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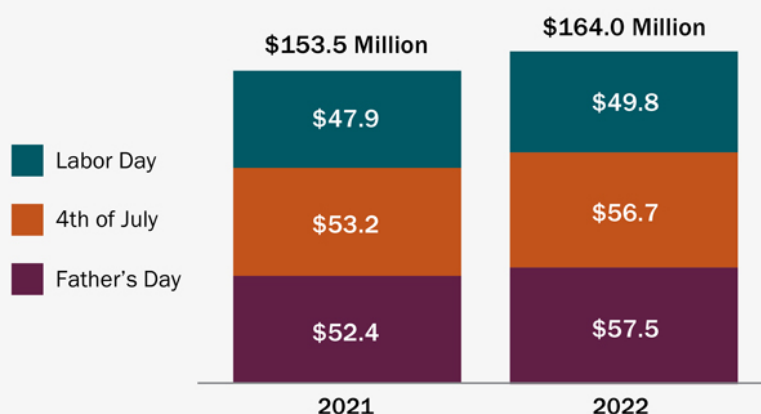
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Avocado sales elevated by higher prices during Q3 holidays

Dollar sales of fresh Hass avocados rose during summer holidays as average sales price increased over 2021 holidays. ASP ranged from \$1.62 at its highest point during Memorial Day week and softened to \$1.23 per unit during the Labor Day holiday. Higher ASPs impacted summer holiday sales, which drove a combined 115 million units and \$164 million in retail dollar sales.

Q3 HOLIDAYS DROVE AVOCADO SALES OF \$164.0M IN 2022

Q3 HOLIDAY AVOCADO DOLLAR SALES (2022 VS. 2021)



Collectively, Q3 holiday dollar sales were **up +6.8%** versus last year, bringing in **\$164.0M** during the quarter. Father's Day drove the highest total dollar sales in Q3 at **\$57.5M**.

Learn more about individual holiday performance in the Third Quarter Avocado Holiday Retail Recap at hassavocadoboard.com

Source: IRI – Father's Day: Week ending 6/19/2022; 4th of July: Week ending 7/3/2022; Labor Day: Week ending 9/4/2022

A recent holiday retail recap published by the [Hass Avocado Board](https://hassavocadoboard.com) indicated increased dollar sales during summer holidays, including Father's Day, Independence Day and Labor Day.

HAB produces quarterly reports about national holiday retail sales performance. The holiday reports provide insightful sales information for retailers, category managers, marketers, and industry leaders as they plan holiday promotions and look for opportunities to grow avocado sales in the upcoming year.

Father's Day

- Father's Day week dollar sales increased 14.9 percent, reaching \$57.5 million, a four-year high. ASP increased 29.2 percent to \$1.54 per unit versus 2021.
- Avocado volume for Father's Day week fell 15.1 percent from 2021 to 37.5 million units.

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- On average, retailers saw sales of \$1,525 and 993 units per store during Father's Day week. The West and California regions sold the most volume and had the highest dollar sales.
 - With increased ASP nationally, prices across the country ranged from \$1.36 per unit in south central (46 percent) to \$1.68 per unit in the California region(26 percent). The Northeast has the smallest increase of 18 percent at \$1.56 per unit.
 - Small Hass avocado dollar sales increased by 40.9 percent during the holiday, adding 4.1 million to the category.

Independence Day

- Avocado dollar sales during Independence Day week reached \$56.7 million, up 6.5 percent over the previous year. However, avocado unit sales fell 18.6 percent to 37.1 million units compared to the same holiday week in 2021.
- ASP during the holiday week was up 31 percent to \$1.53 per unit vs. 2021. Price increases ranged from 7 percent in California and 14 percent in the Great Lakes.
- Nationally, Independence Day dollar sales increased by 3.5 million vs. 2021, with dollar growth posted in every region.
- During the holiday week, national volume decreased by 8.5 million units compared to the prior year. All regions posted a double-digit volume decline versus 2021.

Labor Day

- ASP during Labor Day week increased 7 percent to \$1.23 per unit, driving avocado sales for the holiday up 10 percent to \$49.8 million vs. 2021, the highest dollar sales in four years.
- Avocado volume declined by 3 percent to 40.4 million units for the holiday week.
- On average, retailers saw sales of 1,080 units and \$1,330 per store during the week. The West, Southeast, south central and California regions had the highest per store unit and dollar sales.
- ASP ranged from \$0.98 in the south central region to \$1.42 in the California region. The Southeast region was the only region to post a decline of 2 percent during Labor Day week.
- Total U.S. avocado dollars were up 4 percent, adding \$1.9 million to the category.

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