



MANGO
CONSUMPTION
SURVEY UPDATES
THROUGH
PERIOD 119

DECEMBER 2016

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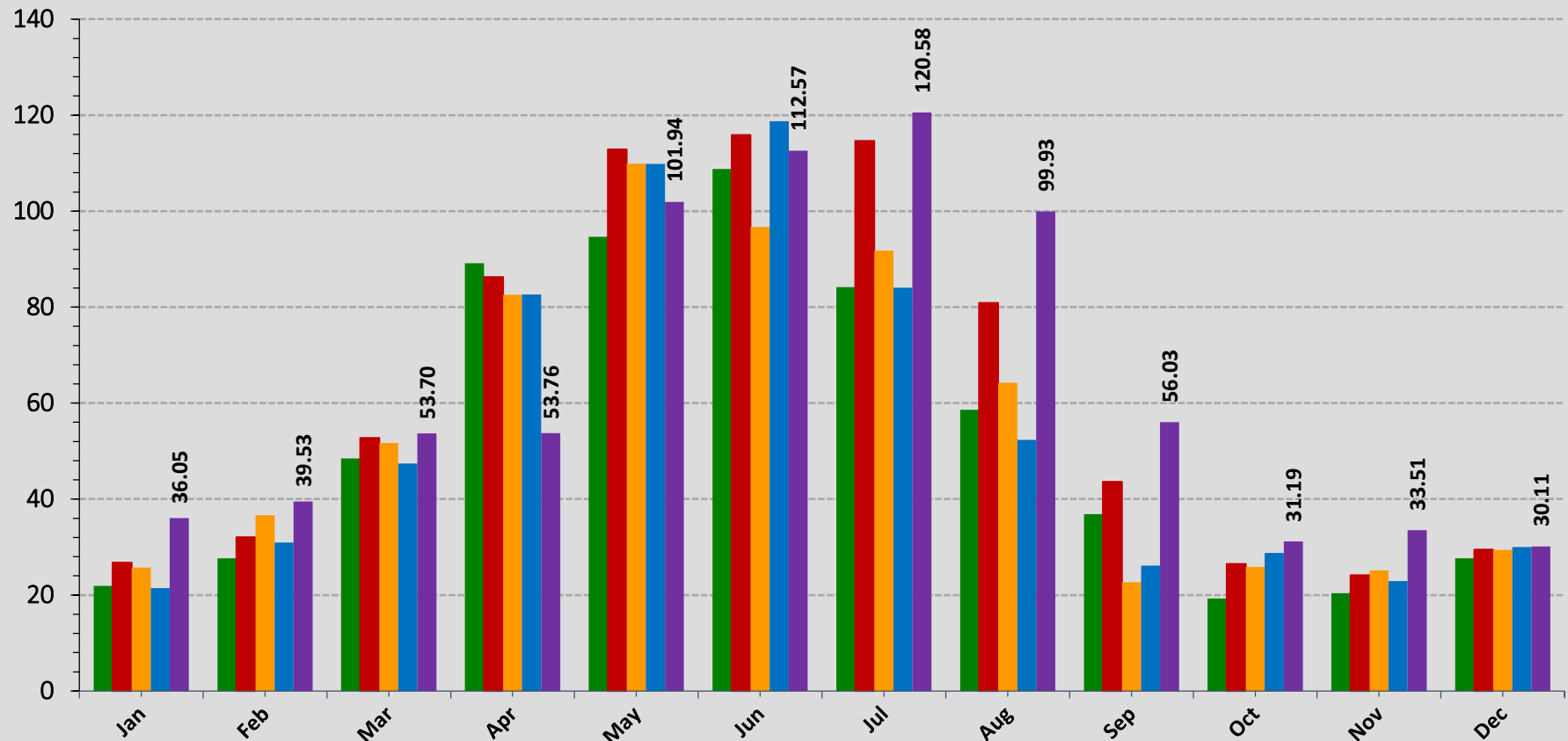
Report: MB#20161208



TOTAL U.S. WHOLE MANGOS PURCHASED MONTHLY (ESTIMATE)

Total U.S. Whole Mangos Purchased Monthly (millions)

2012 2013 2014 2015 2016

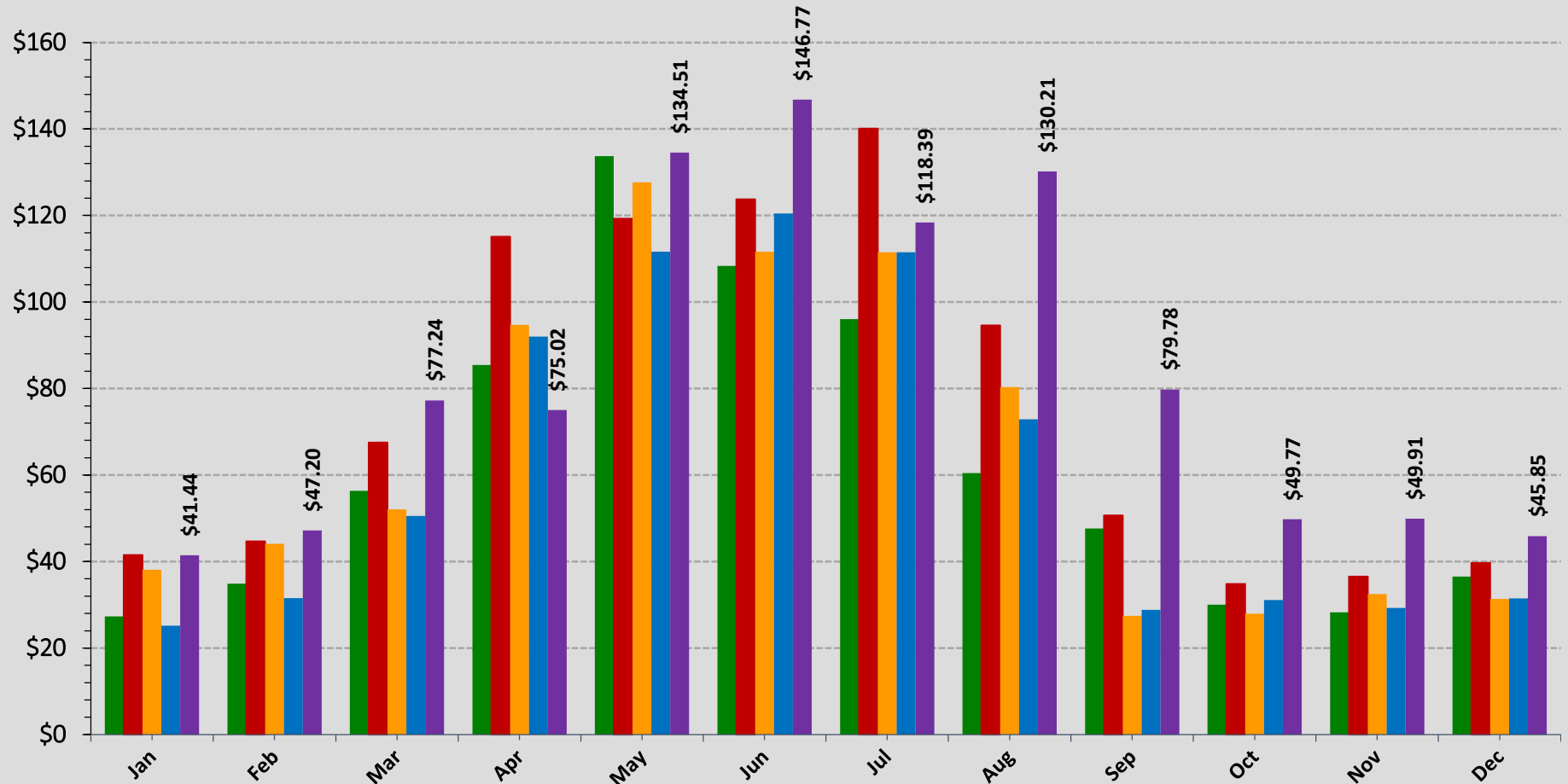




TOTAL U.S. WHOLE MANGOS SPENDING MONTHLY (ESTIMATE)

Total U.S. Whole Mangos Spending Monthly (\$ millions)

■ 2012 ■ 2013 ■ 2014 ■ 2015 ■ 2016

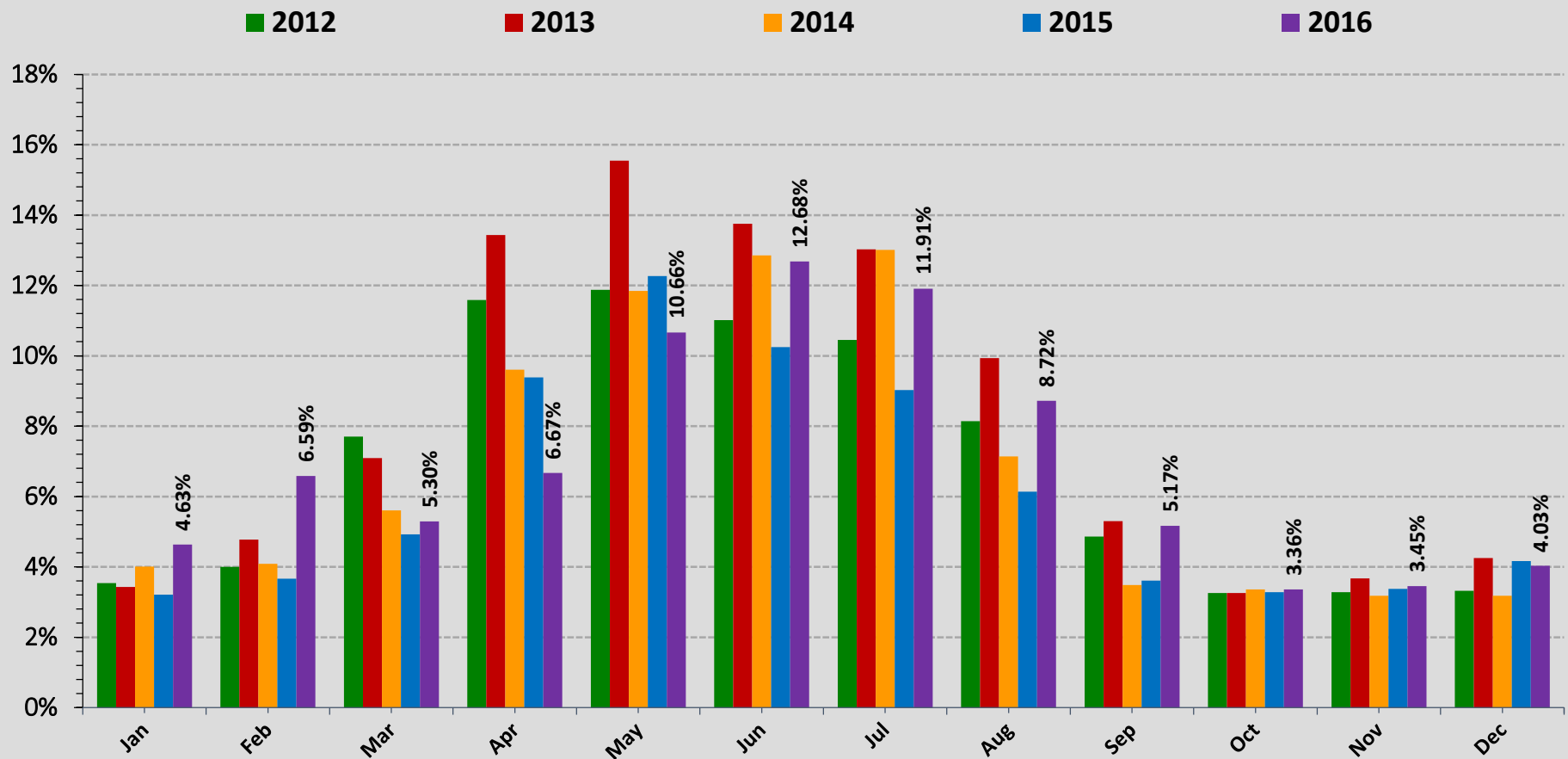


Source: NMB/Market Tools Consumer Panel Data and U.S. Bureau of Economic Analysis



MANGO MARKET PENETRATION

Percent of survey respondents buying mangos in a two-week period (% of respondents)

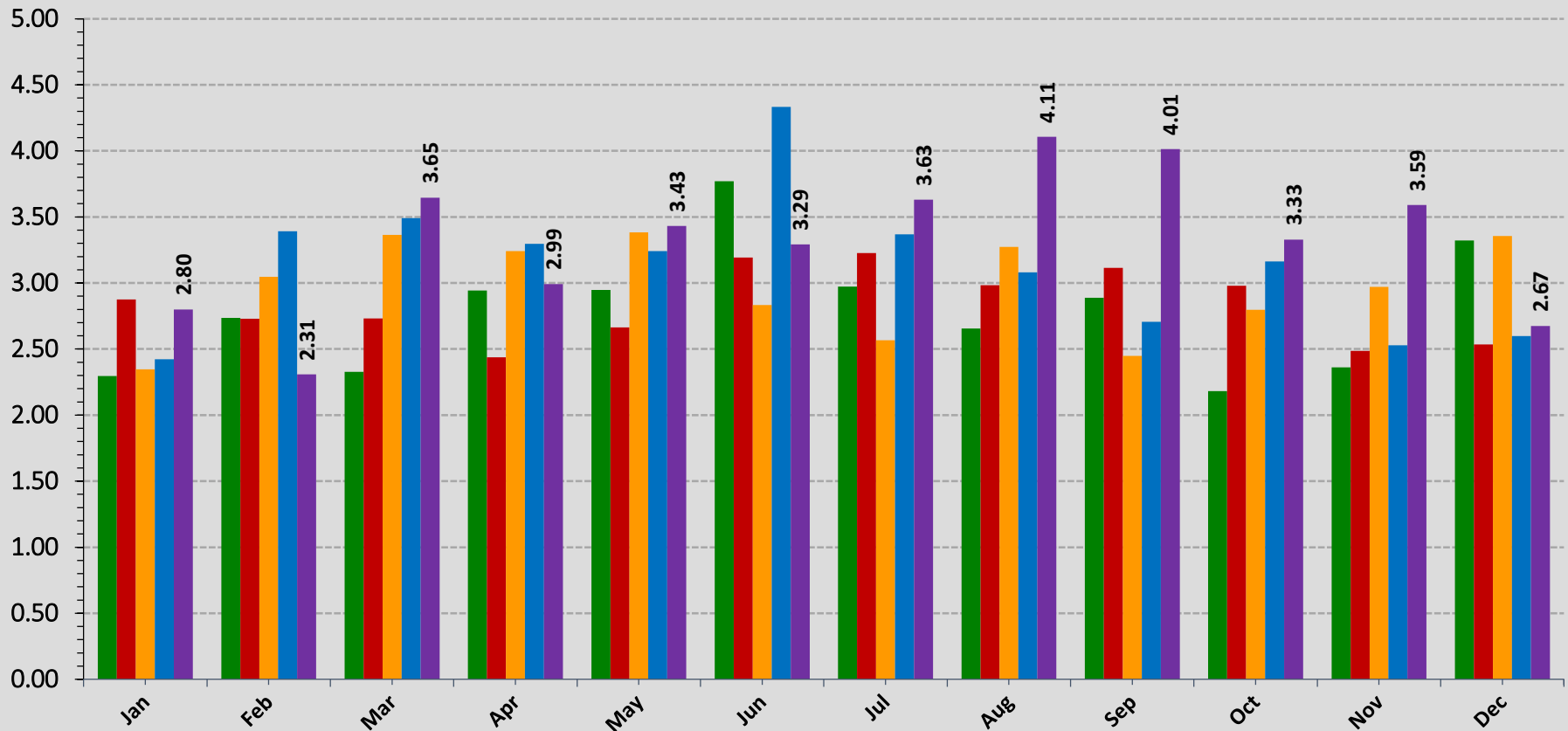




AVERAGE WHOLE MANGOS PER BUYER

Average number of whole mangos purchased per buyer in a two-week period (whole mangos/buyer)

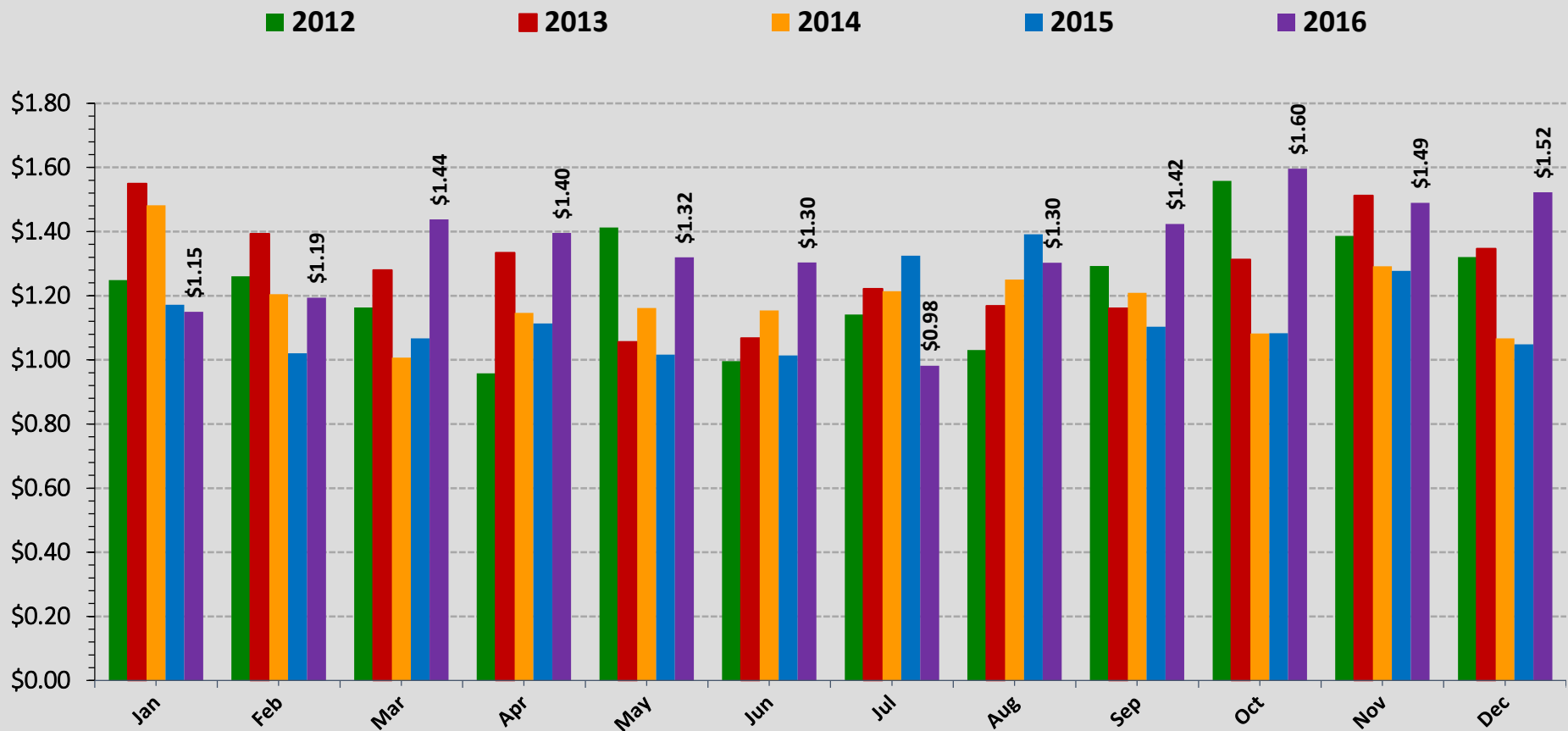
■ 2012 ■ 2013 ■ 2014 ■ 2015 ■ 2016





AVERAGE PRICE FOR WHOLE MANGOS

Average price paid per whole mango during a two-week period (\$ per whole mango)



Source: NMB/MarketTools Consumer Panel Data

