



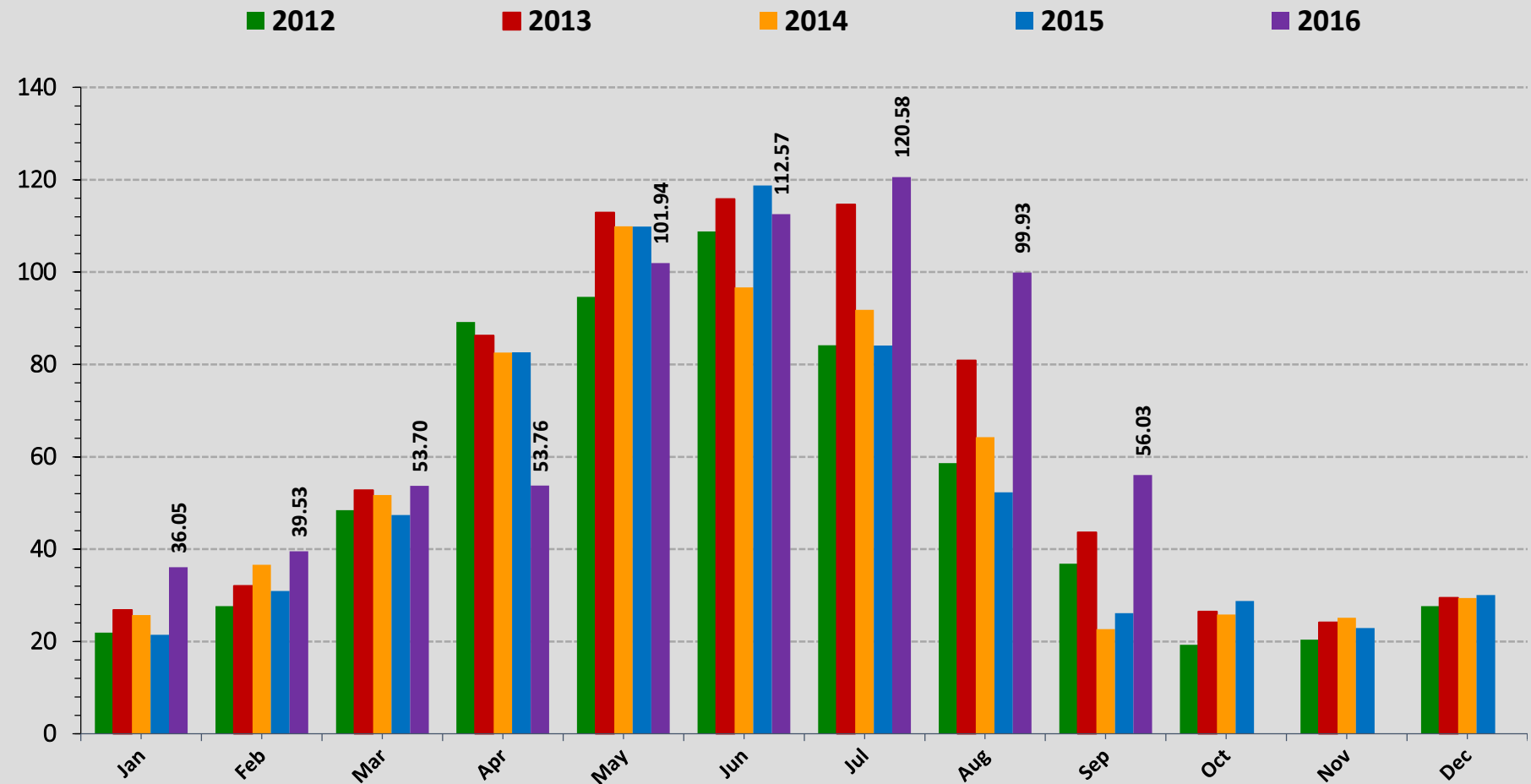
MANGO CONSUMPTION
SURVEY UPDATES
THROUGH
PERIOD 116
SEPTEMBER 2016

Dr. Ronald W. Ward
Report: MB#20160911



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

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

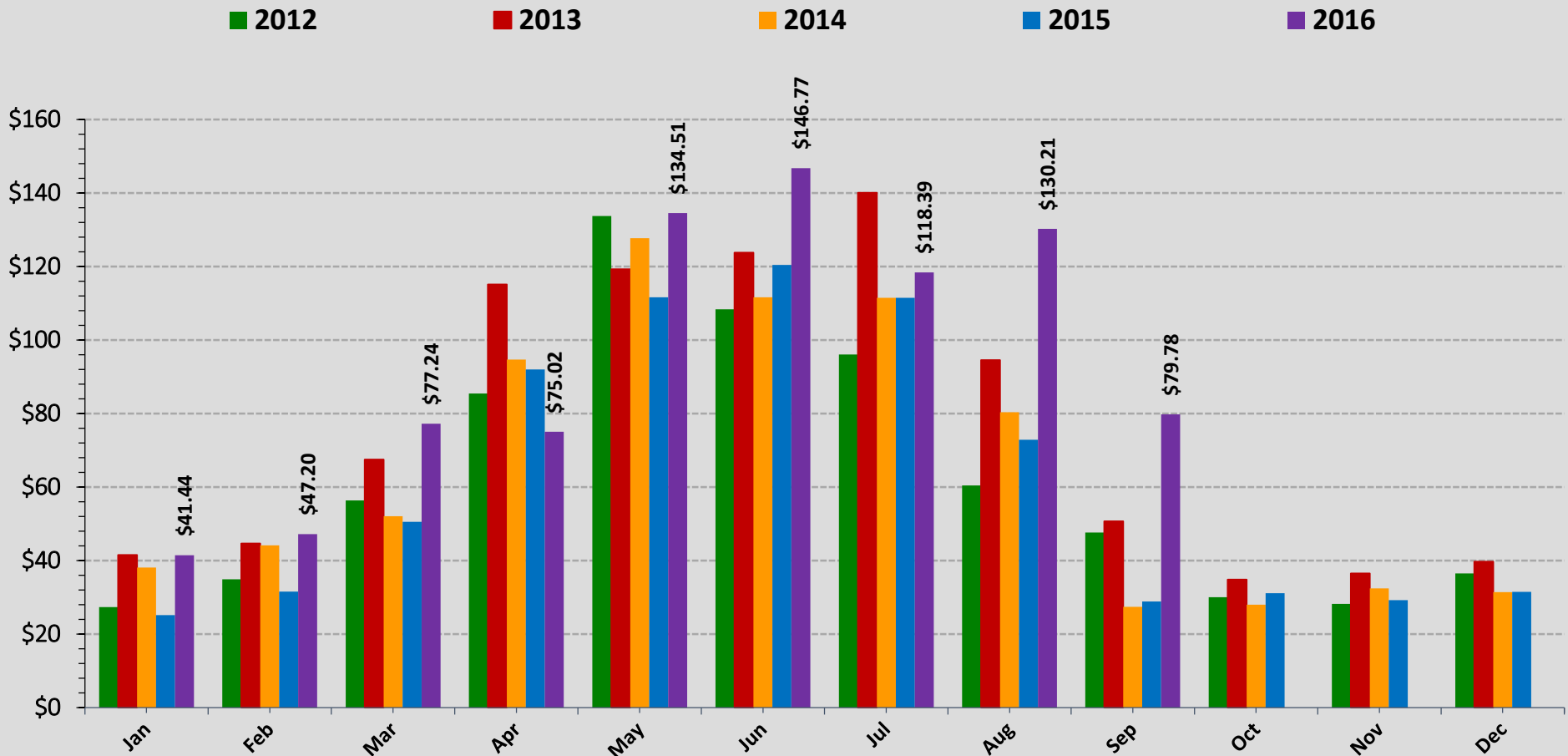


Source: NMB/Market Tools Consumer Panel Data and U.S. Bureau of Economic Analysis



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

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

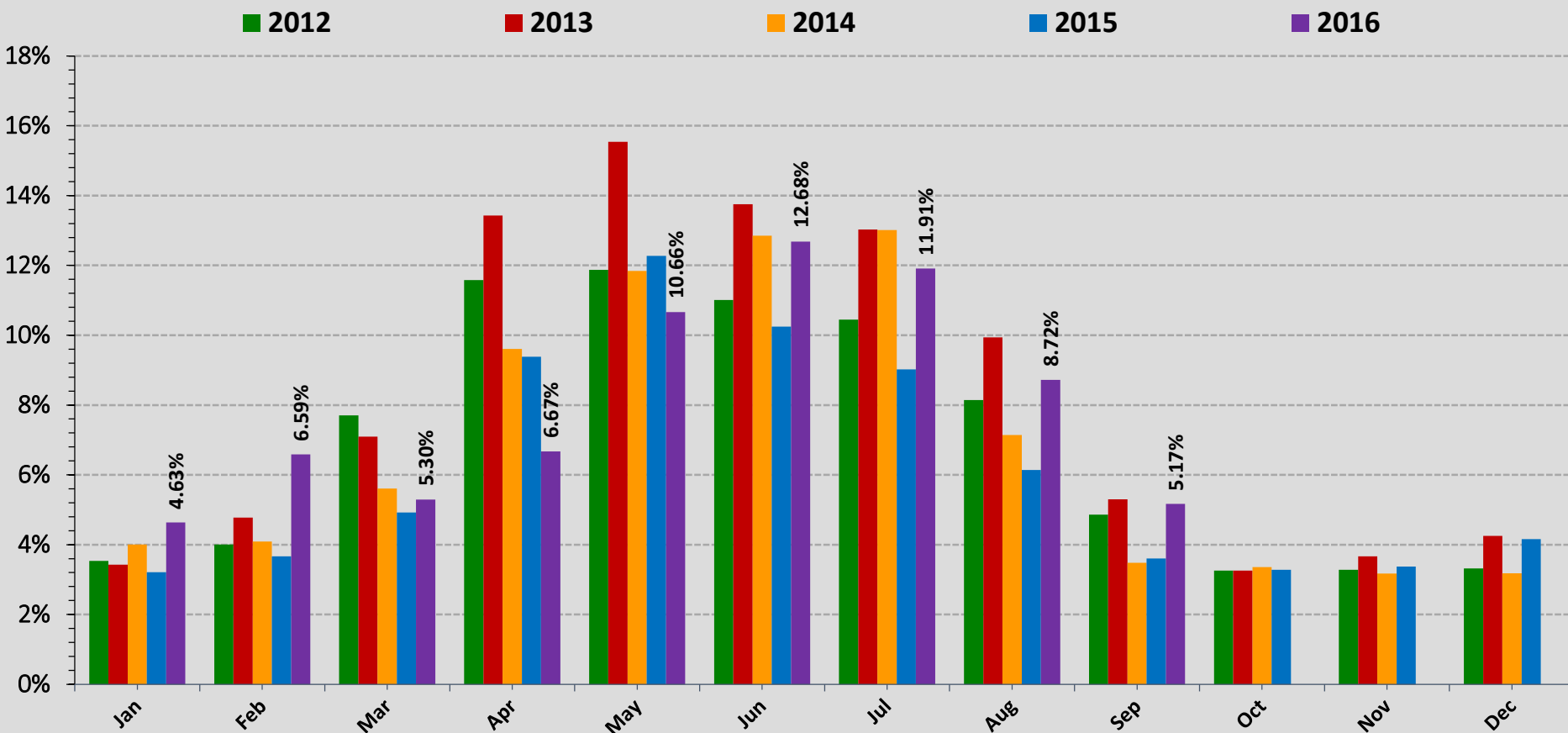


Source: NMB/Market Tools Consumer Panel Data and U.S. Bureau of Economic Analysis



MANGO MARKET PENETRATION

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

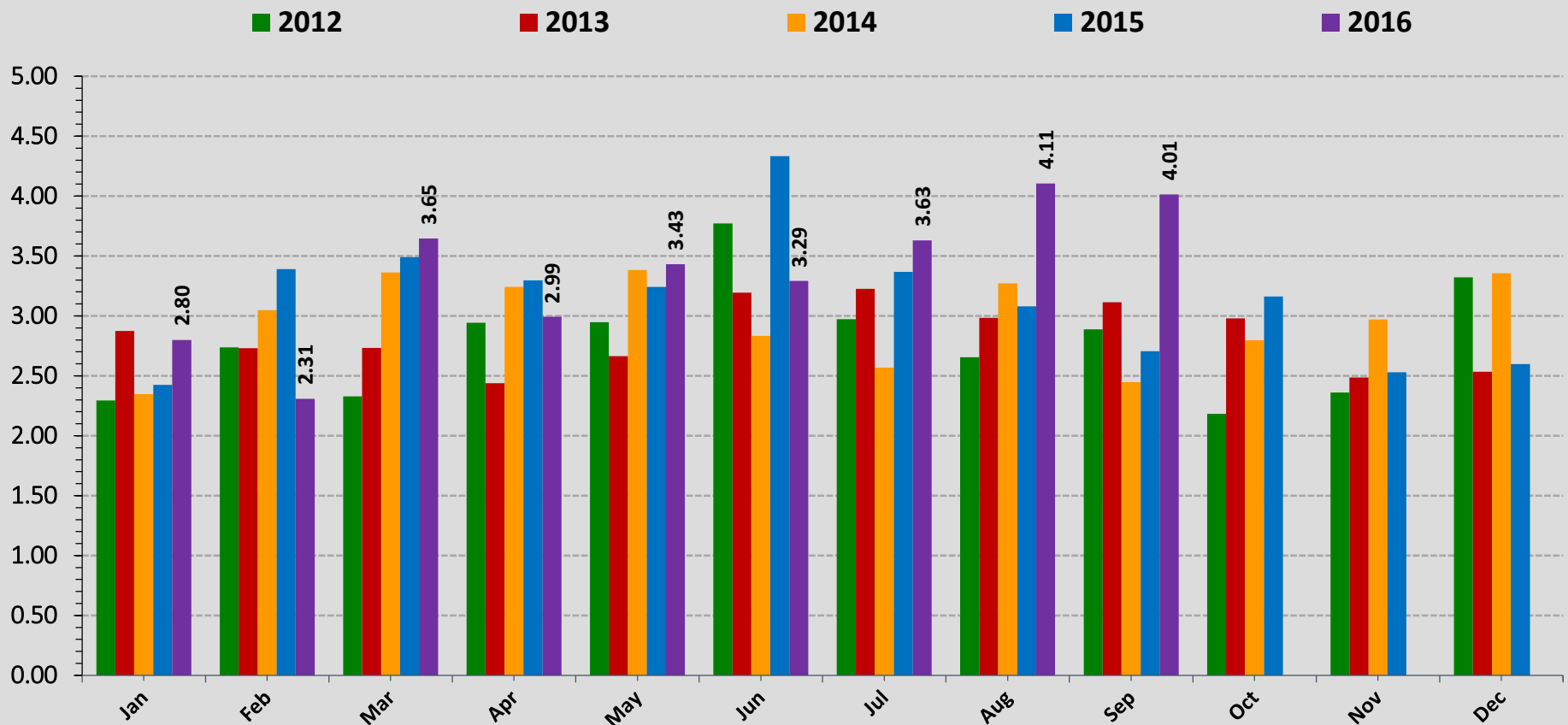


Source: NMB/Market Tools Consumer Panel Data and U.S. Bureau of Economic Analysis



AVERAGE WHOLE MANGOS PER BUYER

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

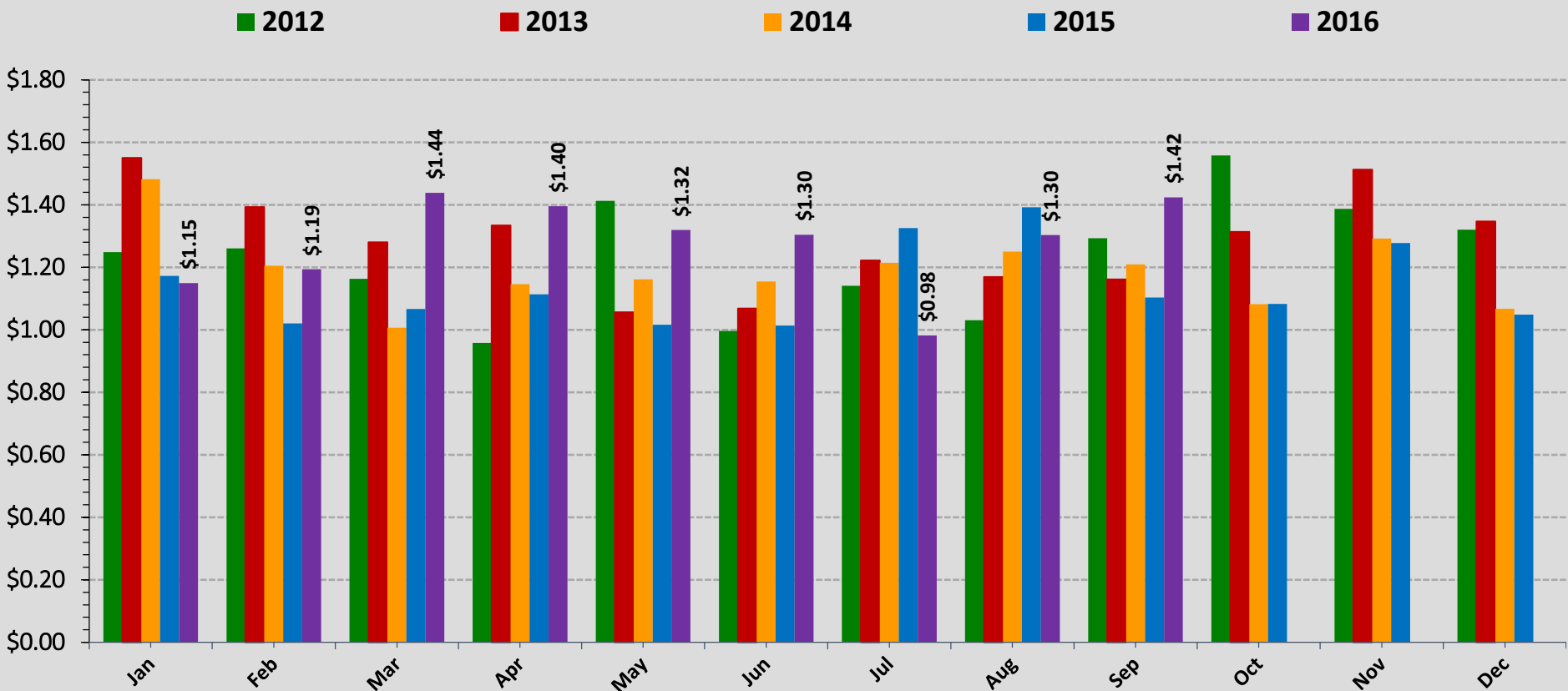


Source: NMB/MarketTools Consumer Panel Data

AVERAGE PRICE FOR WHOLE MANGOS



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



Source: NMB/MarketTools Consumer Panel Data

