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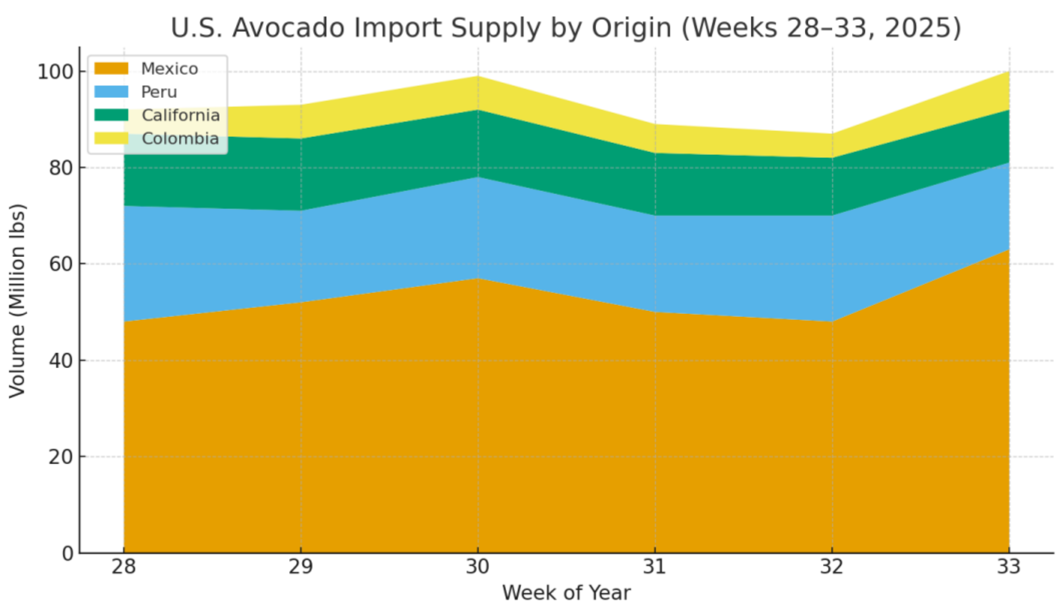
US Hass Avocado Market

Market Snapshot

- Avocado imports to the U.S. rebounded strongly in Week 33, with shipments up 16% week-over-week and 6% year-over-year. Mexico continued to dominate supply, delivering roughly two-thirds of the volume (up 30% vs. the prior week), while Colombia surged 40%. Conversely, Peru and California declined about 10% each. Size 60 fruit dipped 10%, while larger sizes like 70 and 84 held steady. Retail pricing remained elevated: during the week ending August 29, the weighted-average advertised price for Hass avocados rose by 19% compared to the previous year. Mesh bags and larger-size profiles remained prominent in advertising assortments.



- **U.S.** avocado imports climbed to 1,558 containers/trucks, up 16% week-over-week and 6% higher year-over-year.
- **Mexico** dominated with ~66% of supply, increasing shipments by nearly 30% compared to the prior week.
- **Colombia** grew sharply, adding 40% more fruit, while **Peru** and **California** both slipped about 10%.

Plans & Estimates

Buyer Action Plan

- **Smaller or irregular fruit required heavier promotions**, as retailers leaned on size 48s and 60s to drive consistent sales lift.
- The **average advertised price for Hass avocados increased 19% YoY**, keeping pressure on consumers but sustaining category value.
- **Mesh bags and larger-size fruit** were featured prominently in retail promotions, highlighting buyer focus on value packs.
- **Bagged avocados continued outperforming**, benefiting from convenience and multipack appeal.

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