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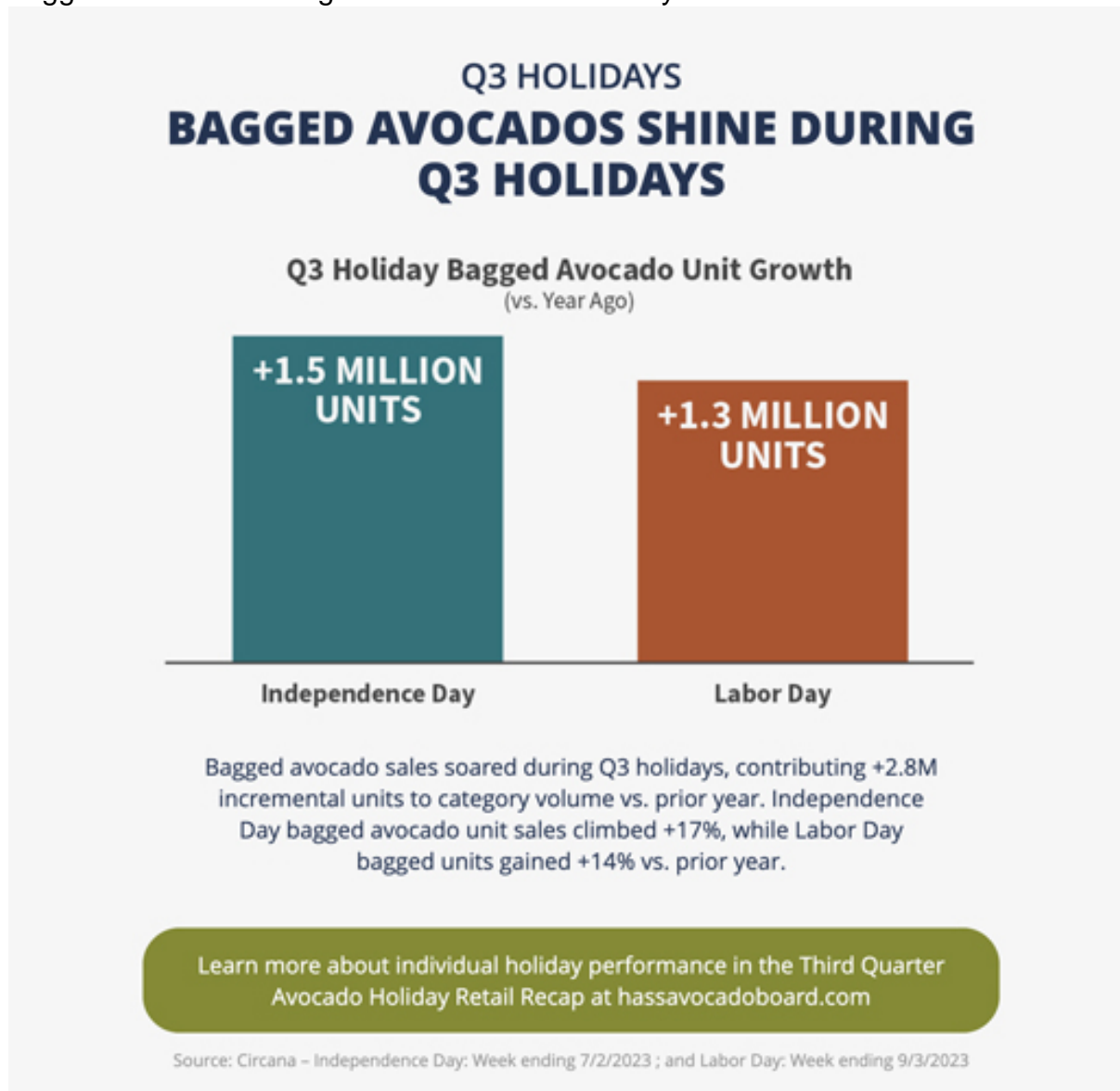
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**Bagged avocados shine during Q3 holidays**

Bagged avocados continue to emerge as a preferred choice for shoppers during holiday gatherings. A recent Avocado Holiday Retail Recap report by the [Hass Avocado Board](#) noted a rise in sales of bagged avocados during the 2023 summer holidays.



Avocado sales data and shopper research also indicate a preference for bagged avocados for everyday meals and for use in recipes for seasonal gatherings. Bagged avocados contributed a combined a 2.8 million avocado unit increase during Independence Day and Labor Day holidays. This incremental volume translated to a 17 percent and 14 percent growth rate over the prior year, respectively.

HAB produces quarterly national holiday sales performance reports to provide insightful retail sales information for category managers, marketers, retailers and industry leaders as they plan their marketing strategy for the upcoming calendar year. The information below offers a brief snapshot of each holiday's sales, volume and average sales price information.

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## Key highlights from the report include:

### Independence Day

- Avocado unit sales during Independence Day increased to 42.1 million units, up 14 percent versus 2022. During the same holiday week, avocado dollar sales decreased 13 percent to \$49.4 million due in part to a 24 percent decrease in average selling price of \$1.17/unit.
- The south central region had the highest volume growth rate with a 26 percent increase over the prior year. All other regions, except for the Great Lakes, posted volume gains ranging from 8 percent in the Northeast to 21 percent in the Southeast.
- Total U.S. volume for the Independence Day holiday week was up 5 million units when compared to 2022. The south central, Southeast and West regions combined contributed an additional 3.3 million units to the category.
- Extra Large (PLU 4770), Large (4225) and Bagged Avocados contributed 100 percent of incremental volume versus prior year. Combined, these PLUs and bagged avocados contributed 5.3 million incremental units to the category versus 2022.

### Labor Day

- Total dollar sales during Labor Day fell 5 percent to \$47.5 million. Avocado unit sales also declined to 38.9 million units, a 3 percent decrease in unit sales versus the prior year.
- Three regions contributed gains to the holiday week. The midsouth, south central and Northeast regions saw volume growth. Volume gains in these regions contributed 330,000 units to the category.
- Nationally the average selling price for Labor Day week was down 2 percent. Prices ranged from \$1.01/unit in the south central region and \$1.39/unit in the California region.
- Bagged avocado sales during the holiday grew by 14 percent versus the prior year and added 1.3 million units to the category.

HAB releases an Avocado Holiday Retail Recap for each quarter, covering avocado sales trends for key avocado holidays and events. In each holiday report, users can view year-over-year sales performance for each holiday week. The reports also detail trends for dollar sales, units, average selling price and various PLUs that are insightful for planning future retail holiday promotions.

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