



HASS AVOCADOS

ABSTRACT

2010 U.S. Hispanics Research Tracking Report

Type: *Consumer Research Survey*

Purpose:

- *To understand perceptions, purchase, usage and consumption of avocados among various key Hispanic segments*
- *To measure awareness, consumption and perception of the Hass Avocado variety, and its ad awareness among Hispanics*

Key Benefits/Attributes:

This study conducted in February 2010 tracks the Hispanic shopper's avocado awareness and purchasing/usage habits and preferences:

- *Frequency of avocado consumption at home versus away from home*
- *Awareness of avocado varieties*
- *Purchasing frequency by avocado variety*
- *Perception of Hass avocados*
- *Purchase frequency based on growing region*
- *Perception of growing regions*
- *Purchase behavior – planned versus impulse*
- *Pricing perceptions*
- *Purchasing habits (number of avocados per shopping trip, annually)*
- *Time lapse - Purchase versus Consumption*
- *Usages / Preparations*
- *Advertising awareness in general and by key regions (California, Mexico, Chile)*
- *Timing of purchases - spring, summer, fall, winter*
- *Preference for growing region*
- *Events / Special occasions*



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Results / Conclusion:

- *Almost 9 of 10 Hispanics (86%) say they buy avocados to eat or serve at home at least once a month*
 - *51% say they eat or serve avocados at home at least once a week*
 - *Over 50% usually buy avocados as an impulse decision when they are in the store*
- *Purchase of avocados is higher among Hispanics who are foreign-born, Spanish dominant or bilingual (i.e., Spanish is the main language spoken at home or it's spoken equally with English) and those with a lower income*
 - *In general, those surveyed purchase an average of 97 avocados annually*
 - *Households described as "Mexican" purchase an average of 113 avocados annually*
- *In the past six months, the top 5 most frequent usages of avocados included: (listed most to least)*
 - *As an ingredient in salads*
 - *For guacamole or topping*
 - *Cut into halves or slices and eaten plain, by itself*
 - *Cut up and served on a sandwich*
 - *Cup up and served as a topping on a main dish*
- *The top 5 most popular events for preparing a dish with avocados include: (listed most to least)*
 - *Summer parties*
 - *Holiday parties*
 - *Cinco de Mayo*
 - *World Cup or soccer games*
 - *Other sporting events viewed on TV*
- *Awareness and purchase of Hass avocados is higher than Green Skin*
 - *Unaided awareness of Hass is 27% versus 2% for Green Skin*
 - *Total awareness (unaided + aided) is 83% for Hass versus 54% for Green Skin*
- *When it comes to specific growing regions, most Hispanics who purchase avocados say they purchase whatever is available (88%)*
 - *Those who purchase from a specific region mention California and Mexico most often*
 - *Those who purchase from a specific region perceive Mexico to be where the best avocados are grown, to have the best tasting avocados, and to have the highest quality avocados*
 - *Mexico has seen significant improvements over time for best overall and best tasting*
 - *California is perceived as better when it comes to environmentally responsible farming practices and food safety.*



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Usage:

This in-depth study offers insights into Hispanic shopper preferences as well as their perceptions of the different growing regions.

This report is useful for shippers / handlers and marketers who are focused on targeting the Hispanic consumer/shopper or those looking to market in a predominantly Hispanic area.

It can be used to plan product positioning, messaging and timing for in-store promotions and tie-ins:

- *What message will resonate with the Hispanic shopper*
- *How / When to position avocados and POS materials (i.e. bilingual materials)*
- *Which recipe suggestion might be most appealing*
- *Where region specific advertising might benefit most (i.e. Mexican Hass Avocados in Florida)*
- *What type of events to tie-in with retail promotions or media events*
- *What type of media events might be best utilized to maximize avocado awareness*
- *How to stock/ship based on usage or promotion or key timeframes*
- *When to request more displays or bigger displays for more awareness*
- *Identifying an opportunity to work with a key retailer to offer a promotion in order to maximize awareness and incremental sales*

Time Frame / Frequency:

This study was conducted in February 2010.

Sources:

Report prepared by - Cooper Roberts Research