

Avocado Proximity Study

New Demand Market



Avocado Proximity Study

- Placement and display of avocados in the produce department
- Best sales and volume when displayed with tomatoes
 - Up to 11.70% better sales volume than when displayed next to with other produce items (onions, lemons, peppers)
- Secondary locations: avocados displayed by themselves
 - Sales/Volume fared nearly as well as when displayed with tomatoes

Avocado Proximity Study

- Bagged avocados sold best when displayed alone as a secondary display location or with items other than tomatoes:
- Bagged Avocado sales increased when placed near these items:
 - +15.59% when displayed with Onions
 - +10.57% when displayed alone (away from bulk)
 - +6.18% when displayed near lemons
- *Source: California Avocado Commission Best Practices Research Study – January 2005*