Our mission

Our purpose is to fuel the already strong demand for avocados in Europe and to promote the consumption of Europe’s favourite superfood. We want to respond to European consumers’ curiosity to learn more about the avocado’s versatility whilst increasing awareness of its nutritional benefits. The WAO will do this by educating Europeans about the avocado’s nutritional content, as well as helping them select perfectly ripe avocados for the best taste possible.

Our prognosis

In 2015, the global production of avocados amounted to around 5.2 billion kilos. Global consumption is growing by approximately 4.6 per cent every year. Europe is the fastest growing market in the world and already the second largest consumer market in the world for avocados. In 2016, Europeans consumed more than 400 million kilos of avocados and by 2017, this number increased to 510 million kilos.