

U.S. Hispanics and their Purchase, Consumption and Brand Preferences with regard to Avocados

Jose Luis Obregon
Managing Director
Hass Avocado Board

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Background and Methodology

A survey was conducted in February of 2007 to:

- Understand perceptions, purchase, usage, and consumption of avocados among various Key Hispanic segments.**
- Measure awareness, consumption and perception of the Hass avocado brand, and its ad awareness among Hispanics.**

A second wave of research was conducted in Fall 2007; the full results will be available late November.

Background and Methodology – Cont.

Methodology:

- **1,150 interviews among Hispanics who do at least half of the grocery shopping for their household.**
- **Interviewing was conducted in Spanish or English, based on respondents' preference.**
- **150 interviews were conducted in each of the following DMAs: Chicago, NY, LA, Atlanta, Miami and Dallas; 250 interviews were conducted nationally.**
- **The data were weighted by markets so that they are representative of the Hispanic universe.**

Hispanics As Core Avocado Consumers

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Not surprisingly, Hispanics are heavier consumers of avocados than their general market counterparts.

Hispanics As Core Avocado Consumers

- **Almost all (96%) Hispanics buy avocados at least once in a year.**
- ***Six in ten (60%) purchase avocados on a weekly basis.***
- **By comparison, only half (49%) of the general market purchased avocados in the past year.**
- ***Hispanics buy an average of 4.8 avocados at a time,*** compared to 2.6 in the general market.

Are All Avocados the Same?

Preference for Growing Regions

The overwhelming majority of Hispanics (91%) who purchase avocados say they *do not have a preference of region and purchase whatever is available.*

Those who purchase from a specific region mention *California and Mexico* most often.

Preference for Varieties

When given a description of each:

- **Eight out of ten (79%) of Hispanics say they usually purchase *“the smaller, dark green variety that has a pebbly texture called Hass.”***
- **34% usually purchase *“the large, smooth, light green skin variety called Green Skin.”***
- **Six in ten (62%) only purchase Hass and not Green Skin;**
- **17% purchase Green Skin only and not Hass;**
- **17% purchase either one.**

Awareness and Purchase of Hass

- **Over half (53%) of Hispanics are aware of Hass, compared to less than one-third (29%) of the general market.**
- **Almost half (49%) of Hispanics have heard of Hass avocados and have bought them.**
- **On the other hand, *about 4 in 10 (38%) Latinos have never heard of Hass.***

Awareness and Purchase of Green Skins

Over half (59%) of Hispanics are aware of Green Skin avocados.

Four in ten (41%) have heard of and purchased them.

Not All Hispanics Are the Same

Not All Hispanics Are the Same

On consumption overall:

Some segments of the Latino market *are more likely than others to purchase avocados on a regular basis:*

- **Foreign-born Hispanics**
- **Hispanics in Spanish-dominant/bilingual households**
- **Hispanics of Mexican heritage**

Not All Hispanics Are the Same

On awareness:

Awareness of the Hass variety is highest among U.S. born, English-dominant Hispanics, while awareness of Green Skins is lowest among these segments.

Awareness of the Green Skin variety is highest among foreign born, Spanish-dominant and Cubans, while awareness of Hass is lowest among these segments.

Not All Hispanics Are the Same

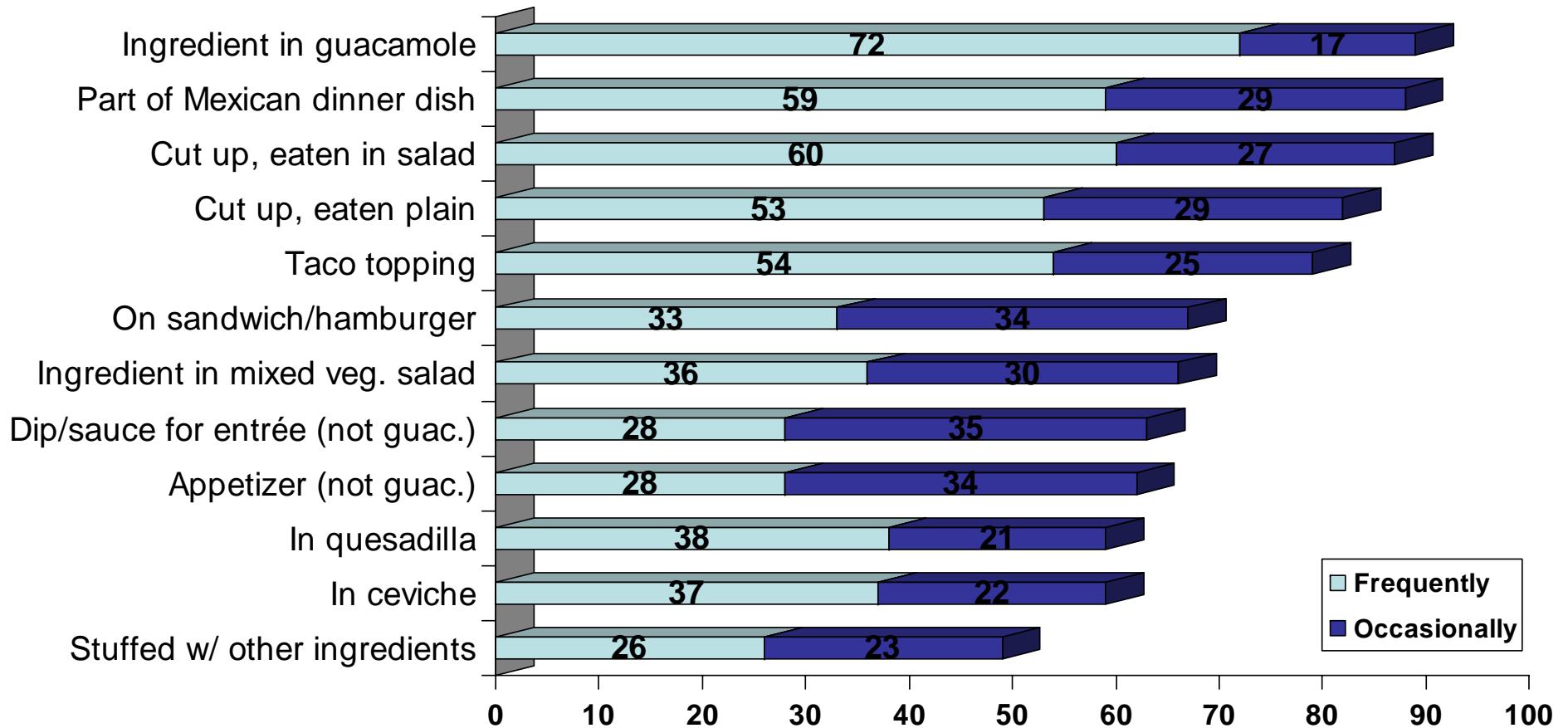
By market in the core markets, awareness and purchase of ***Hass avocados is higher in L.A. and Dallas***, while awareness and purchase of **Green Skin** is higher in **N.Y. and Miami**.

This suggests ***an opportunity for greater Hass branding in areas where Latinos of Caribbean heritage are concentrated*** (New York, Boston, Chicago, Miami, etc.)

Usage Patterns Among Hispanic Avocado Consumers

The Avocado Usage Experience

Among respondents who purchase avocados...



The Avocado Usage Experience

Usage of avocados is similar across language and origin groups, with some interesting differences:

Spanish-dominant Latinos, in general, *tend to use avocados for a larger variety of preparations.*

English-oriented Latinos are much more likely than their Spanish dominant counterparts to eat avocados *on a sandwich or burger, in a taco, and as an appetizer other than guacamole.*

***Implications:
Effective Messaging= Knowing Your Target***

Implications

There is no doubt that Latinos are *core consumers of avocados*.

They are really a *primary market for avocados*, not only a secondary opportunity.

Implications

Latinos are already some of Hass' best customers.

Half* of Latino avocado consumers surveyed ***are aware of and purchase Hass avocados.**

Implications

At the same time, the data reveal some *important differences across segments of the Hispanic market*, that point to some challenges and opportunities.

For example...

Implications

This survey reveals that the *Latinos who are the biggest consumers of avocados* (Spanish-dominant, Foreign-born Hispanics) are not as likely to purchase Hass as their English-oriented counterparts.

Latinos who are *more oriented towards the Hass variety* (the English-oriented, U.S. born Latino segments) are actually the less frequent purchasers of avocados.

Implications

Spanish-dominant, Foreign-born Latinos: *Opportunities*

- Better *messaging of Hass* variety characteristics and benefits to increase awareness and loyalty
- *Target Green Skin oriented markets* for upcoming campaigns
- *In-store signage* to further boost impulse sales
- Use *more relevant preparations and recipes* in ad campaigns (Salads, ceviche, soups, etc.)

Implications

English-oriented, U.S. Born Latinos: *Opportunities*

- Identify opportunities to advertise in *media targeted for the more acculturated, bilingual and English-oriented Latino audience*
- Tweak messaging to reflect *different attitudes and lifestyles of more acculturated segments* of the market
- Focus marketing on *new ways to use avocados* to encourage usage of avocados for new recipes

THANK YOU VERY MUCH

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