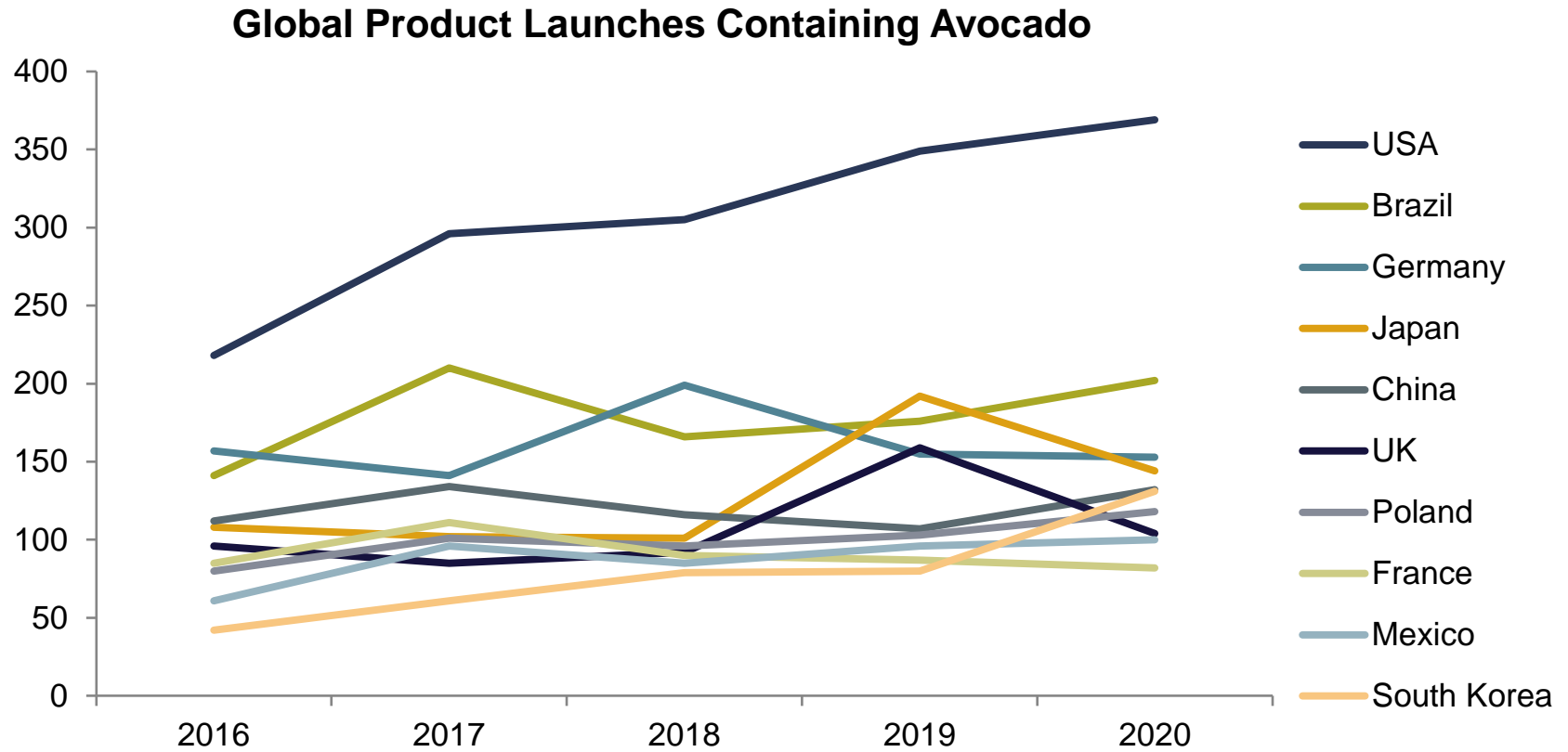


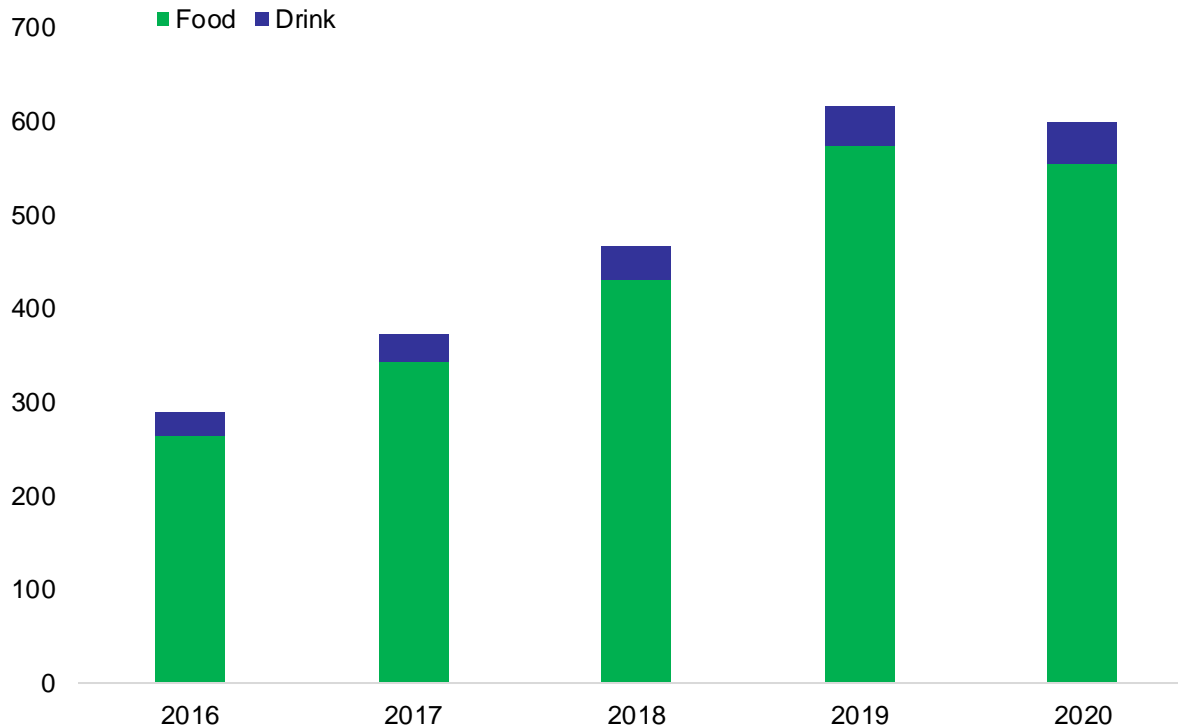
Avocado – a global ingredient case study

Avocado as an ingredient is on the rise with > 15k products launched over the last 5 years. Well established in the cosmetic & skincare industry, less than 2% have been within food & beverage.



Global launches of F&B products containing avocado have started to grow steadily across a wide range of different categories.

Global launches of food & drink products containing avocado, 2016-2020:



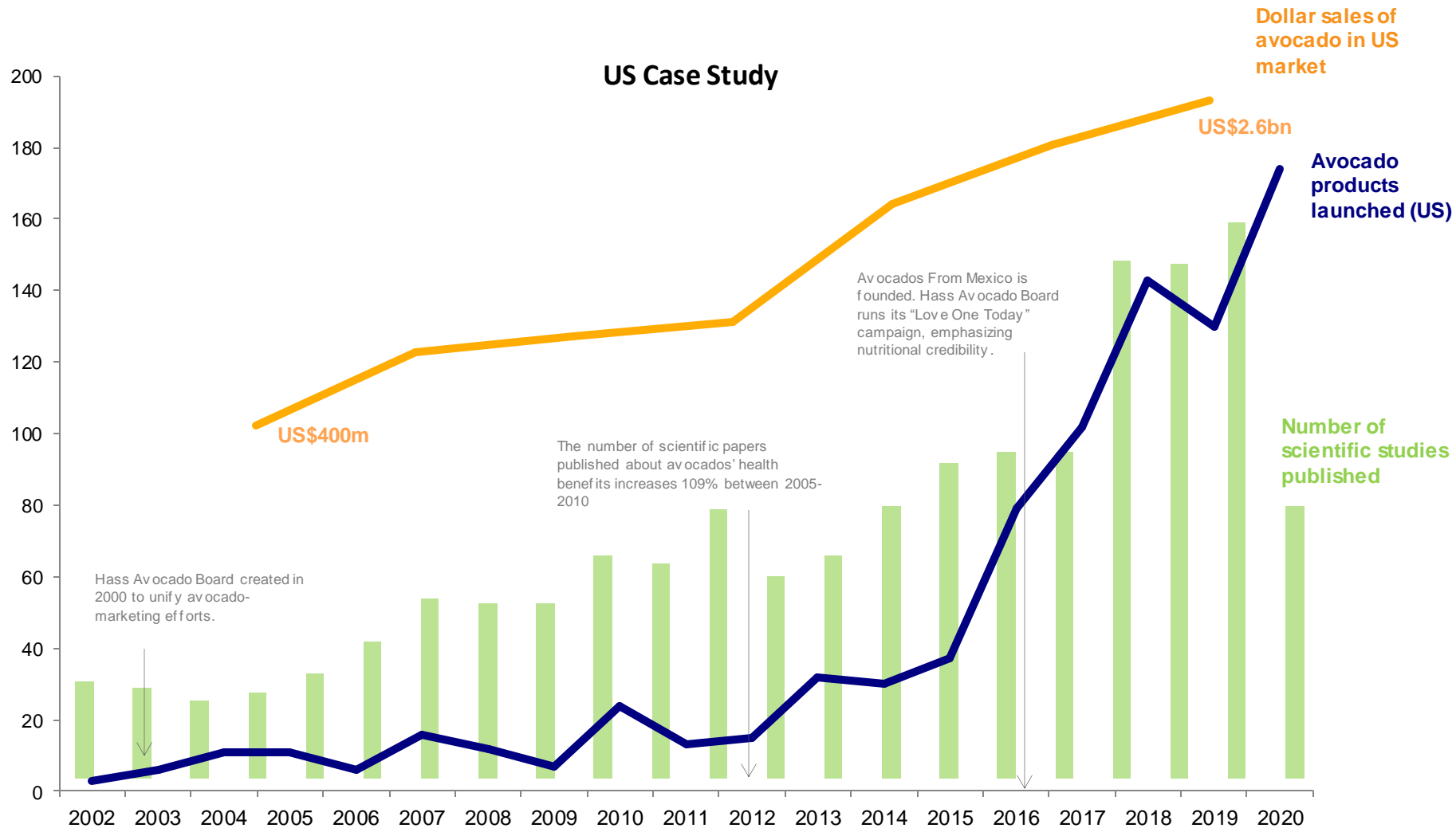
Top 5 most active markets:

1. US & Canada
2. UK
3. France
4. Australia
5. South Africa

Top 5 categories, globally:

1. Sauces & seasonings
2. Meals
3. Savoury spreads
4. Snacks
5. Juice drinks

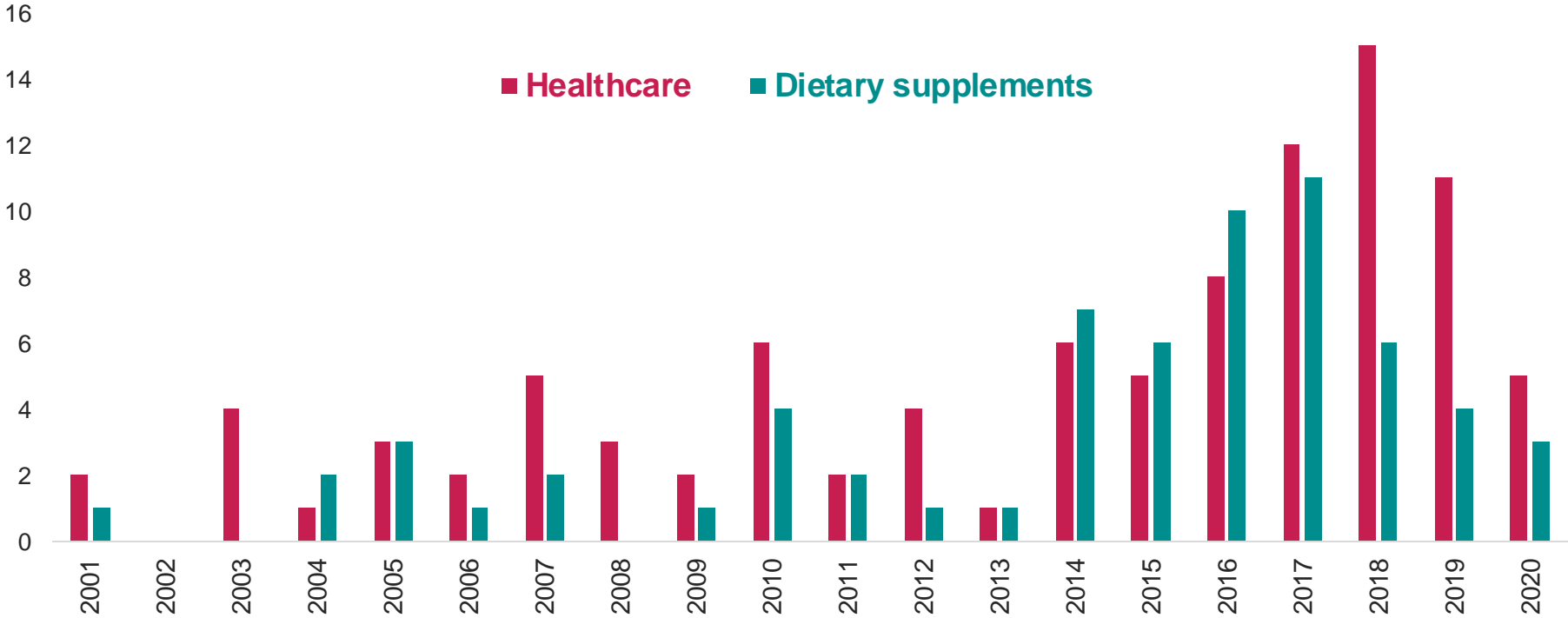
There are clear signs signaling future growth prospects for avocado as a food ingredient, with its naturally functional image & emerging scientific 'good news' accelerating growth past early adaptors into early mass mkt.



Source: New Nutrition Business, GNPD Mintel

Within healthcare & dietary supplements, avocado has started to appear within a growing number of products, often part of a mix or as the flagship ingredient in some instances.

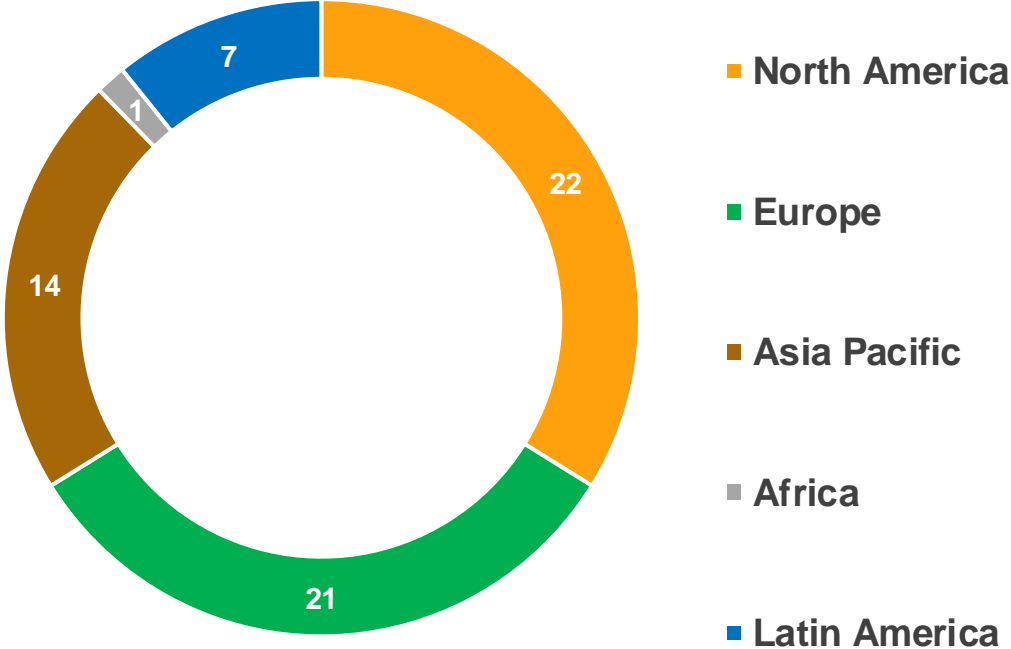
Products launched with avocado as an ingredient worldwide



Source: New Nutrition Business, GNPD Mintel

North America and Europe account for more than 65% of all dietary supplements launched with avocado. Followed by Asia Pacific (21%) with China leading.

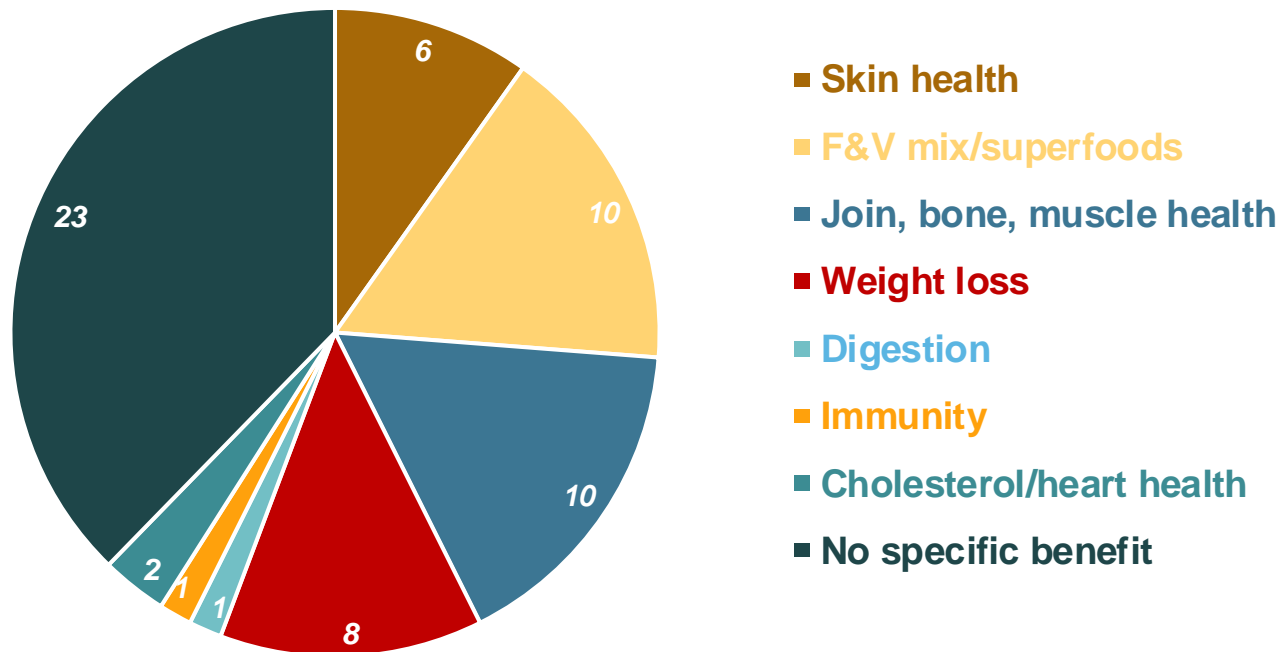
Dietary supplements launched with avocado as an ingredient per region



Source: New Nutrition Business, GNPD Mintel 2021

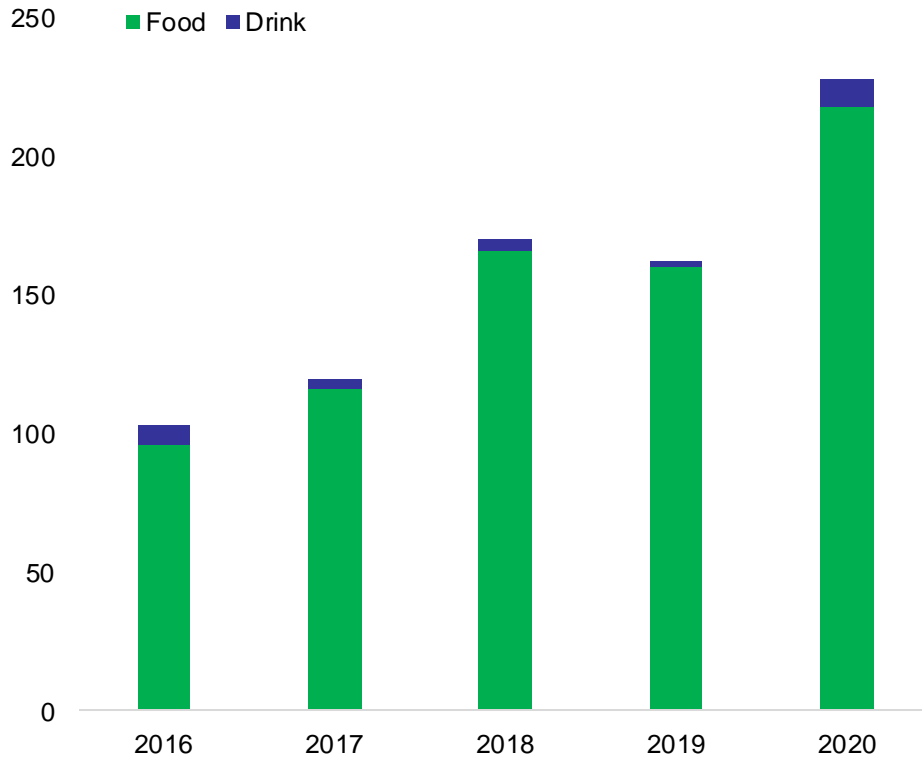
Joint, bone and muscle health are the most common benefits in dietary supplements with avocado. Skin health dominates the healthcare products (balms, oils, sprays).

Benefits claimed in dietary supplements with avocado

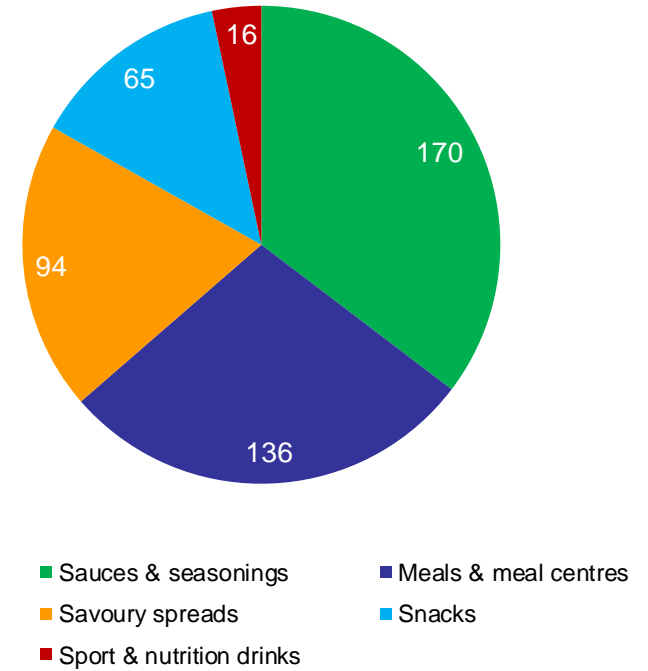


Market Snapshots by Country

Launches of food & drink products containing avocado in the US & Canada, 2016-2020:



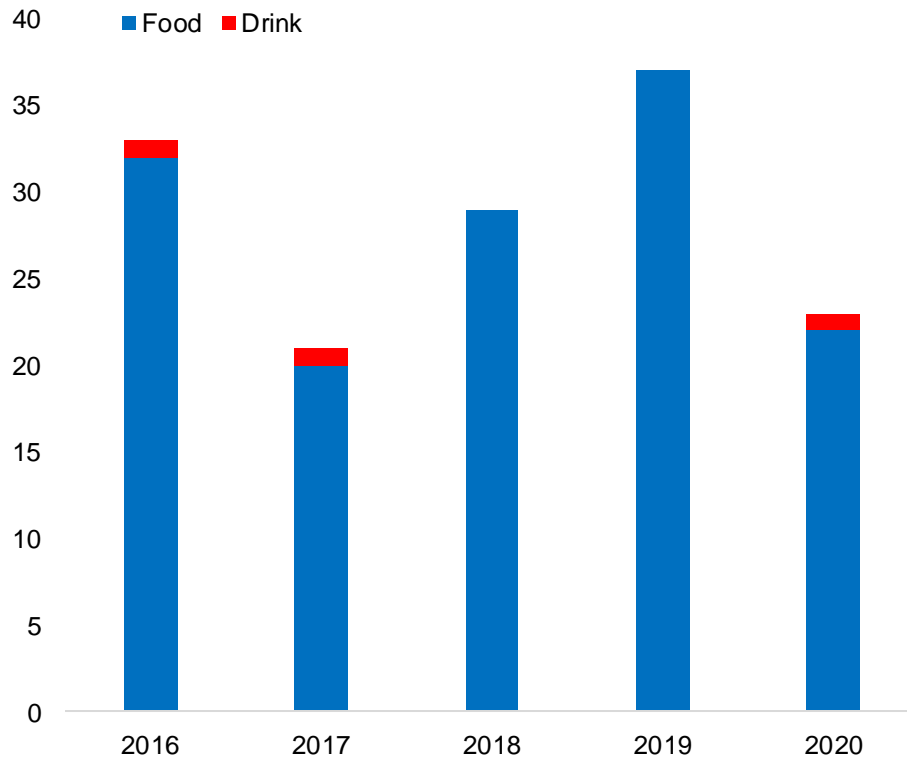
Top 5 categories, 2018-2020*:



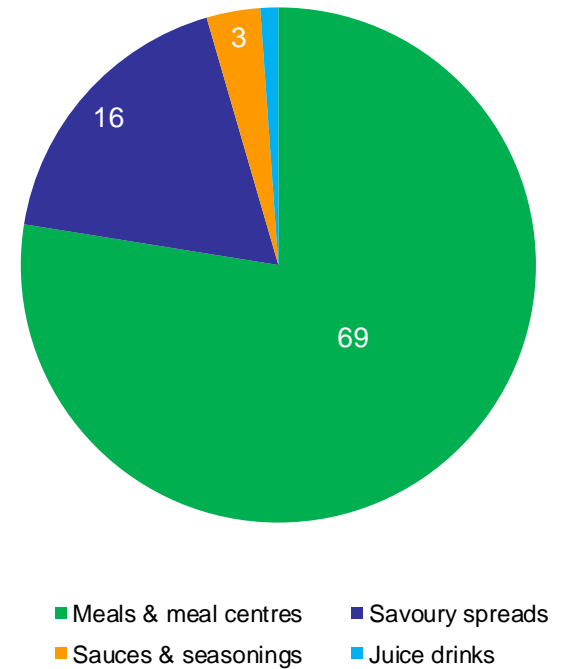
*Numbers indicate total launches within this category in this region

Market snapshot: France

Launches of food & drink products containing avocado in France, 2016-2020:

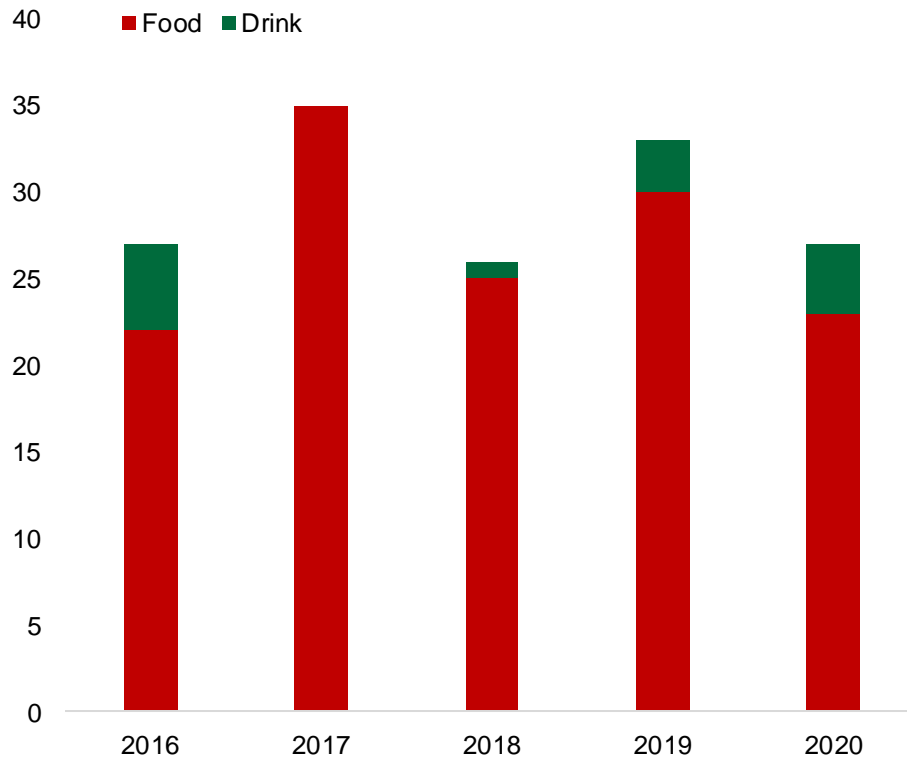


Top 5 categories, 2018-2020*:

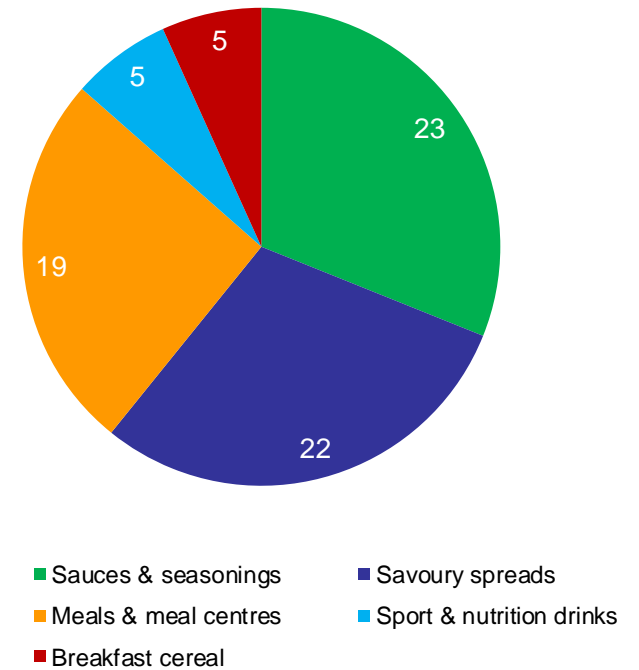


*Numbers indicate total launches within this category in this region

Launches of food & drink products containing avocado in the UK, 2016-2020:

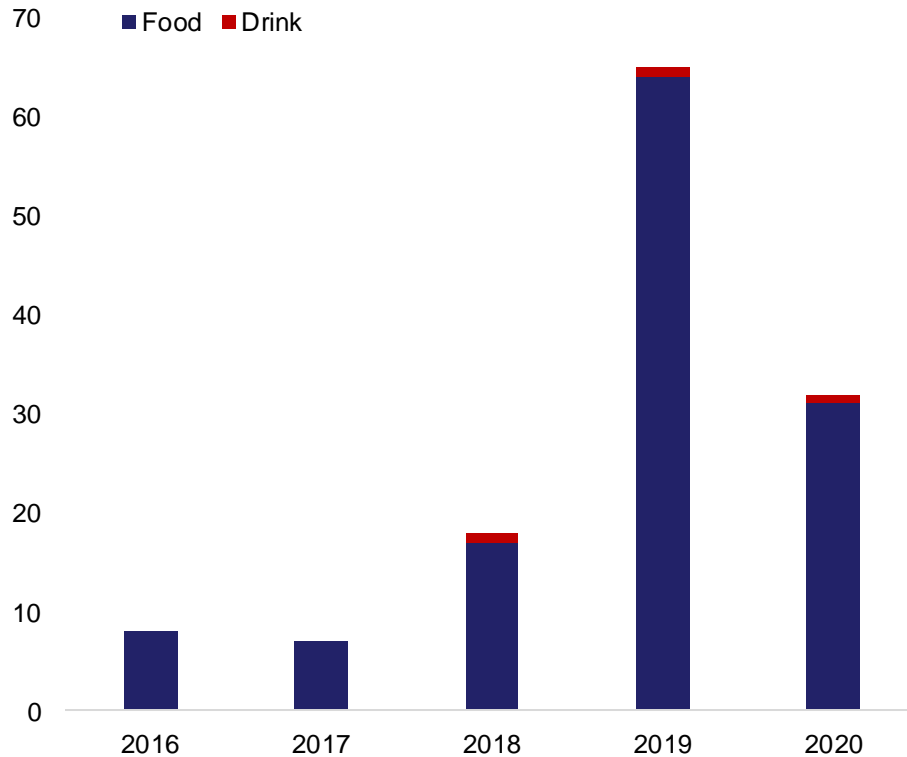


Top 5 categories, 2018-2020*:

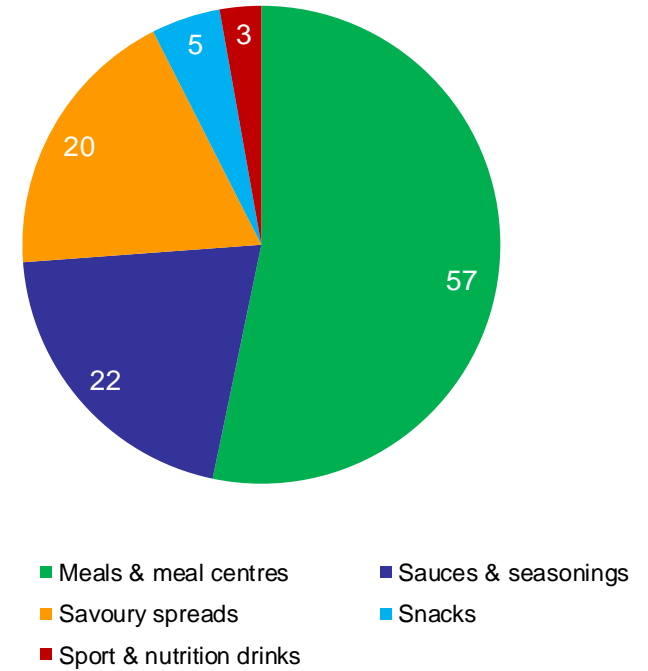


*Numbers indicate total launches within this category in this region

Launches of food & drink products containing avocado in Australia & New Zealand, 2016-2020:



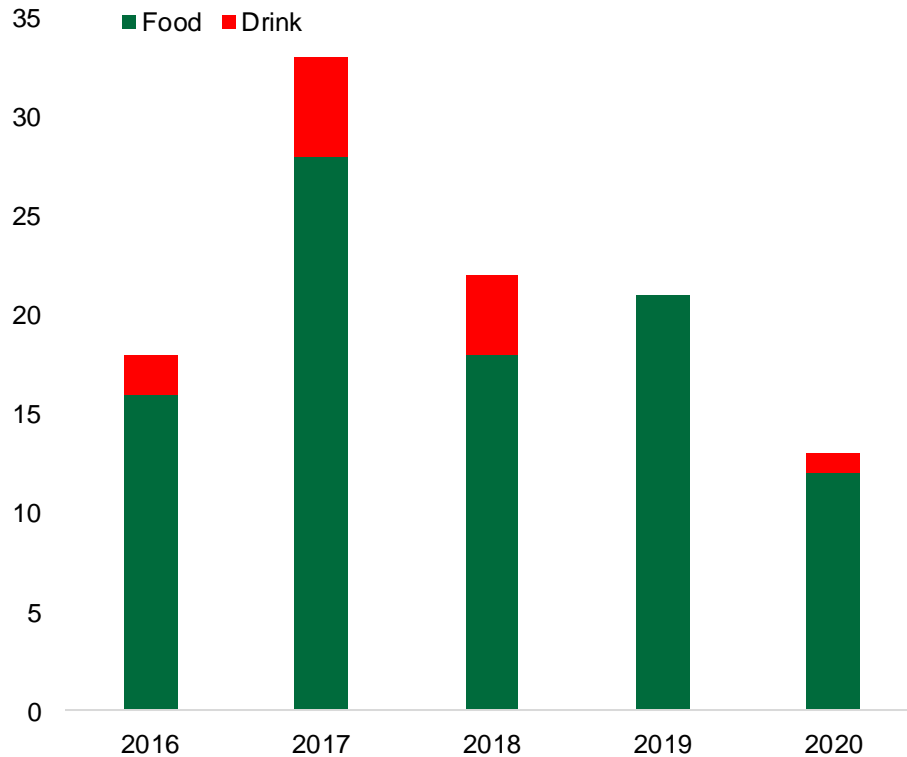
Top 5 categories, 2018-2020*:



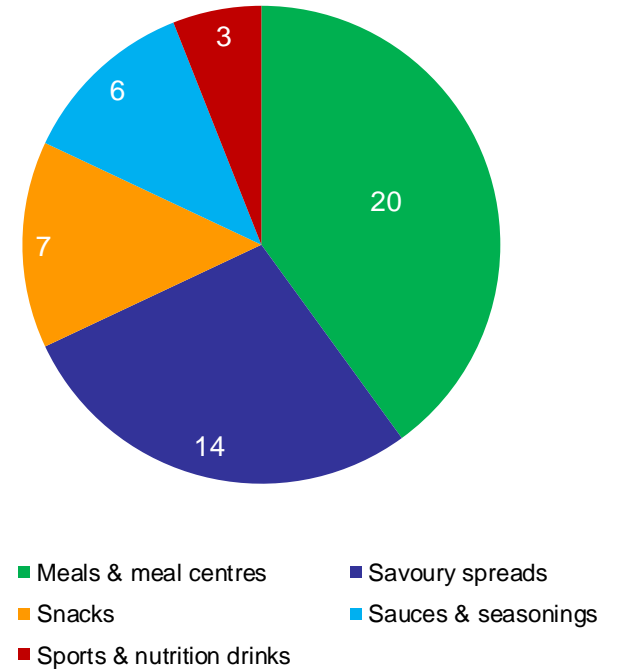
*Numbers indicate total launches within this category in this region

Market snapshot: South Africa

Launches of food & drink products containing avocado in South Africa, 2016-2020:

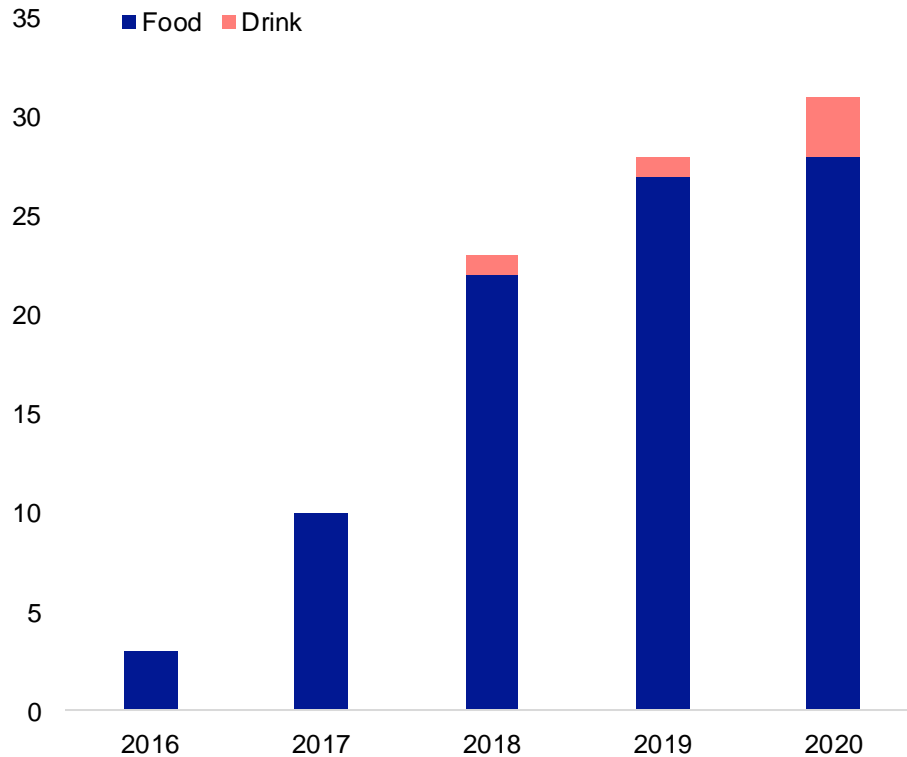


Top 5 categories, 2018-2020*:

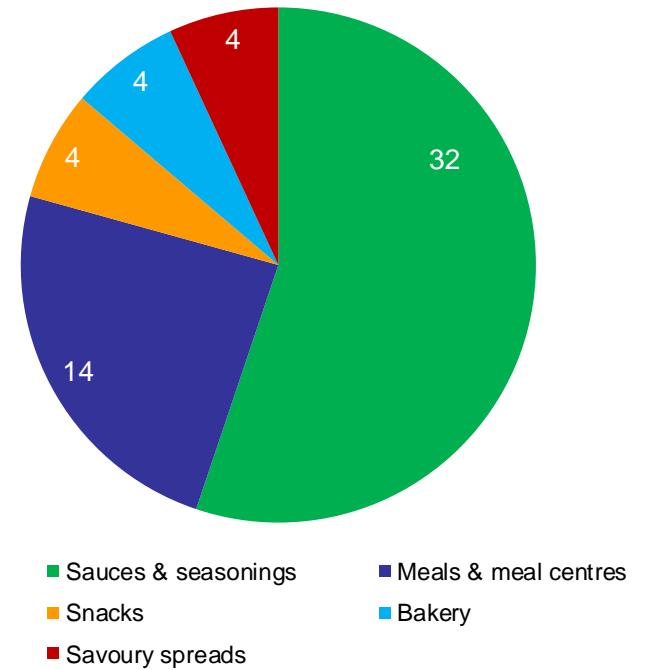


*Numbers indicate total launches within this category in this region

Launches of food & drink products containing avocado in South Korea, 2016-2020:



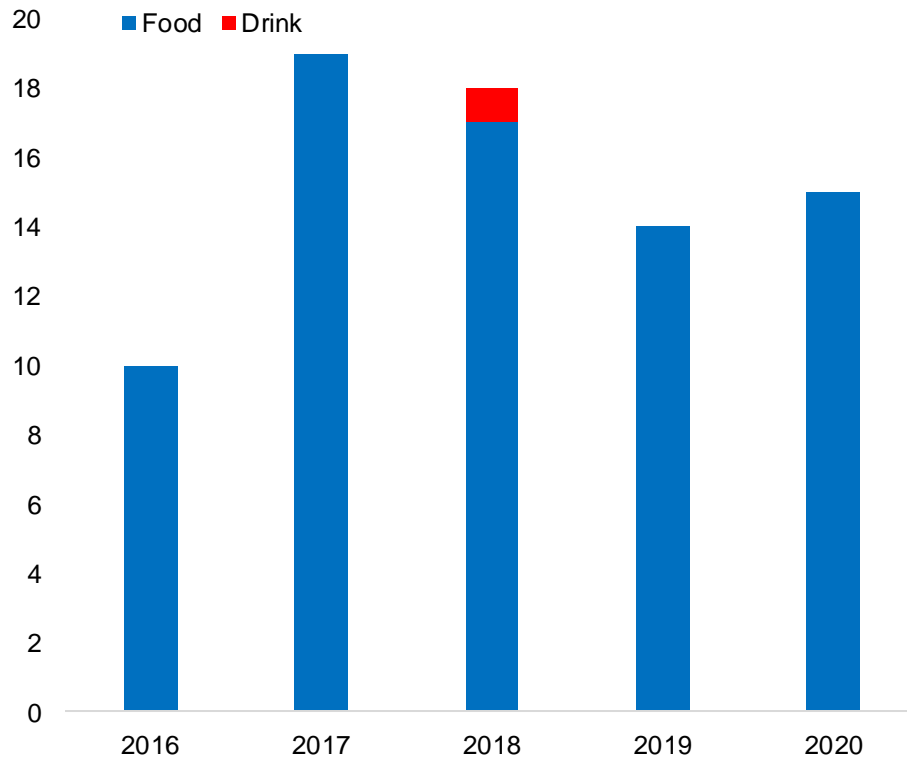
Top 5 categories, 2018-2020*:



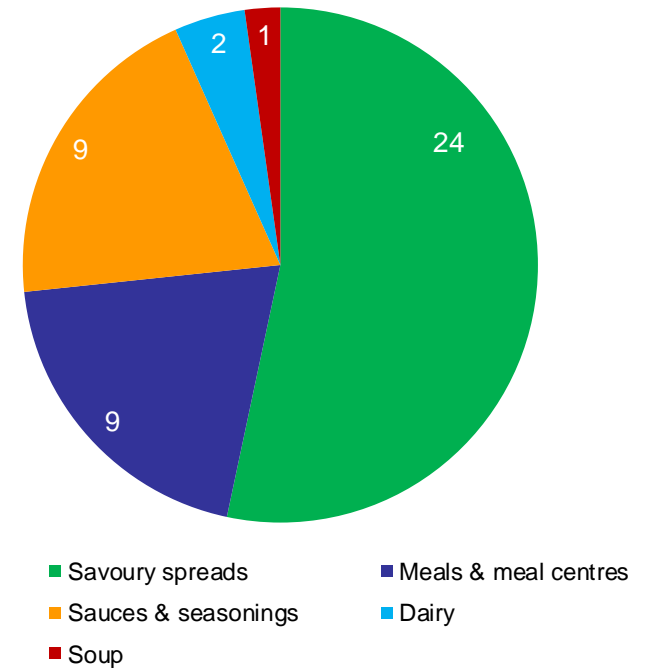
*Numbers indicate total launches within this category in this region

Market snapshot: Spain

Launches of food & drink products containing avocado in Spain, 2016-2020:



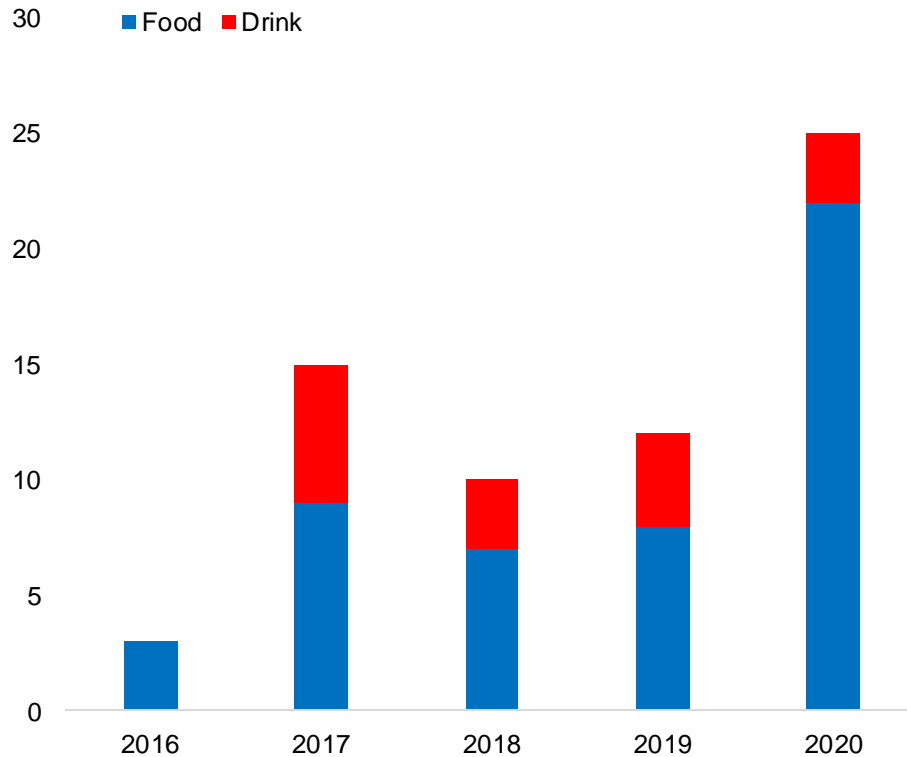
Top 5 categories, 2018-2020*:



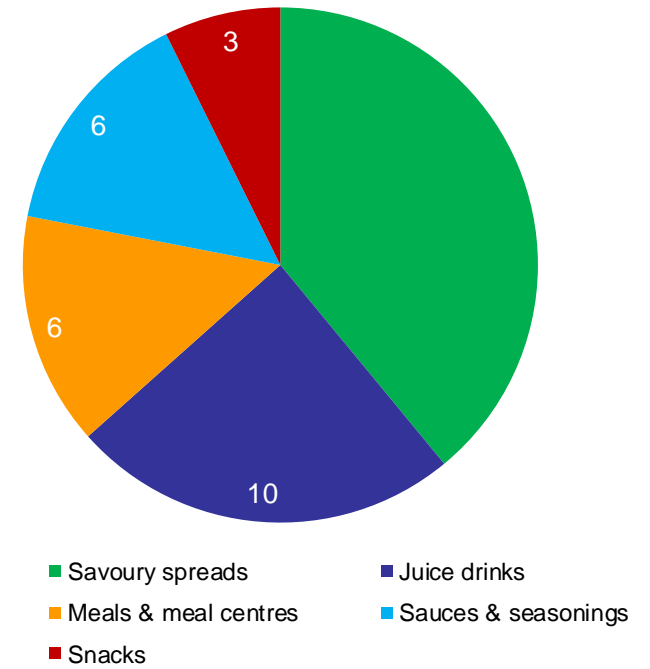
*Numbers indicate total launches within this category in this region

Market snapshot: Scandinavia

Launches of food & drink products containing avocado in Scandinavia, 2016-2020:



Top 5 categories, 2018-2020*:



*Numbers indicate total launches within this category in this region

Consumer research showing categories that best 'fit' with avocado – out of a total possible score of 24

Top categories that “fit” with avocado

