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New Consumer Research Provides the National Mango Board with Insights on Consumer Behavior

Consumer research studies reveal information about consumer mango purchasing behaviors and key messages

Orlando, Fla (August 28, 2014) – The National Mango Board (NMB) conducts ongoing consumer research to explore consumer awareness, knowledge about mangos, buying habits, barriers to purchase and many other factors of consumer attitudes relative to mangos. Understanding consumer purchasing behavior is key to increasing mango consumption in the U.S.

In 2013, the NMB conducted an in-depth consumer attitude and usage study to better understand consumer purchasing behaviors. The overall goal was to measure consumer awareness and usage practices as they relate to mangos, and importantly, determine the extent to which shifts have taken place over time. In addition to tracking and updating who mango consumers are, why they buy the fruit, and what might encourage future purchases, the study also investigated health awareness and health perceptions toward mangos. Results highlight that overall, providing more information and education about mangos and keeping them in front of consumers at point-of-sale (POS) and in the media would help increase mango sales. Basic education is most needed by consumers since the research reflects not knowing how to choose and select a “good” mango, as well as what to do with it after purchase.

In 2014, the NMB conducted Qualitative Exploration Research, also known as focus groups, with small groups of mango buyers and non-buyers to provide direction on effective mango messaging. The study included discussions of mango associations, usage, likes and dislikes, and the buying or eating experience and then progressed through a series of messaging statements. The statements covered general, education, nutrition and sustainability messaging. Key findings include the overall positive mango associations with tropical and sweet; with nutrition being one of the strongest messages for consumers. Top interest was paid to “100% of daily Vitamin C in a single cup,” “20 vitamins and minerals” and “100 calories a cup.” Other opportunities for mango messaging include the lack of familiarity, not knowing what to do with a whole mango, and selection and cutting.

“Consumer research is vital to focusing our marketing strategies around the obstacles and opportunities that mangos present to consumers,” stated Megan McKenna, NMB Director of Marketing. “Armed with these findings, the mango industry can move forward with its outreach regarding mango selection, ripening, cutting, and usage since they continue to be the barriers to purchase.

To learn more about the 2013 Attitudes and Usage Study, 2014 Qualitative Exploration Research, and other consumer research please visit mango.org/retail/category-development-and-consumer-research.

About National Mango Board

The National Mango Board is an agriculture promotion group, which is supported by assessments from both domestic and imported mangos. The board was designed to drive awareness and consumption of fresh mangos in the U.S. The superfruit mango contains 100 calories, an excellent source of vitamins A and C, a good source of fiber and an amazing source of tropical flavor.



Mango availability per capita has increased 53 percent since 2005 to an estimated 2.87 pounds per year in 2013. Mango import volume for 2013 was 935 million pounds. Learn more at www.mango.org.