

# SNAP/WIC Avocado Market Basket and Shopper Purchase Behaviors



Demonstrating the value of the avocado category among households that participate in the SNAP and/or WIC programs

# Table of Contents

**01** Objective and Methodology

**02** Executive Summary

**03** Key Opportunities

**04** Terms and Definitions

**05** Shopper Profiles

**06** Market Basket Analysis

**07** Market Basket Trip Affinity

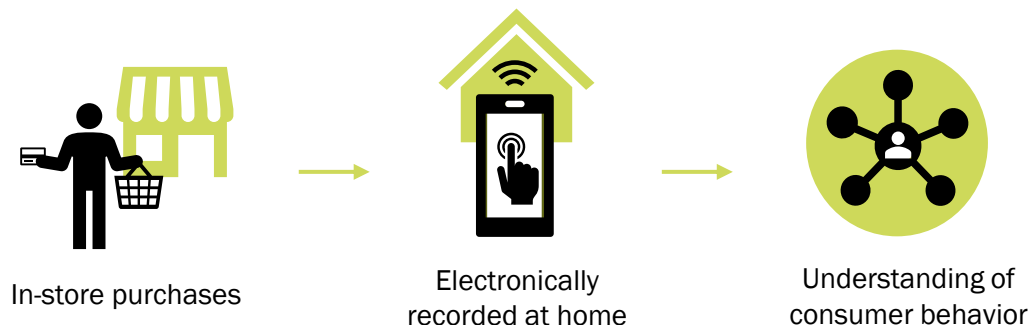
**08** Market Basket Dollar Affinity

**09** Appendix

# Objective and Methodology

The objective of this study is to evaluate the role of avocados in the shopping behavior of households that participate in the SNAP and/or WIC programs. This analysis explores the shopper profiles of SNAP/WIC and Non-SNAP/WIC households, the impact of the inclusion of avocados in the market basket, and their purchase patterns for avocados and fresh produce. These insights can support HAB initiatives that promote Hass avocados as a core produce category that can drive consumption of fresh produce within the SNAP and WIC populations.

This report is based on household purchasing data from the Circana OmniConsumer™ Scan Panel. The Scan Panel 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 Scan Panel and are incentivized to record their purchases at home, regardless of where purchased.



# Executive Summary

In 2024, SNAP and WIC households represented a growing segment of avocado buyers, accounting for 11% of all U.S. avocado-purchasing households. Avocado penetration among SNAP/WIC households held steady versus 2022 (-0.2 points), while the number of avocado-purchasing households in this segment grew +8%.

On average, this segment made 11 avocado trips during the year and spent \$3.19 on avocados per trip. While both figures were slightly below 2022 levels, avocados remained a consistent part of SNAP/WIC fresh produce purchases. They ranked 12th in trip incidence among the most frequently purchased produce items for SNAP/WIC avocado-purchasing households. Avocados also maintained consistent trip incidence with less fluctuation since 2022 than others in the top 20.

Avocados' ability to drive larger, more valuable baskets had a stronger impact on basket dynamics among SNAP/WIC households compared to Non-SNAP/WIC households. Total basket value increased +89% when avocados were in the basket, equating to nearly +\$37 in additional spend, compared to a +62% lift and an additional +\$29 for Non-SNAP/WIC households.

SNAP/WIC households showed broader engagement across produce categories compared to Non-SNAP/WIC households. SNAP/WIC shoppers increased spend per trip across 27 produce categories when avocados were in the basket, compared to 18 categories for Non-SNAP/WIC shoppers. Trip affinity for produce averaged 733 among SNAP/WIC avocado shoppers, an +11% increase from 2022. Bananas, tomatoes, and berries were among the most common fresh produce items that were included in the basket with avocados. Pears, lemons, kiwis, and squash were over 10x more likely to appear in a SNAP/WIC shopper's avocado basket compared to an average basket.

Avocados may represent an ideal anchor product in driving overall purchases of fresh produce among SNAP/WIC households. Promoting avocados within the SNAP and WIC programs could expand avocado penetration while encouraging broader engagement with fresh produce among these households.

# Key Opportunities

## Avocados can be a gateway to fresh produce for SNAP/WIC shoppers

When avocados were in the basket, SNAP/WIC shoppers were more likely to purchase fresh produce items, an affinity that has grown since 2022. SNAP/WIC shoppers also spent more on many different produce items when avocados were in the basket. For example, a total of 27 fresh produce categories saw higher spend per trip, compared to just 18 categories for Non-SNAP/WIC shoppers. Items like pumpkins, beets, papayas, and corn posted double-digit gains in SNAP/WIC basket spend per trip with avocados, while Non-SNAP/WIC baskets generally saw flat or declining trends. (slides 14, 19, 20, 21)

This purchase behavior could indicate that avocados may serve as a gateway to healthier food choices, making them an ideal anchor product to help drive purchases of fresh produce within SNAP/WIC households. Promoting avocados through simple, budget-friendly, and produce-heavy recipes could further encourage this shopping behavior and reinforce the value of fresh ingredients in everyday meals.

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## Avocados were a consistent choice for SNAP/WIC shoppers despite shifting shopping habits

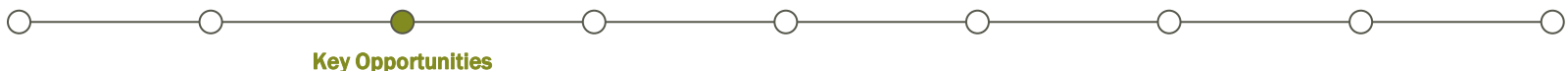
While many fresh produce items were purchased during a smaller percentage of trips in 2024 vs. 2022, avocados demonstrated strong staying power and remained a key part of the produce basket. Avocados maintained their position as the 12th most frequently purchased fresh produce item among SNAP/WIC avocado-purchasing households in 2024 and showed lower year-over-year fluctuations in trip incidence than many other produce items. (slide 15)

These trends demonstrate the strength of the avocado category among SNAP/WIC avocado-purchasing households. Driving purchases of avocados among these households may help to slow or reverse the trend of lower overall purchases of fresh produce. Reinforcing avocados' importance through in-program messaging may help preserve and even strengthen this loyalty, resulting in overall greater engagement with fresh produce.

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## SNAP/WIC avocado-purchasing households are a growing segment, presenting opportunities to expand exposure to more fresh produce categories among more households

The number of avocado-purchasing households that receive SNAP/WIC benefits increased +8% since 2022, while Non-SNAP/WIC avocado-purchasing households were relatively flat (-0.1%). However, avocado household penetration among SNAP/WIC households is lower than for Non-SNAP/WIC (48% vs. 58%, respectively). This represents an opportunity to continue increasing SNAP/WIC household engagement with the avocado category and in-turn, expand exposure to fresh produce among this group. (slides 9, 10)



# Terms and Definitions

**Geography:** Total U.S.

**Categories:**

- Fresh Avocados
- Individual Fresh Produce categories (excludes All Other (AO) and herbs)

**Time Periods:**

- 2022: 52 Weeks Ending 01-01-2023
- 2024: 52 Weeks Ending 12-29-2024

**Data Source:** Circana OmniConsumer™ Scan Panel

**Study Development:** Fusion (GoWithFusion.com)

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## Avocado Shopper Purchase Trends

- **SNAP/WIC Household or Shopper** – An avocado-purchasing household that receives SNAP and/or WIC benefits
- **Non-SNAP/WIC Household or Shopper** – An avocado-purchasing household that does not receive SNAP or WIC benefits
- **Avocado Basket** – A shopping basket that includes avocados
- **Average Basket** – A shopping basket regardless of avocado presence
- **Avocado Purchase Dollars** – Total spend on the avocado category during the year
- **Household Penetration** – The percentage of U.S. households that purchased avocados during the year
- **Annual Spend** – Average annual spend per household on avocados
- **Annual Trips per Shopper** – Average number of annual avocado purchase occasions per household
- **Spend Per Trip** – Average avocado dollar spend per purchase trip during the year
- **Household Share** – The percentage of avocado-purchasing households represented by a given group (e.g., SNAP/WIC)



# Terms and Definitions

## Avocado Shopper Purchase Trends — continued

- **Market Basket Value** – Average total dollar value of the basket per trip, calculated with and without avocados
- **In-Basket Premium** – Percentage increase in total basket value when avocados are included
- **Rest-of-Basket Value** – Average dollar value of the non-avocado items in baskets that include avocados
- **Rest-of-Basket Premium** – Percentage increase in the value of non-avocado items when avocados are present
- **Overall Trip Incidence** – Percentage of trips that include a purchase of a specific item (for example, bananas in an average basket)
- **Avocado Trip Incidence** – Percentage of trips that include a purchase of a specific item with an avocado (for example, bananas in an avocado basket)
- **Avocado Trip Affinity Index** – Measurement of an item's avocado trip incidence compared to its overall trip incidence
- **Overall Dollar Incidence** – Percentage of basket dollars spent on a specific item, on average (for example, percentage of basket dollars spent on bananas in an average basket)
- **Avocado Dollar Incidence** – Percentage of avocado basket dollars spent on a specific item (for example, percentage of basket dollars spent on bananas when avocados are included in the basket)
- **Avocado Dollar Affinity Index** – Measurement of an item's avocado dollar incidence compared to its overall dollar incidence



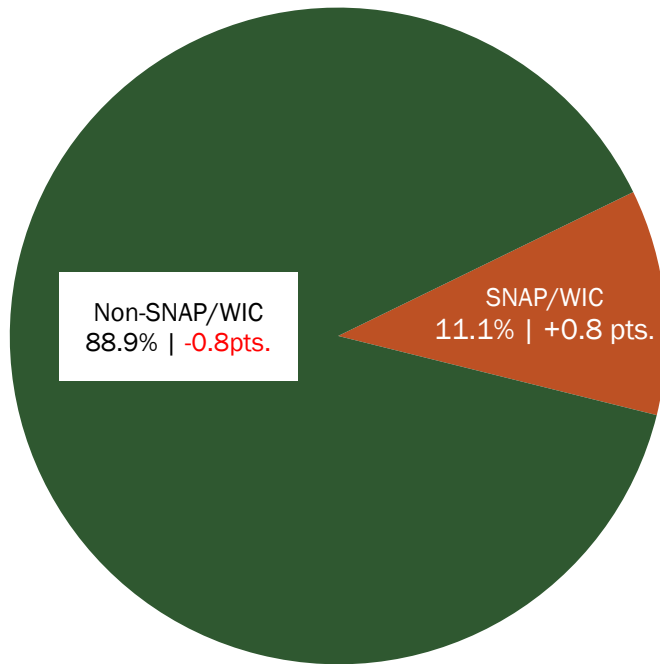
# Shopper Profiles

Profile trends for  
SNAP/WIC and  
Non-SNAP/WIC  
avocado-purchasing households

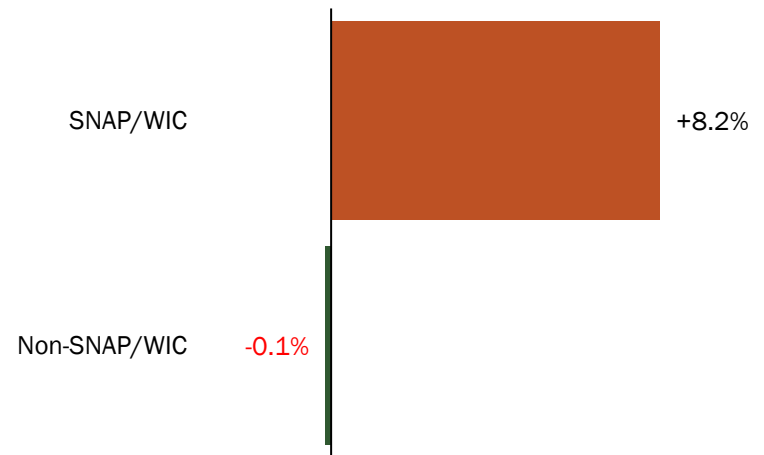


# The number of SNAP/WIC households purchasing avocados increased +8% vs. 2022 and made up 11% of Total U.S. avocado-purchasing households in 2024

Avocado-Purchasing Households  
Share and Growth 2024 vs. 2022

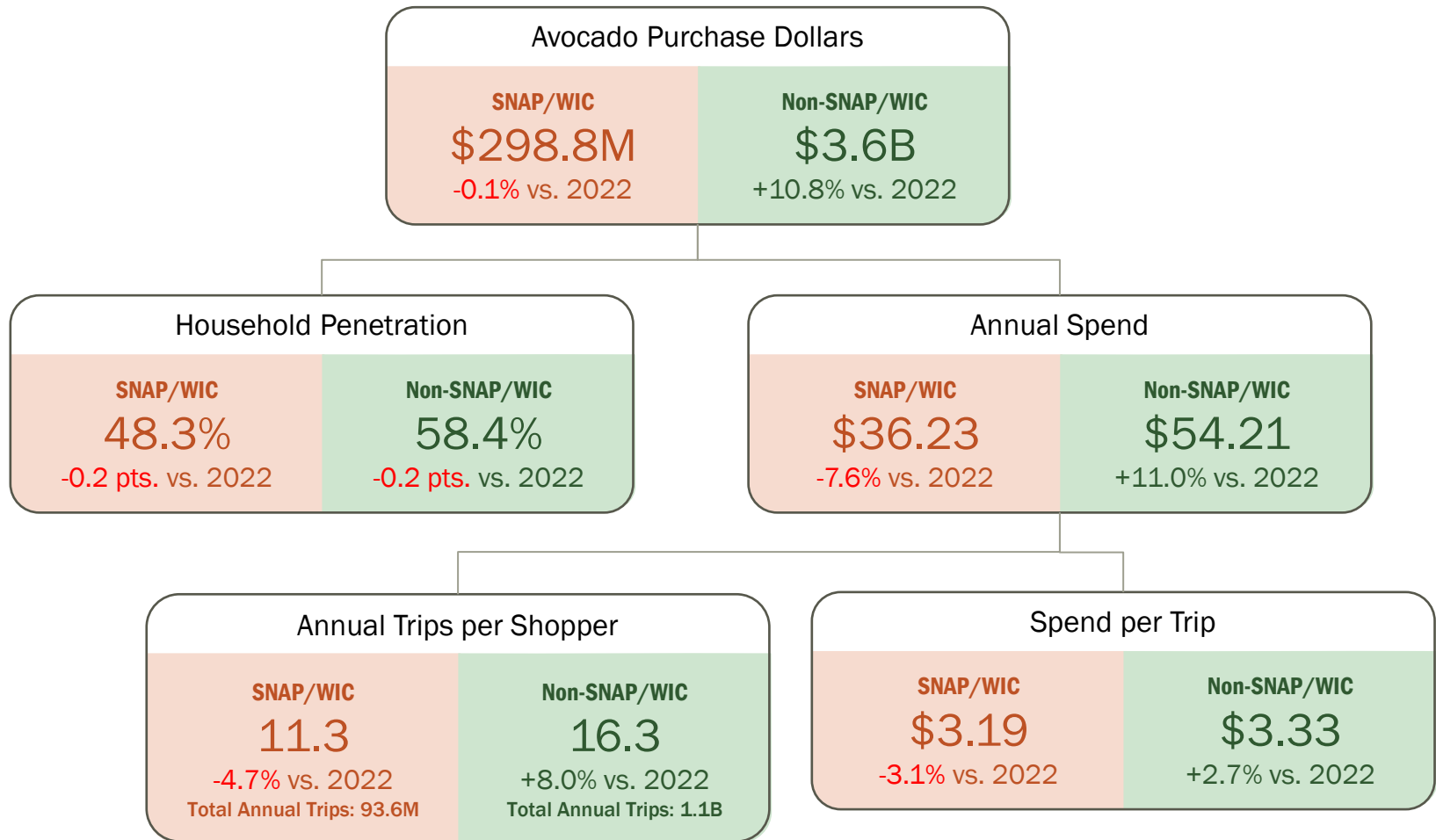


Avocado-Purchasing Households  
Growth Rate 2024 vs. 2022



Shopper Profiles

# 2024 Avocado Shopper Profile: SNAP/WIC vs. Non-SNAP/WIC



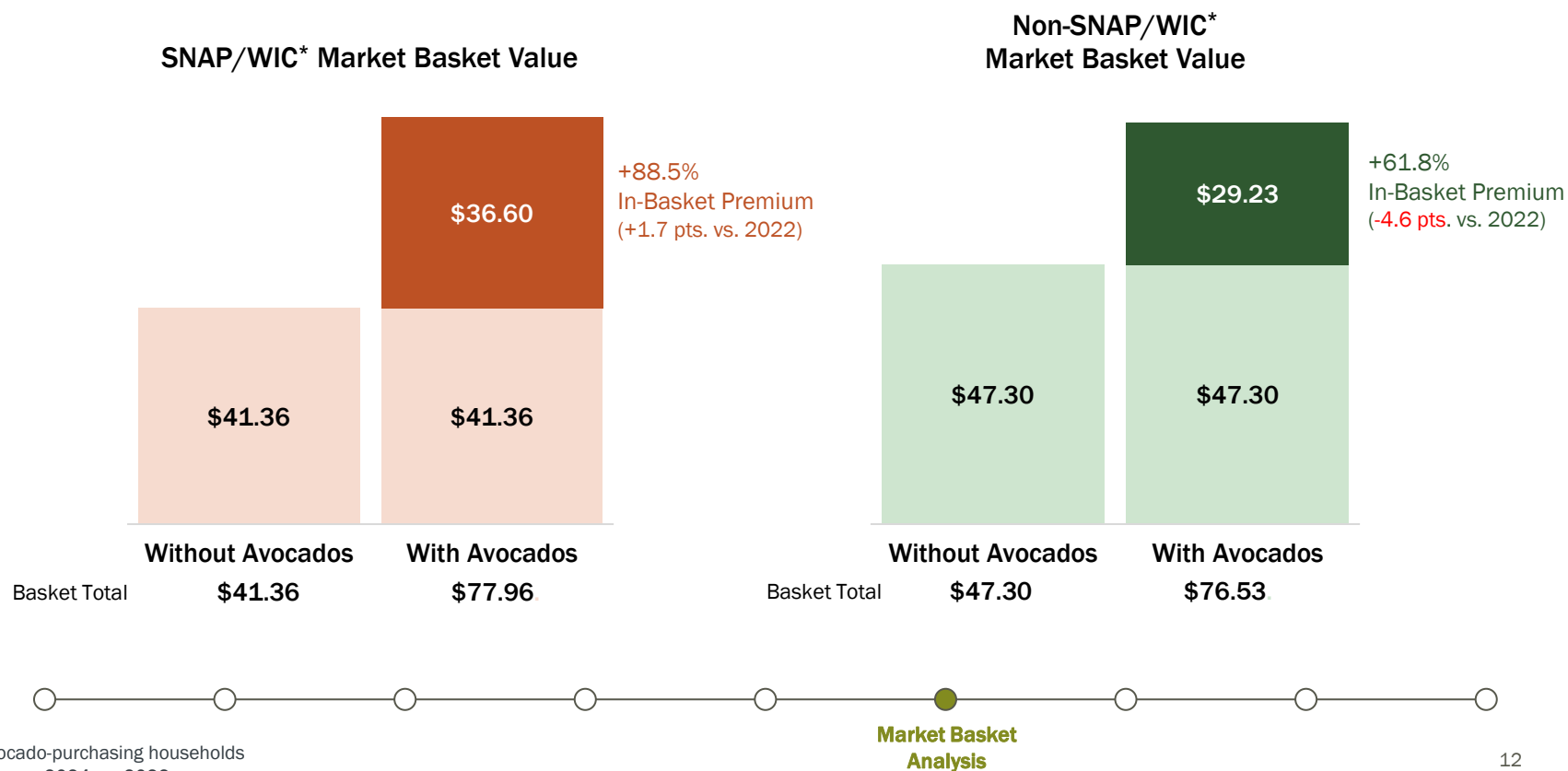
Shopper Profiles

# Market Basket Analysis

Market basket trends  
for SNAP/WIC and  
Non-SNAP/WIC  
avocado-purchasing households

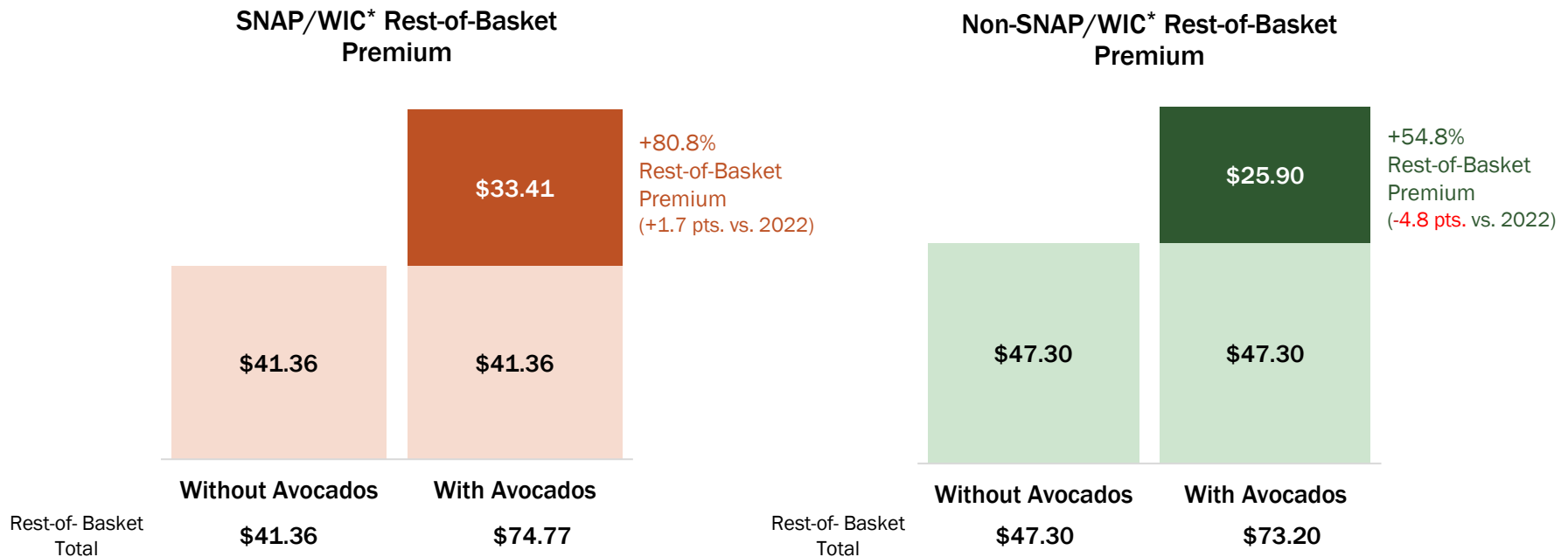
# SNAP/WIC baskets presented a higher premium than Non-SNAP/WIC when avocados were in the basket

- Avocados increased the average SNAP/WIC basket value +88.5% compared to a +61.8% increase in basket premium for Non-SNAP/WIC baskets.
- The in-basket premium from avocados grew +1.7 points for SNAP/WIC baskets compared to 2022, while Non-SNAP/WIC avocado basket premium declined.



# Avocados boosted the rest-of-basket value for SNAP/WIC shoppers by +81%

- On average, SNAP/WIC shoppers spent an additional +\$33.41 when avocados were in the basket, compared to +\$25.90 for Non-SNAP/WIC shoppers.
- The rest-of-basket premium from avocados increased +1.7 points for SNAP/WIC baskets since 2022, while Non-SNAP/WIC baskets saw a decline in rest-of-basket premium.



Rest-of-basket: the value of all other items in a shopping basket that are not avocados; \*Among avocado-purchasing households  
Source: Circana, 2024 vs. 2022

Market Basket Analysis

# Avocados drove a greater lift in spend per trip for more produce categories in SNAP/WIC baskets than Non-SNAP/WIC

- SNAP/WIC shoppers increased their spend per trip on 27 fresh produce categories when they purchased avocados compared to 18 categories among Non-SNAP/WIC shoppers.\*\*

For example, the spend per trip on pumpkins increased +114.7% when avocados were included in SNAP/WIC baskets compared to a +1.1% lift in Non-SNAP/WIC baskets.

- Other categories saw increased spend among SNAP/WIC shoppers when avocados were purchased, while the same categories declined among Non-SNAP/WIC shoppers.

Spend per trip on beets increased +13.2% among SNAP/WIC and declined -9.7% among Non-SNAP/WIC

Produce Item	SNAP/WIC*	Non-SNAP/WIC*	Difference (pts.)
Pumpkins	+114.7%	+1.1%	+113.6
Side Dish Kits	+36.7%	-9.9%	+46.6
Garden Salads	+32.7%	+5.2%	+27.5
Salad Kits	+31.6%	+7.7%	+23.9
Mangoes	+20.2%	+10.6%	+9.6
Beets	+13.2%	-9.7%	+23.0
Berries	+12.4%	+7.7%	+4.7
Arugula	+10.6%	+3.5%	+7.1
Corn	+10.2%	-1.7%	+11.9
Papayas	+8.9%	-24.1%	+33.0
Grapes	+8.6%	+0.9%	+7.7
Sprouts	+6.9%	-3.4%	+10.3
Peas	+6.3%	-1.7%	+8.0
Bananas	+5.9%	+6.0%	-0.1
Pears	+5.5%	-4.2%	+9.7
Onions	+5.0%	-1.8%	+6.8
Kiwis	+4.4%	-2.7%	+7.1
Beans	+3.6%	-7.3%	+10.9
Peppers	+3.5%	-0.2%	+3.7
Carrots	+3.4%	-2.9%	+6.3
Tangelos	+2.7%	+6.4%	-3.8
Cucumbers	+2.6%	-0.8%	+3.4
Mushrooms	+1.4%	-0.6%	+2.0
Lettuce	+1.2%	+5.2%	-3.9
Cabbage	+0.5%	-5.0%	+5.5
Cherries	+0.2%	-2.0%	+2.2
Eggplant	+0.1%	-1.4%	+1.4
Sweet Potatoes/Yams	-0.1%	+2.0%	-2.1
Mixed Leafy Greens	-0.1%	+2.2%	-2.3
Apples	-0.3%	-1.4%	+1.2

# Avocados ranked 12th in produce trip incidence among both avocado shopper groups

- SNAP/WIC avocado-purchasing households made less trips for many produce categories in 2022.
- Avocados maintained steadier trip incidence than many other top 20 produce items, with smaller year-over-year fluctuations.

Overall Trip Incidence and Growth vs. 2022 (Top 20 Produce Items)

SNAP/WIC*				
Produce Item	Rank	Change in Rank vs. 2022	Overall Trip Incidence	Pt. Chg. vs. 2022
Bananas	1	✗ No Change	5.1%	-0.6
Berries	2	✗ No Change	3.5%	-0.2
Tomatoes	3	✗ No Change	3.0%	-0.6
Potatoes	4	▲ Moved up 1 spot	2.5%	-0.4
Onions	5	▼ Moved down 1 spot	2.5%	-0.4
Lettuce	6	✗ No Change	2.5%	-0.2
Apples	7	✗ No Change	2.1%	-0.2
Grapes	8	▲ Moved up 1 spot	1.8%	-0.2
Peppers	9	▼ Moved down 1 spot	1.7%	-0.3
Cucumbers	10	▲ Moved up 1 spot	1.6%	-0.1
Carrots	11	▼ Moved down 1 spot	1.5%	-0.2
Avocados	12	✗ No Change	1.2%	-0.2
Salad Kits	13	✗ No Change	1.1%	-0.1
Melons	14	✗ No Change	1.1%	-0.1
Mushrooms	15	✗ No Change	0.9%	-0.3
Celery	16	✗ No Change	0.9%	-0.2
Mandarins	17	▲ Moved up 3 spots	0.8%	+0.1
Broccoli	18	▲ Moved up 1 spot	0.7%	-0.1
Oranges	19	▼ Moved down 2 spots	0.7%	-0.2
Garden Salads	20	▼ Moved down 2 spots	0.6%	-0.2

Non-SNAP/WIC*				
Produce Item	Rank	Change in Rank vs. 2022	Overall Trip Incidence	Pt. Chg. vs. 2022
Bananas	1	✗ No Change	8.7%	-0.3
Berries	2	✗ No Change	6.9%	+0.3
Tomatoes	3	✗ No Change	4.9%	-0.3
Onions	4	✗ No Change	4.2%	-0.1
Lettuce	5	✗ No Change	4.0%	-0.1
Potatoes	6	✗ No Change	3.9%	-0.1
Apples	7	✗ No Change	3.9%	-0.1
Peppers	8	✗ No Change	3.2%	-0.2
Carrots	9	✗ No Change	3.0%	-0.2
Grapes	10	✗ No Change	3.0%	-0.1
Cucumbers	11	✗ No Change	2.9%	+0.1
Avocados	12	✗ No Change	2.5%	+0.0
Mushrooms	13	✗ No Change	1.9%	-0.1
Salad Kits	14	▲ Moved up 1 spot	1.8%	+0.1
Broccoli	15	▼ Moved down 1 spot	1.7%	+0.0
Melons	16	✗ No Change	1.7%	+0.1
Celery	17	✗ No Change	1.6%	-0.1
Spinach	18	✗ No Change	1.4%	-0.1
Mandarins	19	▲ Moved up 2 spots	1.3%	+0.1
Squash	20	▼ Moved down 1 spot	1.2%	-0.2

Overall trip incidence: the percentage of trips that include a purchase of a specific item; \*Among avocado-purchasing households

Source: Circana, 2024 vs. 2022

# Avocados ranked higher in dollar incidence among Non-SNAP/WIC households than SNAP/WIC

- Avocados ranked 13<sup>th</sup> in SNAP/WIC households and 12<sup>th</sup> in Non-SNAP/WIC households.

Overall Dollar Incidence and Growth vs. 2022 (Top 20 Produce Items)

SNAP/WIC*				
Produce Item	Rank	Change in Rank vs. 2022	Overall Dollar Incidence	Pt. Chg. vs. 2022
Berries	1	✗ No Change	0.6%	+0.08
Potatoes	2	✗ No Change	0.3%	-0.02
Apples	3	✗ No Change	0.3%	-0.04
Grapes	4	▲ Moved up 1 spot	0.3%	+0.01
Tomatoes	5	▼ Moved down 1 spot	0.2%	-0.02
Lettuce	6	▲ Moved up 2 spots	0.2%	+0.00
Bananas	7	✗ No Change	0.2%	-0.02
Salad Kits	8	▼ Moved down 2 spots	0.2%	+0.00
Melons	9	✗ No Change	0.2%	+0.01
Onions	10	✗ No Change	0.2%	-0.00
Peppers	11	✗ No Change	0.1%	-0.01
Mandarins	12	▲ Moved up 1 spot	0.1%	+0.01
Avocados	13	▼ Moved down 1 spot	0.1%	+0.00
Carrots	14	▲ Moved up 2 spots	0.1%	+0.01
Cucumbers	15	▲ Moved up 3 spots	0.1%	+0.01
Mushrooms	16	▼ Moved down 1 spot	0.1%	-0.01
Oranges	17	▼ Moved down 3 spots	0.1%	-0.02
Peaches/Plums	18	▼ Moved down 1 spot	0.1%	-0.00
Cherries	19	✗ No Change	0.1%	+0.00
Broccoli	20	▲ Moved up 2 spots	0.1%	-0.00

Non-SNAP/WIC*				
Produce Item	Rank	Change in Rank vs. 2022	Overall Dollar Incidence	Pt. Chg. vs. 2022
Berries	1	✗ No Change	1.1%	+0.08
Apples	2	✗ No Change	0.4%	-0.04
Potatoes	3	✗ No Change	0.4%	-0.02
Grapes	4	▲ Moved up 1 spot	0.4%	+0.01
Tomatoes	5	▼ Moved down 1 spot	0.4%	-0.02
Lettuce	6	✗ No Change	0.3%	+0.00
Salad Kits	7	▲ Moved up 1 spot	0.3%	+0.00
Bananas	8	▼ Moved down 1 spot	0.3%	-0.02
Peppers	9	✗ No Change	0.2%	-0.01
Melons	10	▲ Moved up 1 spot	0.2%	+0.01
Onions	11	▼ Moved down 1 spot	0.2%	-0.00
Avocados	12	✗ No Change	0.2%	+0.00
Mandarins	13	▲ Moved up 1 spot	0.2%	+0.01
Carrots	14	▲ Moved up 1 spot	0.2%	+0.01
Mushrooms	15	Moved down 2 spots	0.2%	-0.01
Cucumbers	16	▲ Moved up 1 spot	0.2%	+0.01
Oranges	17	▼ Moved down 1 spot	0.1%	-0.02
Broccoli	18	✗ No Change	0.1%	-0.00
Peaches/Plums	19	▲ Moved up 1 spot	0.1%	-0.00
Cherries	20	▲ Moved up 1 spot	0.1%	+0.00

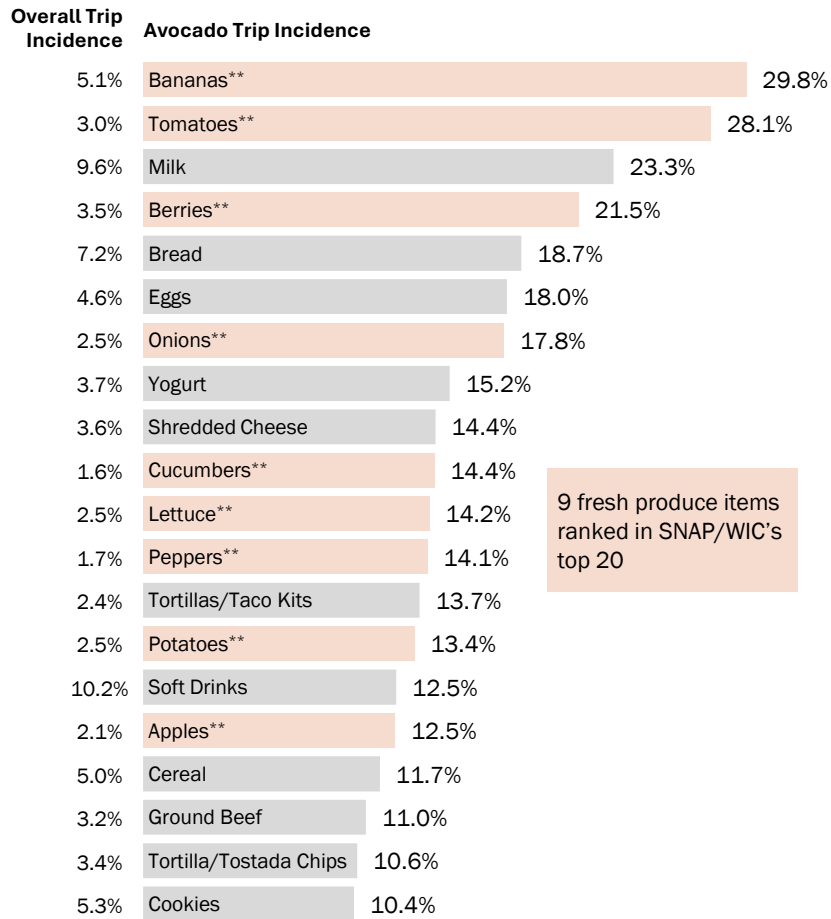


# Market Basket Trip Affinity

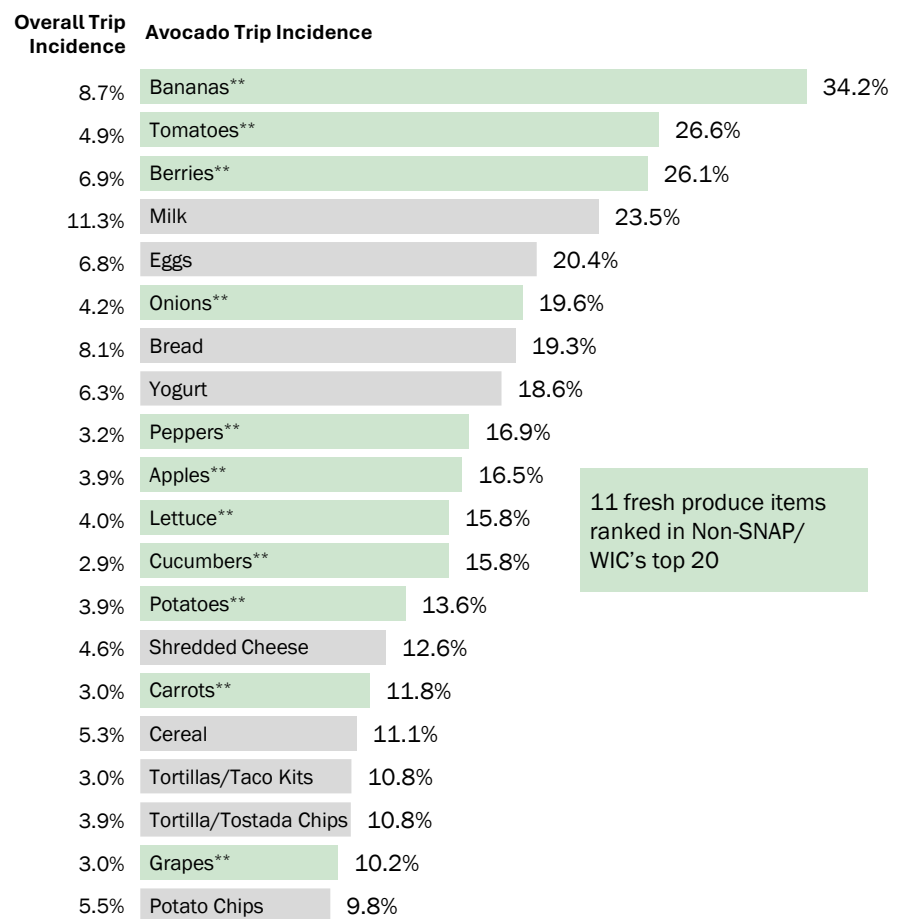
Market basket trip trends for  
SNAP/WIC and Non-SNAP/WIC  
avocado-purchasing households

# Fresh produce accounted for about half of the most common items purchased alongside avocados

SNAP/WIC\* Trip Incidence (Top 20 Items)



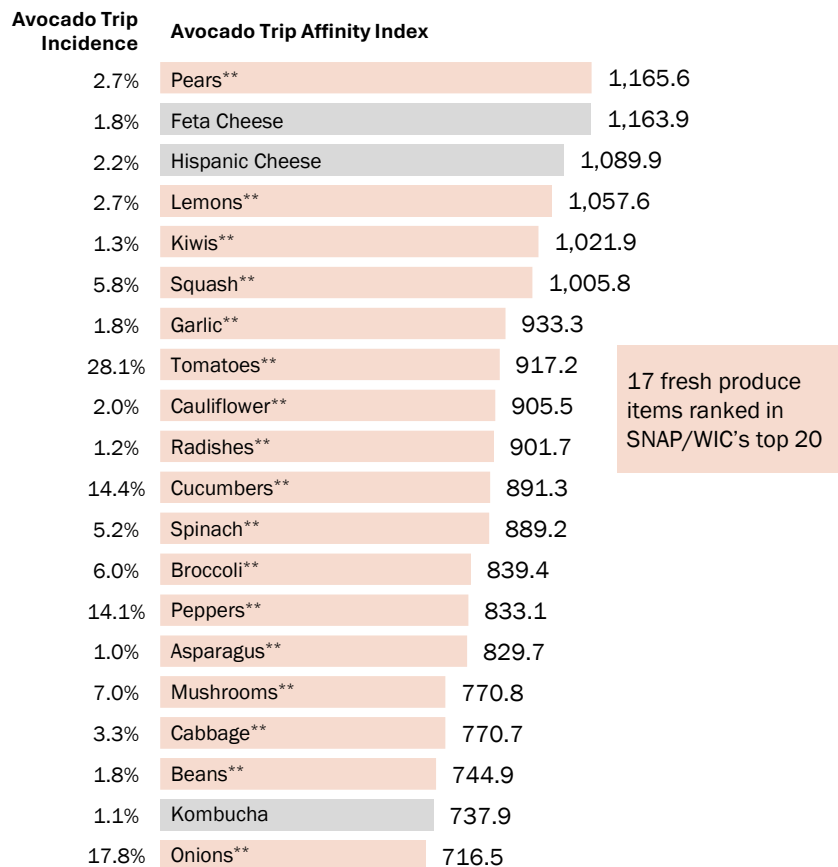
Non-SNAP/WIC\* Trip Incidence (Top 20 Items)



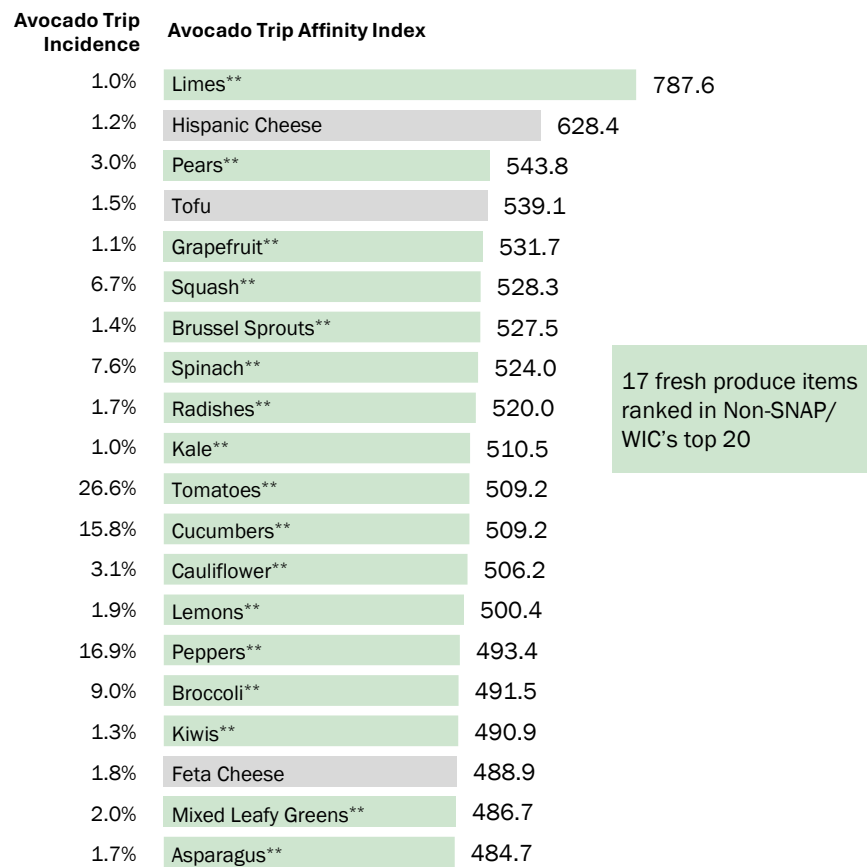
Market Basket  
Trip Affinity

# SNAP/WIC shoppers generally had stronger and higher overall avocado trip affinity with fresh produce compared to Non-SNAP/WIC

SNAP/WIC\* Trip Affinity Index† (Top 20 Items)



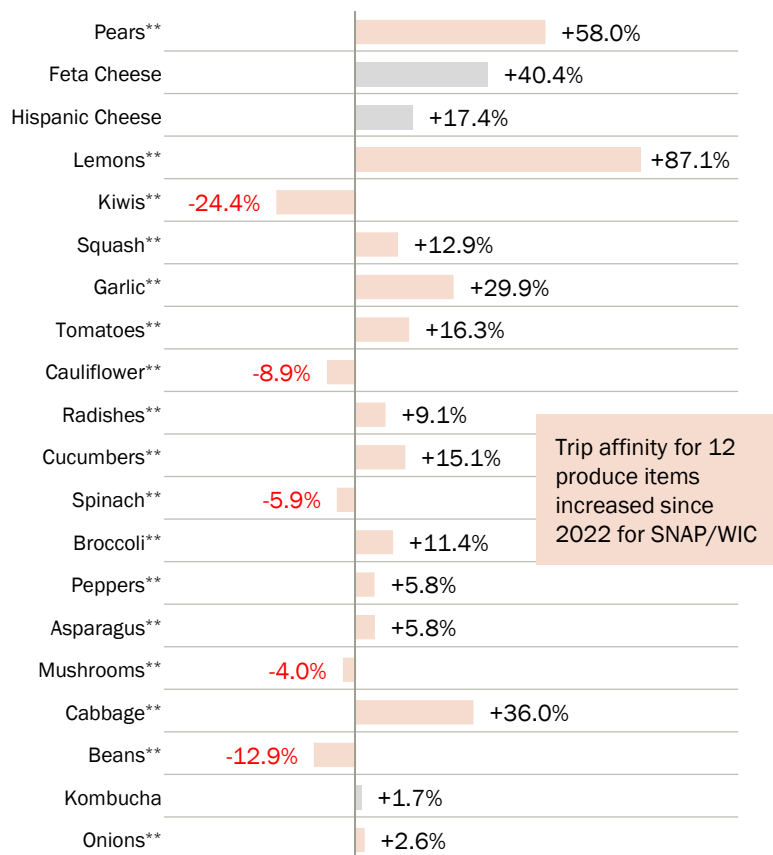
Non-SNAP/WIC\* Trip Affinity Index† (Top 20 Items)



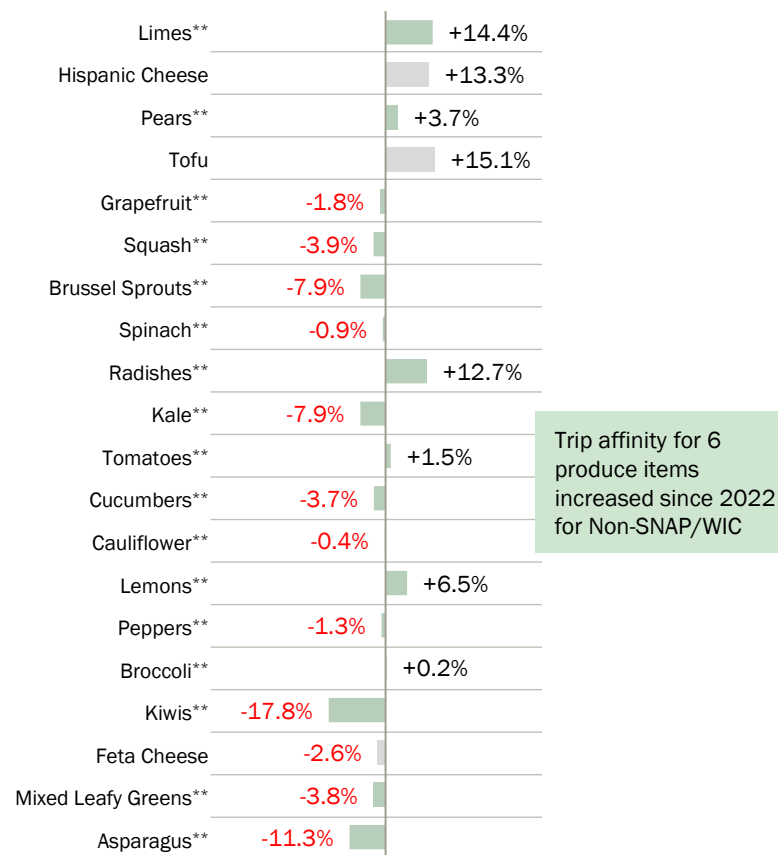
Market Basket  
Trip Affinity

# Trip affinity across top produce categories grew at a faster rate for SNAP/WIC shoppers than for Non-SNAP/WIC shoppers

SNAP/WIC\* Trip Affinity Index† and Growth vs. 2022  
(Top 20 Items)

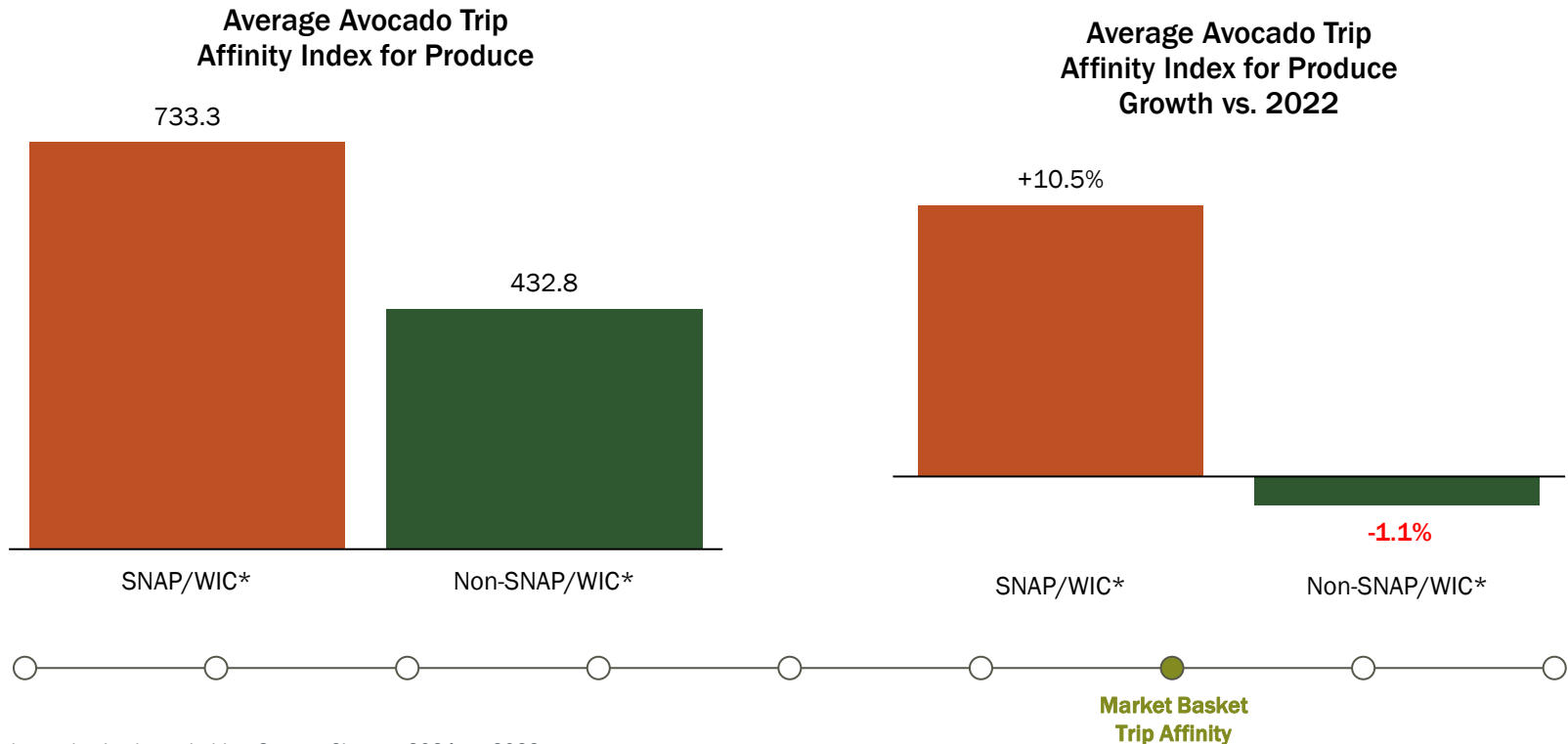


Non-SNAP/WIC\* Trip Affinity Index† and Growth vs. 2022  
(Top 20 Items)



# SNAP/WIC avocado baskets showed higher average trip affinity compared to Non-SNAP/WIC baskets, and that gap is widening

- When averaged across produce items, SNAP/WIC shoppers had a higher avocado trip affinity index for fresh produce (733.3) than Non-SNAP/WIC shoppers (432.8).
- The average avocado trip affinity index for fresh produce increased +10.5% vs. 2022 for SNAP/WIC households compared to a decline of -1.1% for Non-SNAP/WIC households.



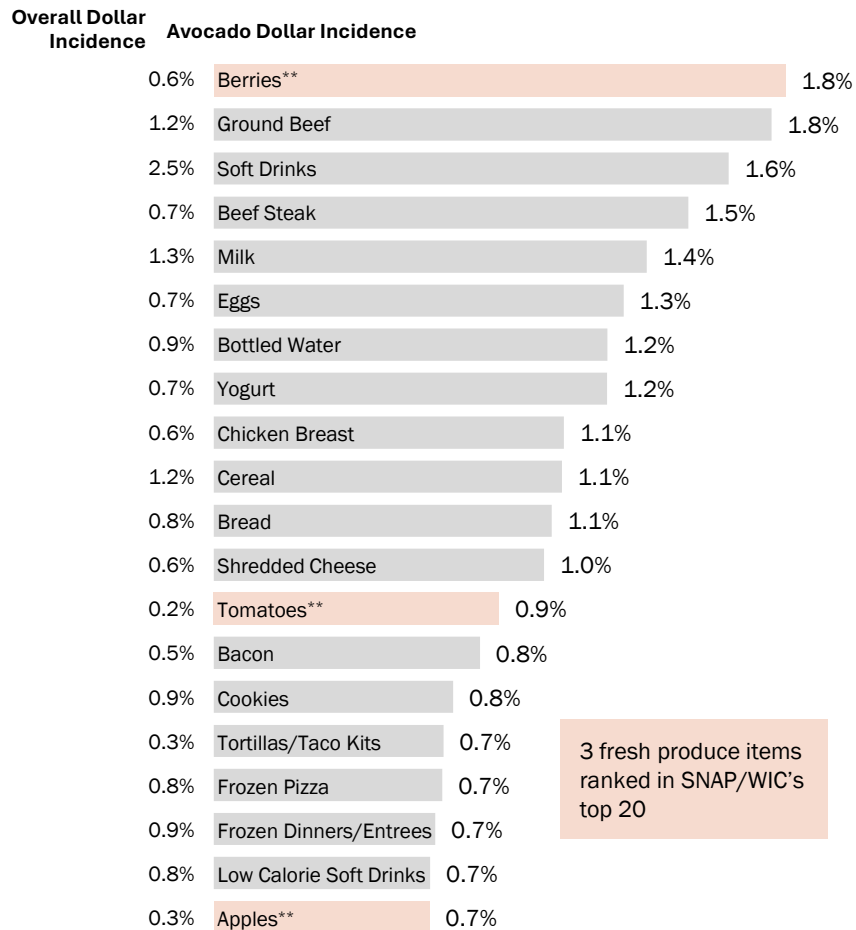
\*Among avocado-purchasing households; Source: Circana, 2024 vs. 2022

# Market Basket Dollar Affinity

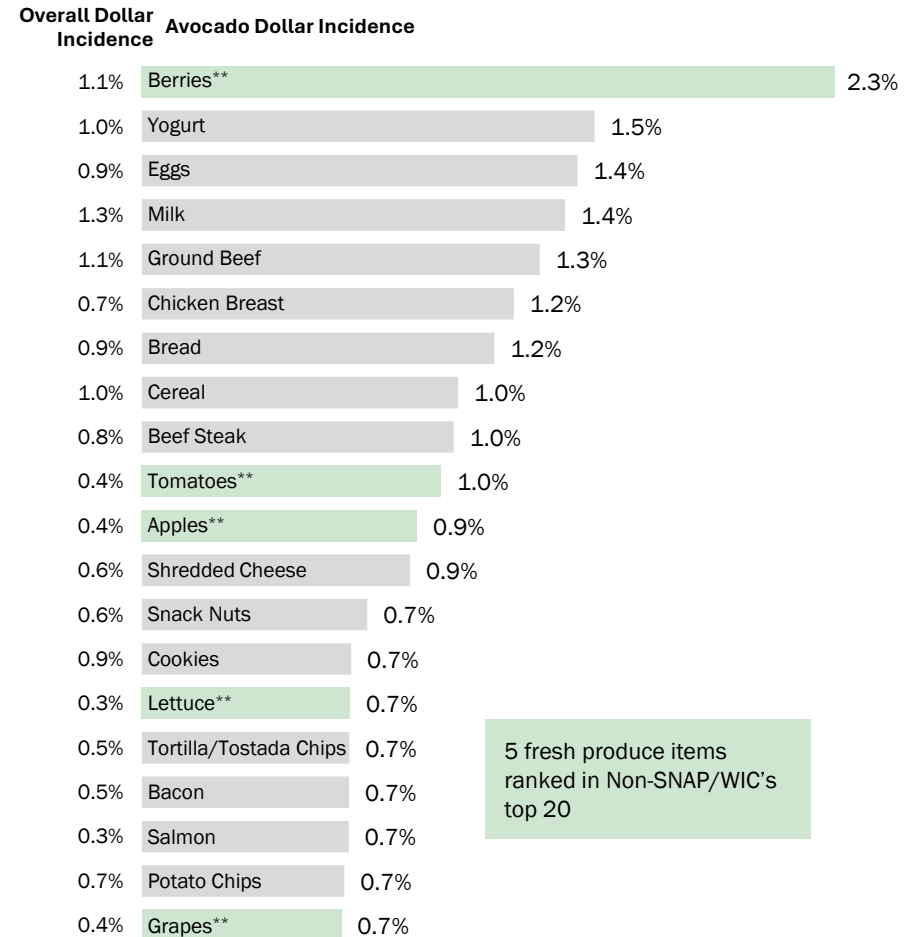
Market basket dollar trends for  
SNAP/WIC and Non-SNAP/WIC  
avocado-purchasing households

# For SNAP/WIC shoppers, three of the most common items purchased with avocados were fresh produce

SNAP/WIC\* Dollar Incidence (Top 20 Items)

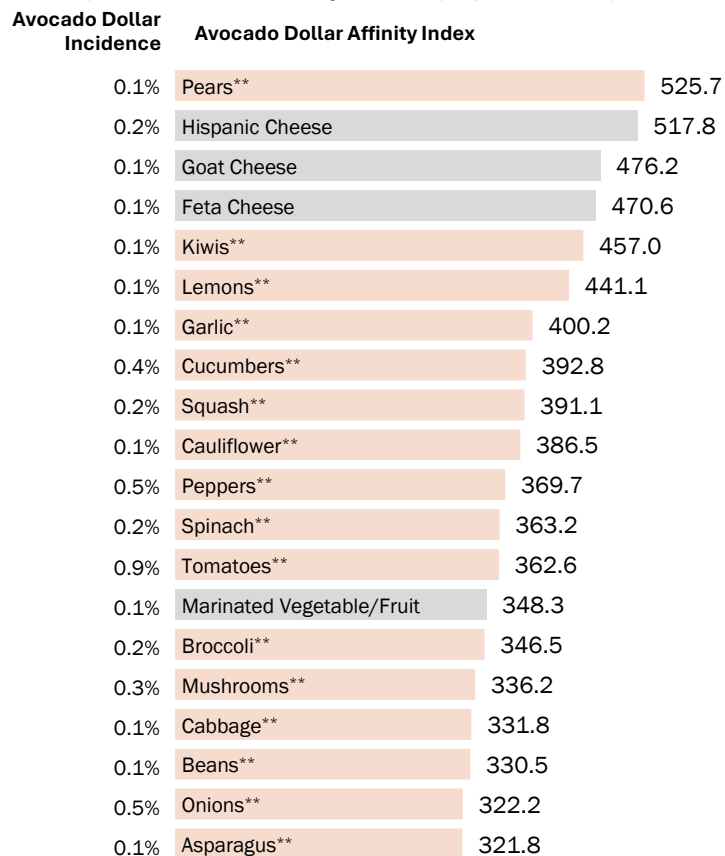


Non-SNAP/WIC\* Dollar Incidence (Top 20 Items)

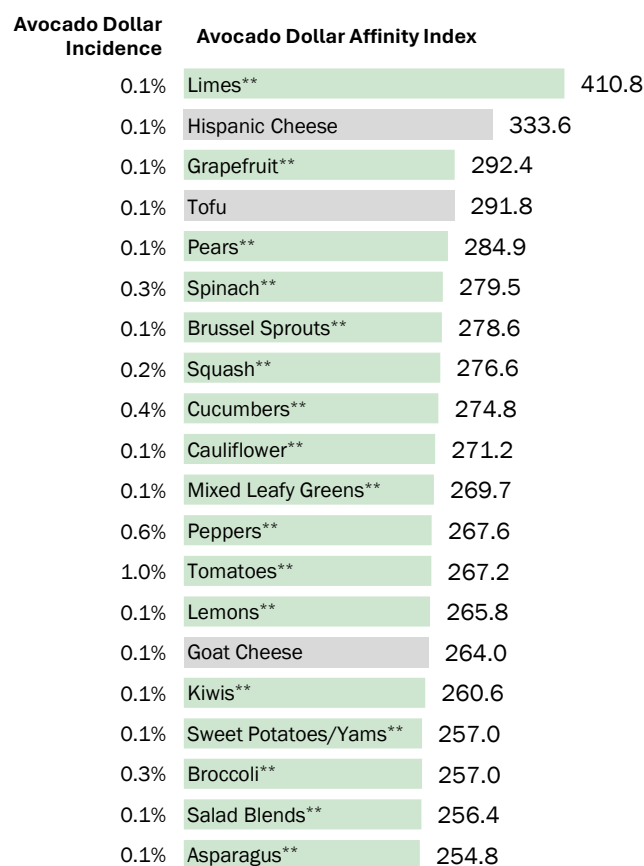


# SNAP/WIC shoppers generally had stronger and higher overall avocado dollar affinity with fresh produce compared to Non-SNAP/WIC

**SNAP/WIC\* Dollar Affinity Index† (Top 20 Items)**



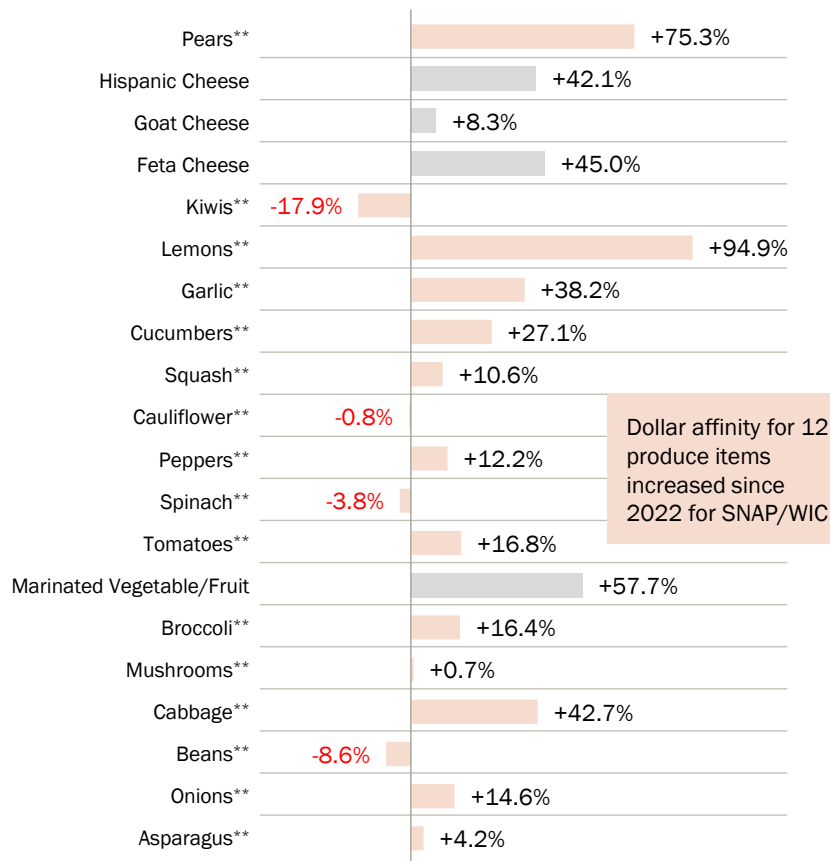
**Non-SNAP/WIC\* Dollar Affinity Index† (Top 20 Items)**



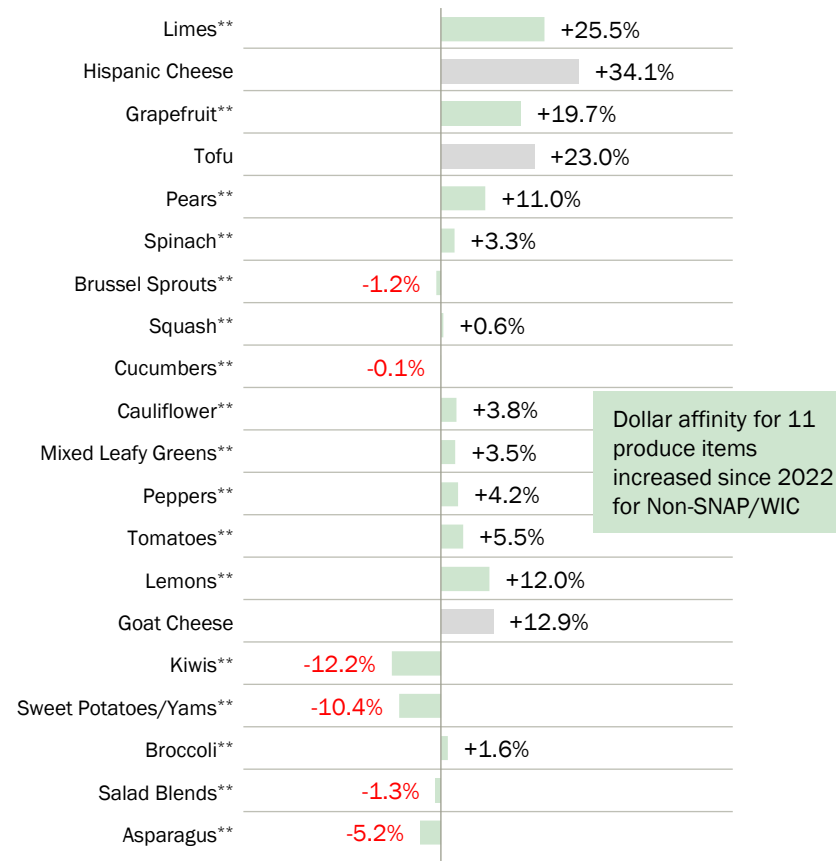


# Dollar affinity across top produce categories grew at a faster rate for SNAP/WIC shoppers than for Non-SNAP/WIC shoppers

SNAP/WIC\* Dollar Affinity Index† and Growth vs. 2022 (Top 20 Items)

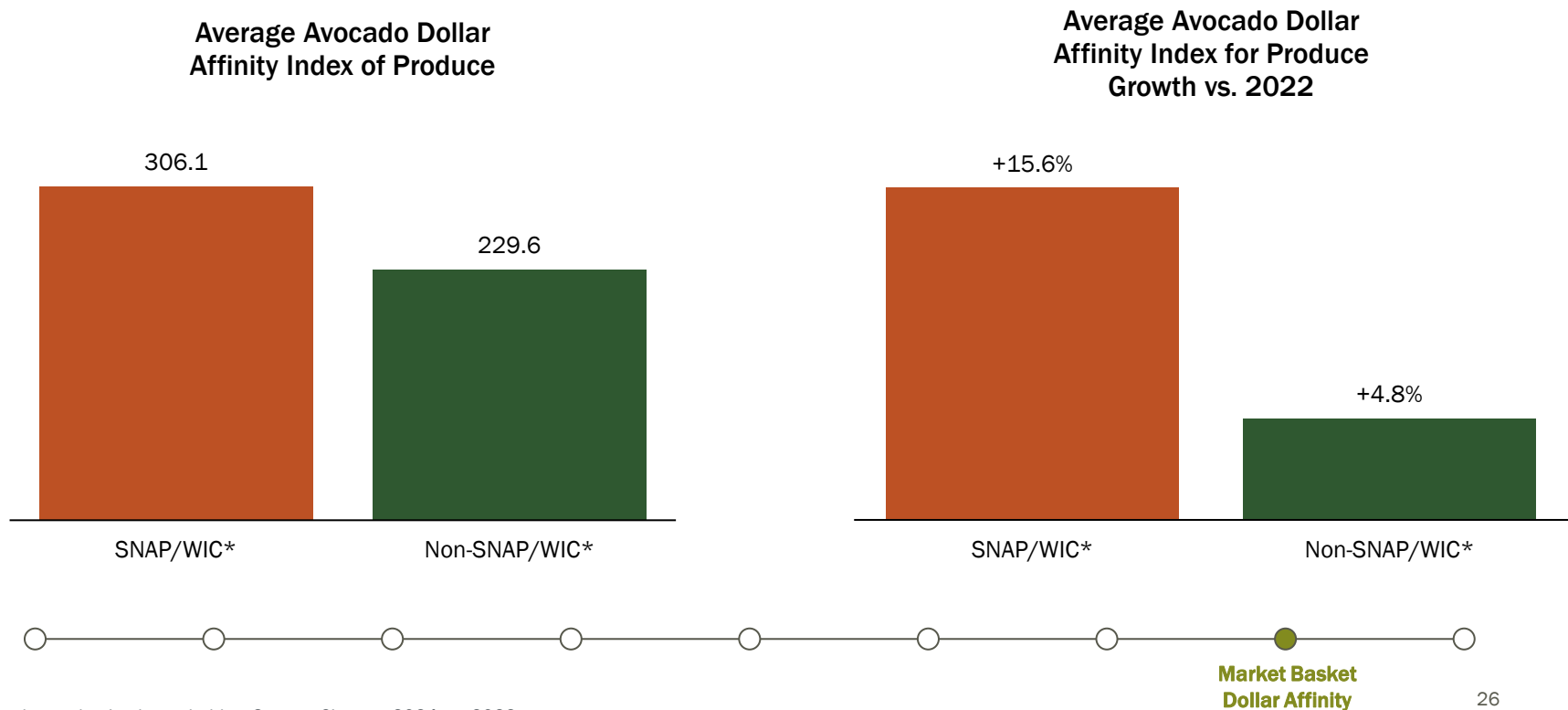


Non-SNAP/WIC\* Dollar Affinity Index† and Growth vs. 2022 (Top 20 Items)



# SNAP/WIC avocado baskets showed higher average dollar affinity for fresh produce, with a faster rate of increase compared to Non-SNAP/WIC baskets

- When averaged across produce items, SNAP/WIC shoppers had a higher avocado dollar affinity index for fresh produce (306.1) than Non-SNAP/WIC shoppers (229.6).
- The average avocado dollar affinity index for fresh produce increased +15.6% vs. 2022 for SNAP/WIC households compared to +4.8% for Non-SNAP/WIC households.



\*Among avocado-purchasing households; Source: Circana, 2024 vs. 2022

# Appendix

Additional Details

# Avocados drove greater lift in spend per trip for more produce items in SNAP/WIC baskets vs. Non-SNAP/WIC

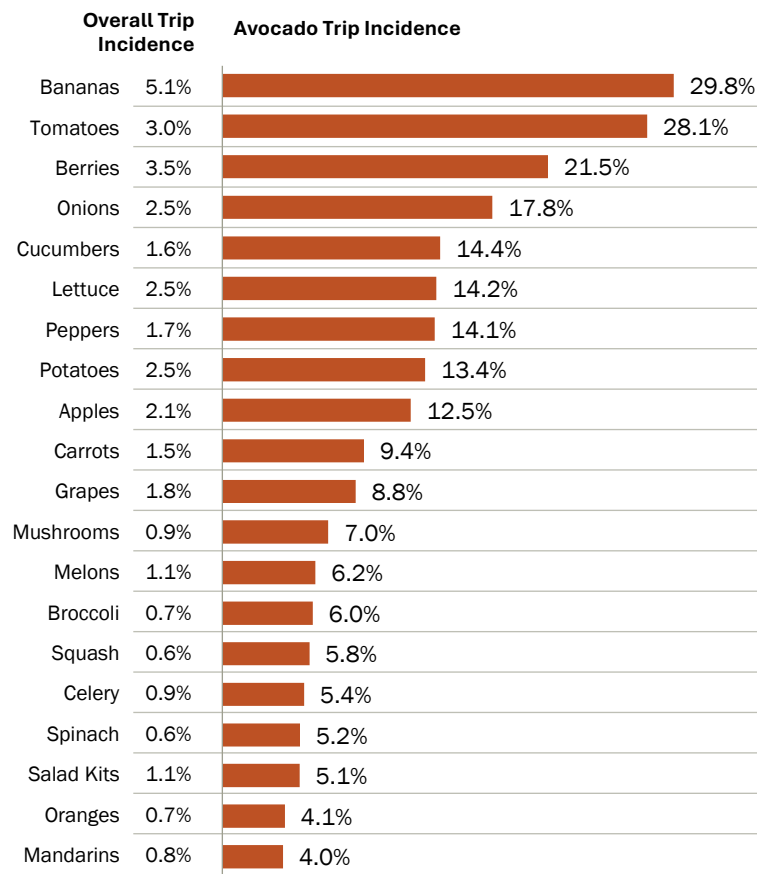
Percentage Lift in Basket Spend When Avocados are in the Basket\* Ranked by Percentage Lift for SNAP/WIC Households (Full List)

Produce Item	SNAP/WIC*	Non-SNAP/WIC*	Difference (pts.)
Pumpkins	+114.7%	+1.1%	+113.6
Side Dish Kits	+36.7%	-9.9%	+46.6
Garden Salads	+32.7%	+5.2%	+27.5
Salad Kits	+31.6%	+7.7%	+23.9
Mangoes	+20.2%	+10.6%	+9.6
Beets	+13.2%	-9.7%	+23.0
Berries	+12.4%	+7.7%	+4.7
Arugula	+10.6%	+3.5%	+7.1
Corn	+10.2%	-1.7%	+11.9
Papayas	+8.9%	-24.1%	+33.0
Grapes	+8.6%	+0.9%	+7.7
Sprouts	+6.9%	-3.4%	+10.3
Peas	+6.3%	-1.7%	+8.0
Bananas	+5.9%	+6.0%	-0.1
Pears	+5.5%	-4.2%	+9.7
Onions	+5.0%	-1.8%	+6.8
Kiwis	+4.4%	-2.7%	+7.1
Beans	+3.6%	-7.3%	+10.9
Peppers	+3.5%	-0.2%	+3.7
Carrots	+3.4%	-2.9%	+6.3
Tangelos	+2.7%	+6.4%	-3.8
Cucumbers	+2.6%	-0.8%	+3.4
Mushrooms	+1.4%	-0.6%	+2.0
Lettuce	+1.2%	+5.2%	-3.9
Cabbage	+0.5%	-5.0%	+5.5
Cherries	+0.2%	-2.0%	+2.2
Eggplant	+0.1%	-1.4%	+1.4
Sweet Potatoes/Yams	-0.1%	+2.0%	-2.1
Mixed Leafy Greens	-0.1%	+2.2%	-2.3
Apples	-0.3%	-1.4%	+1.2
Garlic	-0.5%	-4.4%	+3.9

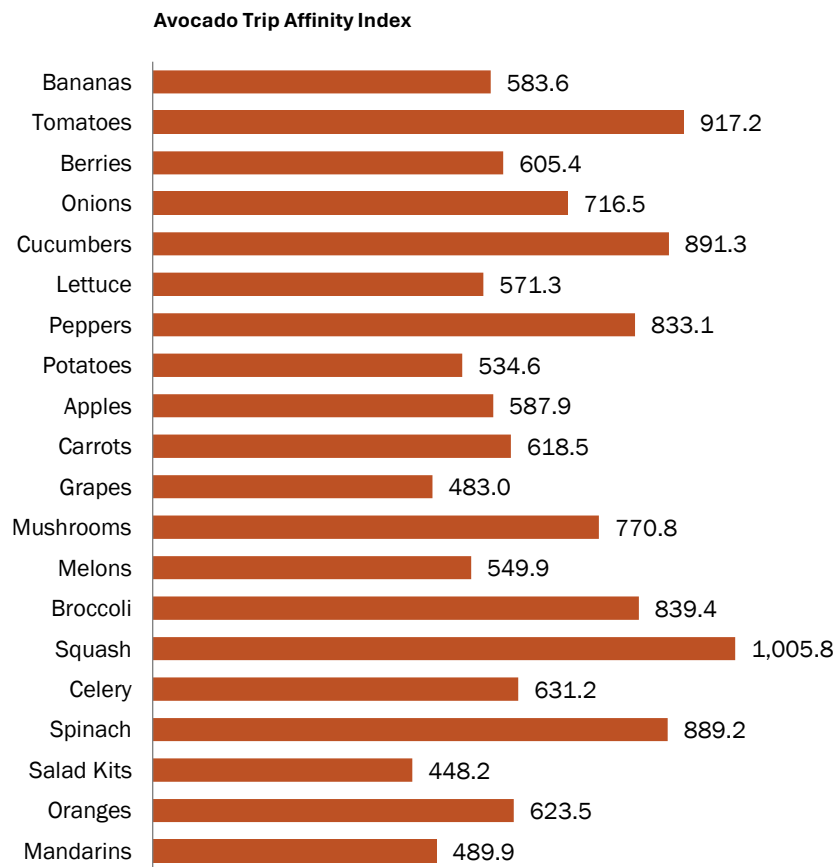
Produce Item — Continued	SNAP/WIC*	Non-SNAP/WIC*	Difference (pts.)
Peach/Nectarine/Plums	-0.5%	-0.1%	-0.4
Cauliflower	-0.9%	-1.6%	+0.8
Mandarins	-0.9%	-3.0%	+2.1
Pineapples	-1.0%	-7.7%	+6.7
Salad Slaw	-2.1%	+0.8%	-2.9
Lemons	-3.6%	-2.6%	-1.0
Broccoli	-4.5%	-4.3%	-0.2
Potatoes	-5.1%	-4.8%	-0.3
Celery	-5.4%	+7.3%	-12.7
Spinach	-5.7%	-2.2%	-3.6
Salad Blends	-7.0%	+5.9%	-12.9
Melons	-8.5%	-4.1%	-4.4
Tomatoes	-9.1%	-4.0%	-5.2
Broccoli/Cauliflower	-10.1%	+3.4%	-13.4
Oranges	-10.8%	-3.8%	-7.0
Squash	-10.9%	-4.2%	-6.7
Asparagus	-11.0%	-3.8%	-7.1
Grapefruit	-11.3%	+1.4%	-12.6
Limes	-14.1%	-5.1%	-9.0
Brussels Sprouts	-16.8%	-3.3%	-13.5
Radishes	-18.7%	-3.7%	-15.1
Specialty Fruit	-21.5%	-3.0%	-18.4
Kale	-22.0%	-7.5%	-14.5
Artichokes	-23.1%	-1.4%	-21.7
Potatoes/Sweet Potatoes	-23.4%	-5.3%	-18.1
Cooking Greens	-25.1%	-26.7%	+1.5
Apricots	-30.4%	-1.6%	-28.8
Mixed Fruit	-37.2%	-19.9%	-17.3
Bok Choy	-46.5%	+13.0%	-59.4
Pomegranates	-48.0%	-19.3%	-28.6
Tangerines	-49.9%	-17.7%	-32.2

# Bananas, tomatoes, and berries were core fresh produce items in SNAP/WIC avocado baskets

**SNAP/WIC\* Trip Incidence (Top 20 Produce Items)**

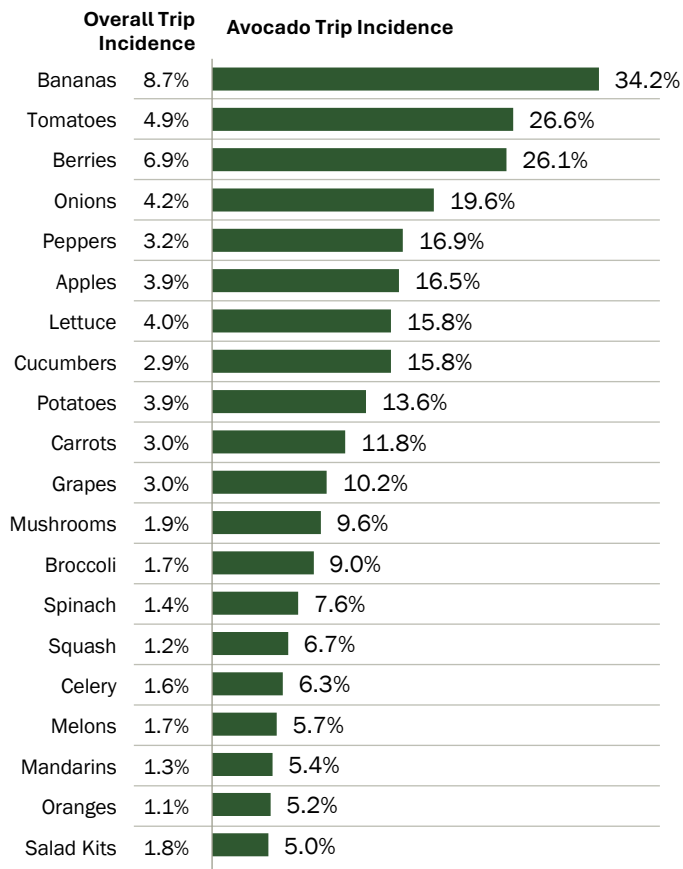


**SNAP/WIC\* Trip Affinity Index**

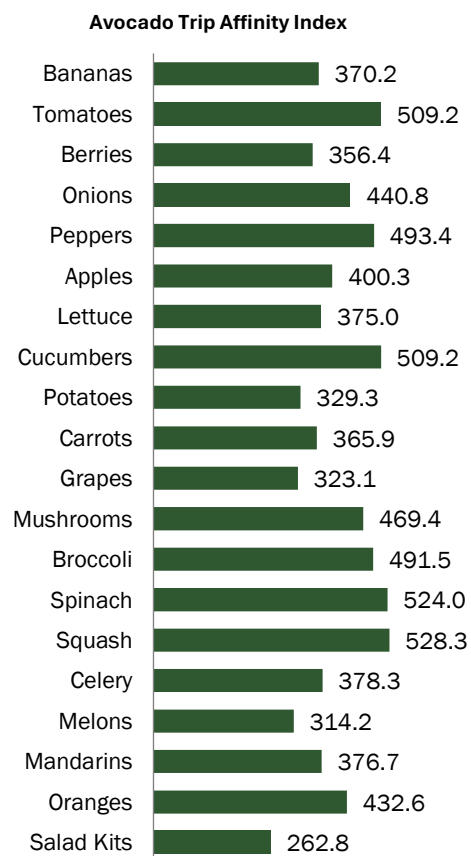


# Bananas, tomatoes, and berries were frequently included in Non-SNAP/WIC avocado baskets

Non-SNAP/WIC\* Trip Incidence (Top 20 Produce Items)

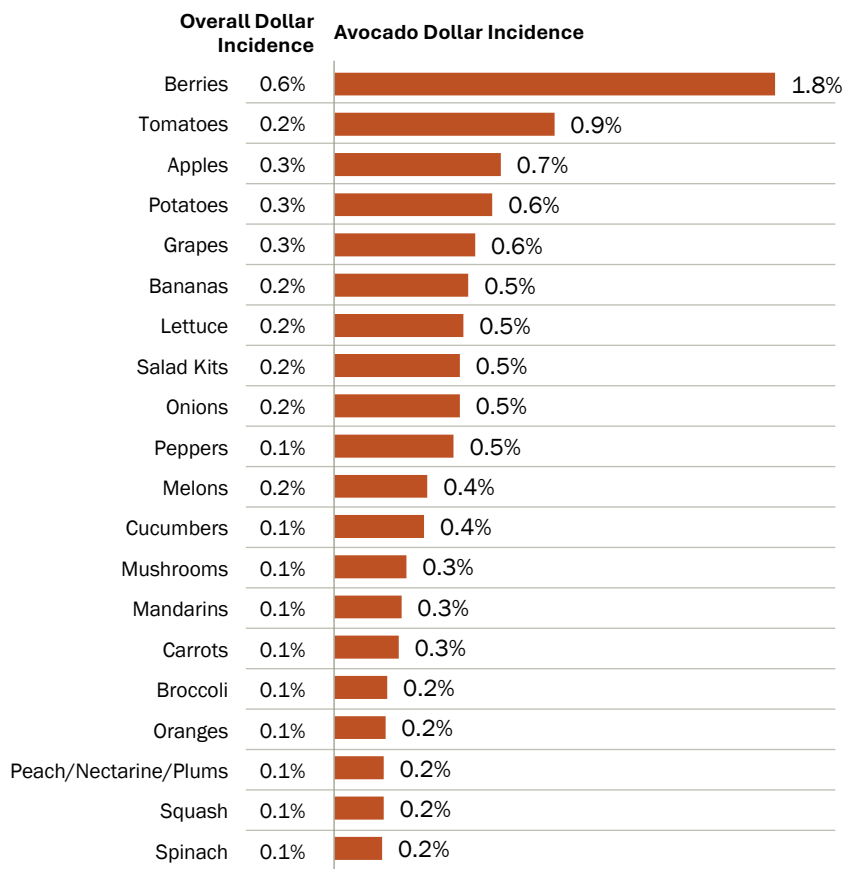


Non-SNAP/WIC\* Trip Affinity Index

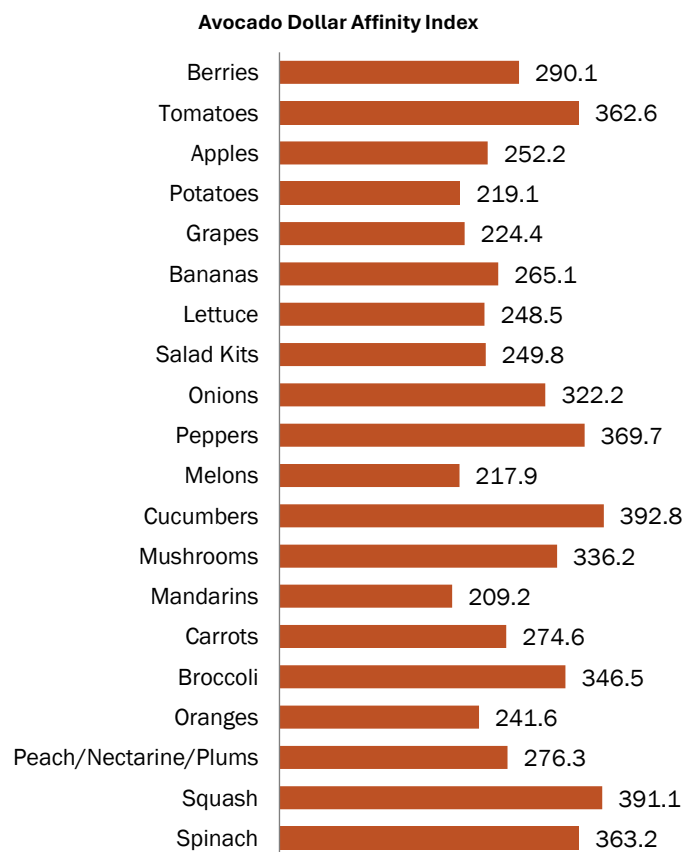


# Many produce items made up a larger dollar share of SNAP/WIC avocado baskets vs. an average basket

**SNAP/WIC\* Dollar Incidence (Top 20 Produce Items)**

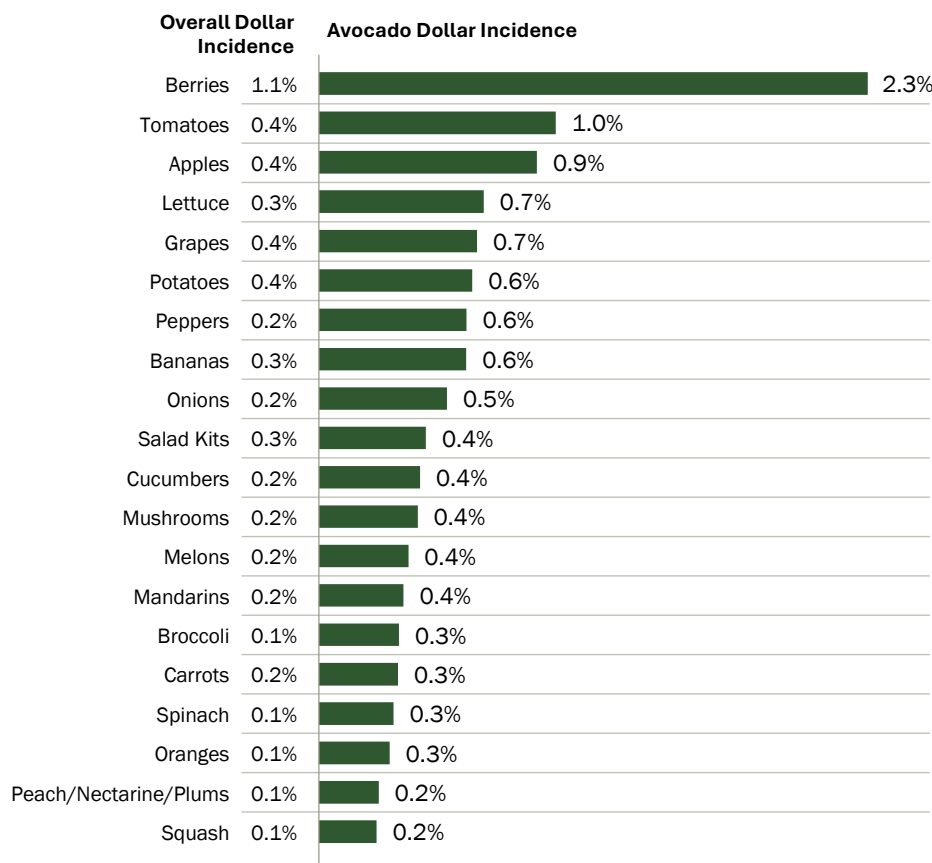


**SNAP/WIC\* Dollar Affinity Index**

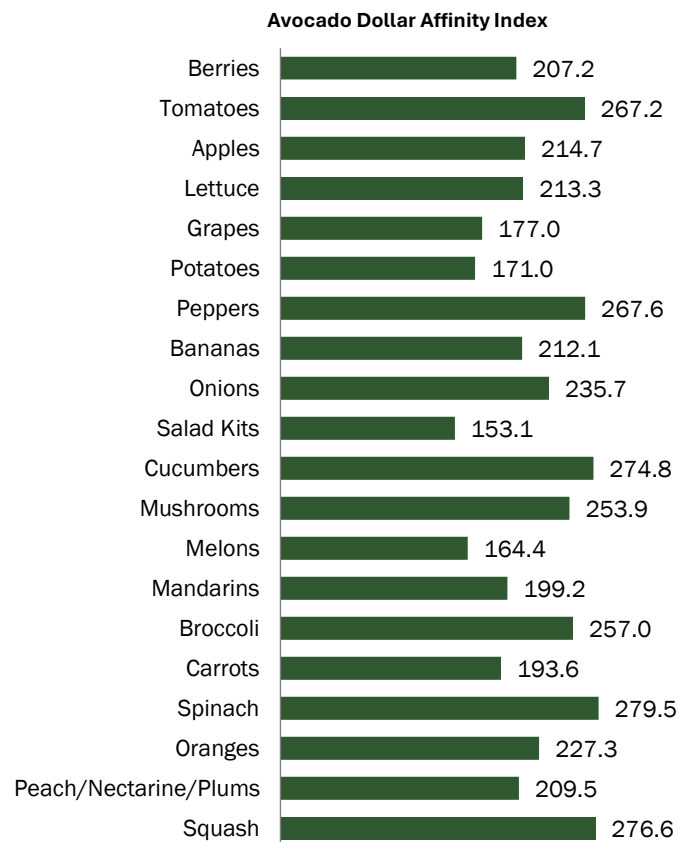


# Many produce items made up a larger dollar share of Non-SNAP/WIC avocado baskets vs. an average basket

Non-SNAP/WIC\* Dollar Incidence (Top 20 Produce Items)



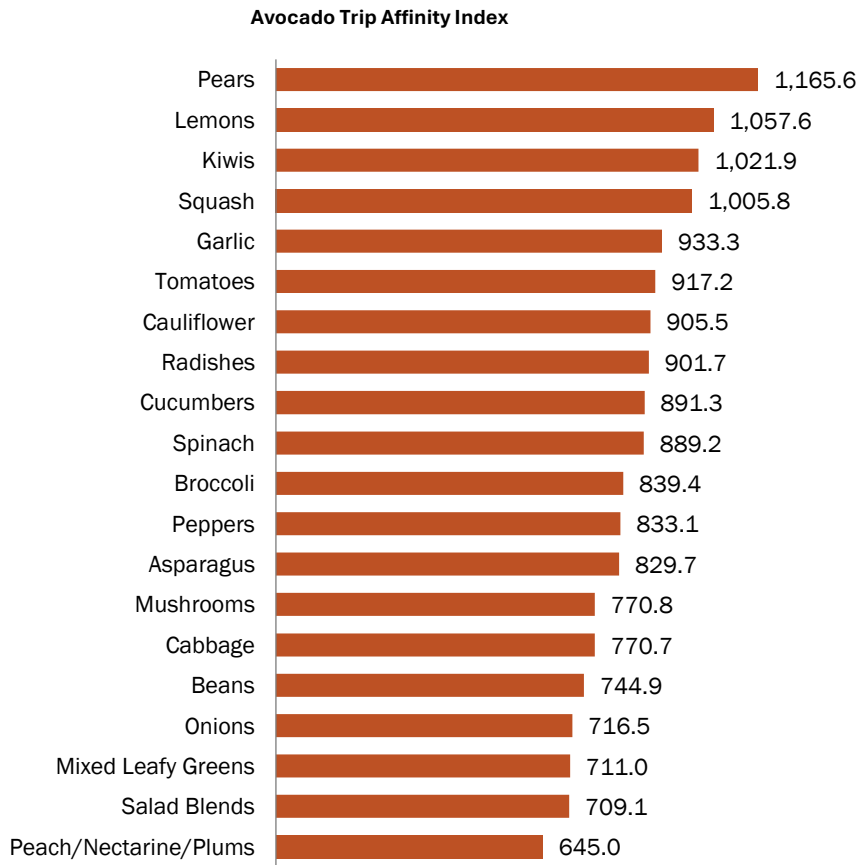
Non-SNAP/WIC\* Dollar Affinity Index



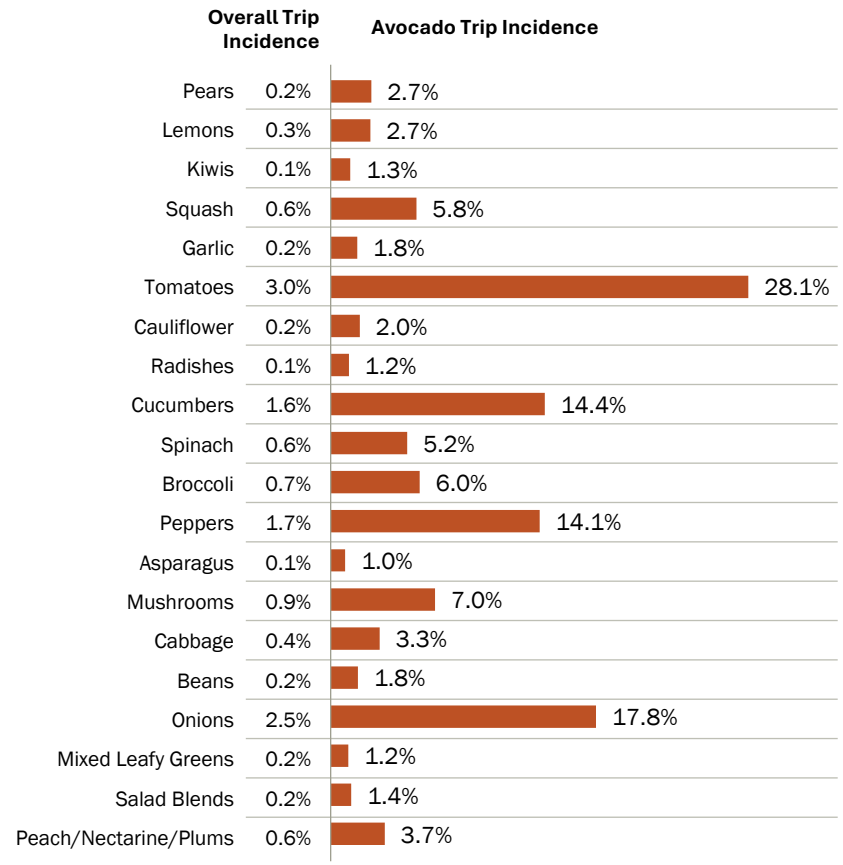


# Among SNAP/WIC, pears were 12x more likely to appear in avocado baskets vs. an average basket

SNAP/WIC\* Trip Affinity Index† (Top 20 Produce Items)

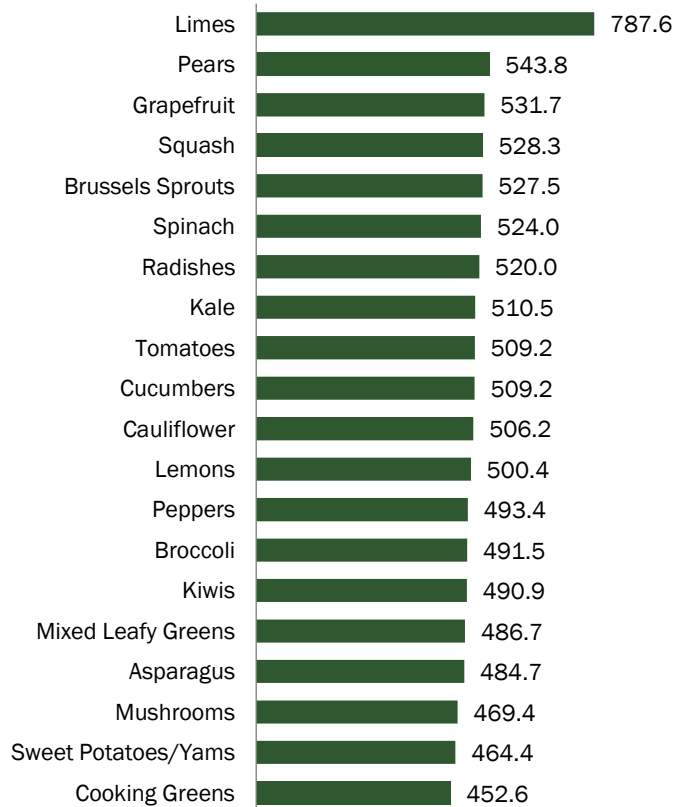


SNAP/WIC\* Trip Incidence

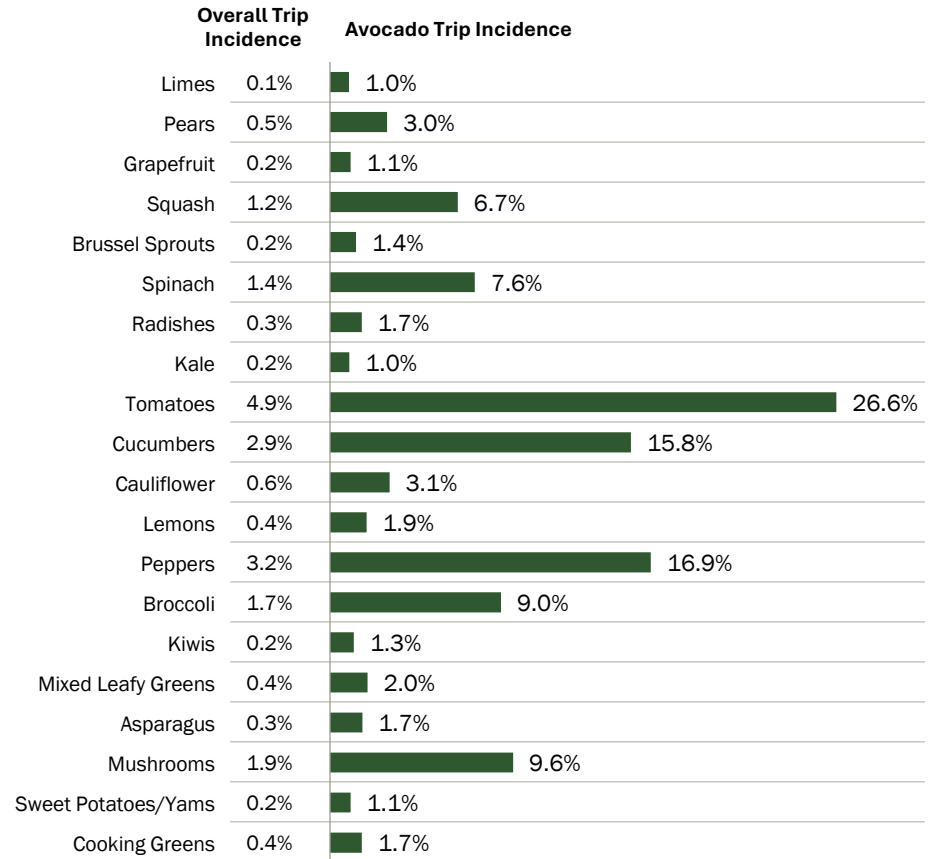


# Among Non-SNAP/WIC, limes were 8x more likely to appear in avocado baskets vs. an average basket

**Non-SNAP/WIC\* Avocado Trip Affinity Index<sup>†</sup>**  
(Top 20 Produce Items)

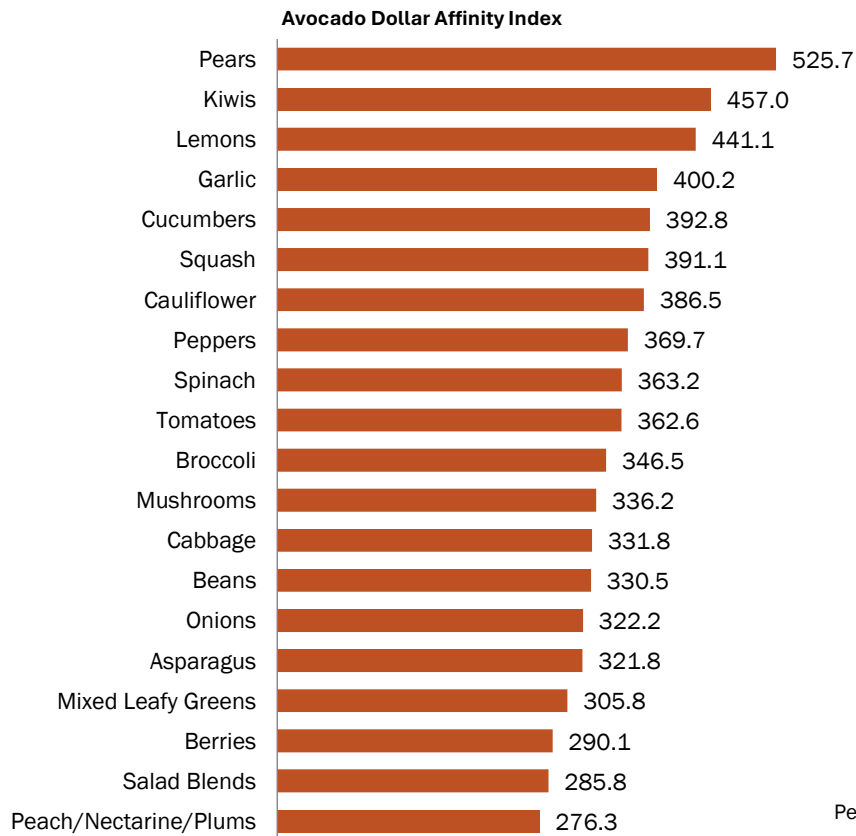


**Non-SNAP/WIC\* Trip Incidence**

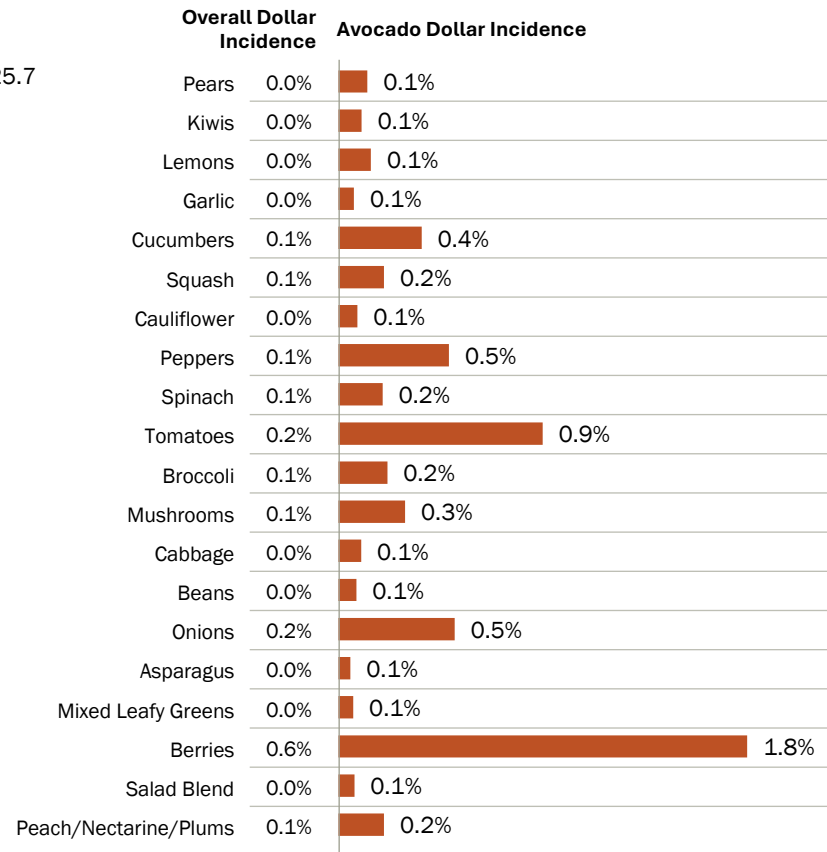


# Among SNAP/WIC shoppers, many produce items account for a greater share of basket spend when avocados are in the basket vs. an average basket

SNAP/WIC\* Dollar Affinity Index† (Top 20 Produce Items)

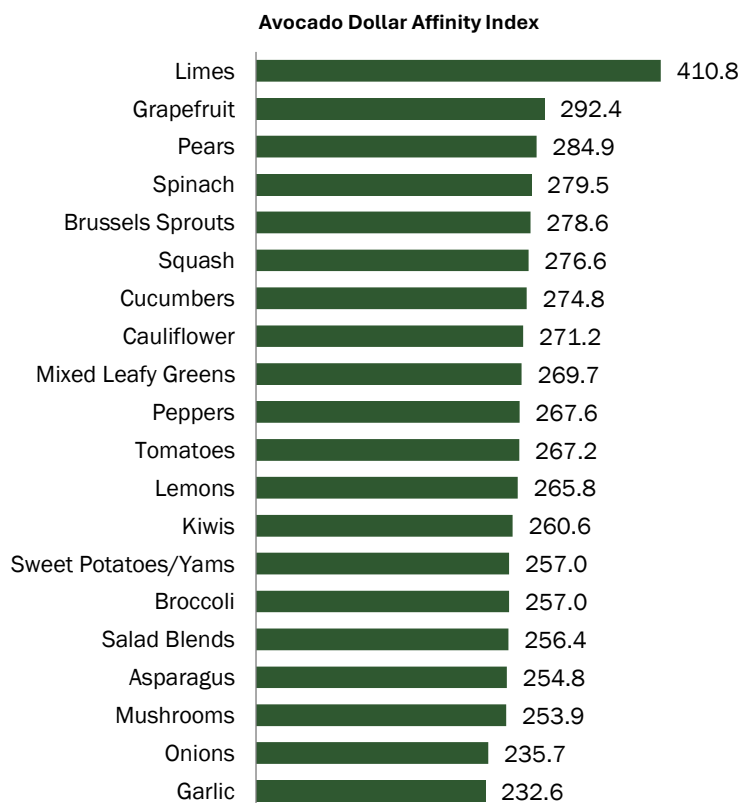


SNAP/WIC\* Dollar Incidence

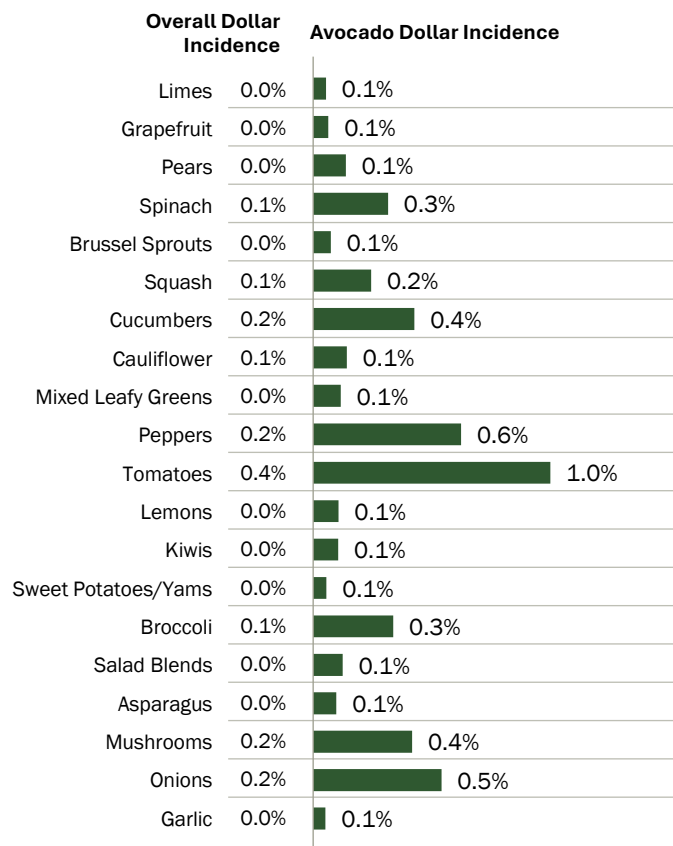


# Among Non-SNAP/WIC shoppers, many produce items account for a greater share of basket spend when avocados are in the basket vs. an average basket

**Non-SNAP/WIC\* Dollar Affinity Index<sup>†</sup>**  
(Top 20 Produce Items)



**Dollar Incidence**



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