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

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

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
AverageWholeMangos per Buyer

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

Source: NMB/MetrixLab, 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