

What are the Consumer Facts KPI Across Products and Markets?

	TOTAL	
	Year Ago	52wk to 19.6.22
Penetration (% of buying households)	91.4	91.8
Av Amt Spent (Purchase Val per Buying HH in \$s)	84.71	87.97
Avg. Purchase Vol per Buying HH (AWOP Kg)	22.8	22.6
Av. spend per Occ. (in \$)	2.93	3.04
Avg. Purchase Vol per Occ. (in Kg)	0.8	0.8
Avg. Occs. per Buying HH (Buying Occasions)	28.9	29.0

Country : Australia Category : HORT FRT VEG DRD FRTNUT CPS CT
Compared with Year Ago WE 20/06/21



consumer guided analytics +

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<https://www.harvesttohome.net.au/fruitmushroomnuts/latest-highlights/bananas>