Mango Consumption
Survey Updates Through Period 143
December 2018

Dr. Ronald W. Ward
Report: NMB#20181206
TOTAL U.S. WHOLE MANGOS PURCHASED MONTHLY (ESTIMATE)

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

Source: NMB/MetrixLab, USDA FAS, USDA GATS
Total U.S. Whole Mangos Spending Monthly (estimate)

Source: NMB/MetrixLab, USDA FAS, USDA GATS
Mango Market Penetration

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

Source: NMB/MetrixLab, USDA FAS, USDA GATS
Average Whole Mangos per Buyer

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

Source: NMB/Metrilab, USDA FAS, USDA GATS
Average Price for Whole Mangos

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

Source: NMB/MetrixLab, USDA FAS, USDA GATS