



Contact: Angela Serna  
National Mango Board  
(407) 629-7318 ext. 113  
[ASerna@mango.org](mailto:ASerna@mango.org)

**2015 Mango Sales Data Shows Strong Results Nationwide**  
*Report highlights trends and opportunities in mango sales growth*

**Orlando, Fla (May 26, 2016)** – The National Mango Board (NMB) in collaboration with Nielsen-Perishables Group, released two category development reports to help retailers and mango industry members understand the trends and opportunities in mango sales growth. The Performance Benchmark Report and the Mango Market Development Index Reports are created using FreshFacts (registered) data, comparing 2015 mango scanner data to 2014.

The [Mango Performance Benchmark Report](#) breaks down mango sales, volume and pricing by quarter and sub-region, and dives into both organic and fresh-cut trends. The [Mango Market Development Index Report](#) ranks the nine sub-regions and 48 ScanTrack markets by mango sales per capita. Please visit each report for detailed information.

In addition, mango retailers can visit [mango.org/retail](http://mango.org/retail) and access an array of tools and resources such as point of sale (POS) materials, handling and merchandising tools and crop information at [mango.org/retail](http://mango.org/retail).



## 2015 MANGO PERFORMANCE

Mango dollars per store/week      Mango volume per store/week

2014 ▼ 8%      2014 ▼ 13%  
 2015 ▲ 6%      2015 ▲ 16%

## MANGO RETAIL PRICING

Average Retail Price ▼ 8% \$0.98 EA.	Promoted Average Retail Price ▼ 11% \$0.77 EA.	Non-promoted Average Retail Price ▼ 6% \$1.09 EA.
--	--	---



## FRESH-CUT MANGO

2015 FRESH-CUT MANGO SALES  
\$59.2 MILLION

▲ 29%  
FROM 2014

UP 47% FROM 2013!

## 96% OF STORES

in the Fresh Coverage Area data set sold fresh-cut mango at some point in 2015, which is the highest distribution on record

Eight out of nine sub-regions increased in both mango dollars and volume in 2015

- ▲ PACIFIC
- ▲ MOUNTAIN
- ▲ WEST SOUTH CENTRAL
- ▲ WEST NORTH CENTRAL
- ▲ EAST SOUTH CENTRAL
- ▲ EAST NORTH CENTRAL
- ▲ SOUTH ATLANTIC
- ▲ MID ATLANTIC
- ▼ NEW ENGLAND



### HIGHEST RANKED MARKETS FOR MANGO SALES PER CAPITA

- \* HOUSTON
- \* LOS ANGELES
- \* SAN FRANCISCO
- \* ORLANDO

The Pacific and New England sub-regions rank the highest while the East South Central and East North Central rank lowest

Fresh-cut mango dollars increased in 2015 in all nine sub-regions and in every quarter except Q1



### **About the National Mango Board**

The [National Mango Board](http://mango.org) is an agriculture promotion group supported by assessments from both domestic and imported mangos. The board's vision, to bring the world's love of mangos to the U.S., was designed to drive awareness and consumption of fresh mangos in the U.S. marketplace. One cup of the superfruit mango contains 100 calories, 100% of daily vitamin C, 35% of daily vitamin A, 12% of daily fiber, and an amazing source of tropical flavor. Learn more at [mango.org](http://mango.org).