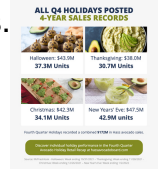

HASS
AVOCADO
BOARD



- Advertisement -

Hass avocados ring in holiday retail sales

Avocado dollar sales during the fall and winter holidays of 2021 soared to new record-breaking highs. The [Hass Avocado Board](#)'s recently released holiday retail recap report details the retail dollar sales, volume and average sale price for Hass avocados during the Halloween, Thanksgiving, Christmas and New Year's Eve holiday weeks. The retail recap reported sales volume and retail dollar sales reached a combined 145 million units and \$171.7 million during the fall and winter holidays.



As an independent avocado organization that equips the entire industry for success, HAB produces quarterly reports about national holiday retail sales performance. The avocado holiday retail recaps provide insightful retail sales information for category managers, marketers, retailers, and industry leaders as they plan promotions and marketing efforts for the upcoming calendar year by tracking the most prominent holiday sales region by region and year over year. The information below offers a brief snapshot of each holiday's sales, volume, and average sales price data.

Key highlights from the report include:

Halloween

- Avocado sales reached a four year high of \$43.9 million, up 5.7 percent over the previous year.
- Overall, avocado volume was down 9.6 percent from the prior year. However, compared to the pre-pandemic year of 2019, volume was up 11.1 percent.
- Halloween week dollar sales were up in all regions across the United States, except California. Dollar sales and avocado units per store were highest in the West and California regions.
- On average, avocado retailers saw Halloween week sales of \$1,164 and a volume of 989 units per store.
- Nationally, average sales price increased 17 percent, pricing ranged from \$0.91/unit in South Central to \$1.39/unit in the Northeast and California regions.

Thanksgiving

- Avocado dollar sales soared to \$38 million during Thanksgiving week, up 16 percent versus the prior year, a gain of \$5 million versus the prior year. Avocado volume sales dropped 9 percent to 30.7 million units from 2020.
- Thanksgiving week dollar sales showed strong growth across all regions of the United States, ranging from 8 percent to 32 percent.
- Retailers saw sales of \$1,007 and 814 units per store during the holiday week.
- Average selling price increased 27 percent to \$1.24/unit, ranging from 12 percent in the Great Lakes to 40 percent in the Southeast regions.

Christmas

-
- Avocado dollar sales were up to \$42.3 million, an increase of 20 percent versus the prior year. Total avocado volume was down 7 percent from the prior year, but up 9 percent versus 2019.
 - All regions across the United States recorded dollar growth ranging from 11 percent in the California and Northeast regions to 42 percent in the Southeast. Per store unit sales were strongest in the West, California, Southeast, and South Central regions, with unit sales above the national average.
 - On average, avocado retailers saw Christmas week sales of \$1,117 and a volume of 901 units per store.
 - Nationwide, the average price for Christmas week increased by 29 percent to \$1.24/unit. The average price increased by double-digits for all regions ranging from 19 percent in the Northeast to 39 percent in the Southeast.

New Year's Eve

- Retail sales of avocados reached \$47.5 million during the New Year's Eve week, a record high in four years. Avocado volume was down 5 percent versus last year, but up by 25 percent since 2019.
- All regions contributed to the dollar growth ranging from 6 percent in California to 29 percent in the Southeast. Per store unit sales were highest in the West, California, South Central, and Southeast regions.
- Retailers saw sales of 1,127 units and \$1,248 per store during the holiday week.
- Nationally, the average sale price for New Year's Eve week increased by 25 percent to \$1.11/unit. Average price rose across all eight regions of the United States, ranging from 9 percent to 36 percent.

The Hass Avocado Board's recently published Q4 2021 Avocado Holiday Retail Recap reveals record-breaking retail sales for Halloween, Thanksgiving, Christmas and New Year's Eve. Retailers and marketers can use this information to plan promotions for the coming months and the following year.

[Print](#)