

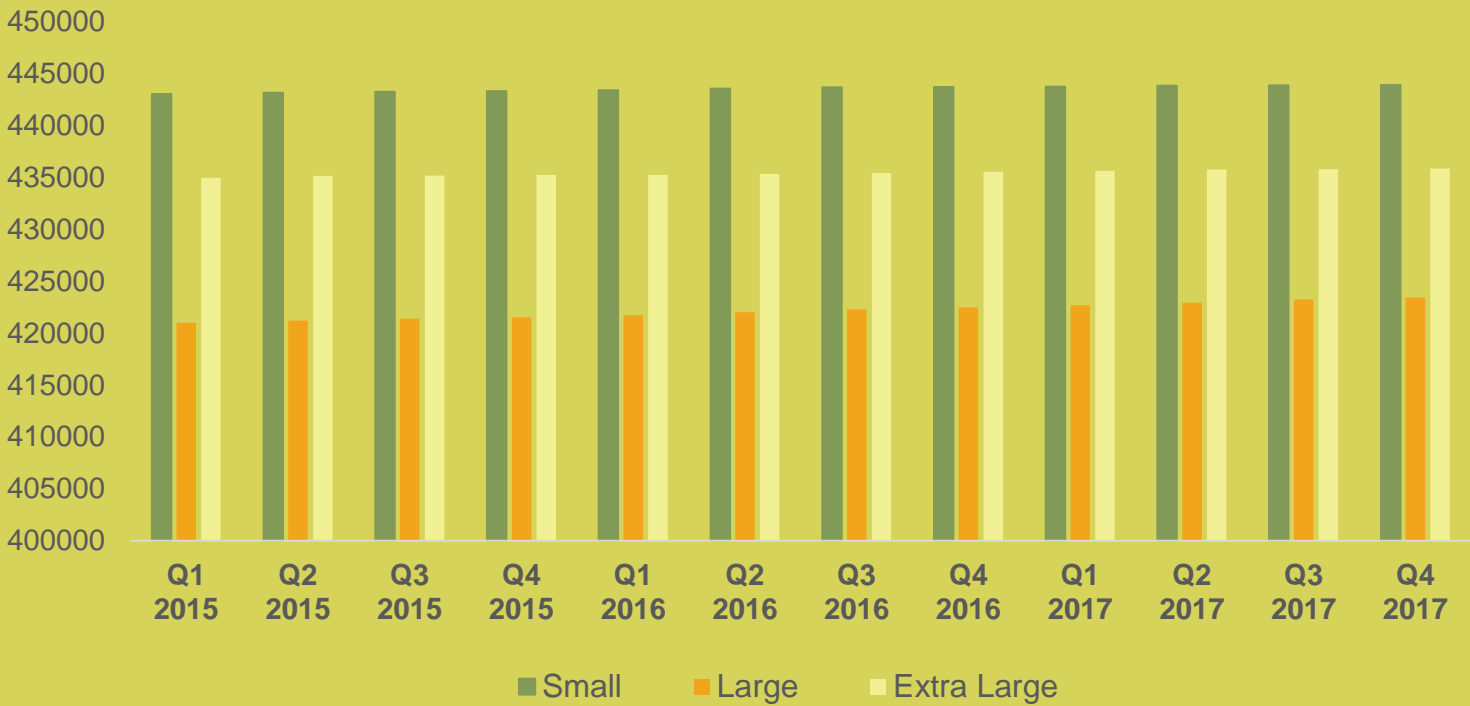


EXPLORE // MARKET TRENDS

See the demographics surrounding various markets to uncover who the heck are buying all these avocados. Our results suggests higher millennial populations predict higher volume, especially coupled within more ethnically diverse geographies and a surplus of avocado-based menu offerings. Which has us begging the question: what came first, the avocado or the toast?

VOLUME TRENDS | AVOCADO-POCALYPSE

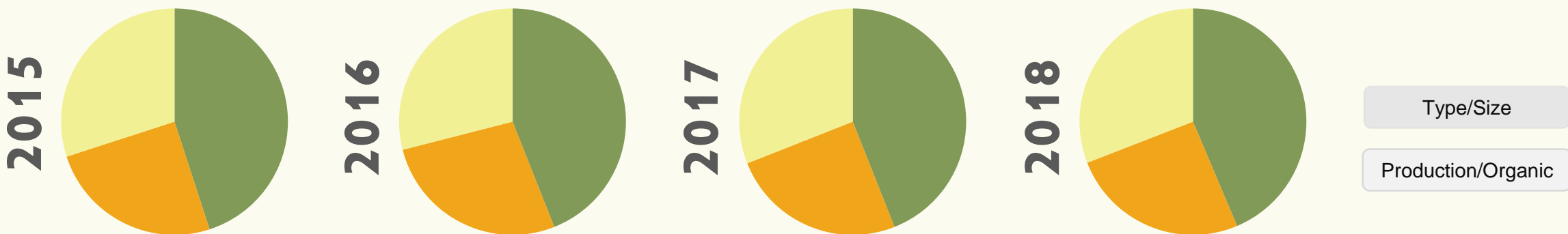
Volume of Avocados Sold Over Time



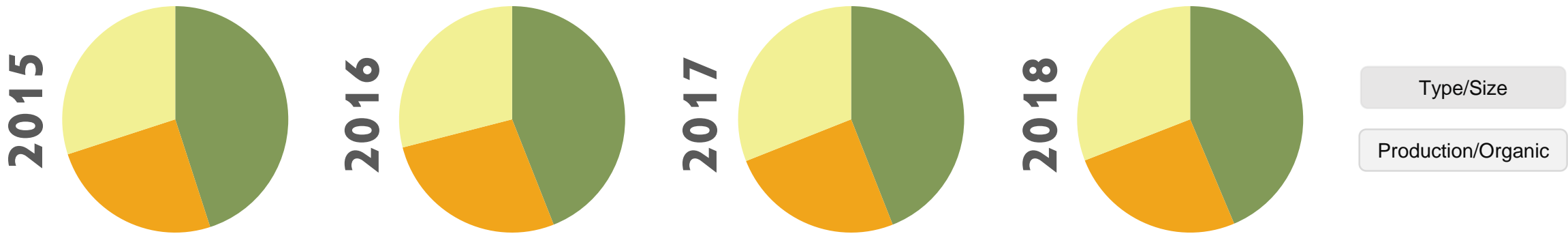
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Volume Sales Share by Type/Production (Organic)



Volume Sales Share by Type/Production (Organic)

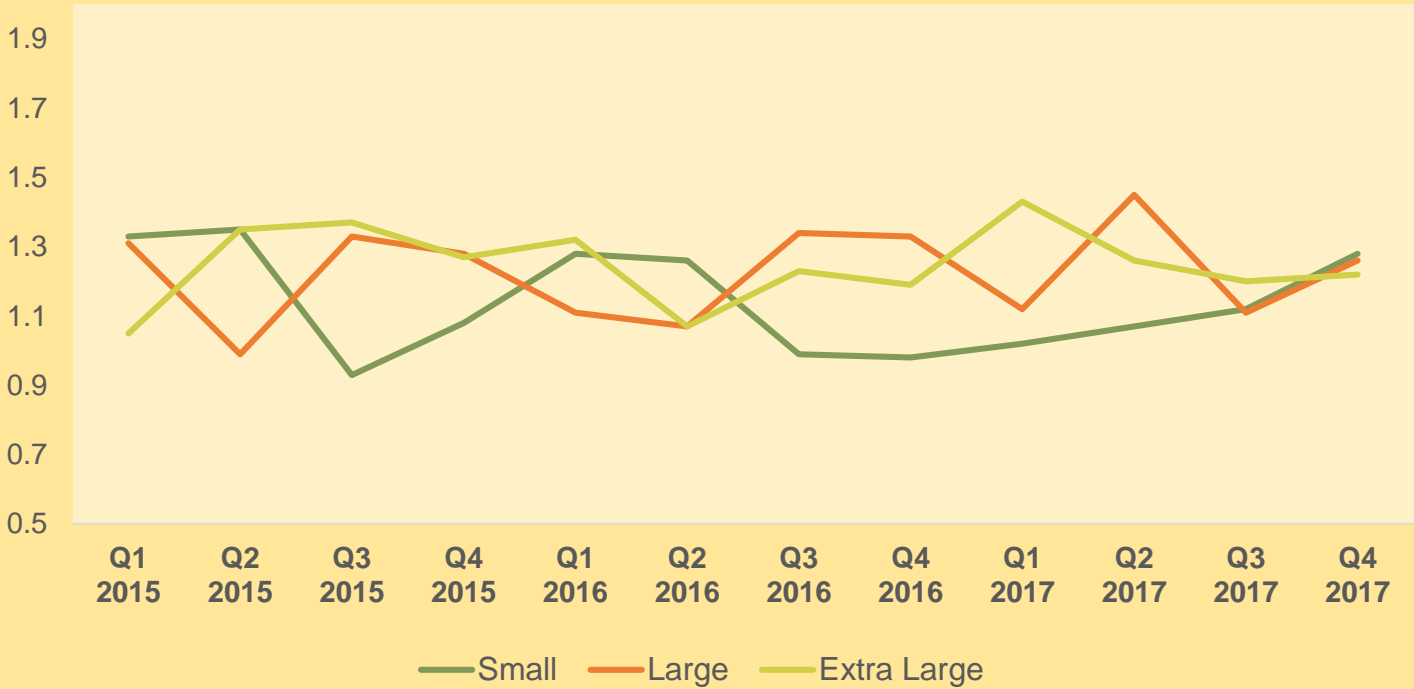


PRICING TRENDS | COLD, HARD HA\$\$

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Average Price per Avocado



Compare Data On

Overall

Type/Size

Production/Organic

Timeframe (x axis)

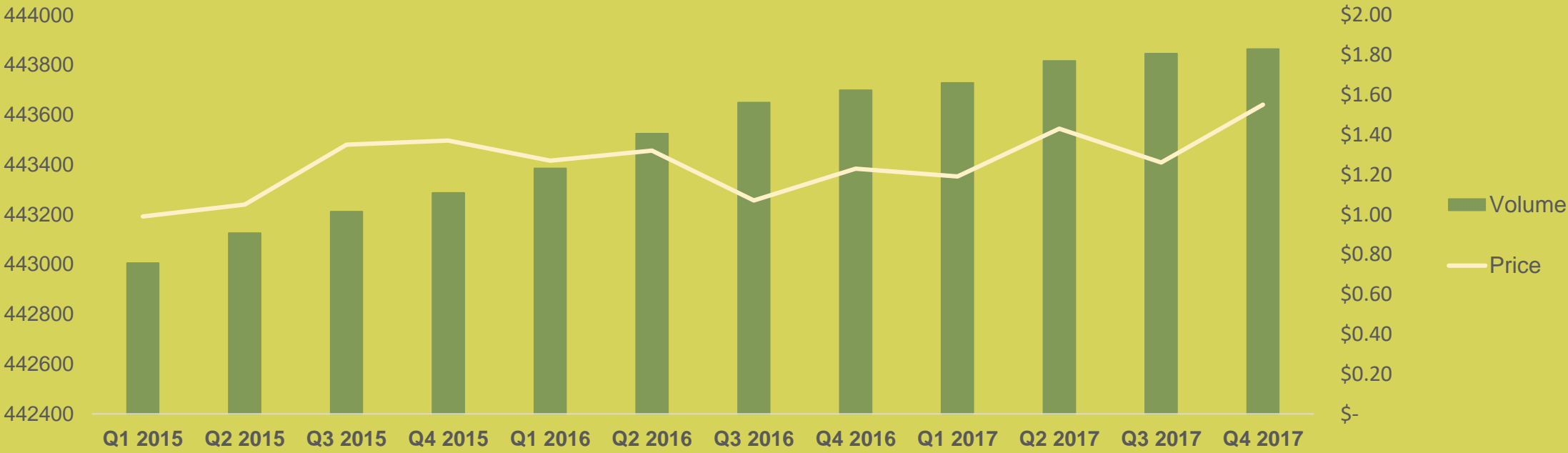
Year

Quarter/Year

Month

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Avocado Volume & Price - Overall



Select Data

Overall

Small

Large

Extra Large

Conventional

Organic

MARKET TRENDS | WHOLLY GUACAMOLE

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Markets by Volume (2018)

Top Markets	Bottom Market
Albany, 193885 lbs.	Albany, 1985 lbs.
Albany, 193885 lbs.	Albany, 1985 lbs.
Albany, 193885 lbs.	Albany, 1985 lbs.
Albany, 193885 lbs.	Albany, 1985 lbs.
Albany, 193885 lbs.	Albany, 1985 lbs.

Markets by Price (2018)

Top Markets	Bottom Market
Albany, \$1.39	Albany, \$0.65
Albany, \$1.39	Albany, \$0.65
Albany, \$1.39	Albany, \$0.65
Albany, \$1.39	Albany, \$0.65
Albany, \$1.39	Albany, \$0.65





ABOUT



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