

Avocado sales in the U.S. market in the fourth quarter of 2017 were registered at a record US\$42 million, according to the Hass Avocado Board (HAB).

The figure marks a 28% increase over 2016, it said.

During Halloween week, strong growth rates were seen in all regions. Over Thanksgiving, 26 million avocados were sold (a four-year high), boosting sales to more than US\$32 million, while over Christmas, the volume of avocados sold continued to rise despite price increases.

Christmas dollar sales increased by 15%, generating a cumulative US\$38 million, and this figure was then surpassed over New Year.

"Sales during traditional holidays continue to outperform. Our Holiday and Events report indicates category sales growth for all holidays during the fourth quarter and across all regions of the U.S.," said HAB executive director Emiliano Escobedo.

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