

mangoes



THIS TROPICAL FRUIT has some dedicated followers. Families with kids were more likely to buy mangoes than those without kids, particularly those with two or more children living at home. In fact, that group was one of the most likely to buy mangoes overall.

Hispanic shoppers and Asian consumers have been among the most likely to buy mangoes for the past six years. They were the most likely segments of the population to buy mangoes overall in *Fresh Trends 2020*.

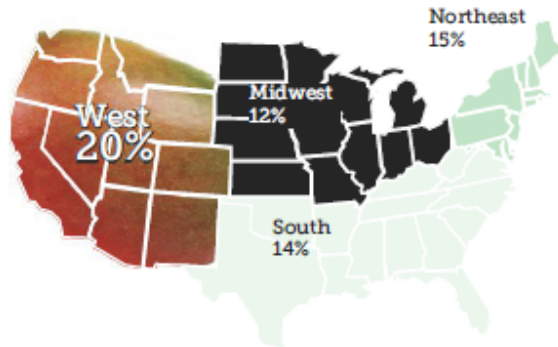
Probably because of access to the fruit, Western shoppers have been the top regional purchasers of mangoes for the past five years.

Nearly one-third of mango buyers said they selected organic fruit at least some of the time, up from 24% who said so last year. Organic-only purchases remained the same, with 13% of buyers saying they always bought organic mangoes in both 2019 and 2020. 🍌

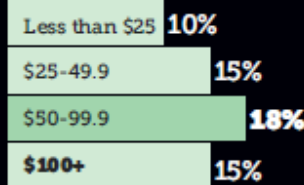
Likelihood of purchase based on ethnicity

White/Caucasian	12%
Black/African American	16%
Hispanic	28%
Asian	29%
Other	7%

Likelihood of purchase based on region

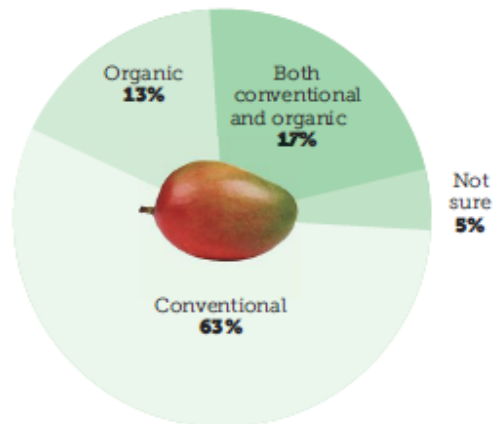


Likelihood of purchase based on household income*

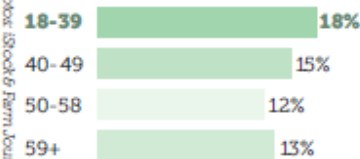


*Figures in thousands; Annual household income

Types of produce purchased (among those who bought this item)



Likelihood of purchase based on age*



*Considering primary household buyers

pmg organic 2020 **Mangoes**

OVERVIEW

Organic mango sales grew again by 4.6% in 2019, continuing their growth trend. As more consumers discover mangoes, the demand for both organic and conventional options is rising. Capitalize on the fruit's growing popularity to make organic mangoes a staple of your tropicals mix.

FRESH TRENDS 2020

14% of consumers said they purchased organic mangoes exclusively, up from 13% last year, while another 17% said they bought organic mangoes at least some of the time.

MARKETING TIPS

Offer sampling and demonstrations to familiarize shoppers with how to prepare mangoes and with their sweet taste. Encourage parents and children to add organic mangoes to their cart as a snack or a tasty addition to a school lunch bag. Cross-promote organic mangoes with other organic tropical fruits as well as with salsa fixings as mango salsa is a popular dish.

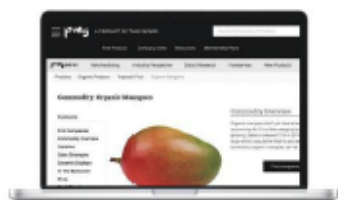







Photo: Farm Journal

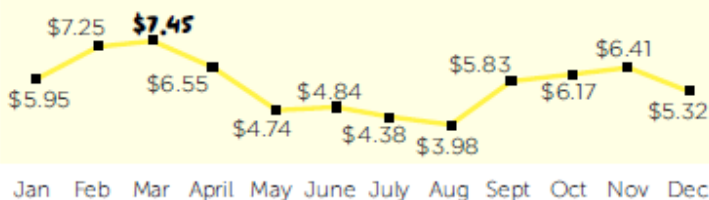
To see more online visit:
**ProduceMarketGuide.com/
produce/organic-mangoes**

	Sales	2018	2019
 Pounds sold		18.2% change from 2018	4,905,363
 Average retail price per pound		\$2.13	\$1.88
 Retail sales		4.6% change from 2018	\$9,243,635
 Dollar share of organic fruit		\$0.45	\$0.46
 Organic percent of retail mango sales			1.3%

Source: IRI

Organic monthly shipping point prices 2019

Shipping point prices include all locations, varieties and sizes tracked by the USDA.



DOS AND DON'TS

✓ DO: Keep mango displays short. While mangoes look sturdy, they can bruise easily and stacking can cause bruises.

✗ DON'T: Don't forget mangoes during Cinco de Mayo promotions.



A tip for dynamic organic mango displays



Offer trays of two organic mangoes to appeal to shoppers looking to just grab and go. The overwrapped tray also eliminates worries about cross-contamination with conventional fruit.