



IMPACT OF DISPLAY LOCATION ON THE MANGO CATEGORY

The National Mango Board wanted to measure the sales impact of moving mangos from their typical location in tropicals to other positions in the produce department

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NMB tested two, high-traffic areas: one panel displayed mangos with seasonal stone fruit and a second panel placed mangos adjacent to avocados





STUDY PARAMETERS

- Products:
 - Mango category, all available PLU's
- Test Panels:
 - Panel A: Merchandised mangos with or adjacent to the seasonal stone fruit display
 - Panel B: Merchandised mangos with or adjacent to the avocado display
 - Control Panel: No change, merchandised mangos in the tropicals section
- Time Period:
 - Test period: Six weeks (July 15 - August 25, 2015)
 - YAGO period used for analysis: Six weeks (July 16 – August 26, 2014)
- Retailer:
 - Schnucks, 15 stores per panel, 45 stores total in test



KEY FINDINGS

- Displaying mangos with seasonal stone fruit resulted in a positive impact of 45% on both volume and dollars sales versus YAGO
- Placing mangos near avocados had little impact on sales
- Merchandising mangos with seasonal stone fruit generated significantly greater per store per week volume and sales, compared to the Avocado Panel, the Control Panel and prior year sales
- Placing mangos with seasonal stone fruit increased the number of mango transactions by nearly 40% versus YAGO
- Stone fruit sales and volume also benefitted from mangos being placed adjacent



A glass jar filled with mango pulp sits on a wooden table next to a whole, ripe mango. The background is a soft-focus green, suggesting an outdoor setting. A semi-transparent grey box is overlaid on the image, containing the text.

Recommendations

- During the summer months, merchandise mangos toward the front of the produce department with seasonal stone fruit to increase mango category sales
- Displaying mangos in the front of the produce department with seasonal fruit throughout the year will likely result in year-round mango category sales increases

TEST PANEL EXAMPLES

Panel A
Mangos With
Stone Fruit



Panel B
Mangos With
Avocados



Control
Mangos In
Tropicals

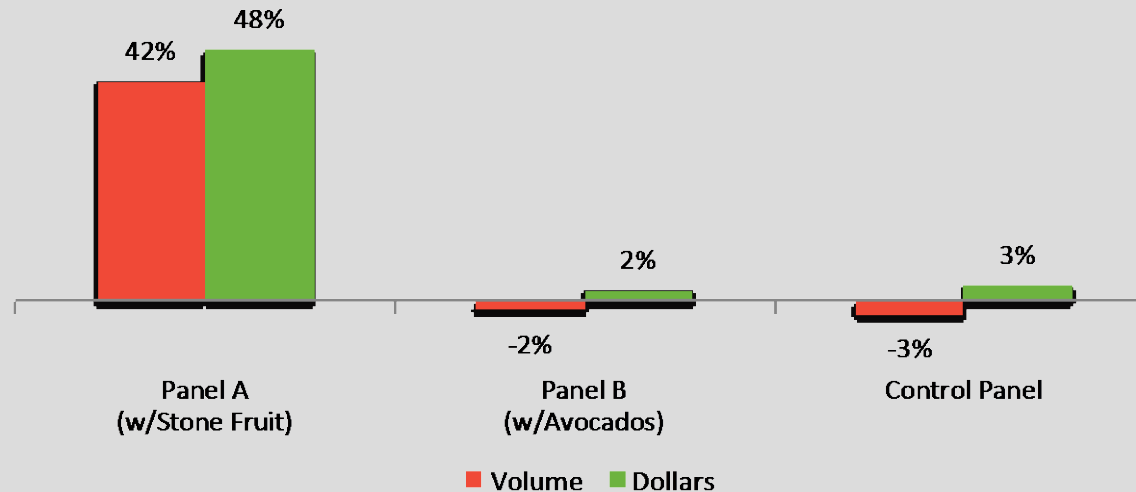


PLACING MANGOS WITH STONE FRUIT RESULTED IN A 45% NET VOLUME AND DOLLAR IMPACT*



- Positioning mangos near the seasonal stone fruit increased volume and dollars by more than 40% compared to the previous year
- Both Panel B and the Control Panel were relatively flat versus the prior year

Change: Test Period vs. YAGO



*Net impact is calculated by subtracting control panel growth from test panel growth

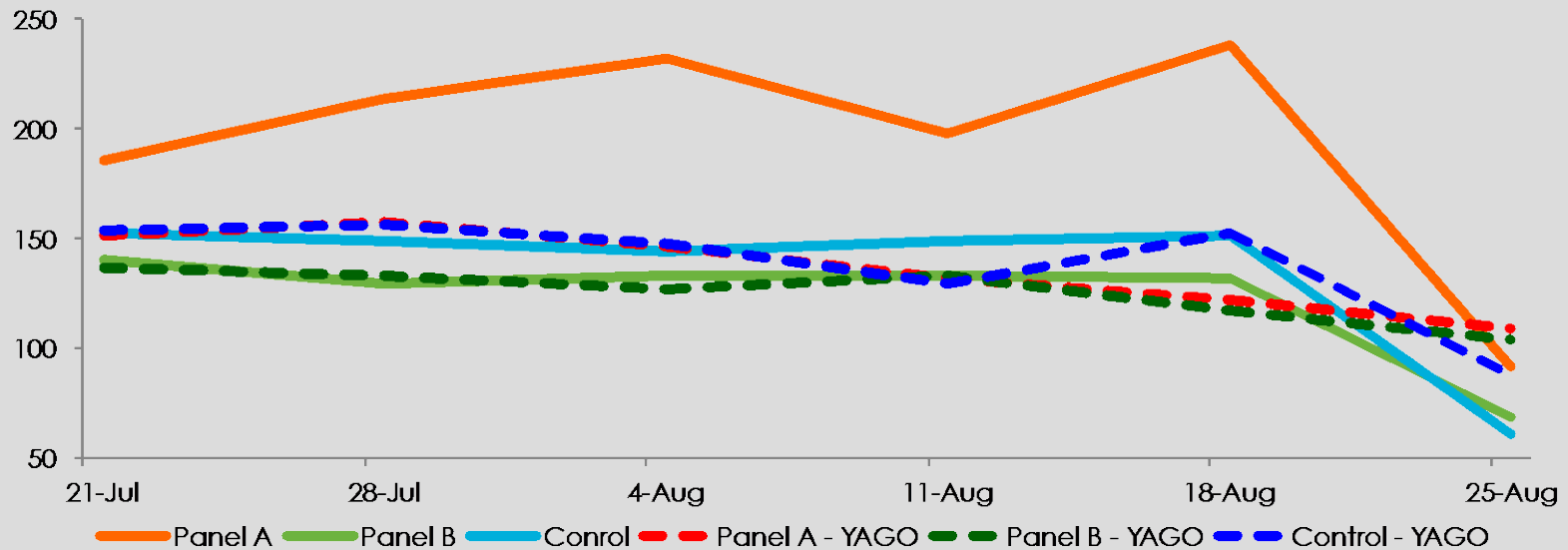
	Panel A (w/Stone Fruit)		Panel B (w/Avocado)		Control Panel	
	2014	2015	2014	2015	2014	2015
Mango Volume/Store/Week	136	193	125	123	138	134
Mango Dollars/Store/Week	\$136	\$201	\$126	\$128	\$135	\$139

DISPLAYING MANGOS NEXT TO STONE FRUIT INCREASED WEEKLY VOLUME



- Panel A (with stone fruit) moved significantly more mangos in 5 of the 6 test weeks, compared to the other panels and compared to all 3 panels YAGO
- The price increase during the last week of the test period negatively impacted volume in all three panels

Weekly Volume per Store



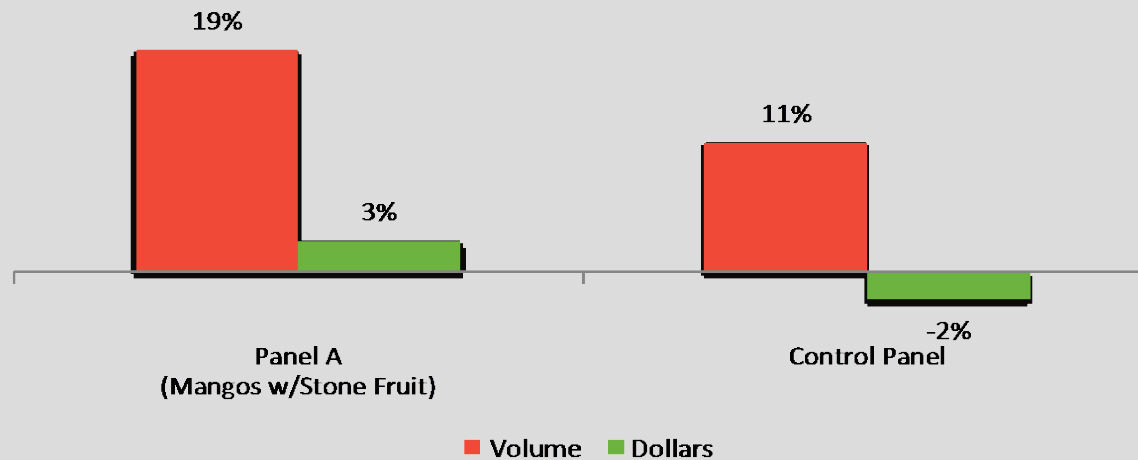
Mango Avg. Retail Price	21-Jul	28-Jul	4-Aug	11-Aug	18-Aug	25-Aug
2014	\$1.00	\$1.00	\$1.00	\$1.00	\$0.96	\$1.01
2015	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$1.50

PLACING MANGOS WITH STONE FRUIT POSITIVELY IMPACTED STONE FRUIT SALES



- In Test Panel A, stone fruit sales increased over the prior year and outpaced stone fruit growth in the control stores
- Merchandising mangos near the seasonal stone fruit resulted in a positive net volume impact of 8% and a positive net dollar impact of 5% for stone fruit

Change: Test Period vs. YAGO



*Net impact is calculated by subtracting control panel growth from test panel growth

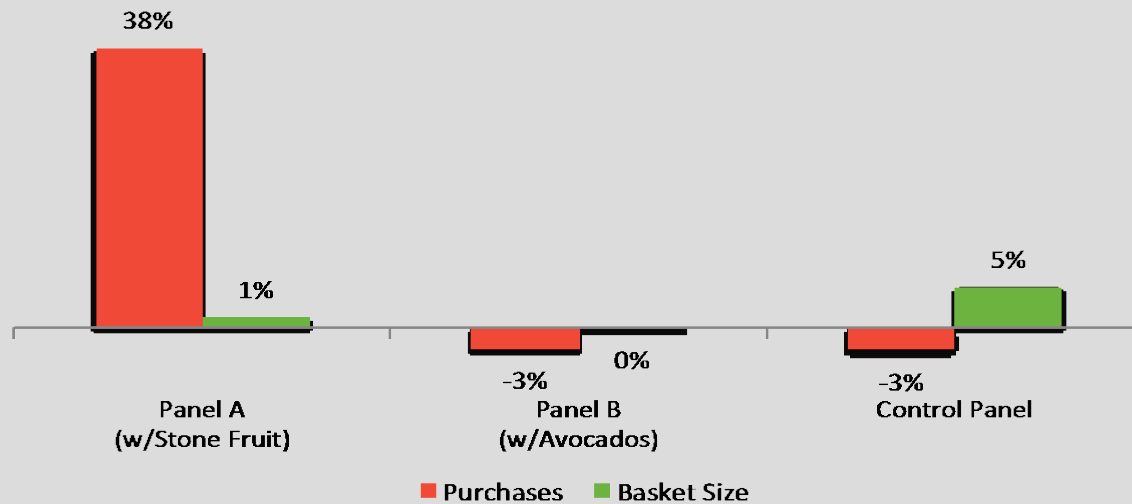
	Panel A (Mangos w/Stone Fruit)		Control Panel	
	2014	2015	2014	2015
Stone Fruit Volume/Store/Week	1,904	2,272	1,866	2,077
Stone Fruit Dollars/Store/Week	\$6,121	\$6,286	\$5,967	\$5,829

DISPLAYING MANGOS NEAR STONE FRUIT INCREASED THE NUMBER OF MANGO TRANSACTIONS



- While there was little impact on basket size, placing mangos with seasonal stone fruit increased the number of mango transactions by nearly 40% versus YAGO
- Panel B experienced little change in basket size or number of transactions as a result of the test

Change: Test Period vs. YAGO



	Panel A (w/Stone Fruit)		Panel B (w/Avocado)		Control Panel	
	2014	2015	2014	2015	2014	2015
Mango Transactions/Store/Wk.	64	88	60	58	65	63
Avg. Basket Size For Transactions With Mangos	\$59.84	\$60.62	\$64.74	\$64.68	\$59.50	\$62.73

MANGO SHOPPERS SPEND MORE OVERALL



- Mango buyers spend nearly twice as much per shopping trip compared to those who do not purchase mangos

