

Global Hass Avocado - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Global Hass Avocado Market size is estimated at USD 20.22 billion in 2025, and is expected to reach USD 26.17 billion by 2030, at a CAGR of 5.3% during the forecast period (2025-2030).

Hass avocado is the most popular variety of avocado in the world, native to Mexico and Central America, and is now grown in many countries globally. Mexico, Peru, Chile, California, and Colombia are the major avocado-producing countries in the world.

Mexico is the leading producer and exporter of Hass avocado. Driven primarily by export demand, Mexico's avocado production is forecast to increase five percent year on year in 2024 to 2.77 million metric tons. Data from Mexico's Agri-Food and Fisheries Information System (SIAP) indicate production reached 2.65 million metric tons in 2023, up four percent compared to the previous year. Production has grown steadily during the past ten years, mostly due to increasing demand from the United States and other export markets, as well as rising domestic consumption. Mexico produces three avocado types, with Hass accounting for 97% of the total output. Michoacan is Mexico's most productive state, accounting for 75% of the national output and 81% of the overall production value. Colombia and the Dominican Republic are also big Hass avocado producers. SIAP data put avocado planted area (i.e. area with mature, productive trees) at an estimated 257,571 hectares (ha) in 2023, up 2% from 2022 planted area of 252,133 hectares (ha).

While avocados are grown throughout the country, three states account for 90% of Mexico's avocado production - Michoacan with 73% of production, Jalisco with 12%, and the State of Mexico with 5 percent. Historically, Michoacan has been the leading avocado producing state, and until 2022 it was the only state eligible to export avocados to the United States. With the addition of Jalisco in July of 2022, there are now two states eligible for export of avocados to the United States. Per the Association of Avocado Exporting Producers and Packers of Mexico (APEAM), as of February of 2024, there are 58 avocado packing facilities in Michoacan

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approved for export to the United States, and 11 such facilities in Jalisco.

Hass Avocado Market Trends

Increasing Awareness Regarding the Health Benefits

Avocados are a nutrient-dense food that provides relatively many health benefits that include abundant nutrients (vitamins C, B5, B6, E, and K), potassium, folate, protein, and healthy fats. Seven of the nine grams of carbohydrates in a 100-gram serving are fiber, qualifying avocados as a low-carb food. The daily consumption of Hass avocado as part of a hypocaloric diet supports weight loss and helps to increase gut bacteria. An increased interest in plant-based and low-carbohydrate clean eating diets, such as the keto diet and paleo diet, also contributed to the increased demand for Hass avocados.

According to the Hass Avocado Board, the retail sales of fresh Hass accounted for USD 2.7 billion in 2022 which is higher than USD 1.96 billion in 2021. The Hass Avocado Board's (HAB) published retail recap indicated sales volume during Easter, Cinco De Mayo, and Memorial Day accounted for a combined 133 million units and nearly USD 160 million in retail sales. Avocado has become a favorite ingredient in many dishes (guacamole dip, salads, and sandwiches) and is now on the menu of several restaurants across the United States. The Avocado toast, a humble breakfast that was earlier eaten mainly in California and Australia, is now a trendy menu item in many restaurants around the world.

As per the Hass Avocado Board, every country of origin, with the exception of Mexico had higher volumes in 2022 vs 2021, California was up almost 6%, Chile was up almost 80% from the previous short year, Peru was up 46% for its highest shipment total to the U.S ever at 276 million pounds. And the newest player Colombia showed the largest percentage increase at over a 450% increase from 6.6 million to 36.8 million pounds in 2022.

Europe Dominates the Market

Within the avocado trade, the Hass variety is slowly taking over in the European market. The European market has the potential for expansion for the Hass variety. Avocados have a high market demand due to their nutritious nature and many applications. In the supermarket channel, the popular one is Class I Hass avocados. This main segment mostly concerns the Hass variety with standard retail requirements with certification and low pesticide residues.

Europe is dominated by Peruvian producers with an abundant supply of Hass avocados during summer. In the European winter, in Spain, Chile, Mexico, and Israel, Hass avocado dominates the market. Hass avocados are most in-demand in Europe due to their excellent ripening characteristics.

Hass avocados grown organically are especially popular in Germany. Avocados that are ready to eat are particularly popular in end markets that have a strong demand for convenience foods, such as northern Europe. The major Hass avocado end markets are France and the United Kingdom, with the Netherlands and Scandinavian nations having the greatest per capita consumption.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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