

INDUSTRY SUMMARY



01

RESEARCH OBJECTIVES

- There is a need to increase the weight and frequency of avocado purchases, but bruising could be impacting the quality and delayed repurchase.
- To address this, this research has explored ways to maintain product integrity from shelf to home, including nine potential packaging solutions.
- This research evaluated these options for appeal and purchase impact, prioritized the strongest packaging solutions, and identified refinements to optimize them for launch.

02

RESEARCH METHOD

- A 15 minute online survey was conducted between 17th – 27th October 2025 to a nationally representative sample in Australia between the age of 18-75, who have bought avocados in the last 12 months.
- A total of 797 respondents, who were asked about purchase behaviour, as well as shown the packaging designs and asked if they like them as well as if it would increase purchase frequency and basket size.

03

PACKAGING DESIGNS

We explored 5 cardboard carry carton concepts and 4 multipacks, evaluating them on key criteria...

- Usage intent / Purchase intent
- Appeal
- Impact on basket size
- Impact on frequency

5 cardboard carry carton concepts



- **3 Pack** – Basic Design (image shown)
- **3 Pack** – No ‘Fresh or Free’ Claim
- **3 Pack** – Pop Pick Pack Protect graphic wording
- **2 Pack**
- **4 Pack**

4 Multipack concepts



- **Guac & Roll** – (image shown)
- **Brunch Multipack**
- **Entertaining Multipack**
- **Benchmark** – 5 pack multipack

04

KEY LEARNINGS & IMPLICATIONS

- Consumers are most concerned about **shelf-life**, **cost**, and **in-store** product quality (including bruising) when purchasing avocados. Bruising when transporting from shelf to home is a less salient tension to address.
- **1 in 2 Australians** are likely to use the **3-pack carry carton** (if provided for free & easy to use). Likely to impact average basket size for **1 in 5 Australians** & most likely with high frequency purchasers.
- The cartons are likely to be perceived as a ‘nice-to-have’ for added protection – worth adopting if **cost & convenience aren’t compromised**. If the carry carton were to cost the consumer **15 cents**, usage intent is likely to drop down to **1 in 3 Australians**.
- **The ideal carton**: a 3 pack carry carton (basic design) with recipes on the back of the pack instead of health benefits. The on-pack messaging would be ‘Slice, Dice & Smash’, and would be introduced for free, next to the avocados in-store, to introduce and entice as many consumers as possible.
- The **Guac & Roll multipack** shows promise & has potential to drive incremental purchases particularly with young **less frequent buyers** who typically only buy 2 avocados per shop. Appeal is driven by meal inspiration and helping with meal prep, though a need to ensure consistent product quality within the multipack to reassure buyers and enable recurrent purchases.
- Almost **3 in 10** (28%) intend to buy the Guac & Roll pack priced at **\$10**.