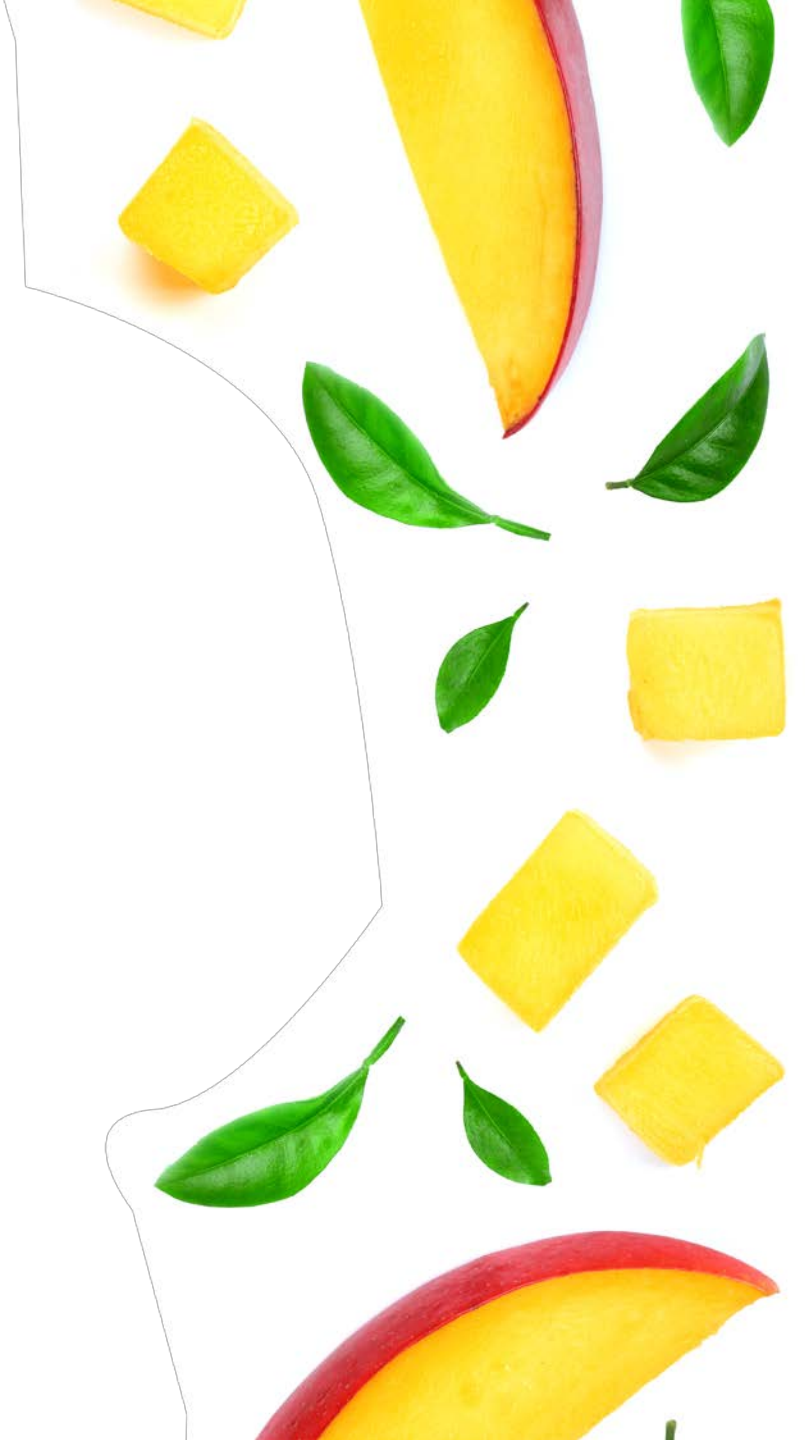




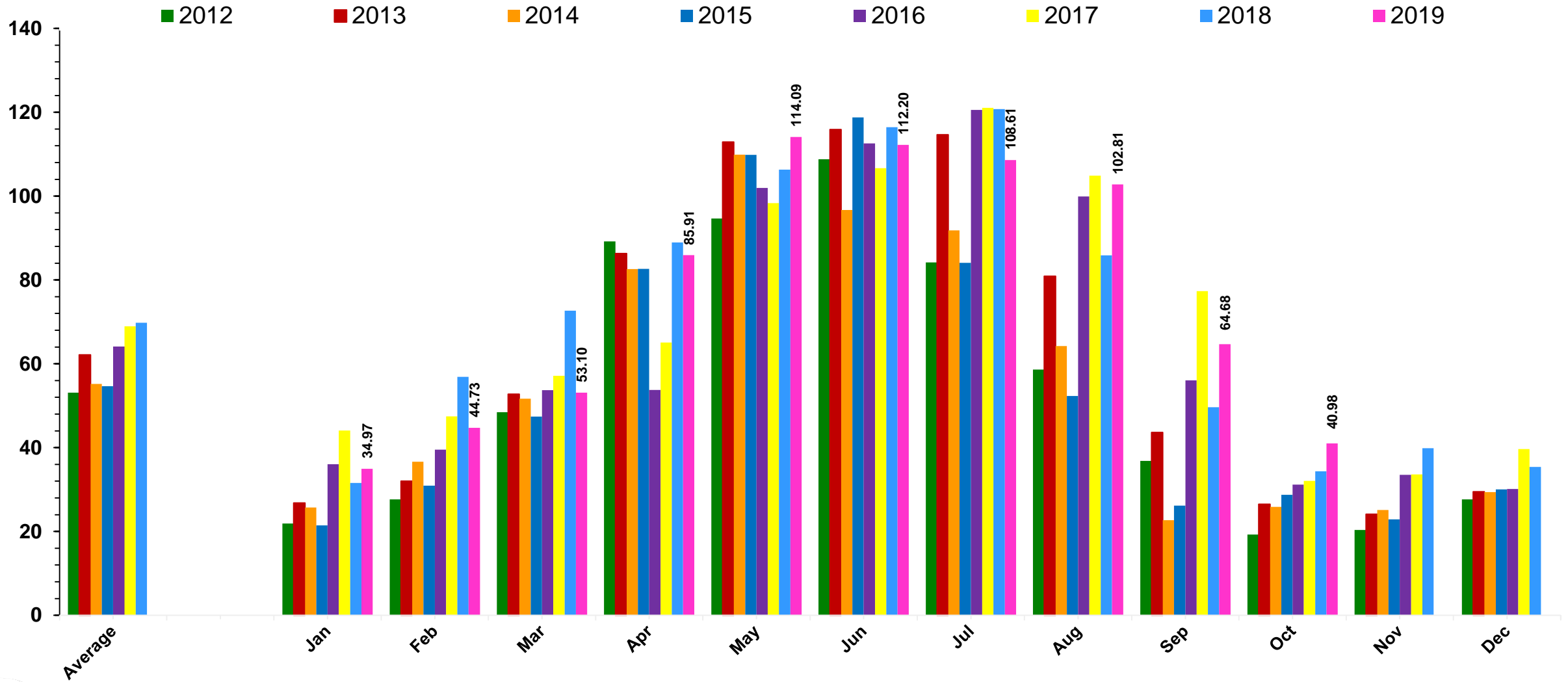
# MANGO CONSUMPTION SURVEY UPDATE THROUGH PERIOD 153

October 2019  
Dr. Ronald Ward  
Report: NMB #20191008



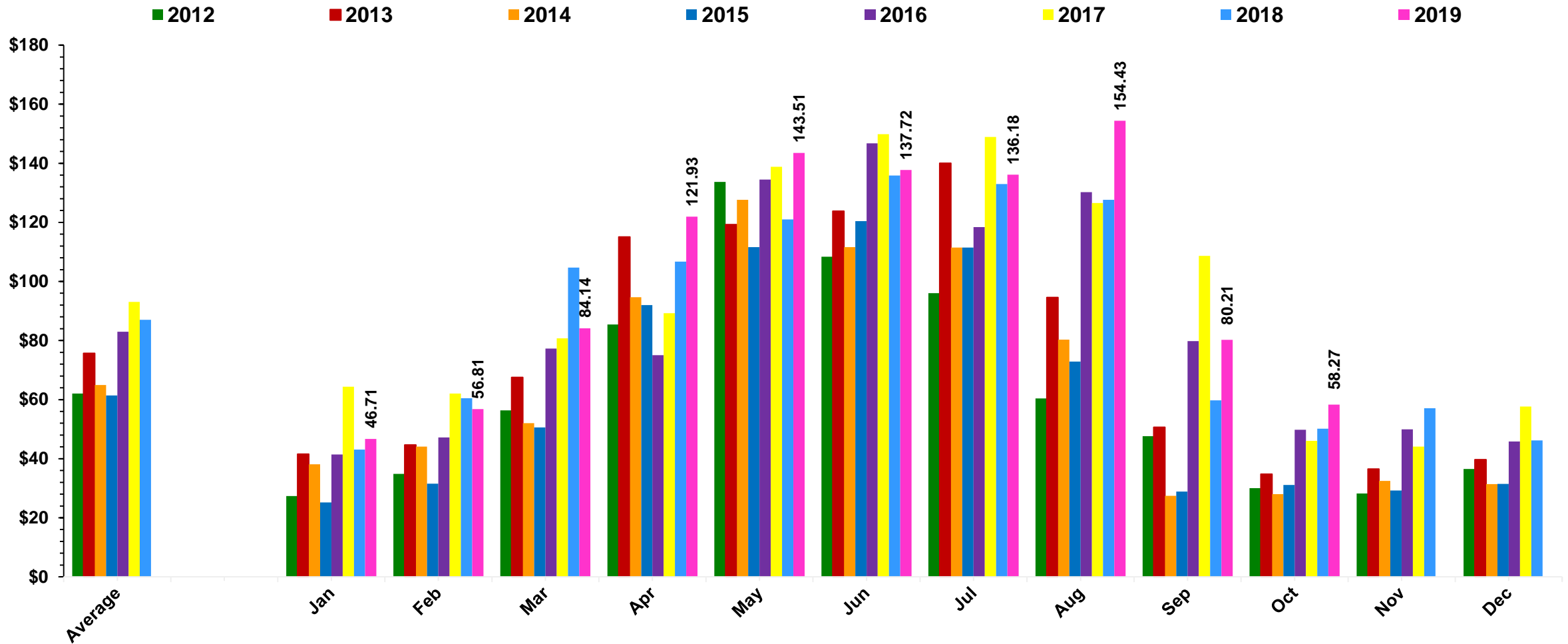
# Total U.S. Whole Mangos Purchased Monthly (Estimate)

Total U.S. whole mangos purchased monthly (millions)



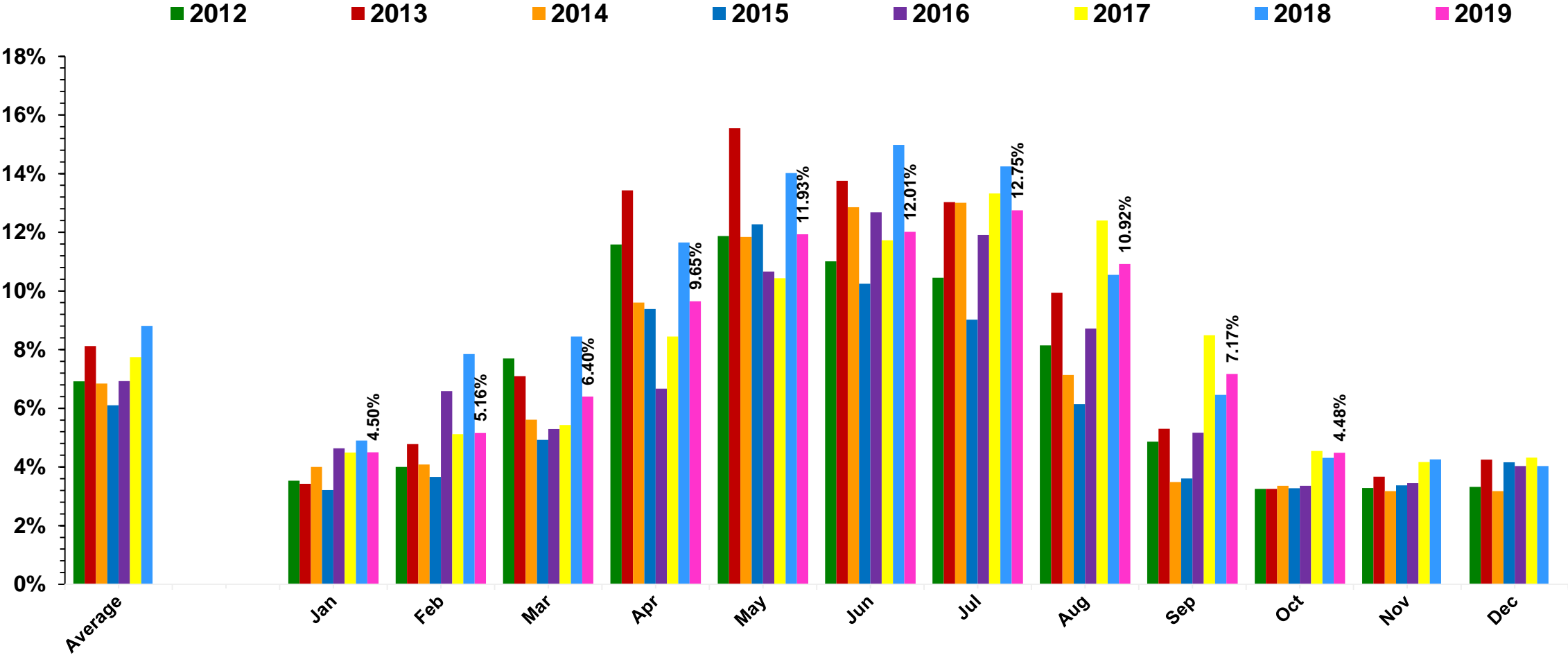
# Total U.S. Whole Mangos Spending Monthly (estimate)

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



# Mango Market Penetration

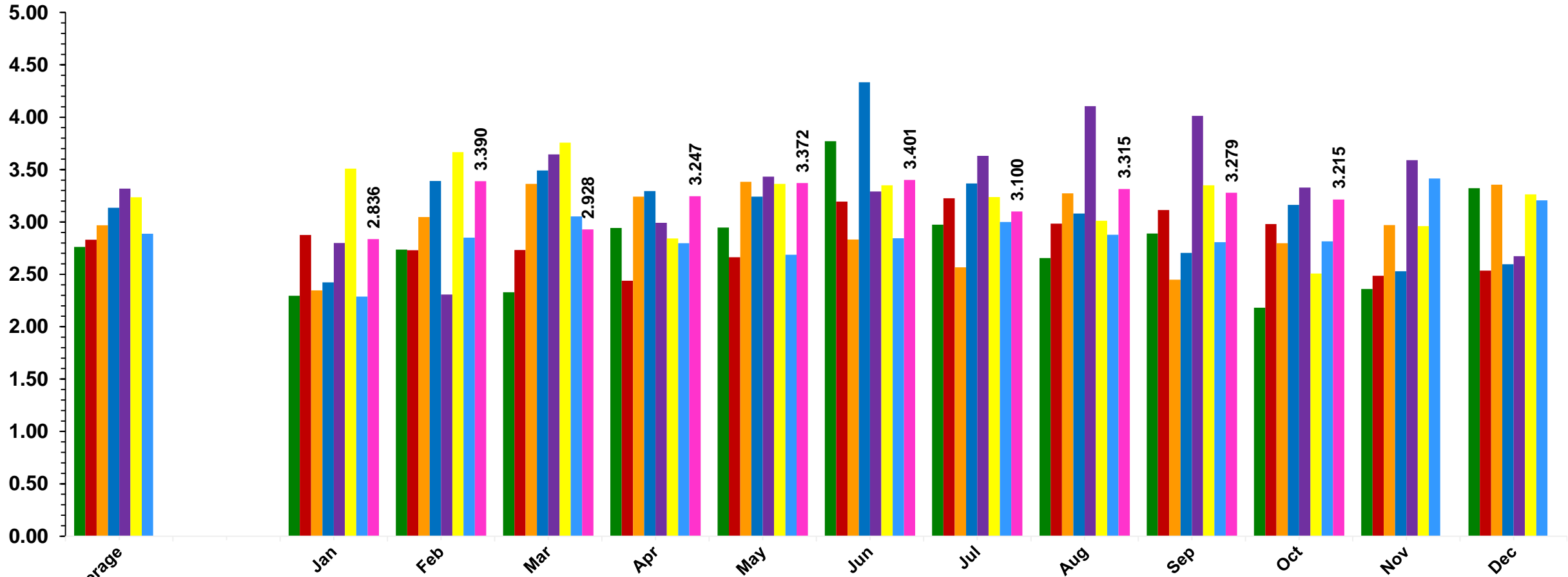
Percent of survey weighted respondents buying mangos in a two-week period (% of respondents)



# Average Whole Mangos per Buyer

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

■ 2012   
 ■ 2013   
 ■ 2014   
 ■ 2015   
 ■ 2016   
 ■ 2017   
 ■ 2018   
 ■ 2019



# Average Price for Whole Mangos

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

