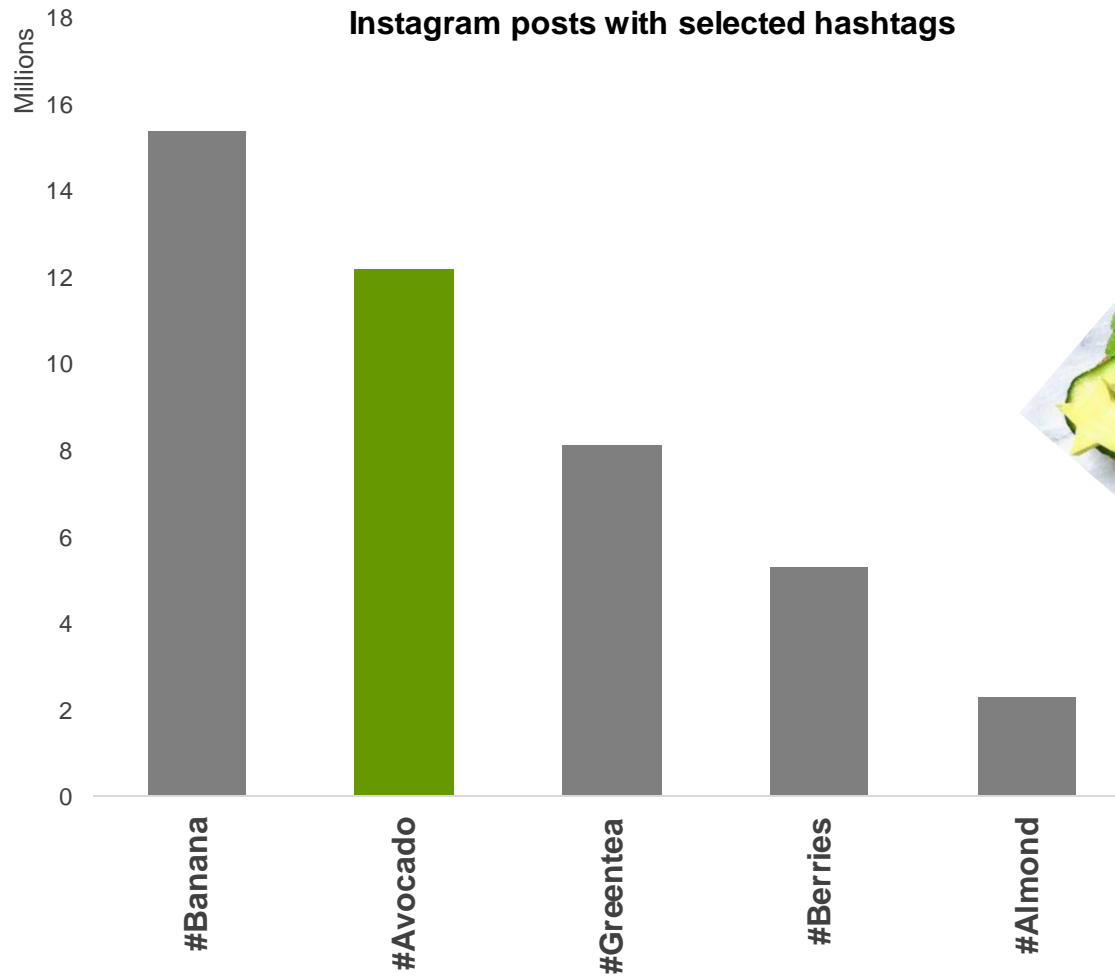


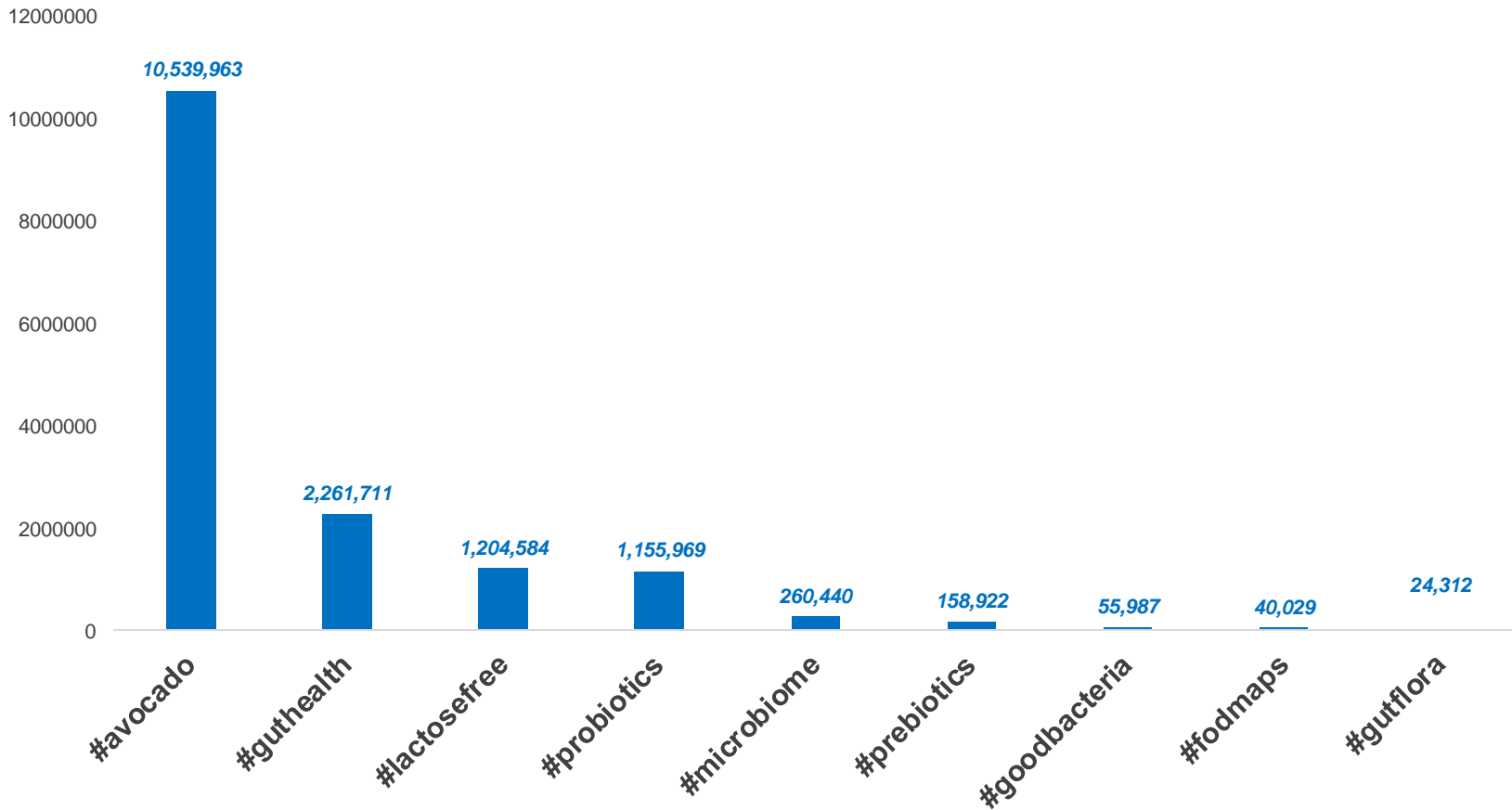
# AVOCADO – WHAT SOCIAL MEDIA TELLS US

Popularity of avocados as a fruit is well established. One of the most searched & posted foods on social media, praised for its many health benefits by health professionals, nutrition experts & lifestyle influencers



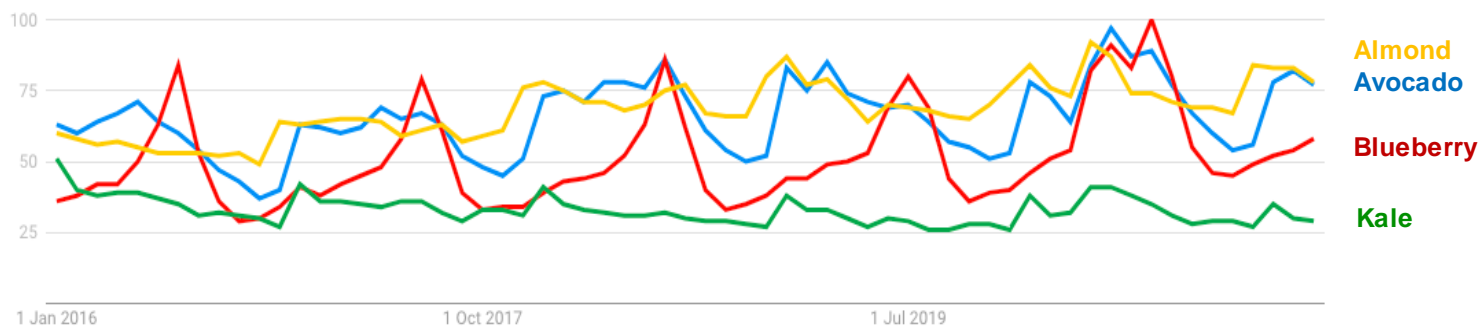
## Success comes from creating consumer 'pull' more than technology 'push'

Number of posts with specific hashtags on Instagram\*

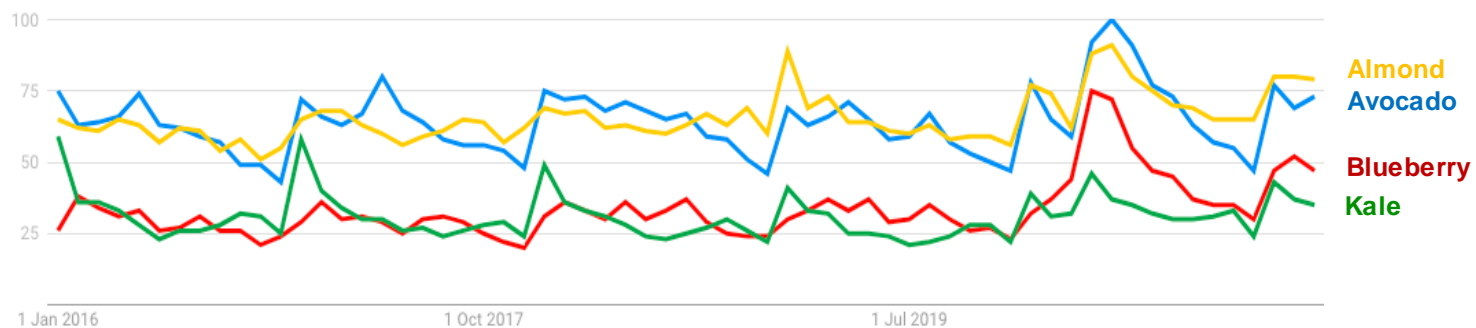


# Consumer interest in avocado in the US and UK is on par with that for other trendy health ingredients like almond and blueberry.

## Google searches for selected terms in the US, 2016-YTD:

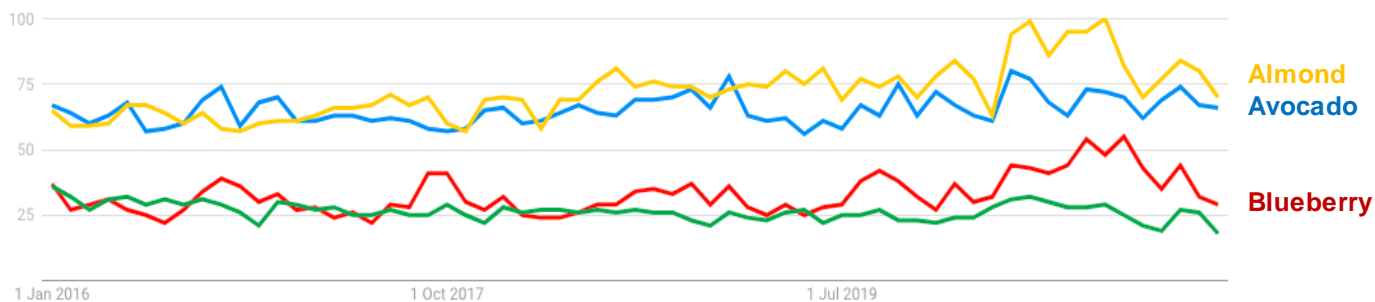


## Google searches for selected terms in the UK, 2016-YTD:

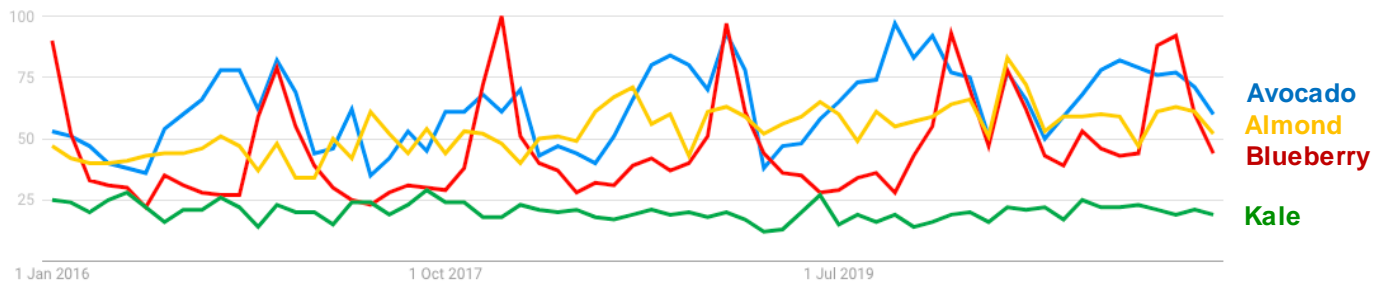


A similar trend can be seen in ANZ, where avocado popularity is high.

Google searches for selected terms in Australia, 2016-YTD:

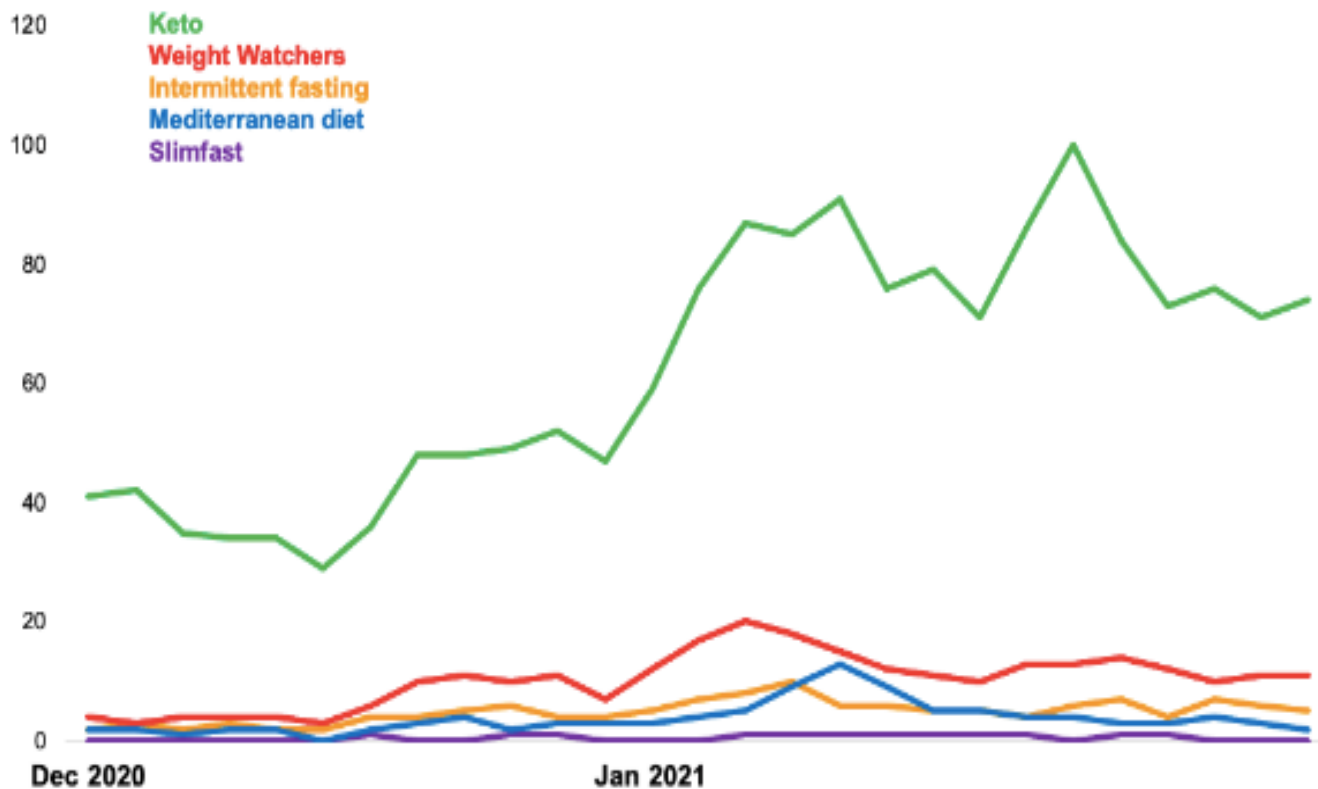


Google searches for selected terms in New Zealand, 2016-YTD:



Avocado is linked with weight wellness in consumers' minds – an underlying aspect of most people's daily eating decisions. Avocado is also a favourite ingredient in trending keto diets.

## US Google searches for various diets, December 2020–January 2021:



**Weight wellness is the over-arching driver of many consumer food choices and the driver of many trends, from keto diets (more fat) to sugar reduction, from more protein to fewer (and better) carbs, and even plant-based.**