

California Avocado Branded Bag Program Drives Strong Retail Performance

During the 2025 season, the California Avocado Commission partnered with select shippers and a major national retailer to develop a California-branded bag for its bagged avocado product which was distributed and sold in select retail stores. While the California avocado origin has been included on other shipper and retailer bags previously, this partnership fully integrated the California Avocados brand, with the Commission able to directly influence the bag design and closely align it with the brand's consumer advertising creative and messaging. The results demonstrated that California-branded bag programs can help drive incremental sales and improve retail performance compared to the broader category, and therefore the program is being continued in 2026.

Overall, bagged avocados have experienced strong growth in recent years. In 2025, bagged avocado sales reached nearly one billion avocados in total U.S. retail volume, increasing 7.8% compared to 2024 and driving 8.1% dollar growth.* Building on the strong momentum of bagged avocados at retail, the goal last year and this year is to combine this rapidly growing format with the strength of California Avocados branding to drive even greater results.

The program ran for 11 weeks from July through September 2025 (ending September 28) and was implemented in select stores across the western United States. During this time, participating stores featured California Avocados branded bags designed to highlight California origin and leverage the strong shopper affinity for the brand.



CALIFORNIA BRANDED BAGS DRIVE TRIPLE- DIGIT SALES GROWTH

Where California-branded bagged avocados were carried, sales of small 6-count bags increased +213% in unit sales and +171% in dollar sales

Key performance highlights from the California Avocados branded bag retail program.



An example of the California Avocados branded bags at select retail locations highlighting California origin and growing practices.

Participating stores featured two California-branded bag formats: 6-count bags with small Hass avocados (PLU 4046) and 4-count bags with large Hass avocados (PLU 4225). Both formats prominently featured the California Avocados brand logo along with artwork from CAC’s advertising campaign, including the outline of the State of California. Packaging messaging highlighted the California origin and growing practices, including phrases such as “fresh from THE GROVE to you” and “LOCALLY grown, SUSTAINABLY farmed.” A QR code on the bag connected consumers to additional information about California avocados, while the reverse side clearly identified the fruit variety as Hass avocados.

Retail scan data from Circana showed that the partnership program delivered strong results, with bagged avocados driving category trends and participating stores outperforming their competitive market in year-over-year sales. These findings highlight the value of avocados carrying the California Avocados brand and the importance of having California avocados available to shoppers and readily identifiable at the point of purchase.

Key program performance highlights include:

- The participating retailer outperformed its competitive market by 8.1 points in bagged avocados unit growth¹ and 3.5 points in dollar growth
- 16.5% year-over-year unit growth for total bagged avocados in participating stores
- 6-count bag sales trends of 213% unit growth and more than 170% dollar growth

While distribution for the 4-count bags of large avocados was limited due to the retailer’s inventory needs, results were strong where the format was available. These bags were offered in 22.6% ACV² of the partner’s stores during the applicable period. Despite the lower distribution, this format delivered the highest sales velocity in stores where it was available, indicating strong shopper demand when the branded 4-count bags were offered.

The overall results demonstrate that California-branded bag programs can help drive incremental sales and improve retail performance versus the broader category. For California growers, stronger retail trends signal increased demand for California avocados. When retail sales strengthen, it creates additional opportunities throughout the supply chain and helps establish conditions needed to drive value back to growers. 🥑



California Avocados branded bag artwork designed by the Commission.

Footnotes

¹ Circana data defines “units” as sales of individual avocados or bags, regardless of size. Unit sales measure volume without regard to price.

² ACV: Circana and other data providers use a common measure of distribution in the retail industry called “All Commodity Volume” (ACV). ACV weights the volume of retail stores according to how much they sell of all products.

*Source: Circana Total U.S. MULO+, 2025 vs. 2024