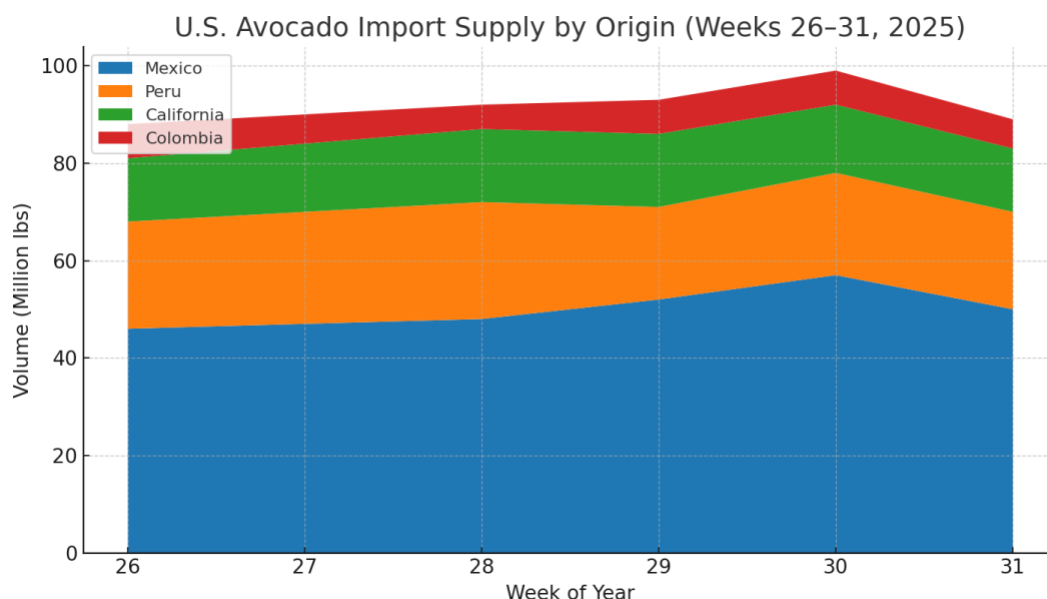


US Hass Avocado Market

Market Snapshot

- Avocado imports into the U.S. slowed in Week 31, with total arrivals **down about 15% from the previous week**, easing back after Week 30's peak inflows. **Mexico still led supply**, though its volume slipped, while **Peru and California remained steady contributors** and **Colombia softened slightly**. This dip reflects a normal seasonal adjustment, and while inbound flows are still healthy, the pace of arrivals has moderated compared to July's highs, signaling the market is moving into a steadier late-summer rhythm.
- On the retail side, **bagged avocados and medium-to-large Hass sizes** continue to outperform, helping retailers keep strong velocity on shelves despite the lighter overall supply. Smaller or irregular fruit continues to need deeper promotional activity to move, and with volumes easing, this category may become even more challenging for retailers without strong promotional strategies. Retailers are also reporting that promotional activity around standard sizing is delivering better-than-expected sales lift, suggesting that strategic timing and placement can offset some of the demand pressure from tightening supply.





Plans & Estimates

Buyer Action Plan

- **Anticipate leaner arrivals:** With imports down ~15%, balance purchasing to protect inventory without overcommitting.
- **Focus on Mexico first:** Continue leveraging Mexican supply but diversify where possible with Peru and California to smooth week-to-week swings.
- **Prioritize proven retail movers:** Medium/large Hass and bagged formats remain the fastest sellers—keep promotional energy here.
- **Promote smaller sizes tactically:** Use discounts or multi-buy deals to maintain movement of undersized fruit and reduce inventory drag.
- **Watch August trends closely:** Supply tightening could stabilize or lift prices slightly; adjust buying strategies early to avoid shortfalls.

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