

MEET THE AVOCADO CONSUMER



2/3 of the population have purchased avocados for home use in the past year ³



Women buy the majority of avocados: 68% women—32% men ³



62% of avocado consumers purchased 37 or more avocados per year, one of the highest percentages of heavy avocado purchasers ever recorded! ³



55% of heavy avocado purchasers have an annual household income of \$50,000 or more ³



Heavy avocado purchasers account for 93% of avocado purchases ³



68% of avocado purchasers are married or living with a domestic partner ³

³Hass Avocado Board 2016 Consumer Tracking Study



90% of Hispanic consumers purchase avocados monthly ³

Likelihood of avocado purchase based on presence of children ⁴



⁴Fresh Trends 2016, The Packer

