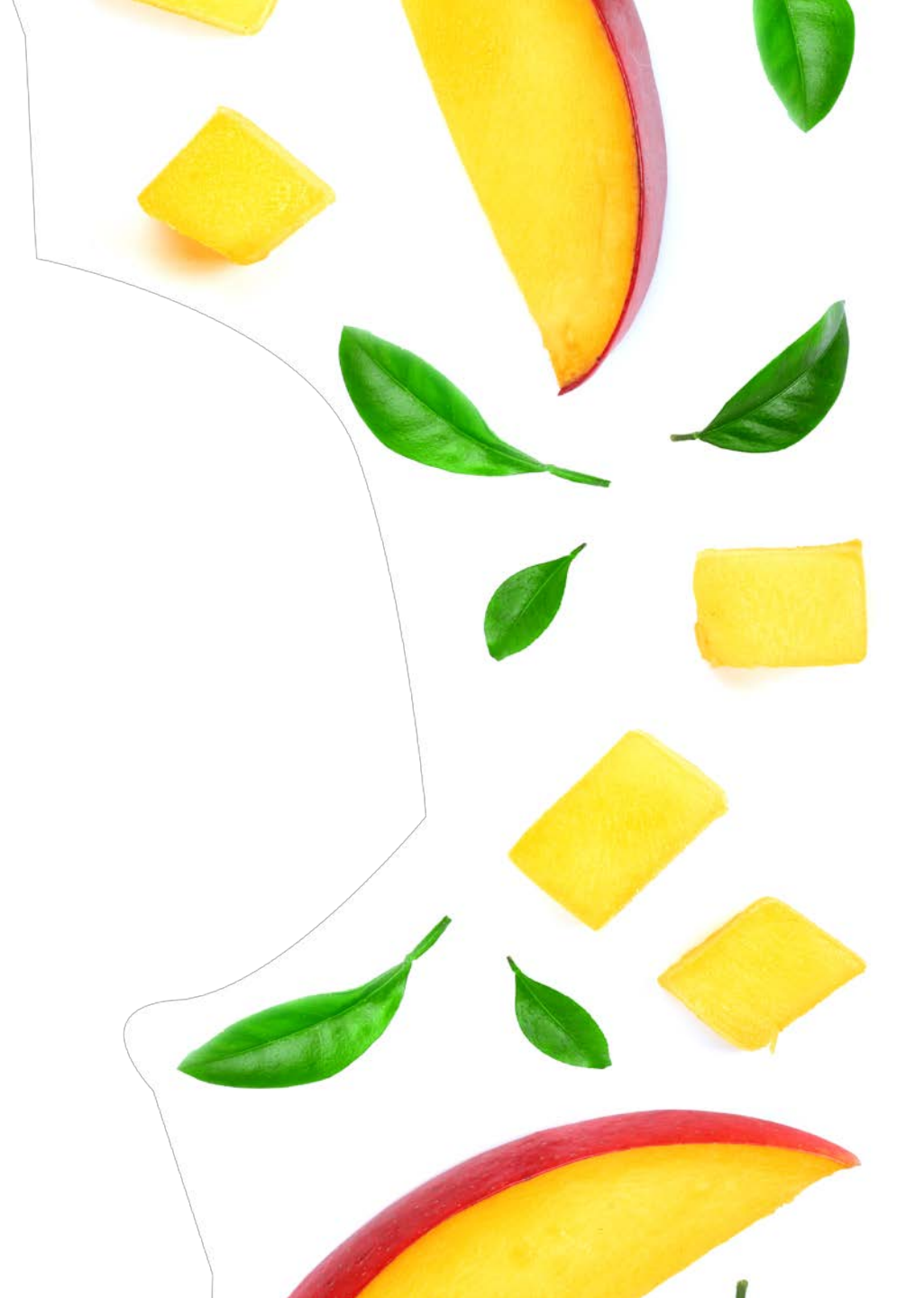




# MANGO CONSUMPTION SURVEY UPDATE THROUGH PERIOD 168

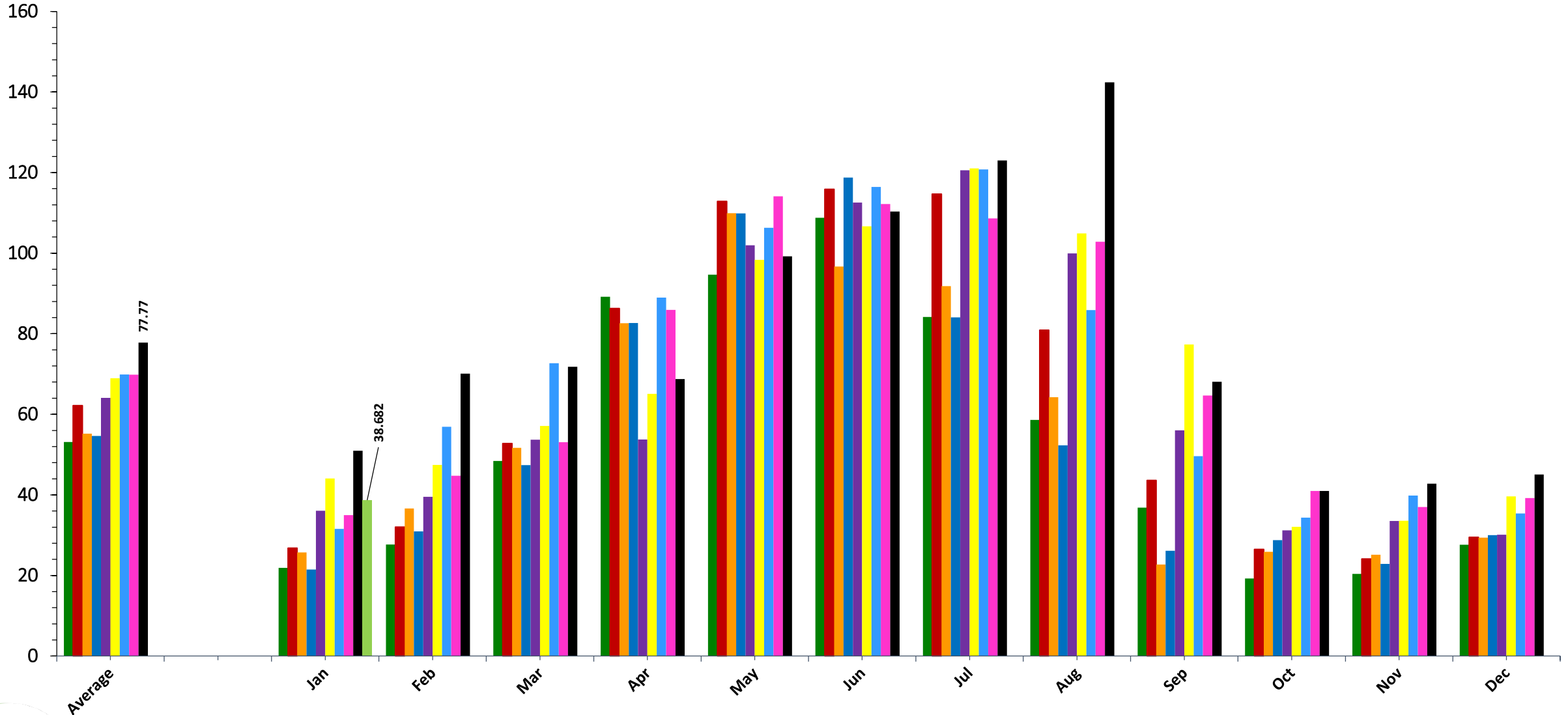
January 2021  
Dr. Ronald Ward  
Report: NMB #20210131



# Total U.S. Whole Mangos Purchased Monthly (Estimate)

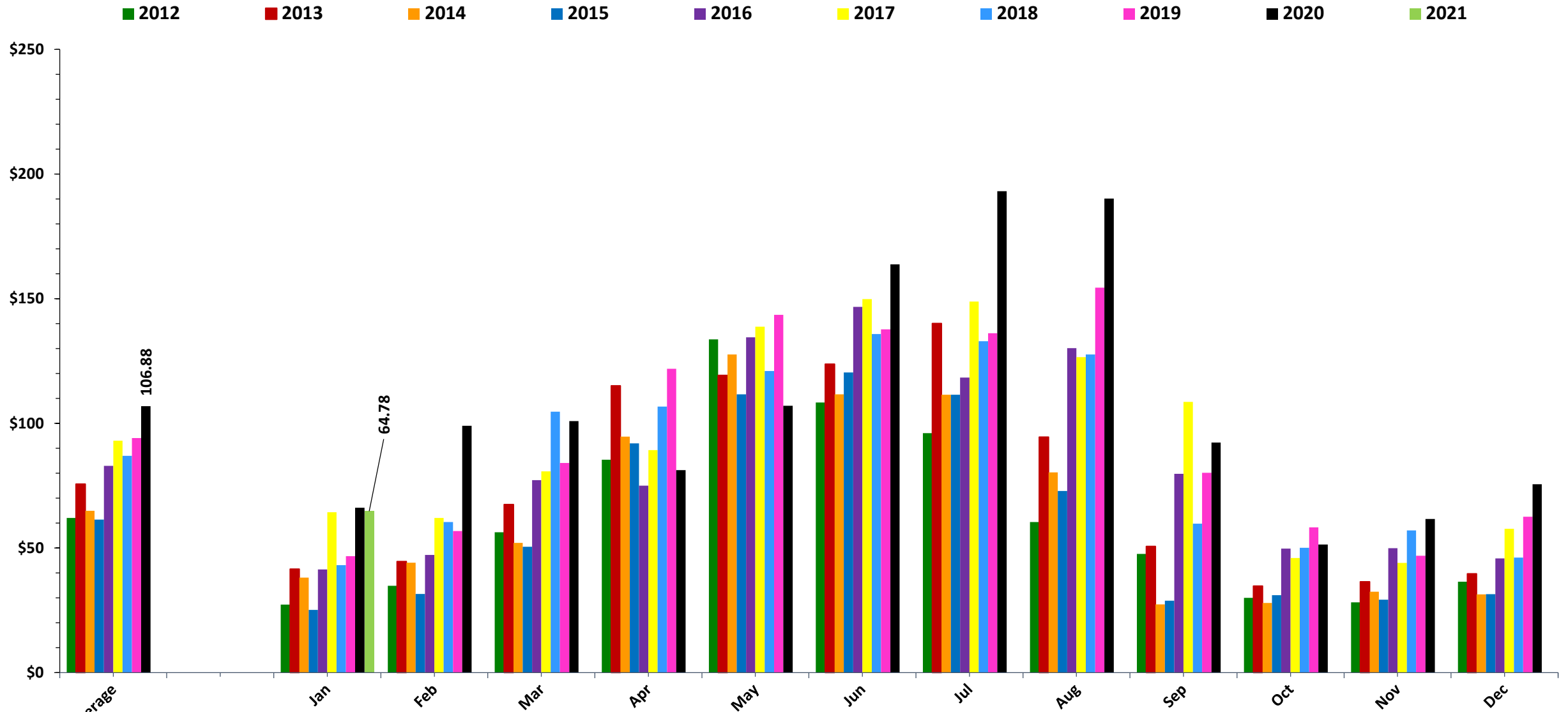
Total U.S. Whole Mangos Purchased Monthly (millions)

■ 2012   
 ■ 2013   
 ■ 2014   
 ■ 2015   
 ■ 2016   
 ■ 2017   
 ■ 2018   
 ■ 2019   
 ■ 2020   
 ■ 2021



# Total U.S. Whole Mangos Spending Monthly (Estimate)

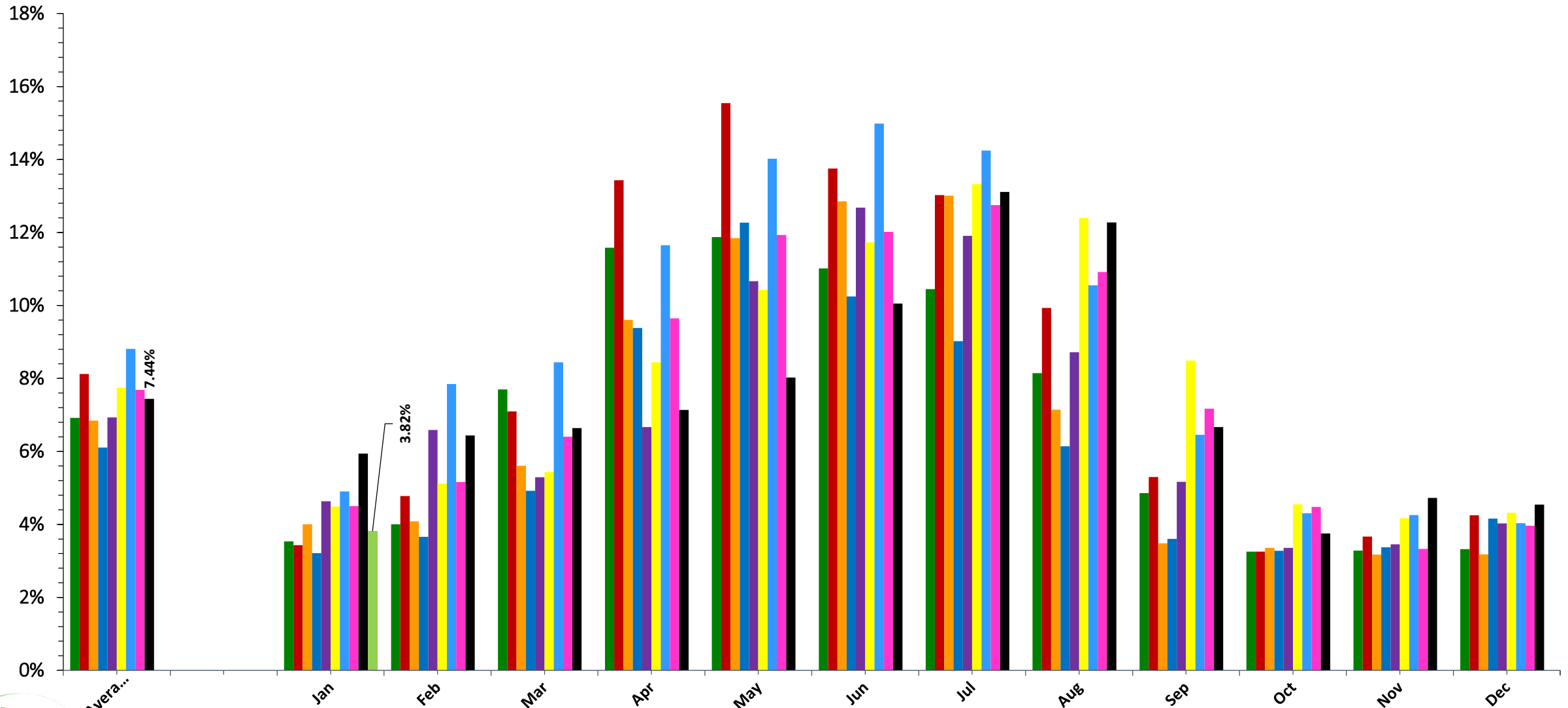
Total U.S. Whole Mangos Spending Monthly (\$ millions)



# Mango Market Penetration

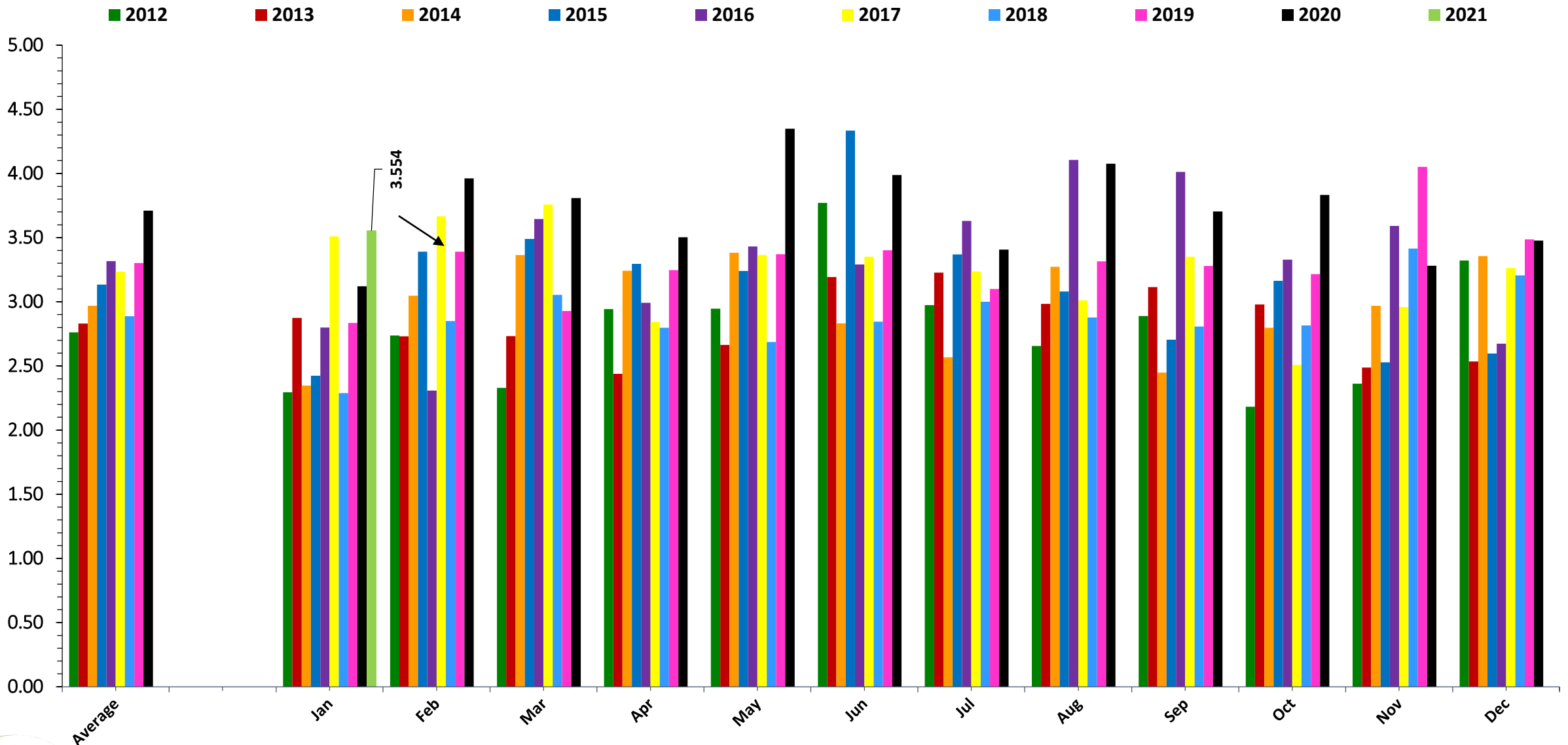
Percent of survey weighted respondents buying mangos in a two-week period (% of respondents)

■ 2012   
 ■ 2013   
 ■ 2014   
 ■ 2015   
 ■ 2016   
 ■ 2017   
 ■ 2018   
 ■ 2019   
 ■ 2020   
 ■ 2021



# Average Whole Mangos per Buyer

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



# Average Price for Whole Mangos

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

