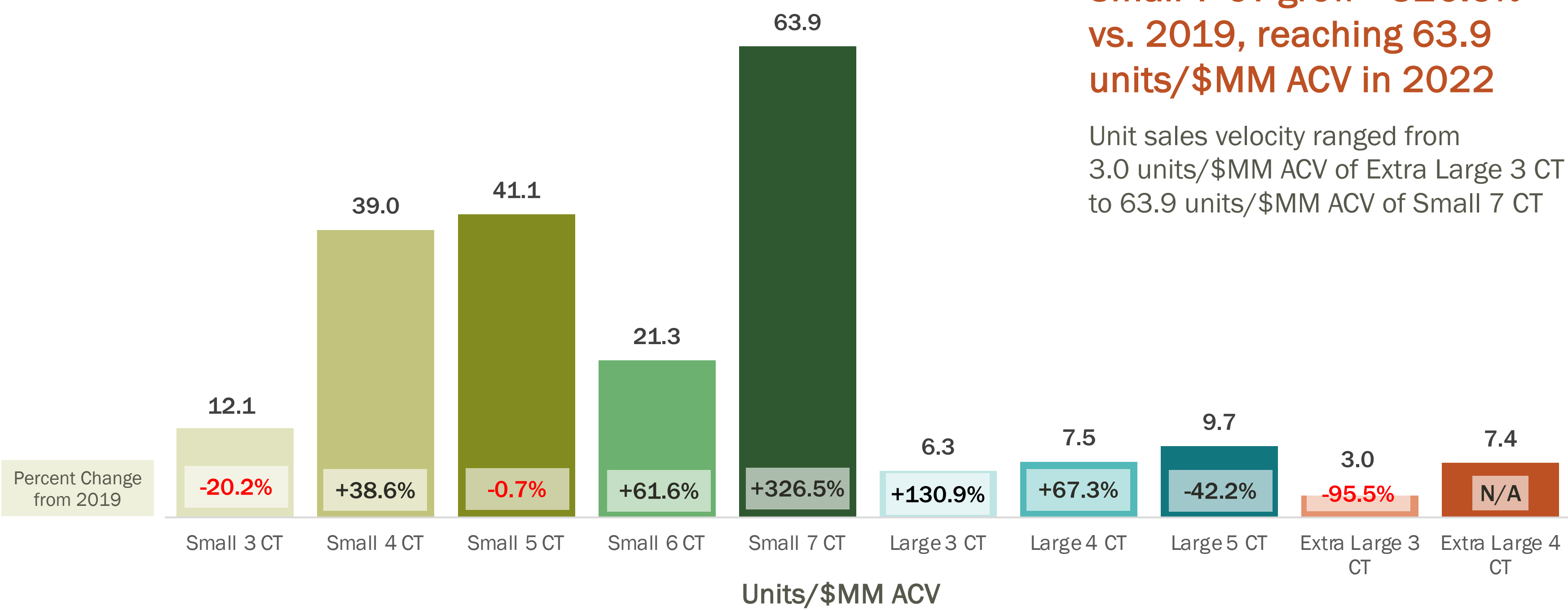


Dollar sales velocity of Small 7 CT grew +372.2% over 2019, reaching $317.2/$MM ACV in 2022

Dollar sales velocity ranged from $13.8/$MM ACV for Extra Large 3 CT to $317.2/$MM ACV of Small 7 CT

See Definitions for Sales Velocity ($MM/ACV) calculation
Data source: Circana calendar year 2022 ending 01-01-23 vs. calendar year 2019 ending 01-05-20

Bagged Avocado Unit Velocity by Size 2022 vs. 2019



Unit sales velocity of Small 7 CT grew +326.5% vs. 2019, reaching 63.9 units/$MM ACV in 2022

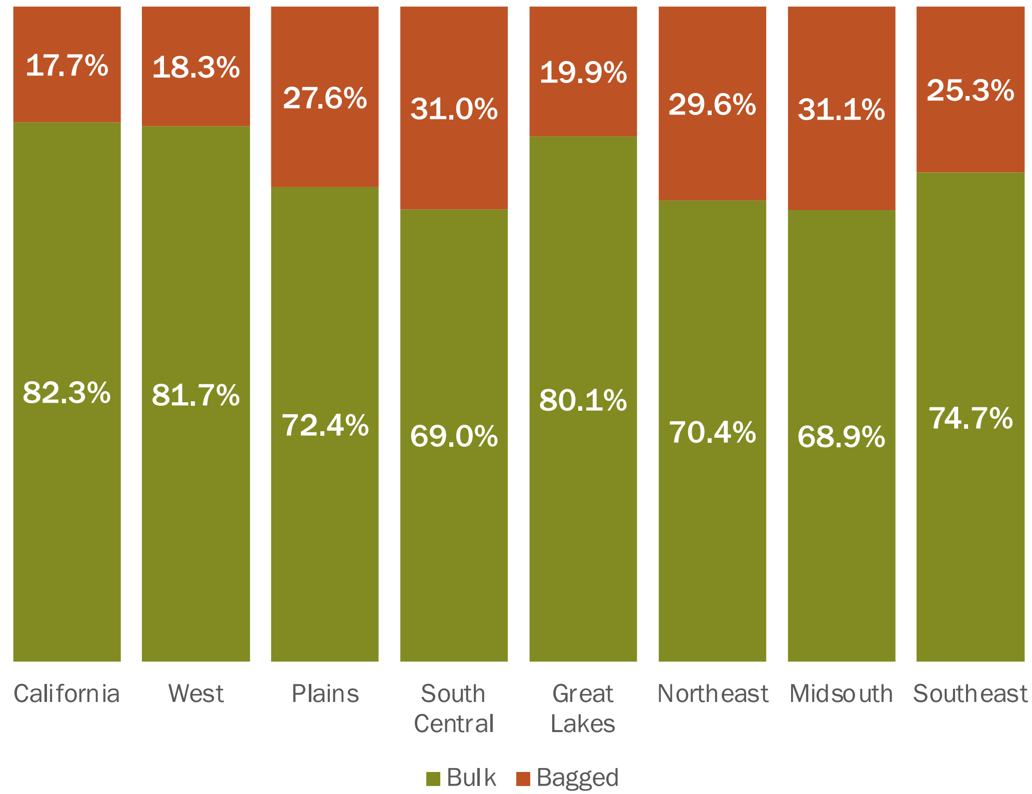
Unit sales velocity ranged from 3.0 units/$MM ACV of Extra Large 3 CT to 63.9 units/$MM ACV of Small 7 CT

See Definitions for Sales Velocity ($MM/ACV) calculation
Data source: Circana calendar year 2022 ending 01-01-23 vs. calendar year 2019 ending 01-05-20

Avocado Retail Sales Trends

By Region

Bagged vs. Bulk Dollar Share by Region 2022



Bagged avocados account for a higher share of sales in east coast regions vs. west coast regions

Bagged avocado dollar share ranged from 31.1% in the Midsouth and South Central regions to 17.7% in California

Total U.S.
Bagged Dollar Share: 24.2%
Bulk Dollar Share: 75.8%

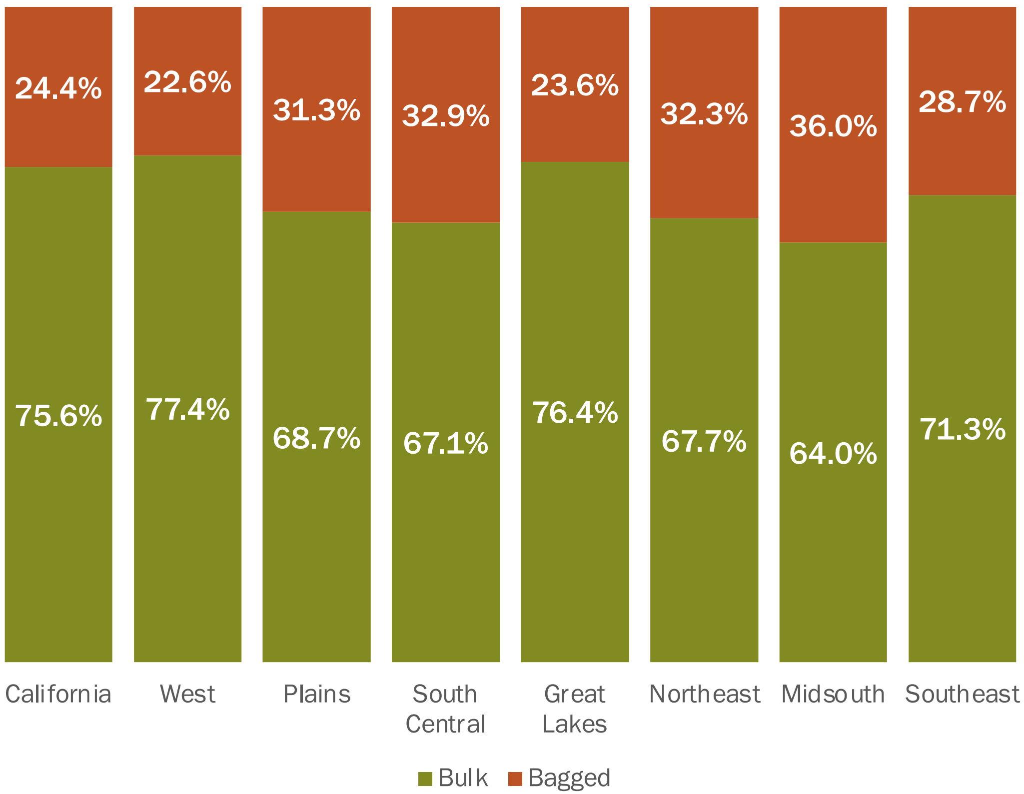
Data source: Circana calendar year 2022 ending 01-01-23

Bagged vs. Bulk Volume Share by Region 2022

Bagged avocados account for a higher share of volume in east coast regions vs. west coast regions

Bagged avocado volume share ranged from 36.0% in the Midsouth region to 22.6% in the West

Total U.S.
Bagged Volume Share: 28.4%
Bulk Volume Share: 71.6%

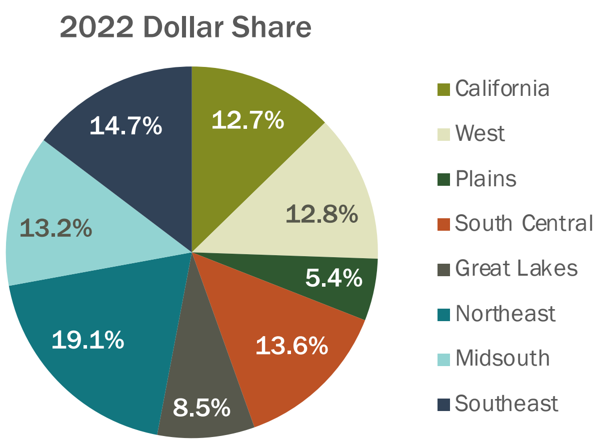


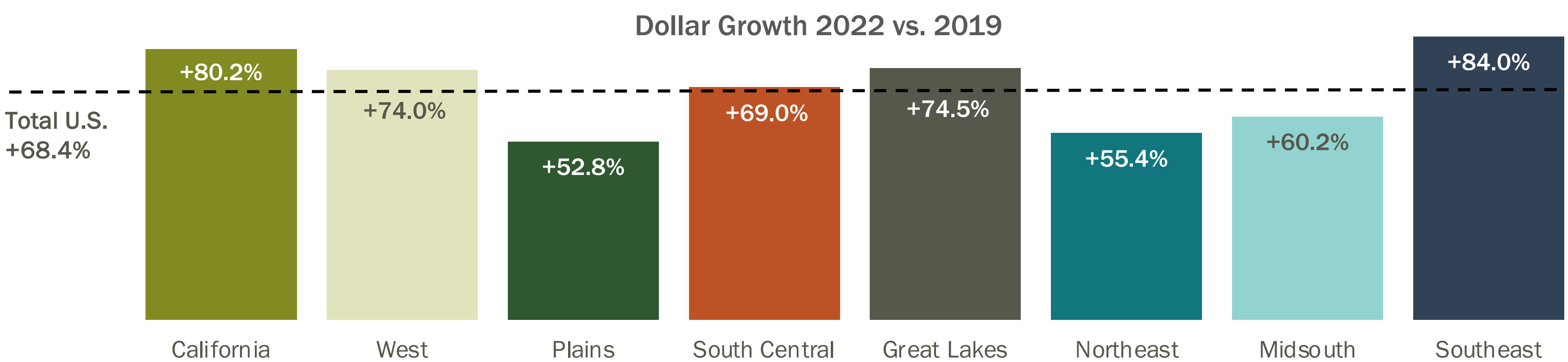
Data source: Circana calendar year 2022 ending 01-01-23

Bagged Dollar Sales Trends by Region 2022 vs. 2019

Dollar share of bagged avocados saw double-digit growth across all regions in 2022, the highest of which was in the Southeast region at +84.0%

The Northeast region accounted for the highest share of dollar sales at 19.1%





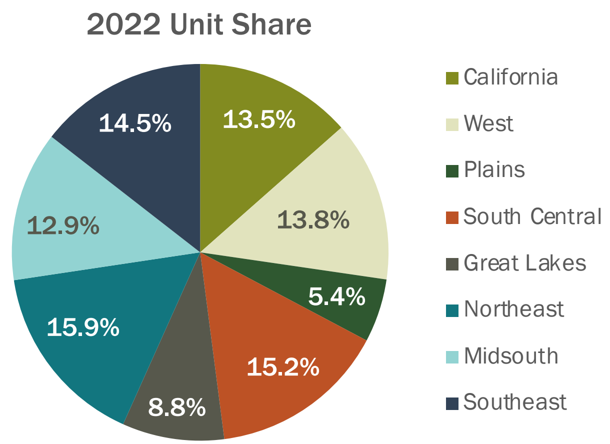
Retail Sales – By Region

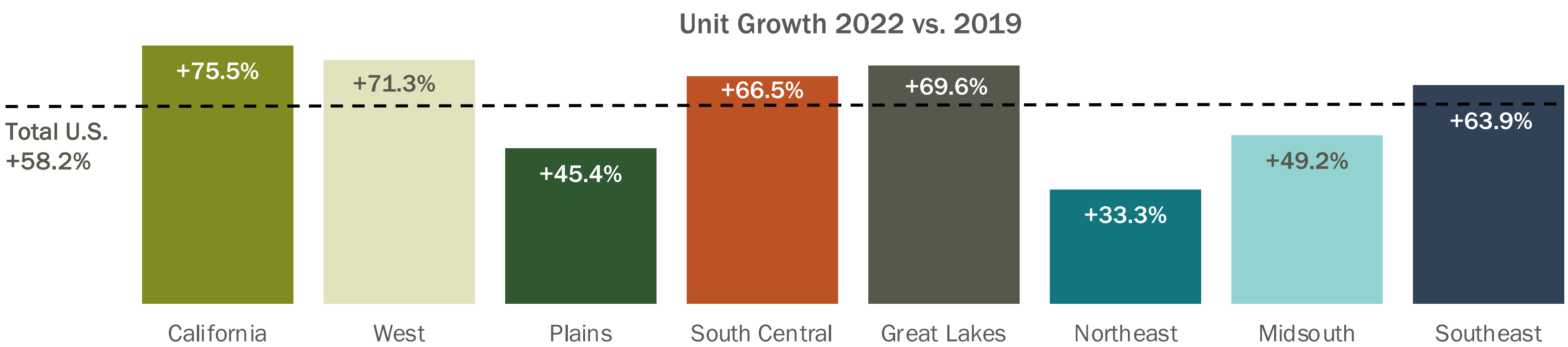
Data source: Circana calendar year 2022 ending 01-01-23 vs. calendar year 2019 ending 01-05-20

Bagged Volume Sales Trends by Region 2022 vs. 2019

Volume share of bagged avocados saw double-digit growth across all regions in 2022, the highest of which was in the California region at +75.5%

The Northeast region accounted for the highest share of volume sales at 15.9%



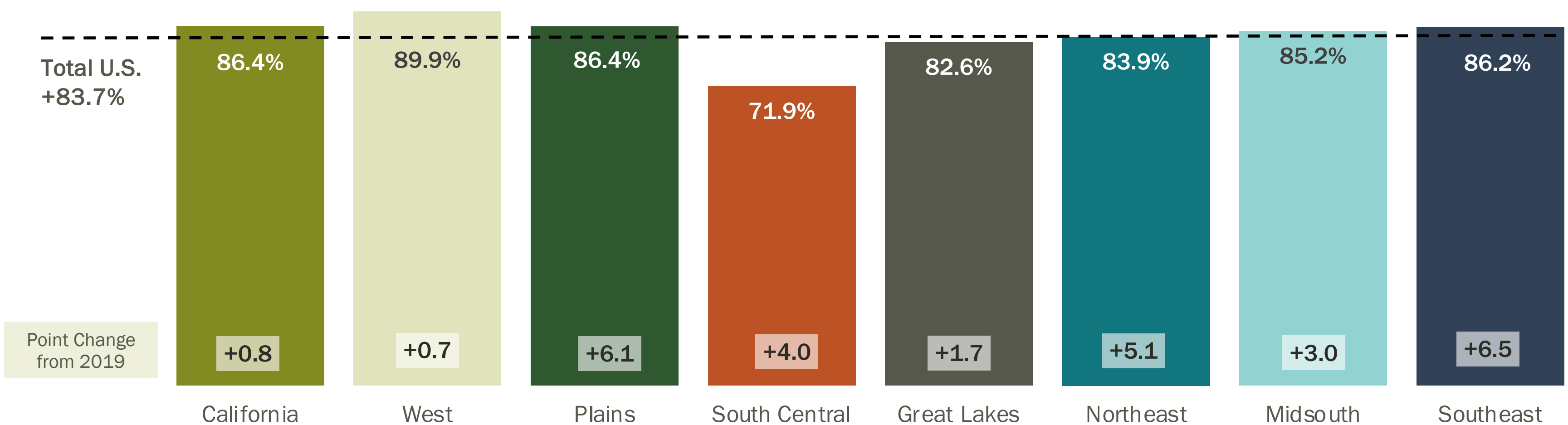


Data source: Circana calendar year 2022 ending 01-01-23 vs. calendar year 2019 ending 01-05-20

Bagged Avocado Distribution by Region 2022 vs. 2019

Bagged avocado distribution was highest in the West at 89.9% and lowest in the South Central region at 71.9%

Bagged avocado distribution saw the greatest increase in Southeast, Plains, and Northeast

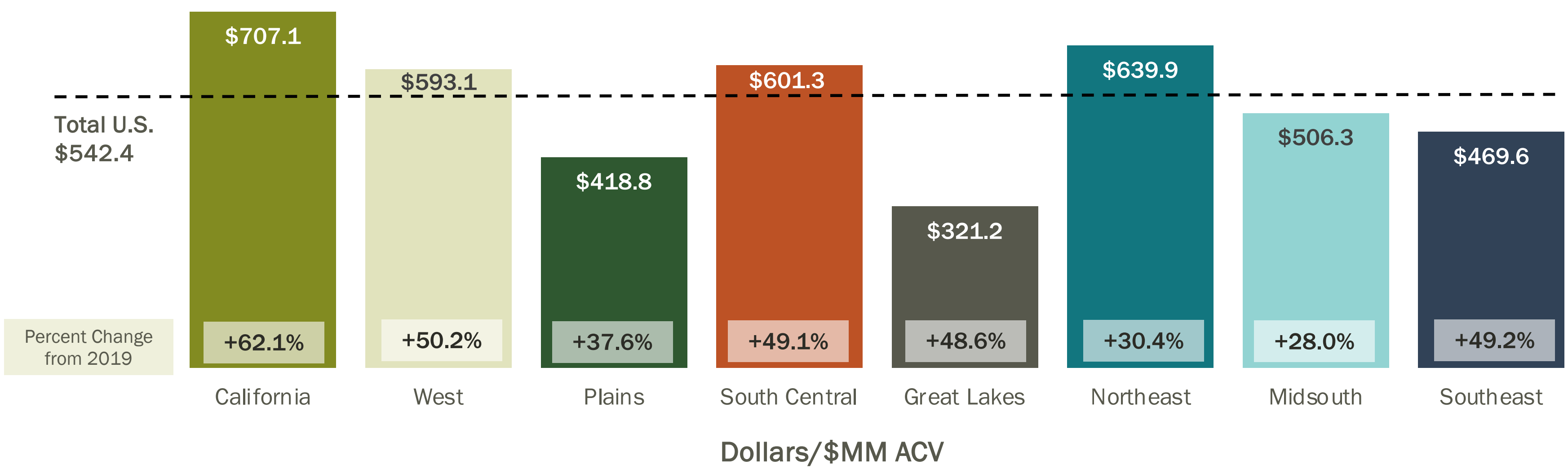


See Definitions for ACV Weighted Distribution and Sales Velocity ($MM/ACV) calculations
Data source: Circana calendar year 2022 ending 01-01-23 vs. calendar year 2019 ending 01-05-20

Bagged Avocado Dollar Velocity by Region 2022 vs. 2019

Bagged avocado dollar sales velocity was highest in California at $707.1/$MM ACV, up +62.1% vs. 2019

Bagged avocado dollar velocity saw the greatest increase in California, South Central, and Southeast

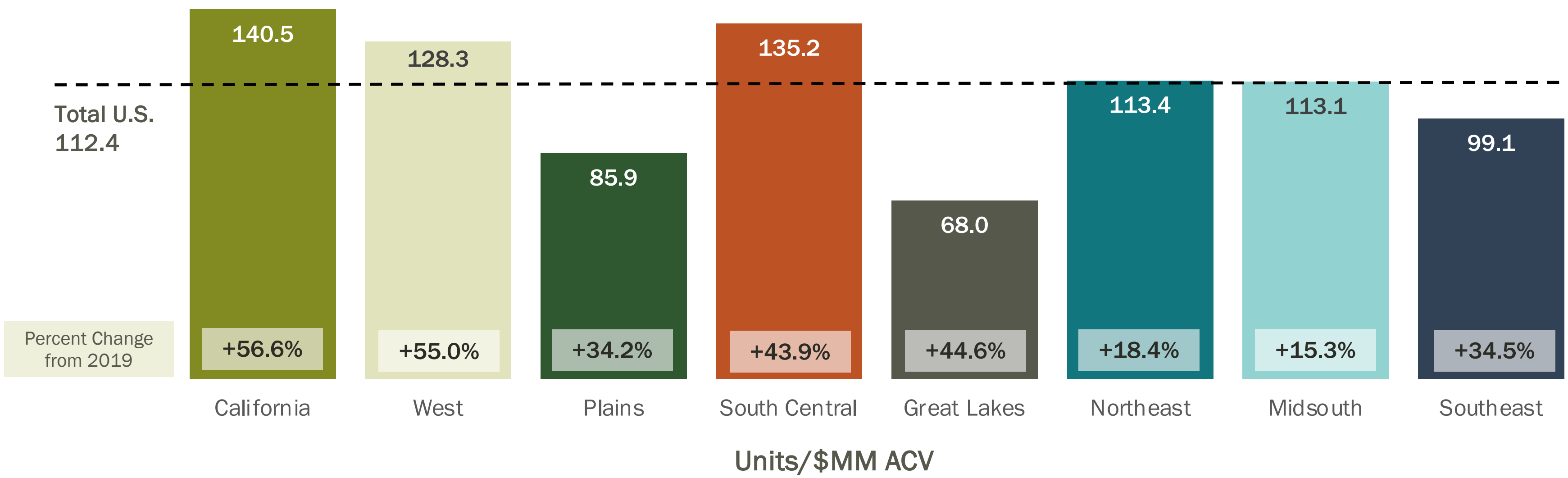


See Definitions for Sales Velocity ($MM/ACV) calculation
Data source: Circana calendar year 2022 ending 01-01-23 vs. calendar year 2019 ending 01-05-20

Bagged Avocado Unit Velocity by Region 2022 vs. 2019

Bagged avocado unit velocity was highest in California at 140.5 units/$MM ACV, up +56.6% vs. 2019

Bagged avocado unit velocity saw the greatest increase in California, West, and Great Lakes

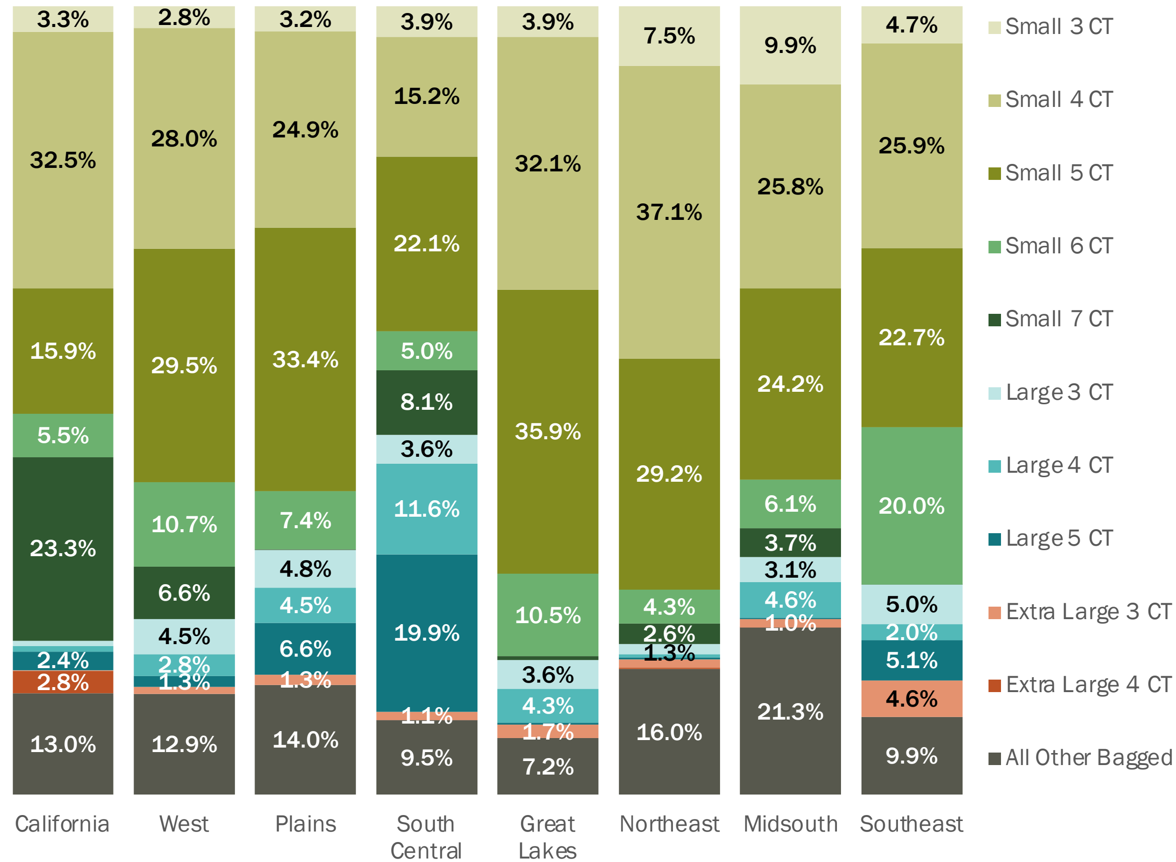


See Definitions for Sales Velocity ($MM/ACV) calculation
Data source: Circana calendar year 2022 ending 01-01-23 vs. calendar year 2019 ending 01-05-20

Bagged Dollar Share by Region 2022

Bagged configurations in California, South Central and Southeast regions are more fragmented than other regions

- California has the largest share of Small 7 CT bags
- South Central has the largest share of Large 5 CT bags
- Southeast has the largest share of Small 6 CT bags

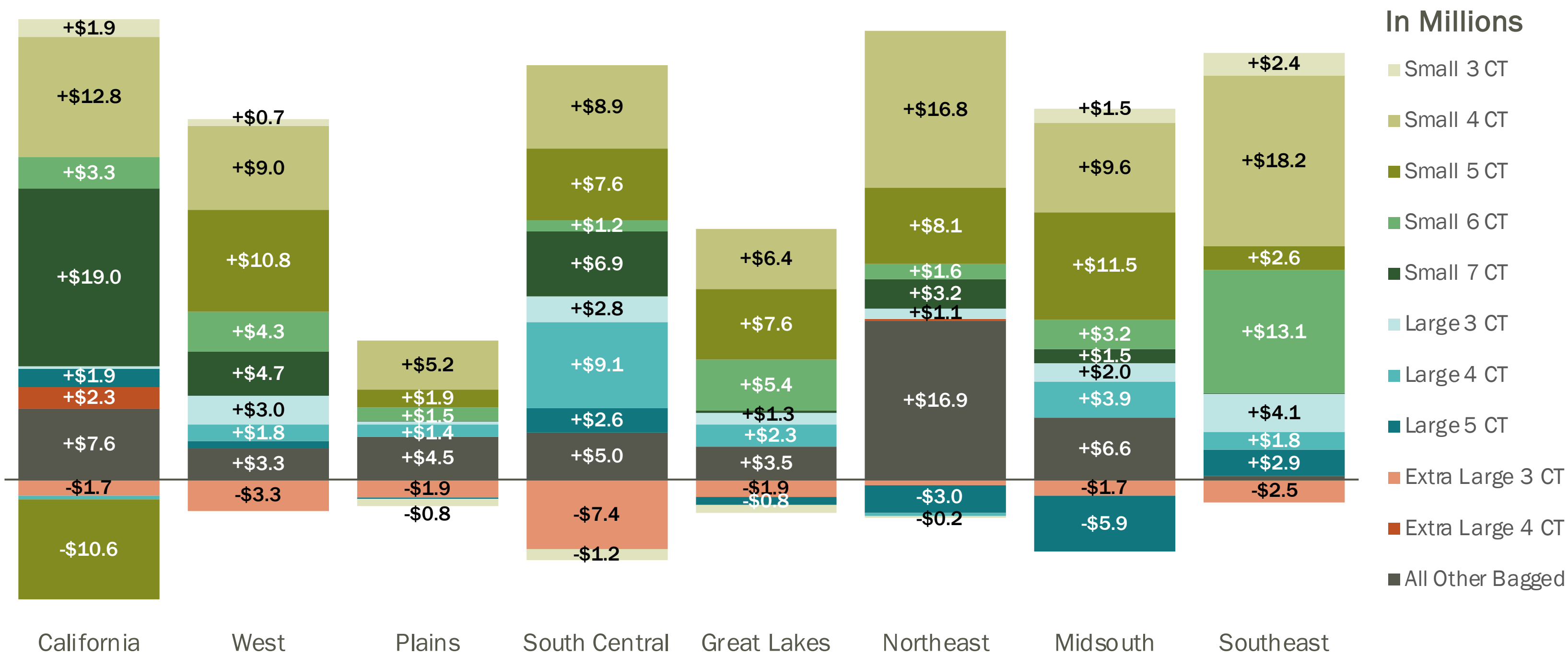


Retail Sales – By Region

Data source: Circana calendar year 2022 ending 01-01-23

Bagged Incremental Dollars by Region 2022 vs. 2019

Small 4 CT bags showed strong incremental growth in each region. Small 7 CT bags saw strong growth in the West

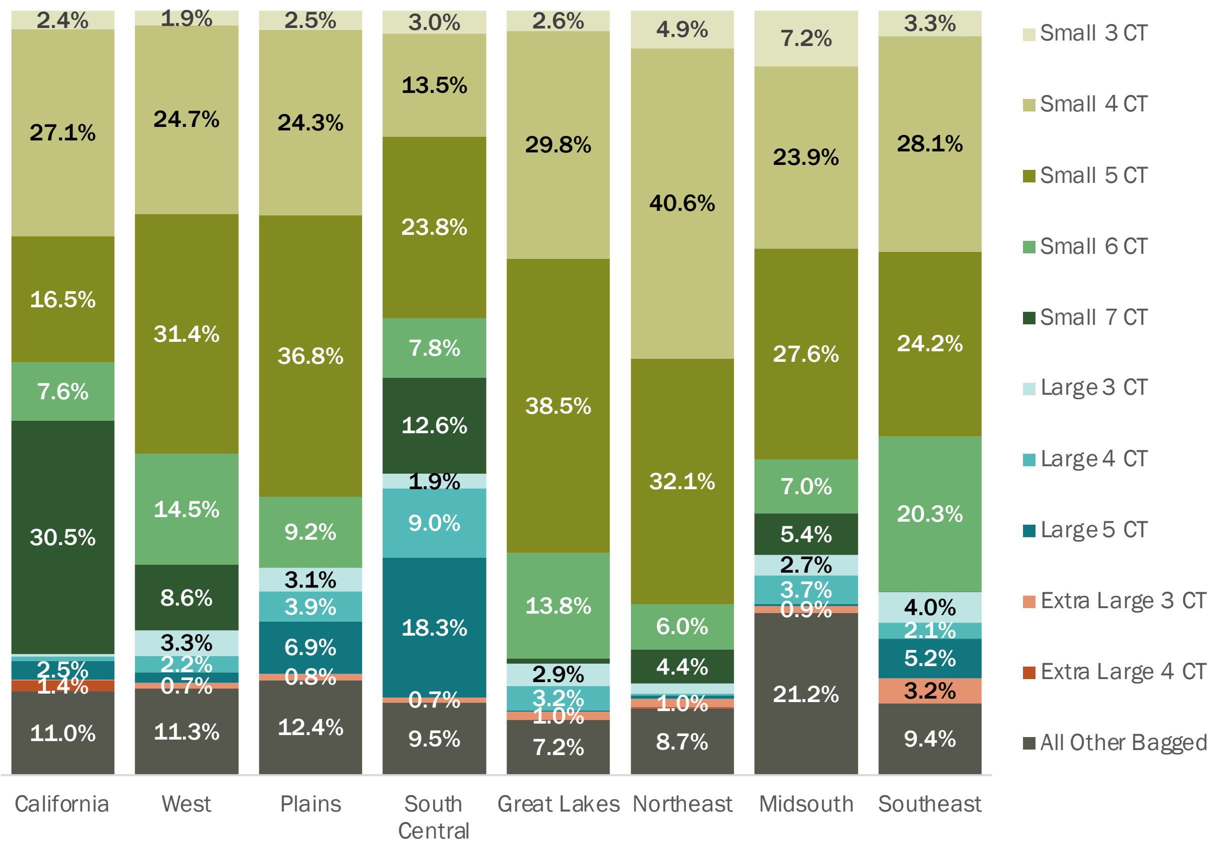


Data source: Circana calendar year 2022 ending 01-01-23 vs. calendar year 2019 ending 01-05-20

Bagged Unit Share by Region 2022

Bagged configurations in California, South Central and Southeast regions are more fragmented than other regions

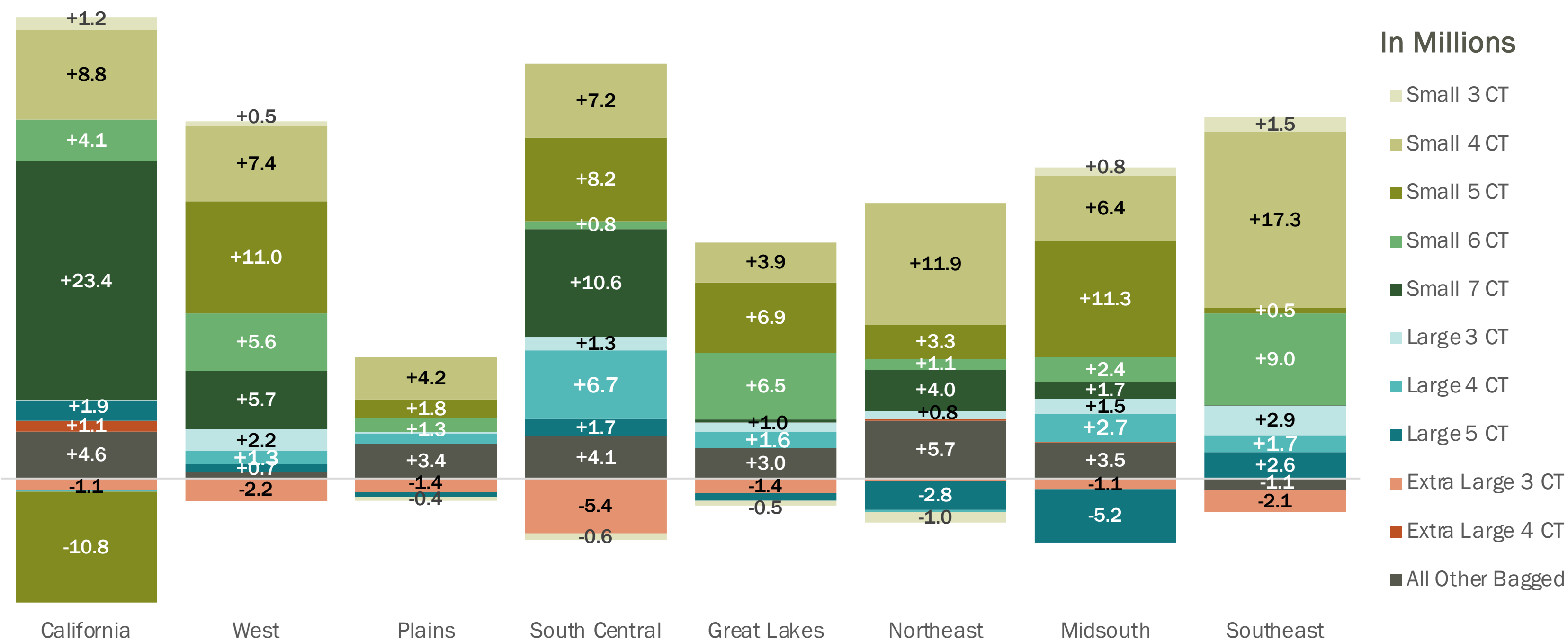
- California has the largest volume share of Small 7 CT bags, even more pronounced than dollar share
- South Central has the largest share of Large 5 CT bags
- Southeast has the largest share of Small 6 CT bags



Data source: Circana calendar year 2022 ending 01-01-23

Bagged Incremental Units by Region 2022 vs. 2019

Small 7 CT bagged avocados drove the most incremental growth in California with +23.4 million units



Retail Sales – By Region

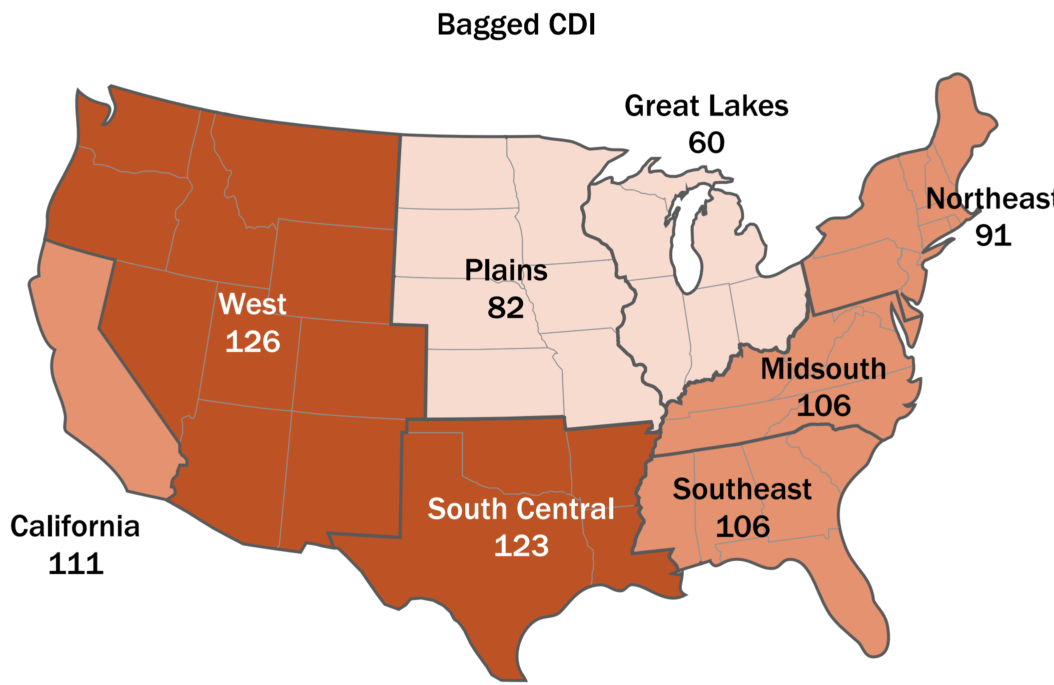
Data source: Circana calendar year 2022 ending 01-01-23 vs. calendar year 2019 ending 01-05-20

Category Development Index - Units

The West region shows the highest category development for both bagged and bulk avocados at 126 and 170, respectively

The Great Lakes is an emerging region for bagged avocados with a category development of 60

Region	Total Category	Bulk	Bagged
California	129	136	111
West	157	170	126
Plains	75	72	82
South Central	107	100	123
Great Lakes	72	77	60
Northeast	80	75	91
Midsouth	83	74	106
Southeast	105	105	106



Data source: Circana calendar year 2022 ending 01-01-23

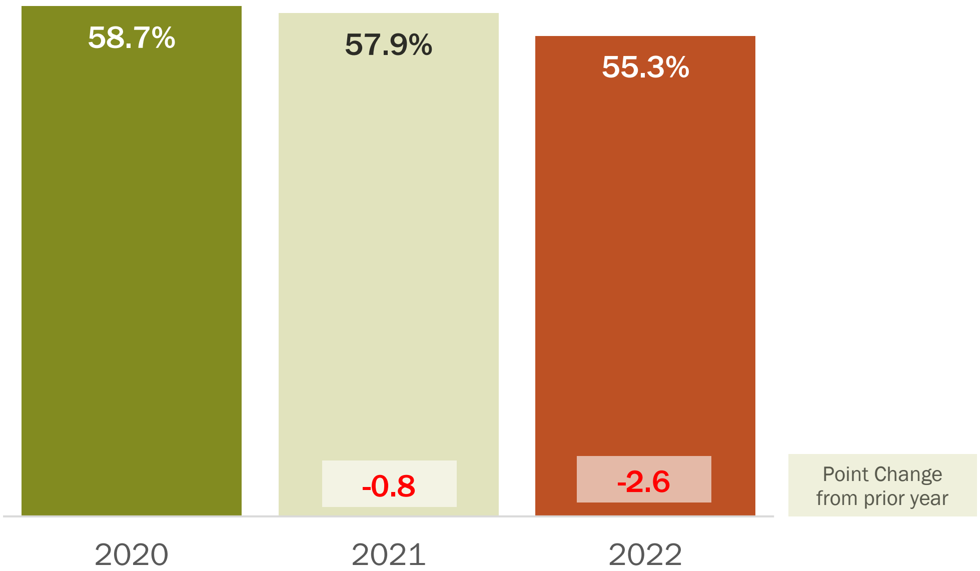
Avocado Shopper Purchase Trends

By Purchase Type
(Bulk vs. Bag)

Household Penetration — Total Category 2020 – 2022

The percentage of U.S. households that purchase avocados has declined since 2020

Household penetration neared 60% in 2020, but fell slightly in 2021 and 2022

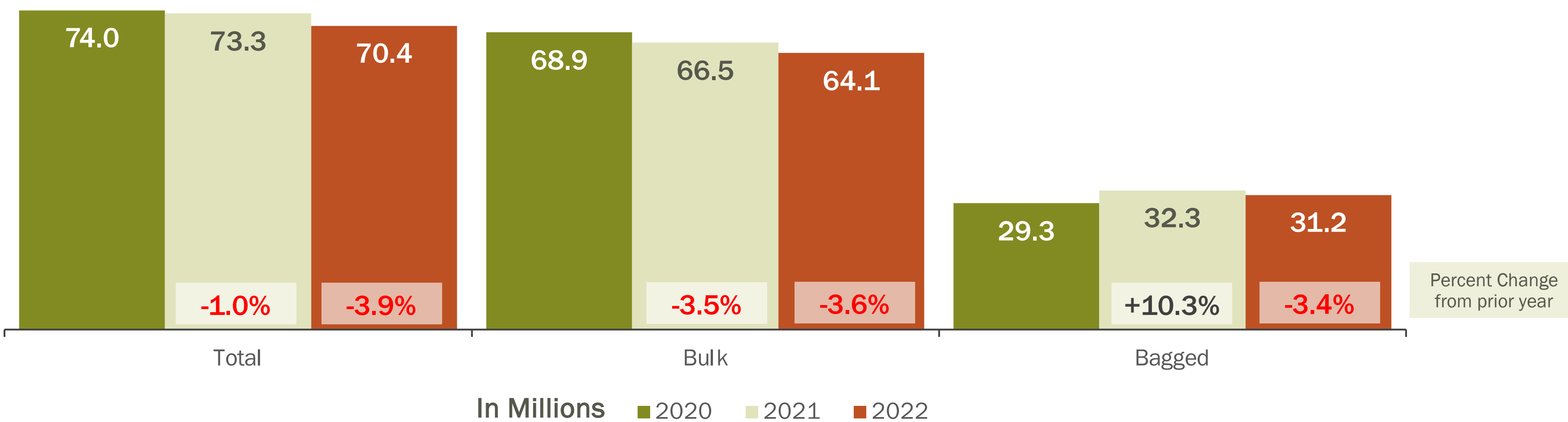


Data source: Circana 52 weeks ending 01-03-21 through 52 weeks ending 01-01-23

Total Avocado Shoppers 2020 – 2022

The number of bagged avocado shoppers increased in 2021 vs. 2020, but declined in 2022 to 31.2M buyers, +6.6% higher than in 2020

The number of bulk avocado shoppers has decreased year-over-year, dropping -7.0% since 2020



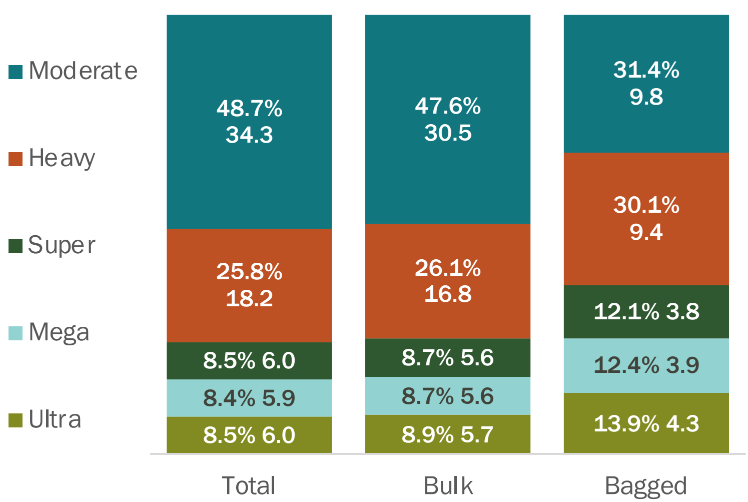
Data source: Circana 52 weeks ending 01-03-21 through 52 weeks ending 01-01-23

Share of Avocado Shoppers by Segment 2022 vs. 2021

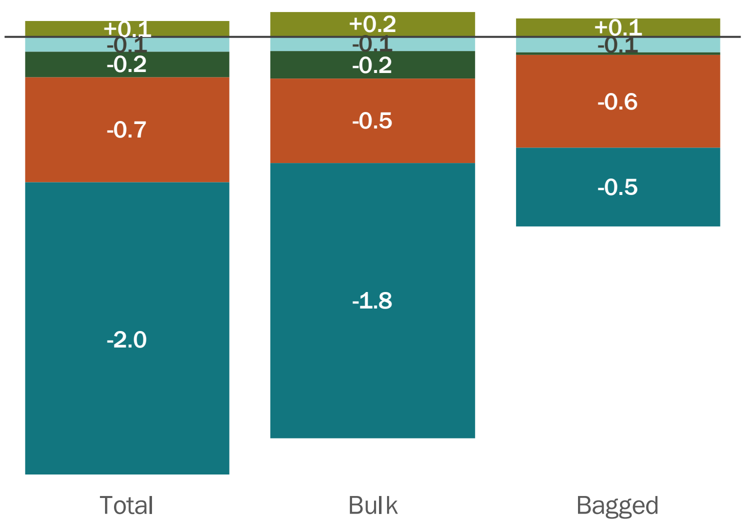
The Ultra segment accounted for 8.9% of bulk avocado shoppers, but 13.9% of bagged avocado shoppers

The number of avocado shoppers decreased for all segments except the Ultra group

2022 Buyer Share (In Millions)



Incremental Buyer Growth 2021 vs. 2022 (In Millions)

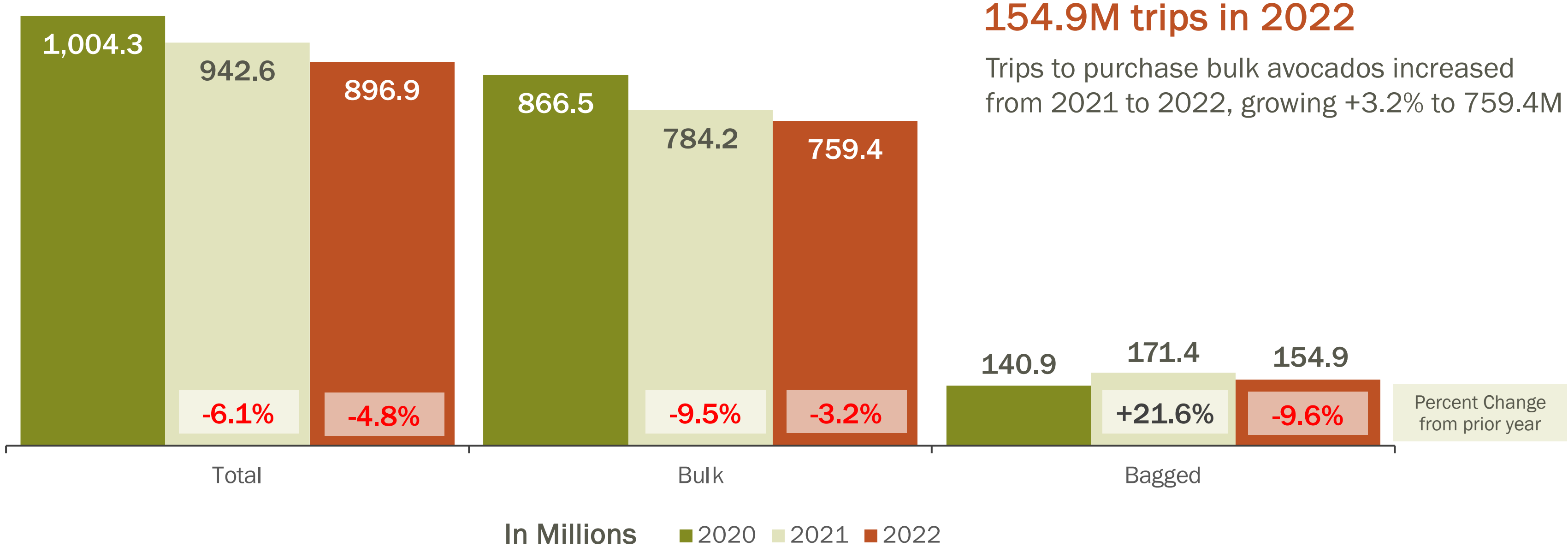


Data source: Circana 52 weeks ending 01-01-23 vs. 52 weeks ending 01-02-22

Total Avocado Purchase Trips 2020 – 2022

Over the previous three years, purchase trips for bagged avocados peaked in 2021 at 171.4M and dropped to 154.9M trips in 2022

Trips to purchase bulk avocados increased from 2021 to 2022, growing +3.2% to 759.4M



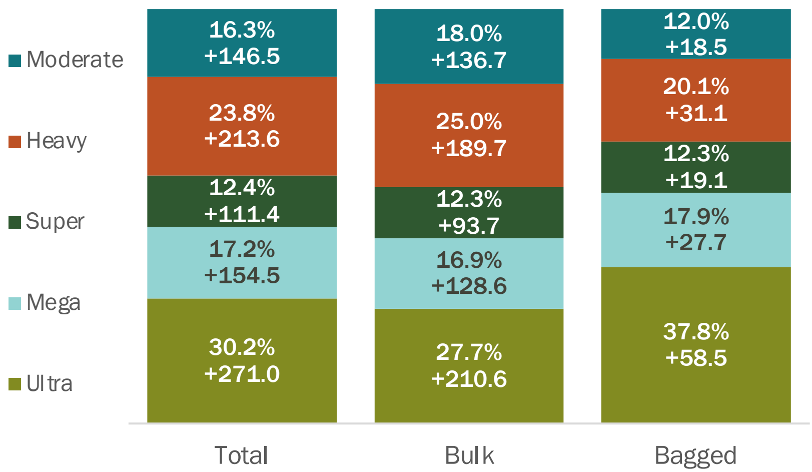
Data source: Circana 52 weeks ending 01-03-21 through 52 weeks ending 01-01-23

Share of Purchase Trips by Segment 2022 vs. 2021

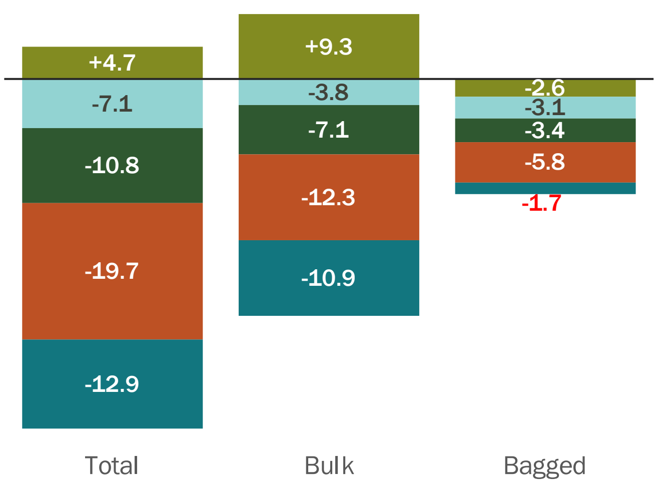
Ultra shoppers drove 27.7% of bulk avocado purchase trips, but 37.8% of bagged avocado purchase trips

Bagged purchase trips declined in 2022 for all segments. Ultra shoppers made 9.3 million additional trips to purchase bulk avocados in 2022 vs. 2021

2022 Trip Share (In Millions)



Incremental Trip Growth 2021 vs. 2022 (In Millions)

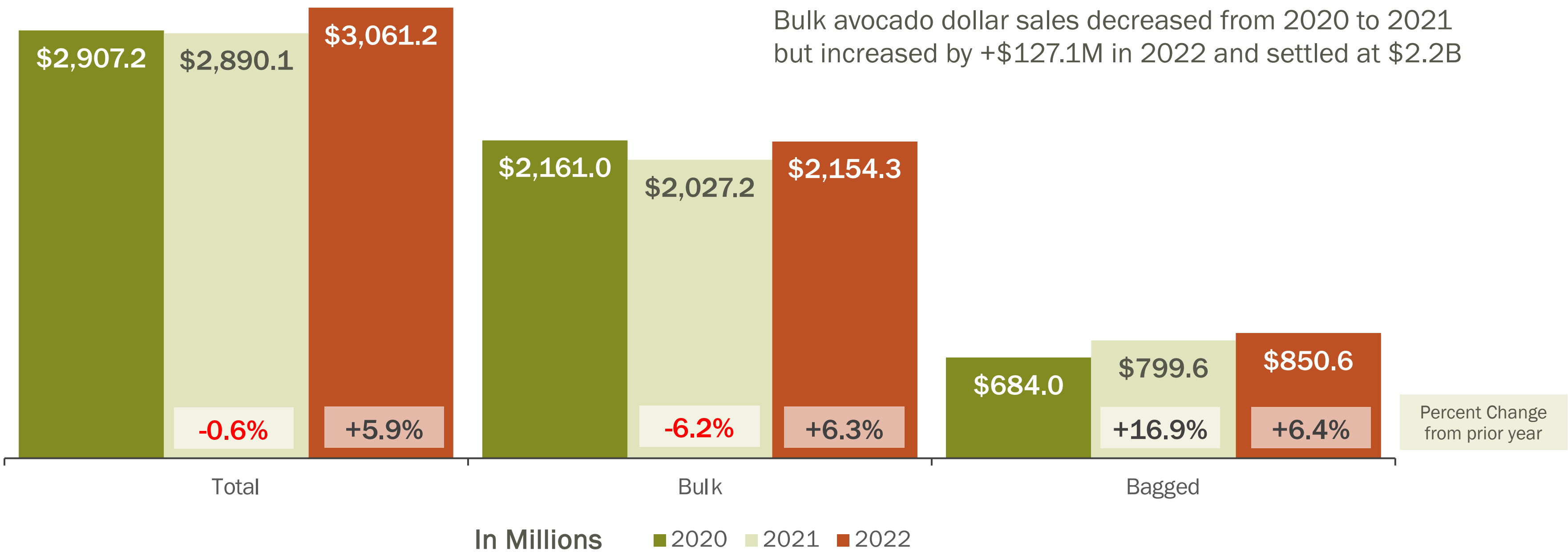


Data source: Circana 52 weeks ending 01-01-23 vs. 52 weeks ending 01-02-22

Total Avocado Purchase Dollars 2020 – 2022

Dollar sales of bagged avocados have increased year-over-year over the previous three years, reaching $850.6M in 2022

Bulk avocado dollar sales decreased from 2020 to 2021 but increased by +$127.1M in 2022 and settled at $2.2B



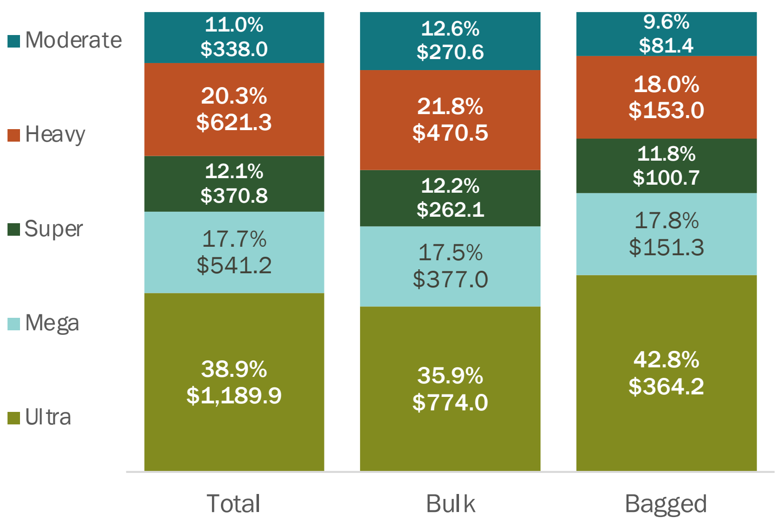
Data source: Circana 52 weeks ending 01-03-21 through 52 weeks ending 01-01-23

Total Avocado Purchase Share by Segment 2022 vs. 2021

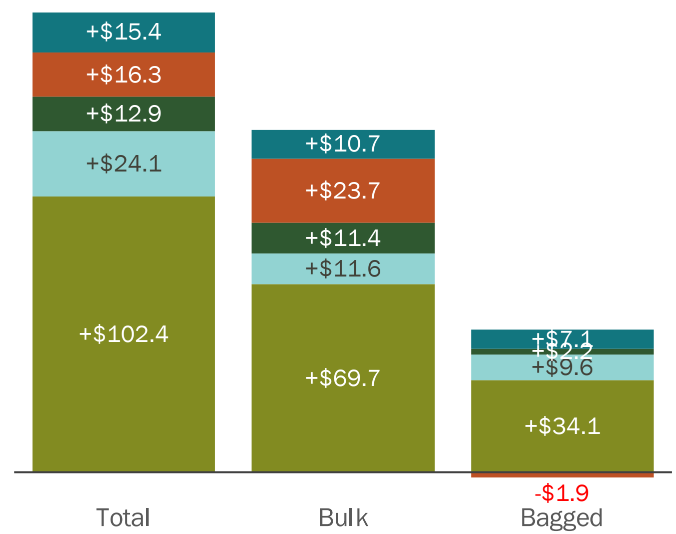
Ultra shoppers drove 42.8% of bagged purchases and 35.9% of bulk purchases

Ultra shoppers added +$69.7M in incremental purchases to the bulk category and +$34.1M to the bagged category

2022 Dollar Share (In Millions)



Incremental Dollar Growth 2021 vs 2022 (In Millions)

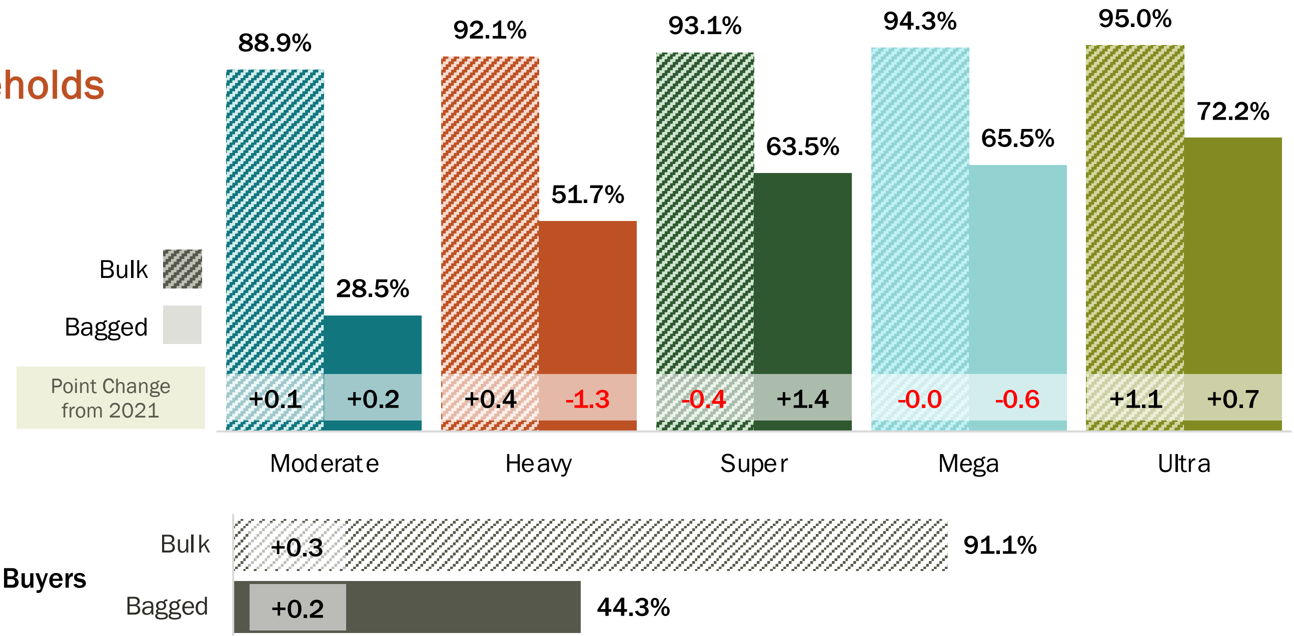


Data source: Circana 52 weeks ending 01-01-23 vs. 52 weeks ending 01-02-22

Percentage of Households that Purchase Bagged or Bulk Avocados 2022 vs. 2021

More than 72.2% of Ultra avocado households purchase bags

95.0% of Ultra avocado households purchase bulk

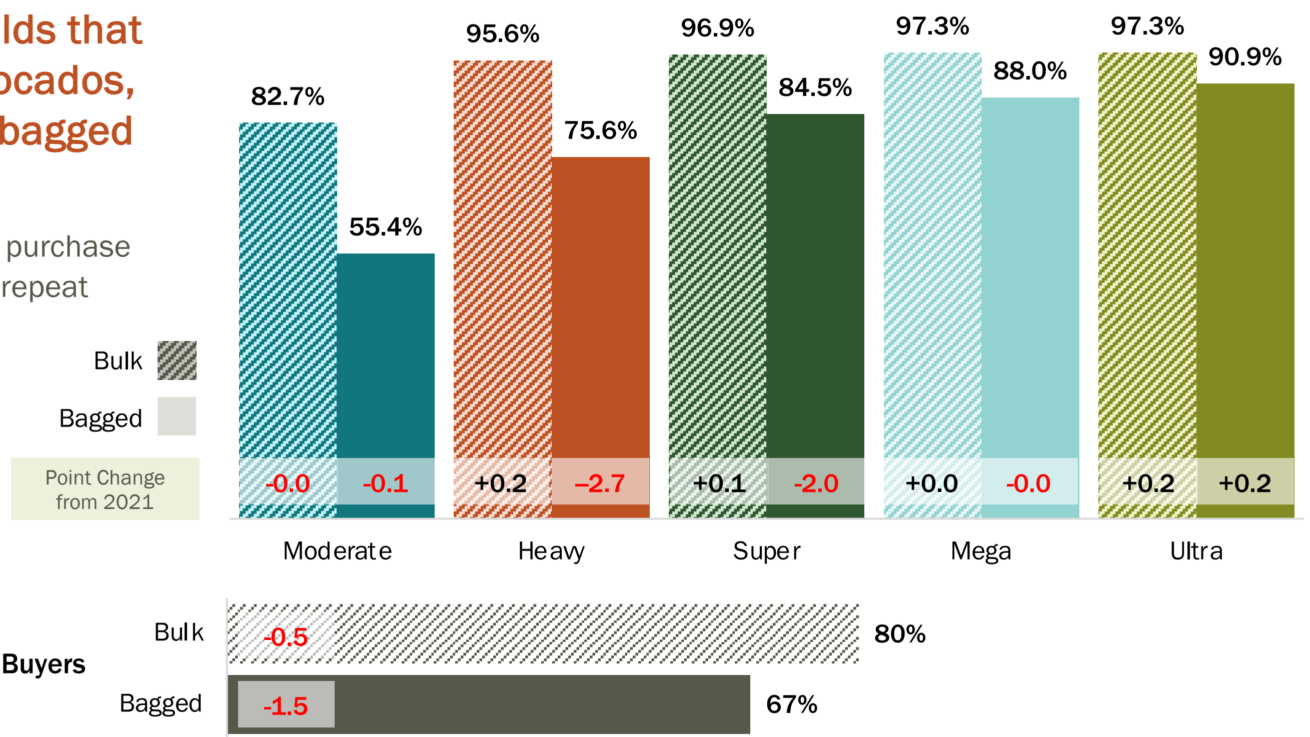


Data source: Circana 52 weeks ending 01-01-23 vs. 52 weeks ending 01-02-22

Repeat Buyer Rate for Bagged and Bulk 2022 vs. 2021

Of the Ultra households that purchase bagged avocados, 90.9% made repeat bagged purchases

Of the Ultra households that purchase bulk avocados, 97.3% made repeat bulk purchases

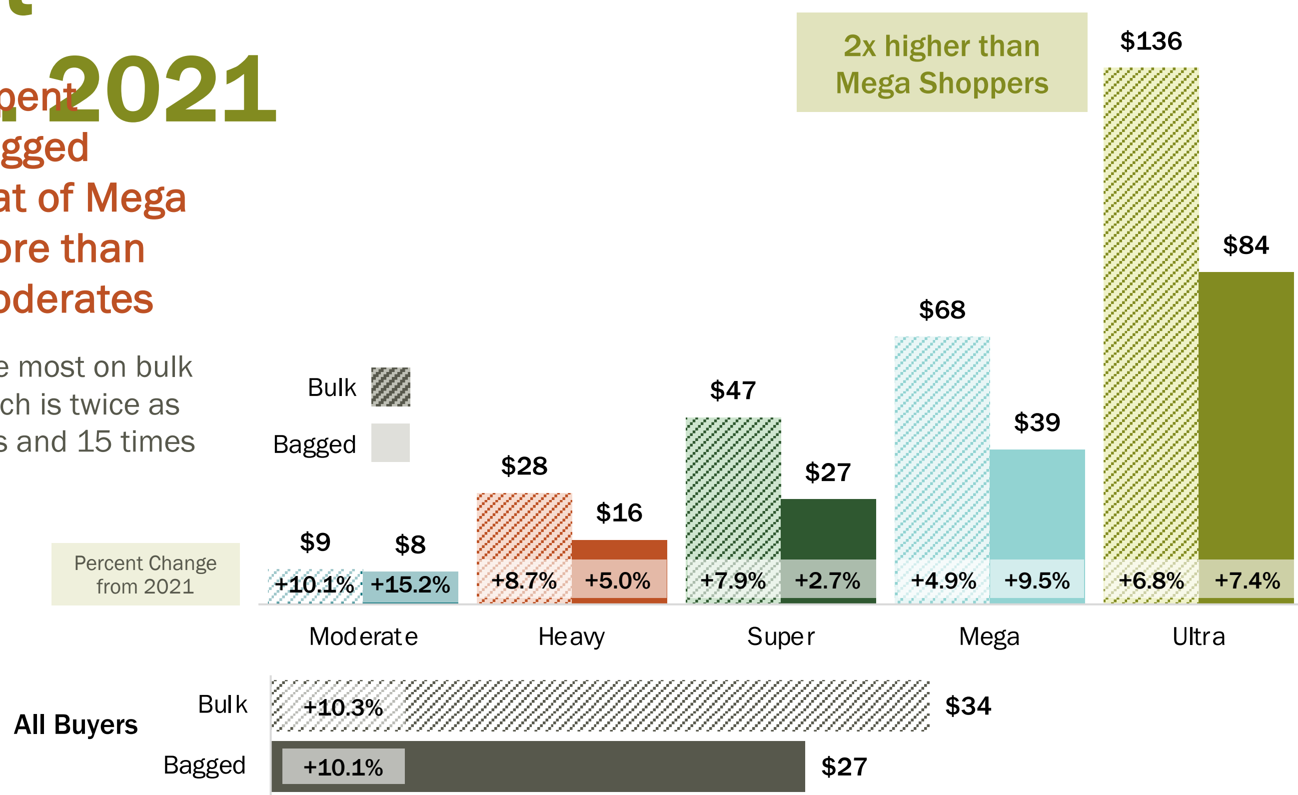


Data source: Circana 52 weeks ending 01-01-23 vs. 52 weeks ending 01-02-22

Dollar Spend per Household by Segment 2022 vs. 2021

Ultra households spent $84 per year on bagged avocados, twice that of Mega households and more than 10 times that of Moderates

Ultra households spent the most on bulk avocados ($136/year) which is twice as much as Mega households and 15 times the average of Moderates

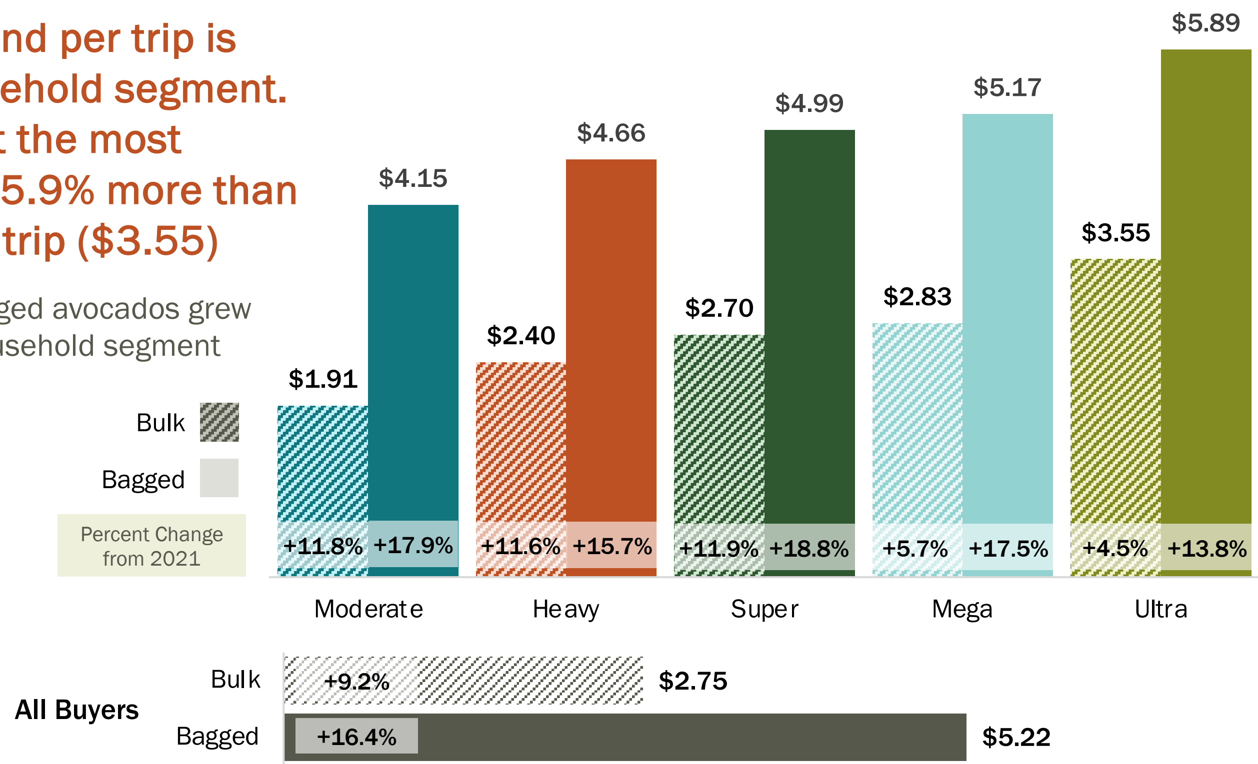


Data source: Circana 52 weeks ending 01-01-23 vs. 52 weeks ending 01-02-22

Dollar Spend per Trip by Segment 2022 vs. 2021

Bagged avocado spend per trip is higher for each household segment. Ultra shoppers spent the most per trip at $5.89, +65.9% more than their bulk spend per trip ($3.55)

Dollar spend per trip for bagged avocados grew by double-digits for each household segment

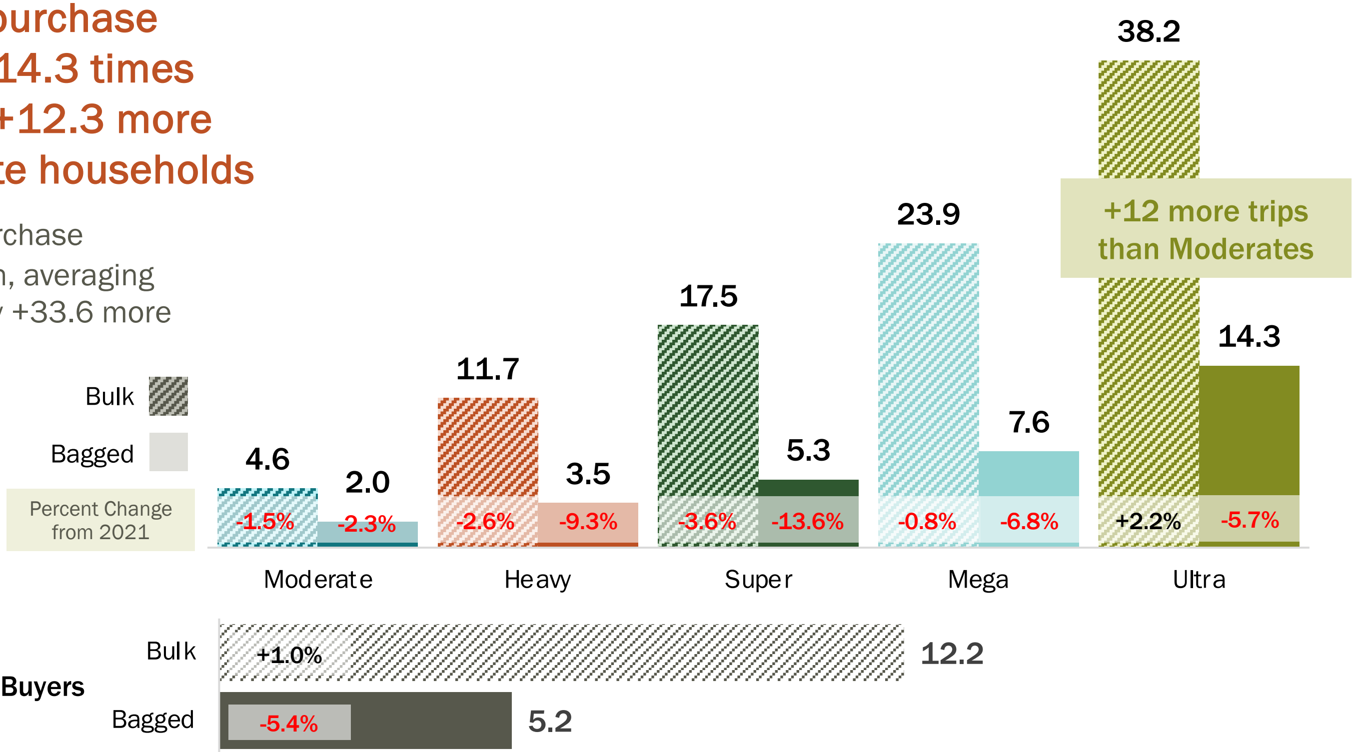


Data source: Circana 52 weeks ending 01-01-23 vs. 52 weeks ending 01-02-22

Avocado Trips per Household by Segment 2022 vs. 2021

Ultra households purchase bagged avocados 14.3 times per year, which is +12.3 more trips than Moderate households

Ultra households also purchase bulk avocados more often, averaging 38.2 trips per year, nearly +33.6 more trips than Moderates

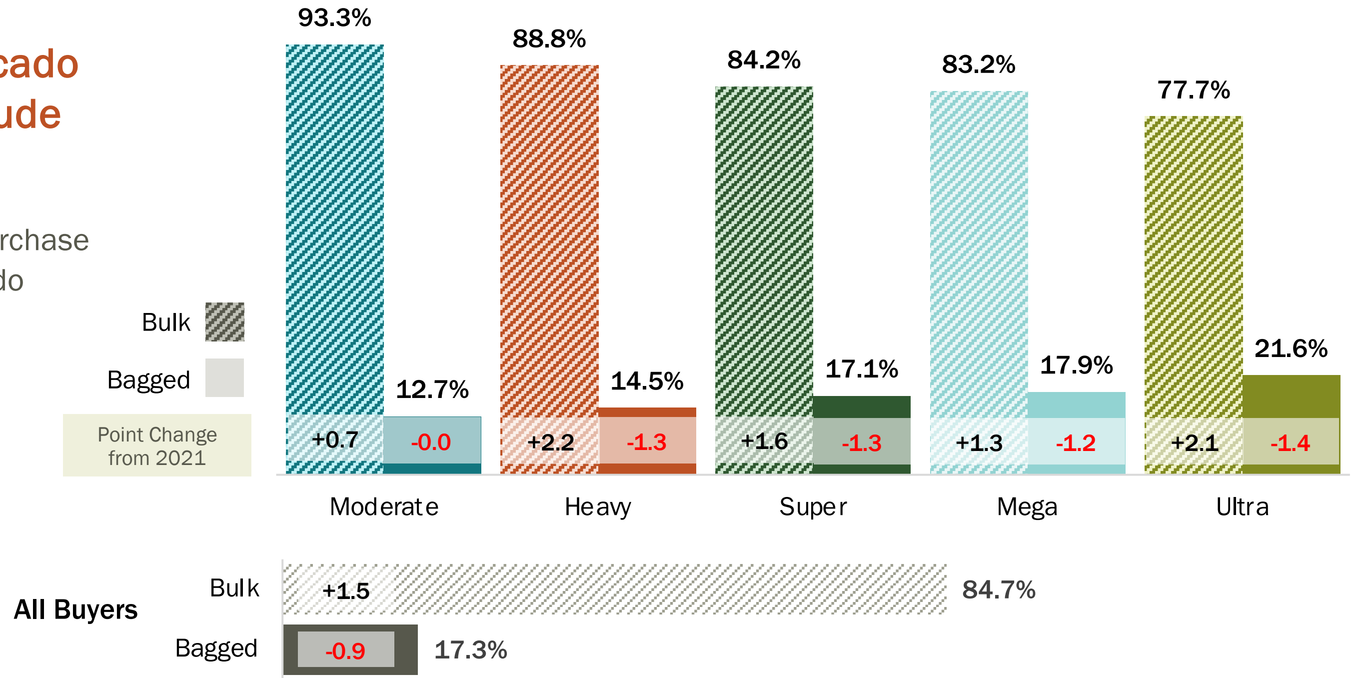


Data source: Circana 52 weeks ending 01-01-23 vs. 52 weeks ending 01-02-22

Percentage of Avocado Purchase Trips That Include a Bag or Bulk Purchase 2022 vs. 2021

21.6% of Ultra avocado purchase trips include a bagged avocado

77.7% of Ultra avocado purchase trips include a bulk avocado

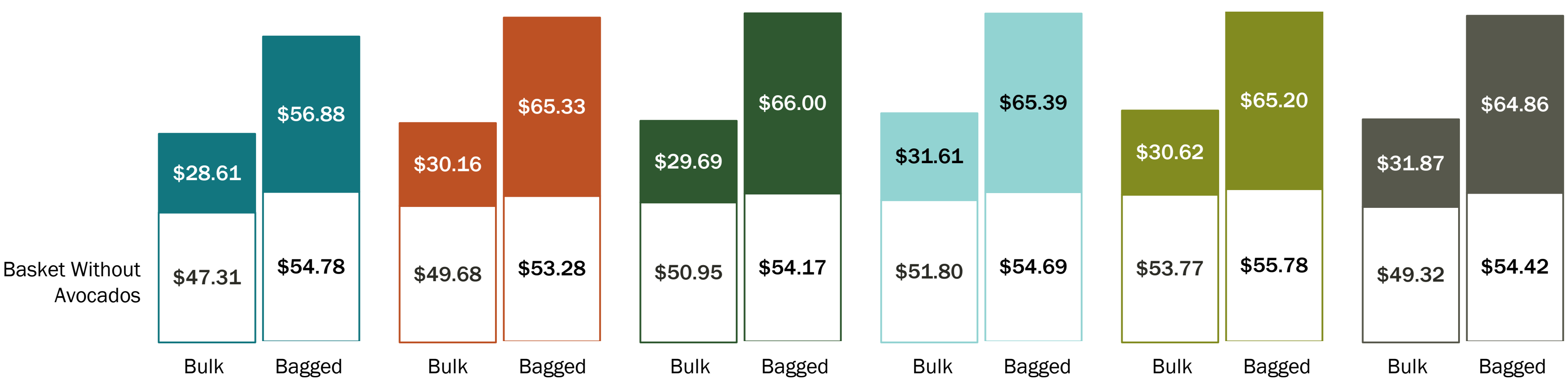


Data source: Circana 52 weeks ending 01-01-23 vs. 52 weeks ending 01-02-22

Avocado Market Basket Value* by Segment 2022

On average, market basket value increased +65% when shoppers added bulk avocados to their basket, and +119% with bagged avocados

These premiums were similar for most shopper segments, except Moderate shoppers, which showed a lower premium for bulk and bagged avocados



	Moderate Bulk	Moderate Bagged	Heavy Bulk	Heavy Bagged	Super Bulk	Super Bagged	Mega Bulk	Mega Bagged	Ultra Bulk	Ultra Bagged	All Users Bulk	All Users Bagged
Total Basket	$75.92	$111.66	$79.83	$118.61	$80.65	$120.17	$83.41	$120.08	$84.39	$120.97	$81.19	$119.28
Increase with Avocados	60%	104%	61%	123%	58%	122%	61%	120%	57%	117%	65%	119%

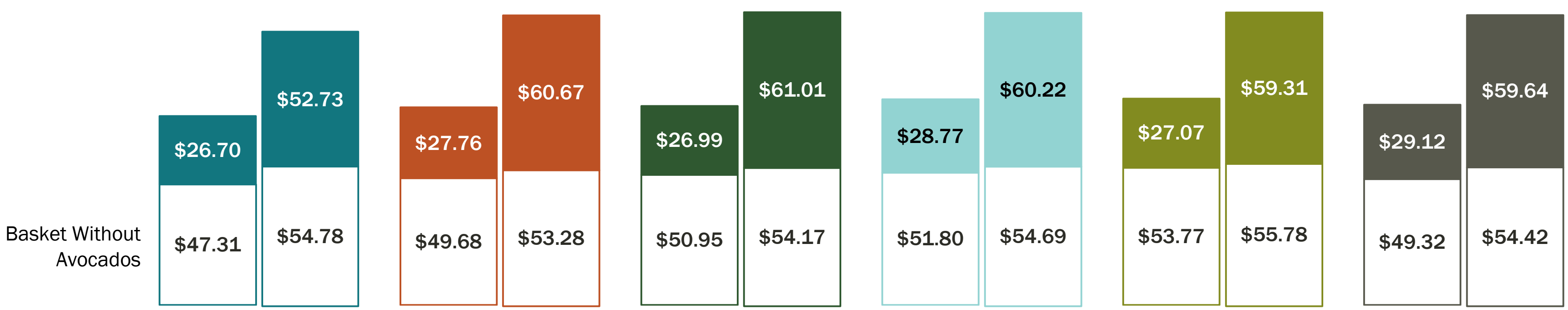
*Market Basket Value refers to the all items in a shopping basket, including avocados

Data source: Circana 52 weeks ending 01-01-23

Avocado Rest of Basket Value* by Segment 2022

On average, rest of market basket value increased +59% when shoppers added bulk avocados to their basket and +110% with bagged avocados

These premiums were similar for most shopper segments, except Moderate shoppers, which showed a lower premium for bulk and bagged avocados



	Bulk	Bagged	Bulk	Bagged	Bulk	Bagged	Bulk	Bagged	Bulk	Bagged	Bulk	Bagged
Total Basket	$74.01	$107.51	$77.44	$113.95	$77.94	$115.18	$80.57	$114.91	$80.84	$115.08	$78.45	$114.05
Increase with Avocados	56%	96%	56%	114%	53%	113%	56%	110%	50%	106%	59%	110%
	Moderate		**Heavy**		**Super**		**Mega**		**Ultra**		**All Users**	

*Rest of Basket Value refers to the value of all other items in a shopping basket that are not avocados

Data source: Circana 52 weeks ending 01-01-23

Circana Consumer Network™

This report is partially based on household purchasing data from the Circana Consumer Network™. Circana receives its household purchasing data from the National Consumer Panel (NCP), an operational joint venture by Circana and Nielsen. The NCP is a continuous household purchasing consumer panel that consists of a representative sample of U.S. households who electronically record all purchases. Households are recruited to the NCP and are incented to record all of their purchases, regardless of where purchased, using a handheld in-home scanning device.

Household purchasing data complements retail sales data and provides a deeper understanding of category dynamics by focusing on shoppers and their purchase behaviors. In turn, understanding shopper purchase behaviors helps uncover opportunities for growth and aids in effective sales and marketing decisions.

The household purchasing data in this study was reported using a new database integration between household panel and retail sales data to obtain a deeper understanding of the impact of panel data on retail sales trends. This new integration may impact reporting across many household purchase metrics and may not match prior studies.

Thank You

For additional retail information and insights please visit the Hass Avocado Board website:
hassavocadoboard.com

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