

Bag Study

Bags as a secondary offering

Developed Market



Bags - Developed Markets

- *Utilizing bags as secondary location/display of avocados (in addition to bulk fruit)*
- Bags utilized as a secondary offering can generate up to \$435 dollars more per week per store than stores without bags
- Bags generated a net increase in avocado sales (up to 53 more units per week, per store)
- Some cannibalization of bulk avocado sales occurred, but the net result is an increase in dollar and unit sales
- Shifts some consumers to make a larger purchase

Bags - Developed Markets

- Stores with bags as a secondary offering experienced greater sales growth generating up to 24.3% more dollars than stores without bags
 - Contribution was stronger in stores with bags. Stores offering bags as a secondary offering increase contribution by 6.4%
 - Stores selling bags as a secondary offering increased gross profits of the category by nearly 11 points over stores not providing this option
- *Source: California Avocado Commission Best Practices Research Study - November 2003*