



HASS AVOCADOS

ABSTRACT Regional Composites

Type: Retail Report

Purpose:

To provide a short, four-page retail year-to-date overview of the avocado category by region. The report includes retail volume and dollar trends and average selling prices delivered quarterly with year-to-date information.

IRI Regions available:

- California
- Great Lakes
- Midsouth
- Northeast
- Plains
- South Central
- Southeast
- West
- Total U.S.

Key Benefits/Attributes:

The Regional Composite can help retailers, shippers, handlers and others in the Avocado business identify opportunities or areas of interest so that they can plan for the future.

If you have 15 minutes to review your avocado business, this is a quick and easy report to use that provides a brief look at the category as a whole as well as by size/PL.

It's a brief regional report that provides a number of year-to-date metrics, plus analytical highlights:

- Sales (volume and dollars) versus prior year
- Average selling prices versus prior year
- Size/PLU sales and average selling prices versus prior year, and versus Total U.S.
- Rolling 12-month volume movement with average selling prices

Usage:

The Regional Composites show how the avocado category is performing in a given region which may be used to look for selling opportunities or identify where a particular region is growing.

Use the Regional Composite as a Benchmarking tool:

- What are the significant differences in your retail trends versus that of your region?
- How does your selling mix differ from your region?
- How much different is your average selling price than that of your region?

Time Frame / Frequency:

This report is updated every calendar quarter.

Sources:

*Retail Data - SymphonyIRI Group / FreshLook Marketing
Report prepared by – Fusion Marketing*