



HASS AVOCADOS

ABSTRACT

2009 Cohort Analysis and Forecast

Type: *Consumer Study*

Purpose:

- *To assess the effects of aging population on product (avocado) consumption*
- *To determine the impact of populations shifts on consumption and anticipate change in the future*

Key Benefits/Attributes:

This Cohort Study included household panel data, collected daily from 2,000 homes.

(Definition of Cohort: a group or band of people; a companion or associate; a generational group as defined in demographics, statistics, or market research)

This study researched and reported the following:

- *Current consumer consumption behavior by generation and age including predictions of future consumption trends*
 - *Annual eatings per capita by age class and generation over the past 20 years*
 - *Forecasts of consumer consumption (eatings per capita) trends to 2018*
 - *How and When avocados are consumed (by day-part, gender, social occasions and more)*
 - *Most common uses of avocados in a meal by segment*
- *Demographics (ages, education and household income) of avocado consumers by region and their percentage of use*
- *Opportunities to boost consumption among consumer types*
- *Reasons for avocado purchases (planned/unplanned)*
 - *Where avocados are purchased*
 - *What the considerations are for purchasing/not purchasing avocados*

Total U.S. was split into the East and the West regions.

Results / Conclusion:

- *People consume more avocados as they age*
 - *This aligns well with the aging of the population; population shifts over the next 10 years will benefit avocado consumption*
 - *Currently, people less than age 30 are the lightest avocado consumers and adults 50+ are the heaviest*
 - *Increase consumption in younger age groups, specifically 40-50 years olds, to further take advantage of population shifts*
- *The strong increase in avocado consumption is driven by the West region, but both regions (East and West) have been seeing sizable percent increases over the last decade*
 - *The East region has a higher rate of change in eatings per capita, although it represents a far smaller base level of eatings*
 - *Increase distribution in the East region which has high growth rates, but lower absolute levels of avocado consumption*



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- *There is a significant period effect; within the last 6 years avocado consumption has sky rocketed which may be attributed to:*
 - *Substantially more marketing dollars spent in last 5-6 years*
 - *Growing use of authentic Mexican recipes by Non-Hispanic consumers*
 - *Avocados contain a healthy fat and has benefited from health trends*
 - *The Hispanic population continues to grow and become more important*
- *Avocado consumption in the Total U.S. expected to grow by +78% over the next 10 years for a total of 1.4 billion projected eatings in 2018*
 - *Grow more avocados to keep up with demand over the next 10 years.*

Usage:

This 40-page report provides data that allows the reader/user to develop strategies and tactics that can be employed now to influence long-term shifts in behavior.

Potential uses of this report might include:

- *Plan for new acreage development by growers*
- *Coordinate with shippers/handlers to anticipate demand*
- *Build promotional programs targeted to specific age groups, demographics*
 - *Efforts should be made to reach younger age groups, particularly 40-50 year olds, to increase overall consumption*
- *Develop long-term goals and marketing plans to address the future predictions*
 - *Continue marketing spend towards a growing category so as to not lose ground to other produce items*
- *Establish strong vertical relationships within the industry to continue growing the category*
 - *New distribution points in the East*
 - *Cultivate the relationships in the West so as not to lose momentum*

Time Frame / Frequency:

20 years ending November 2008

Sources:

Data collected by – NPD Group

Report researched and prepared by – NPD Group