

HASS  
AVOCADO  
BOARD

MERCHANDISING GUIDE



September 2025



# Best Practices For Merchandising Hass Avocados

Understanding the Avocado Path to Purchase To Drive Retail Sales of Hass Avocados

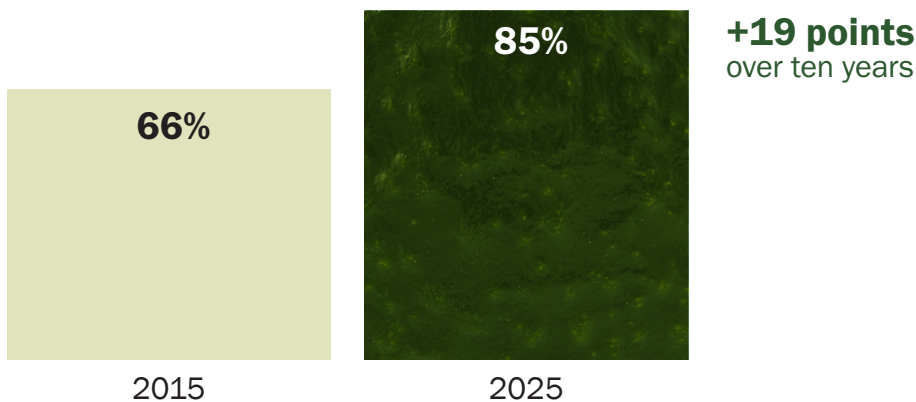
**CONSISTENCY IS KEY**  
Merchandising Tip #1

Maximize avocado sales by focusing on consistent in-store availability and using signage to guide ripeness selection. These tactics can help reinforce avocados' place on the shopping list.

## A Rise in Planned Avocado Purchases and Everyday Usage Requires Evolved Promotional Strategies

Today, 85% of Heavier buyers plan their avocado purchases before going to the store. Ripeness is one of the leading drivers of avocado purchases. However, many shoppers struggle with identifying the ripeness stages of avocados.

### Decision To Purchase Avocados Before Going to the Store Among Heavier Buyers



### Shopper Confidence in Avocado Selection vs. Ability To Correctly Identify Ripeness Among Heavier Buyers



### Hass Avocado Heavier Buyers



Purchase  
once/month  
OR  
Purchase  
more than  
once/month

### Hass Avocado Stages of Ripeness



Stage 1  
Underripe



Stage 2  
Nearing  
Perfectly  
Ripe



Stage 3  
Perfectly  
Ripe



Stage 4  
Nearing  
Overripe



Stage 5  
Overripe

## CONSISTENCY IS KEY

### Merchandising Tip #2

Adapting strategies to meet rising shopper expectations will remove friction points along the path to purchase avocados. Deliver freshness, wide selection, and well-marked signage at every shopping trip.

## Growing Shopper Expectations Place Greater Importance On Avocado Displays

The avocado display is vital to driving avocado purchases. Most factors surrounding the avocado display have increased in importance to shoppers over the past decade, presenting opportunities for retailers to better align with evolving expectations.

### Importance of Avocado Display Factors Ranked 2025 vs. 2015

| Avocado Display Factor                                        | 2025 | vs. 2015 |
|---------------------------------------------------------------|------|----------|
| The avocados in the display look fresh                        | 93%  | +3 pts.  |
| The avocados are available in bulk                            | 87%  | +14 pts. |
| There is a large/abundant selection of avocados               | 85%  | +12 pts. |
| Avocados are easy to find within the produce section          | 84%  | +9 pts.  |
| The avocados are in a well-organized display                  | 74%  | +16 pts. |
| It is well-marked with signage                                | 70%  | +9 pts.  |
| Avocados are next to other produce that I'd use with avocados | 50%  | -3 pts.  |
| The avocados are available in bags                            | 42%  | +8 pts.  |

### Importance of Avocado Display Factors vs. Actual Experience Among Heavier Buyers 2025

● Rated Importance — Importance/Experience Gap ◆ Actual Experience

The avocados in the display look fresh

93% ● 34 pts. ◆ 59%

Example:

93% of avocado shoppers consider fresh appearance important, but only 59% said they found fresh-looking avocados on their last trip.

The avocados are available in bulk

87% ● 27 pts. ◆ 60%

There is a large/abundant selection of avocados

85% ● 46 pts. ◆ 39% Largest Gap

Avocados are easy to find within the produce section

84% ● 20 pts. ◆ 64%

The avocados are in a well-organized display

74% ● 25 pts. ◆ 49%

It is well-marked with signage

70% ● 29 pts. ◆ 41%

Avocados are next to other produce that I'd use with avocados

50% ● 20 pts. ◆ 30%

The avocados are available in bags

42% ● 9 pts. ◆ 33%

**CONSISTENCY IS KEY**  
Merchandising Tip #3

Clear, prominent placement of bagged avocados could amplify the convenience factor for shoppers and help unlock sales by converting shopper interest in bags into purchases.

## Sales and Preference For Bagged Avocados Are on the Rise

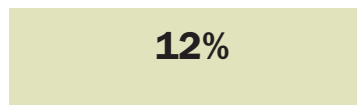
Preference for bagged avocados has soared during the last 10 years, but inconsistent placement within the produce department may be restricting their full sales potential.



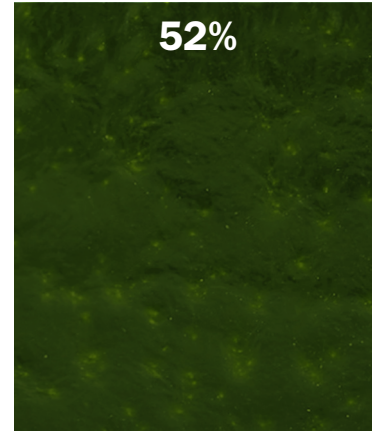
Increase in retail sales of bagged avocado units over the last four years  
Circana, 52 weeks ending 09-07-25

### Preference To Purchase Both Bagged and Bulk Avocados Among Heavier Buyers

**+40 points**  
over ten years



2015

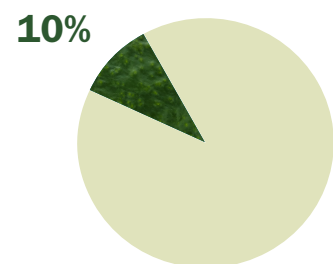


2025

### 70% of Shoppers Found Bagged Avocados During Their Last Shopping Trip



### One out of Ten Shoppers Who Purchase Both Bagged and Bulk Avocados Could Not Locate Bagged Avocados During Their Last Shopping Trip



### Where Shoppers Found Bagged Avocados

