

California Outpaced the Nation in Avocado Sales Growth During Cinco de Mayo

Strong California avocado supply helped meet robust Cinco de Mayo demand this season, with the California region leading category unit growth. During the week ending May 3, 2026, avocado unit sales increased 20% year over year in the region, more than double the 9% growth recorded across the rest of the U.S. The holiday week generated an additional 2 million units for the category.

Bagged avocados were a primary growth driver, increasing 28% versus the prior year and contributing more than 82% of incremental unit sales (1.7 million units). This holiday perfor-

mance highlights the importance of convenient grab-and-go avocado formats during major seasonal celebrations.

The source for this information is Circana, a syndicated data provider that provides analytics on customer behavior and retail sales. The Commission subscribes to this information to keep a pulse on retail avocado sales, to report trends and key analyses to California avocado growers and to use with retail customers to inform future programs. The Cinco de Mayo sales report helps growers because it reinforces the value of California avocados during one of the category's most important seasonal demand periods. 🥑

California Posts Double-Digit Cinco de Mayo Growth

California avocado unit sales grew more than 2x as fast as the rest of the U.S. during Cinco de Mayo 2026.



12 Million
Retail Units Sold

\$13 Million
Retail Dollars

82%
of Incremental Unit Growth
Driven By Bagged Avocados

Source: Circana, California vs. rest of U.S. MULO+, week ending 05-03-2026 vs. prior year