

August 29, 2011
Mango Purchase Database

Mango Consumption Survey Updates Through Period 54

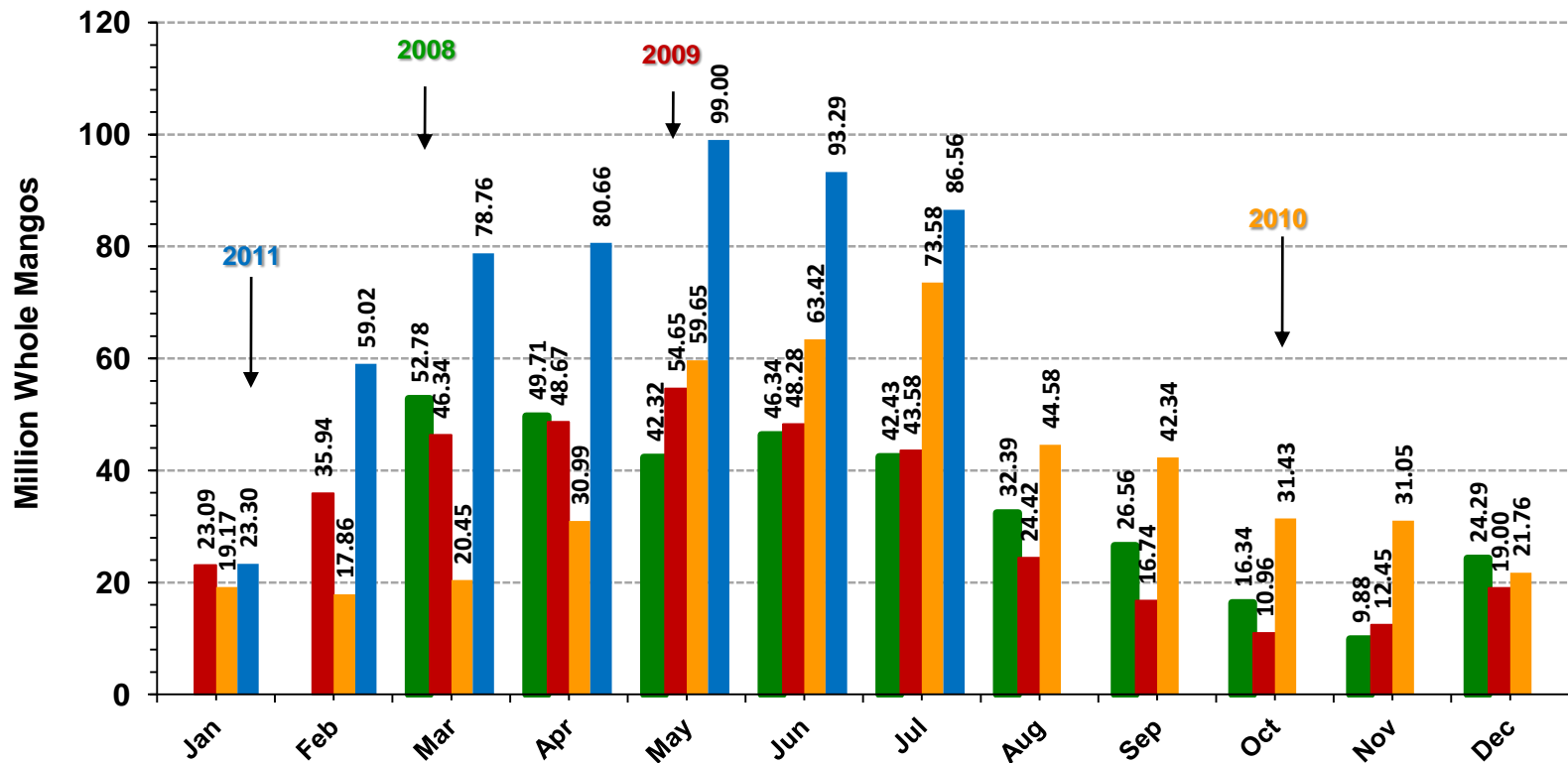
Dr. Ronald W. Ward

Report: MB#20110829



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

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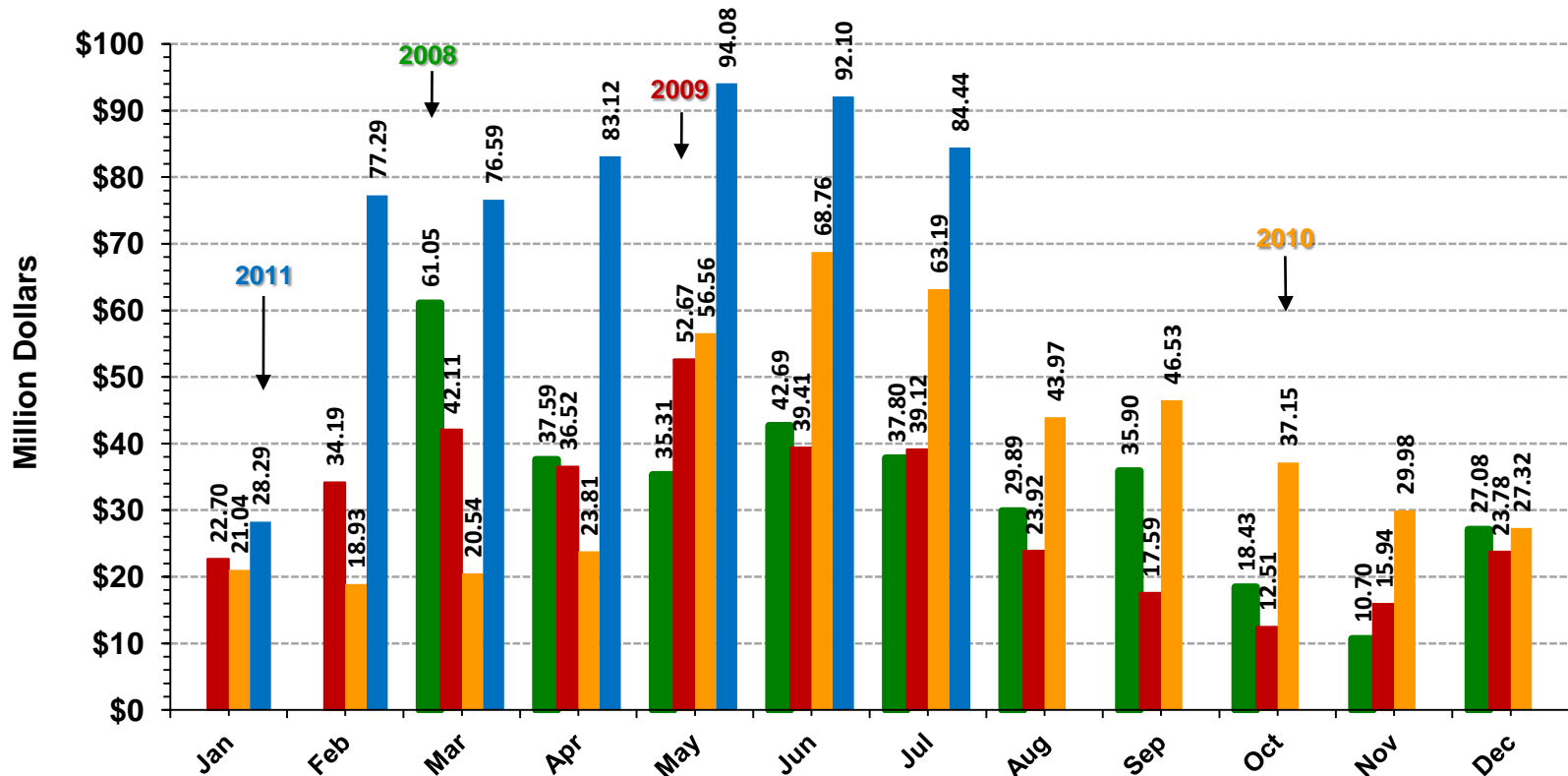


Source: NMB/MarketTools Consumer Panel Data and U.S. Bureau of Economic Analysis



Total U.S. Whole Mangos Spending Monthly (estimate)

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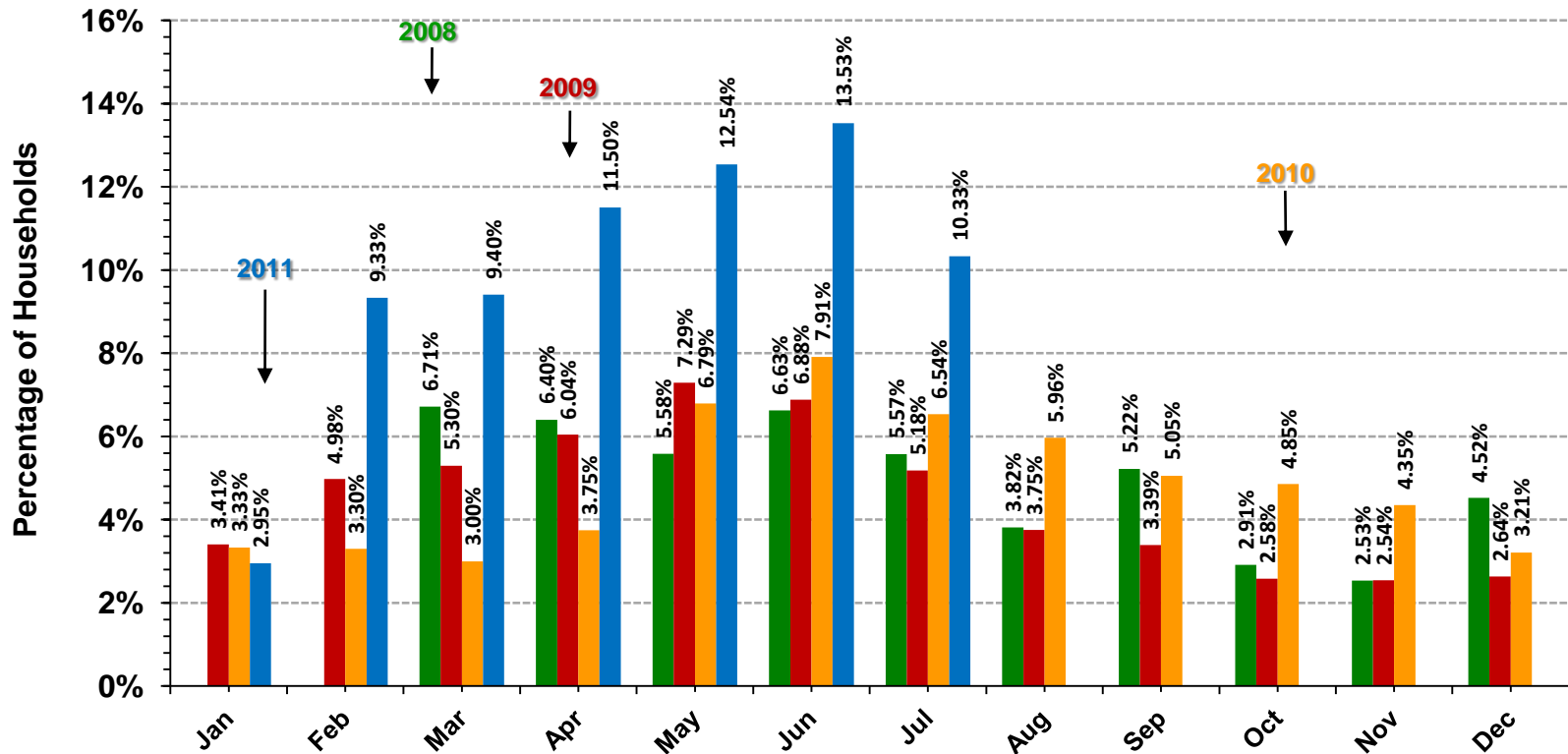


Source: NMB/MarketTools Consumer Panel Data and U.S. Bureau of Economic Analysis



Mango Market Penetration

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

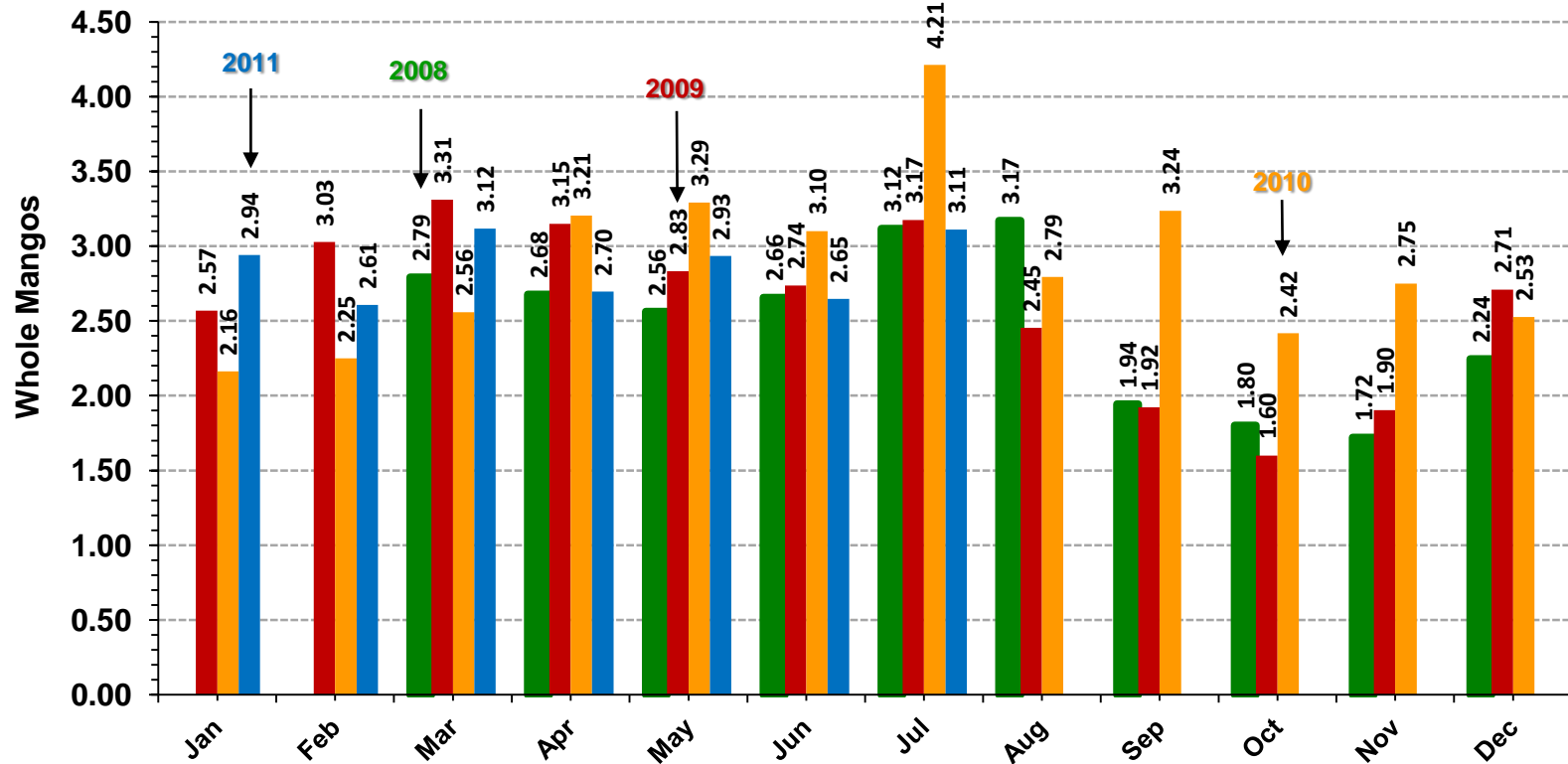


Source: NMB/MarketTools Consumer Panel Data



Average Whole Mangos per Buyer

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

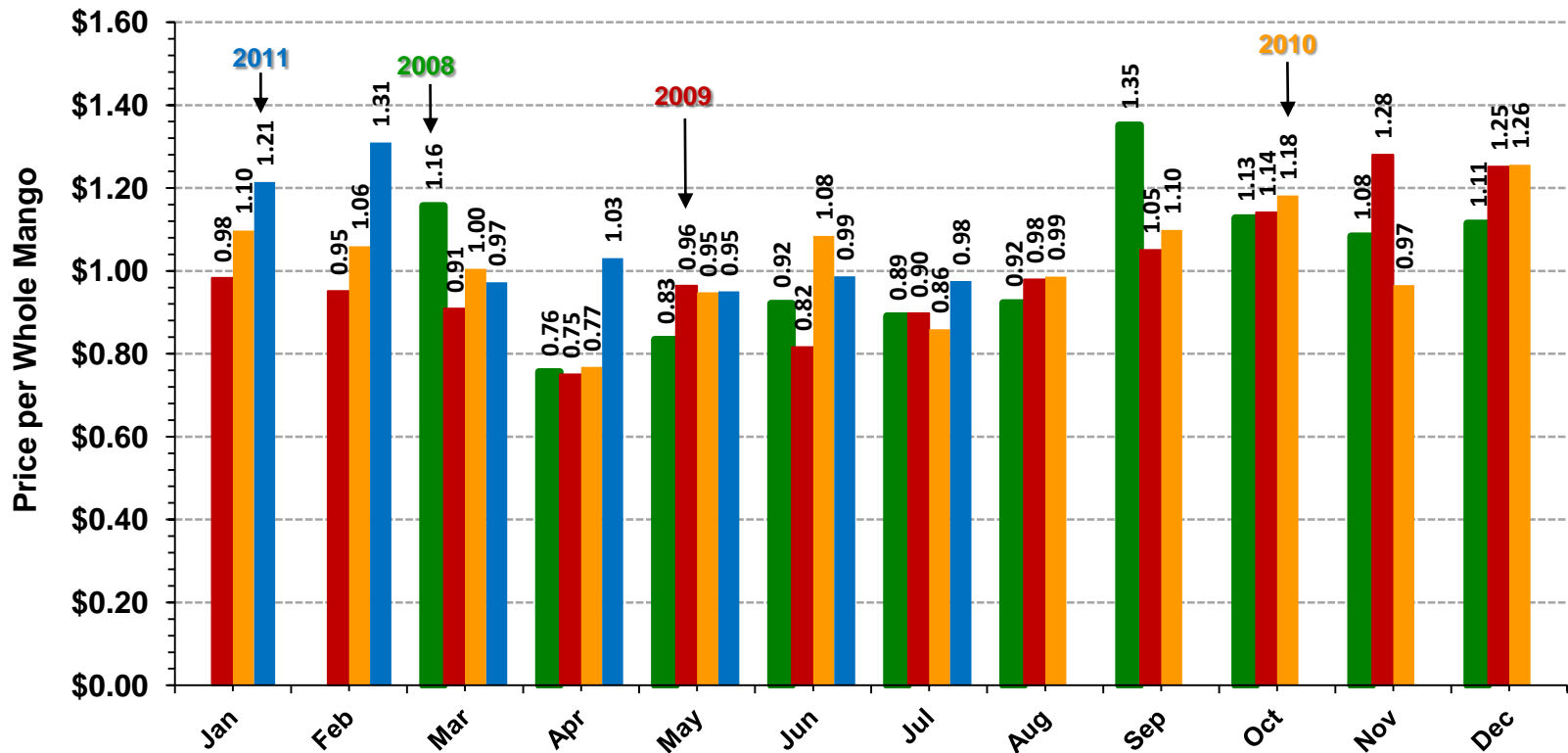


Source: NMB/MarketTools Consumer Panel Data



Average Price Paid per Whole Mango

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



Source: NMB/MarketTools Consumer Panel Data

