

## SHOPPER JOURNEY INSIGHTS

Coupons and recipe inspiration are key influence factors across the entire path to purchase among Non-Hispanic and Hispanics.

### COUPONS / DISCOUNTS

**92%**  
of Non-Hispanics

**90%**  
of Hispanics

### VERSATILITY / RECIPES

**52%**  
of Non-Hispanics

**55%**  
of Hispanics



## WHY PARTNER WITH AVOCADOS FROM MEXICO

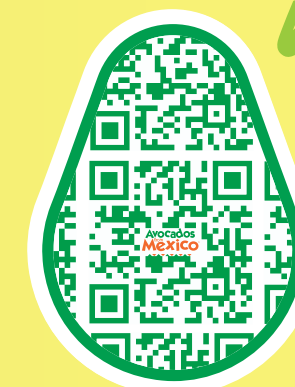
In short, because we've got the goods.  
We can happily supply you with:

- Category intelligence and shopper insights
- Year-round programming for shoppers
- Education resources and training
- Registered Dietitian health & wellness resources
- Merchandising support

For more information, contact your Regional Director or visit [AvocadosFromMexico.com](https://www.AvocadosFromMexico.com) to learn more.

## GET THE GOODS ON AVOCADOS

Essential Insights Gained  
Along the Shopper Journey



To see comprehensive findings of this shopper study, scan here.





## PRE-SHOP WHERE & WHY SHOPPERS BUY AVOCADOS

Avocado benefits drive shoppers to purchase in multiple ways.



### HEALTH AND TASTE DRIVE PURCHASE

Health is the main driver for purchase, but it's taste that makes them stay.

**91%**  
of Non-Hispanics

**90%**  
of Hispanics

factor in **HEALTH**

**80%**  
of Non-Hispanics

**82%**  
of Hispanics

stay for **TASTE**

“ I like to eat them for their health value and then for taste when I put some seasoning on them. ”

- avocado shopper

### WHERE DO THEY SHOP?

Brick and mortar still reigns, but online shopping is on the rise.



**Physical store**  
plan to buy in-store

**86%**  
of Non-Hispanics

**90%**  
of Hispanics



**Online (any)**  
plan to buy online

**31%**  
of Non-Hispanics

**27%**  
of Hispanics



**50%**  
of consumers, Hispanic/  
Non-Hispanic, make a  
list before shopping

## SHOP WHAT ARE THE PURCHASE DRIVERS?

Avocado education and displays are just two of the key influencers.



### PURCHASE FACTORS

Shoppers want the ability to select avocados that are ready to eat today and some to eat later.



### BAG & BULK

74% of shoppers prefer to pick and bag their own avocados, while 41% prefer buying bagged avocados.

### EDUCATION HAS AN IMPACT

**71%**  
of Non-Hispanics

**73%**  
of Hispanics

state that it is important to “know how to keep avocados fresh longer”

### DISPLAYS DRIVE SALES

Placing avocados near related food like tomatoes and chips is a significant purchase influencer.

**66%**  
of Non-Hispanics

**65%**  
of Hispanics

state the way avocados are displayed in-store influences their purchase decision

## POST-SHOP INSIGHTS

Tips on how to best store and enjoy avocados are what shoppers want post-shop.



### KEY STEPS TAKEN AFTER PURCHASE

**1** STORAGE

**2** RECIPES

**3** EDUCATION

**4** SOCIAL SHARING



### PRESERVATION IS EQUALLY IMPORTANT

Post-shop is the time when shoppers really need to know how to preserve an opened avocado.

