

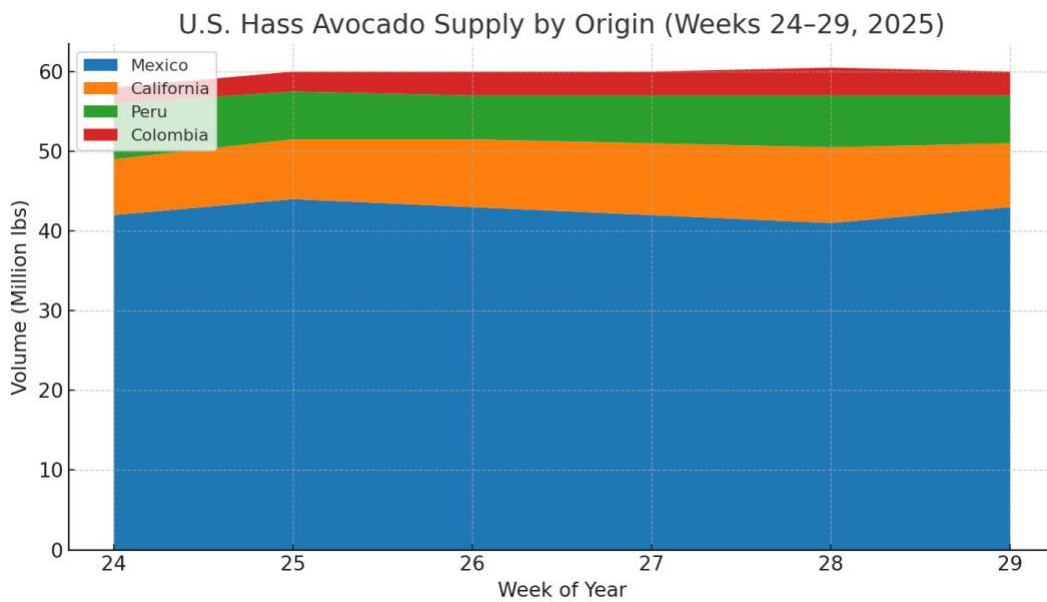


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US Hass Avocado Market

Market Snapshot

- U.S. avocado imports sustained momentum in Week 29, reaching over 1,600 containers and trucks, a 3% increase from the prior week. Mexico continues to anchor supply, accounting for approximately 55% of total arrivals, while California and Colombia shipments increased meaningfully—roughly 25% and 31%, respectively. Meanwhile, Peruvian exports declined by around 30%, signaling seasonal adjustments.
- On the retail side, bagged and convenient avocado formats remain strong, supported by ongoing promotional activity and consumer preference for grab-and-go options. Although Week 29-specific retail data is limited, broader trends suggest medium-to-large Hass sizes are moving fastest, while irregularly sized fruit continues to lag on shelf velocity—especially during follow-up to major promotional events like the Big Game.



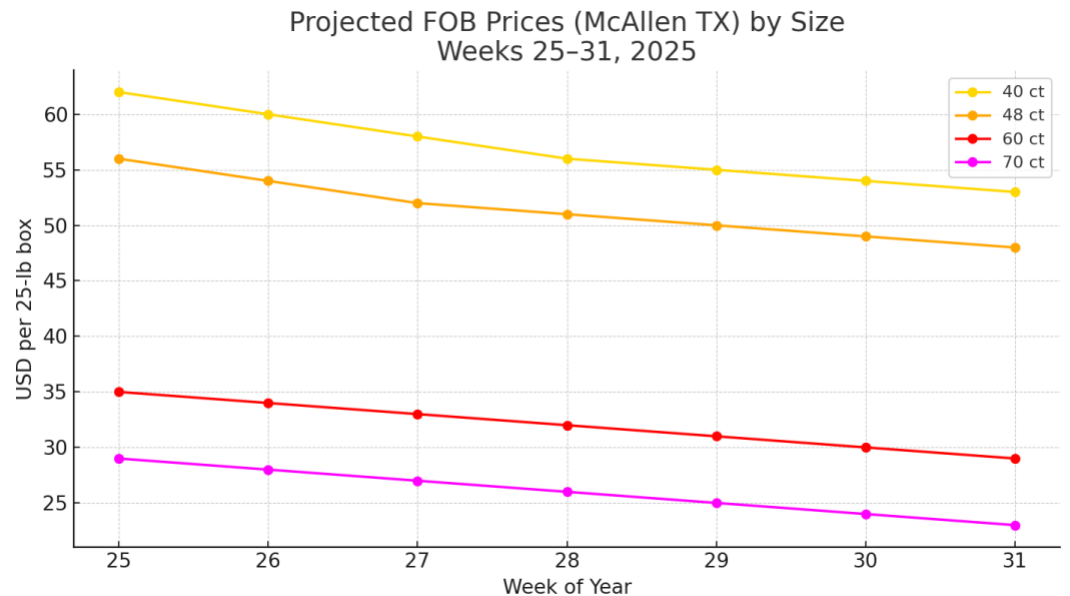


Plans & Estimates

Buyer Action Plan

- **Reinforce bagged formats:** Ensure strong inventory and shelf placement of bagged Hass avocados, capitalizing on convenience-driven demand.
- **Prioritize medium–large sizing:** Focus purchase volumes and promotional planning on 48s–60s, which are consistently top movers.
- **Monitor post-promo trends:** Keep a close eye on turnover post-holiday promotions (e.g., the Big Game) to proactively address lagging fruit sizes.

Future Estimated Curve McAllen TX



Contact Us

312 112th St S Suite A | Tacoma WA, 98444
 253-353-5529 | ethan@theandeanconnection.com
 Ethan Mayer – Executive Manager