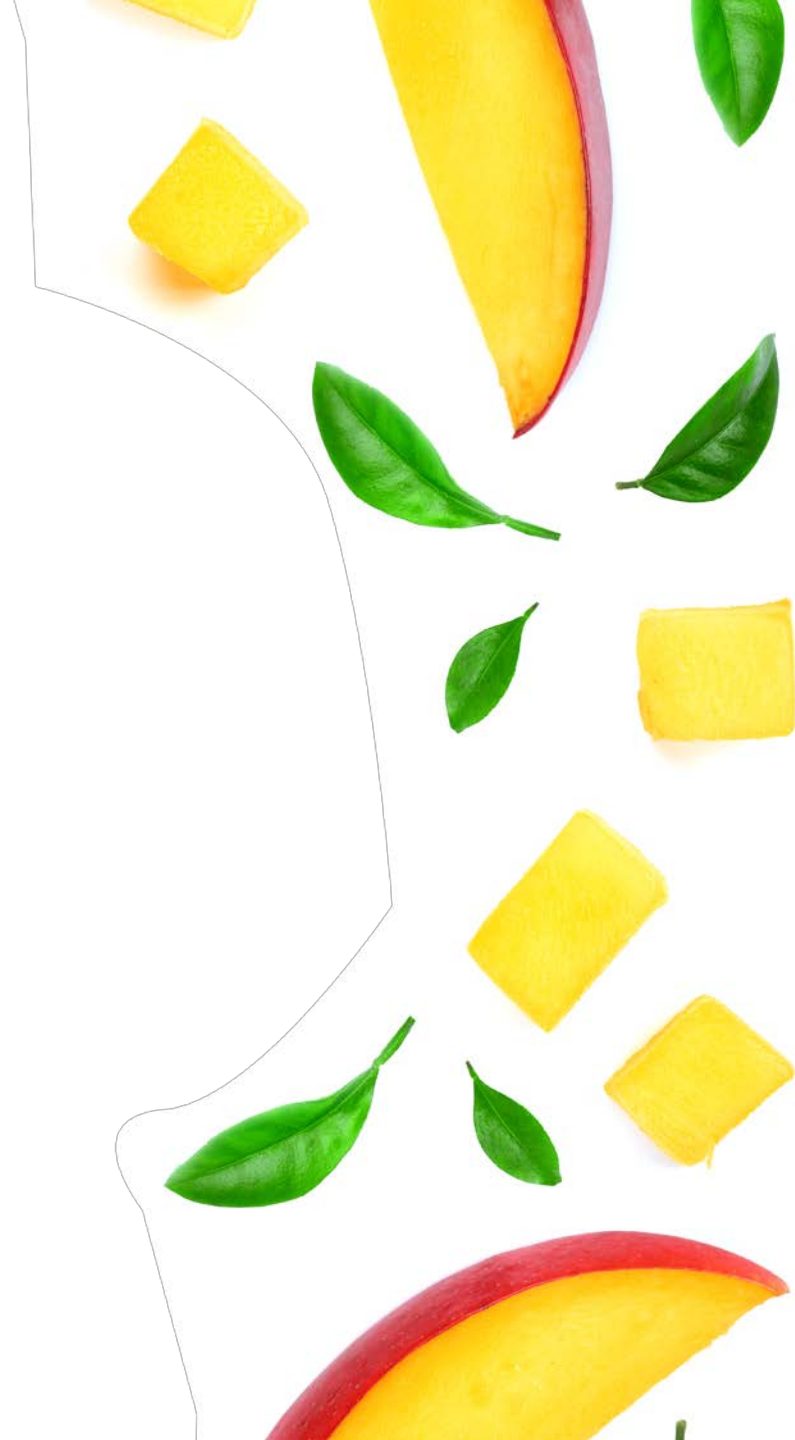




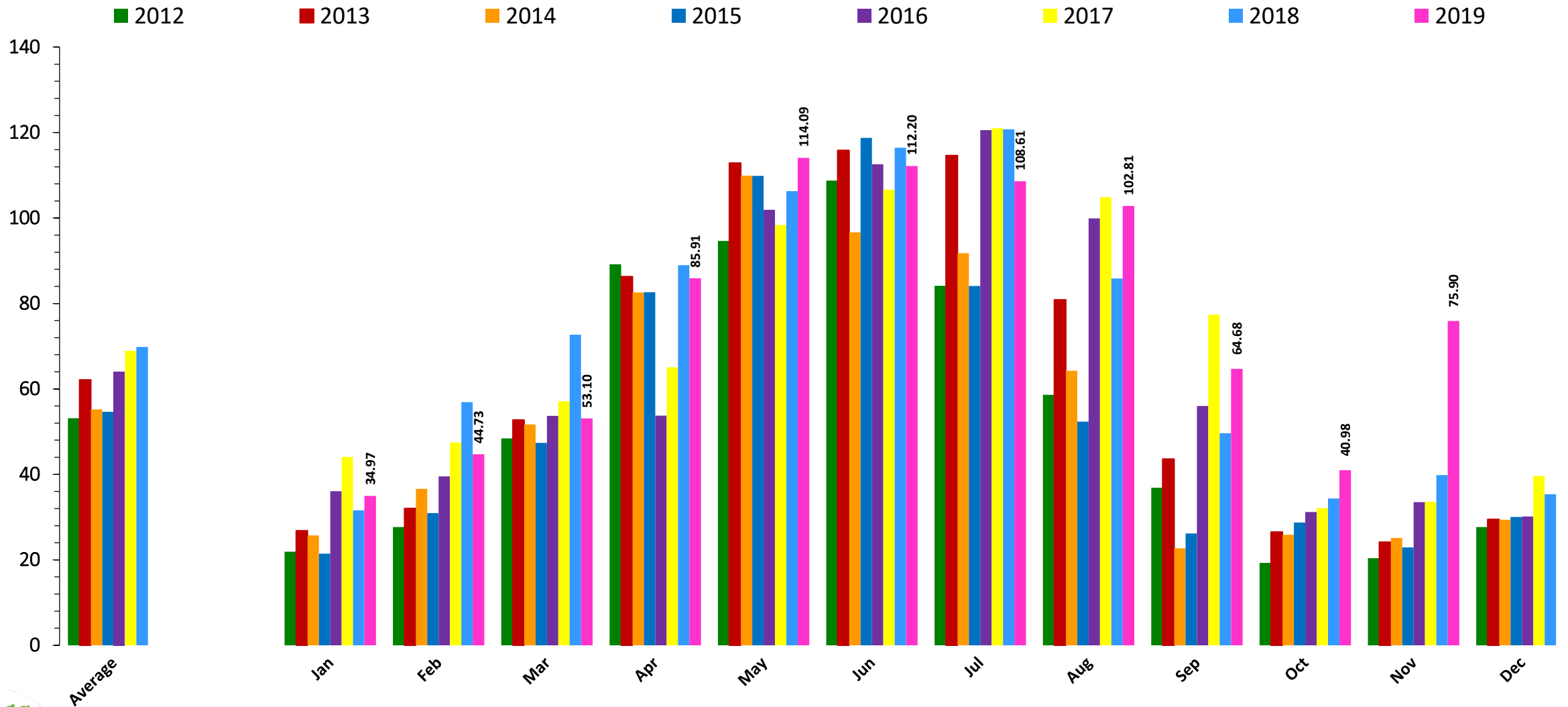
MANGO CONSUMPTION SURVEY UPDATE THROUGH PERIOD 154

November 2019
Dr. Ronald Ward
Report: NMB #20191117



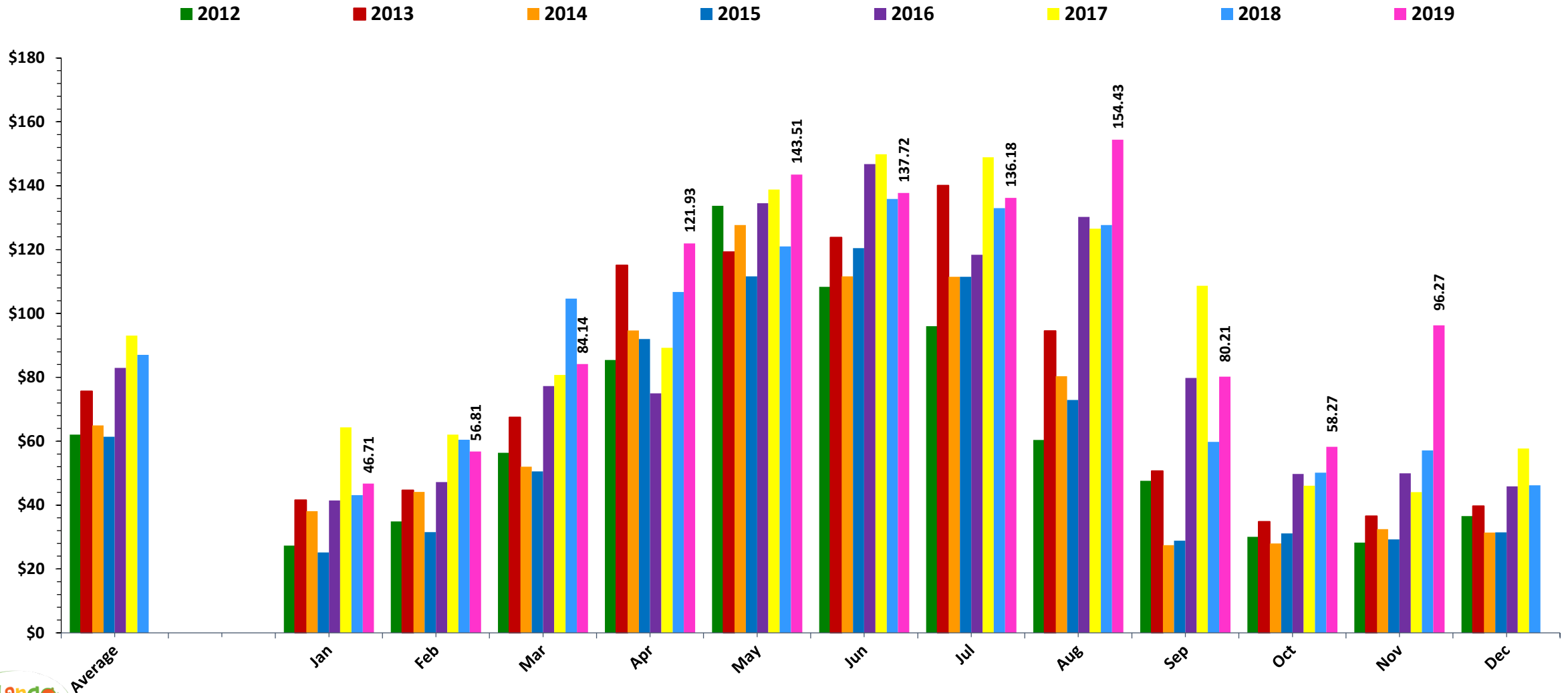
Total U.S. Whole Mangos Purchased Monthly (Estimate)

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



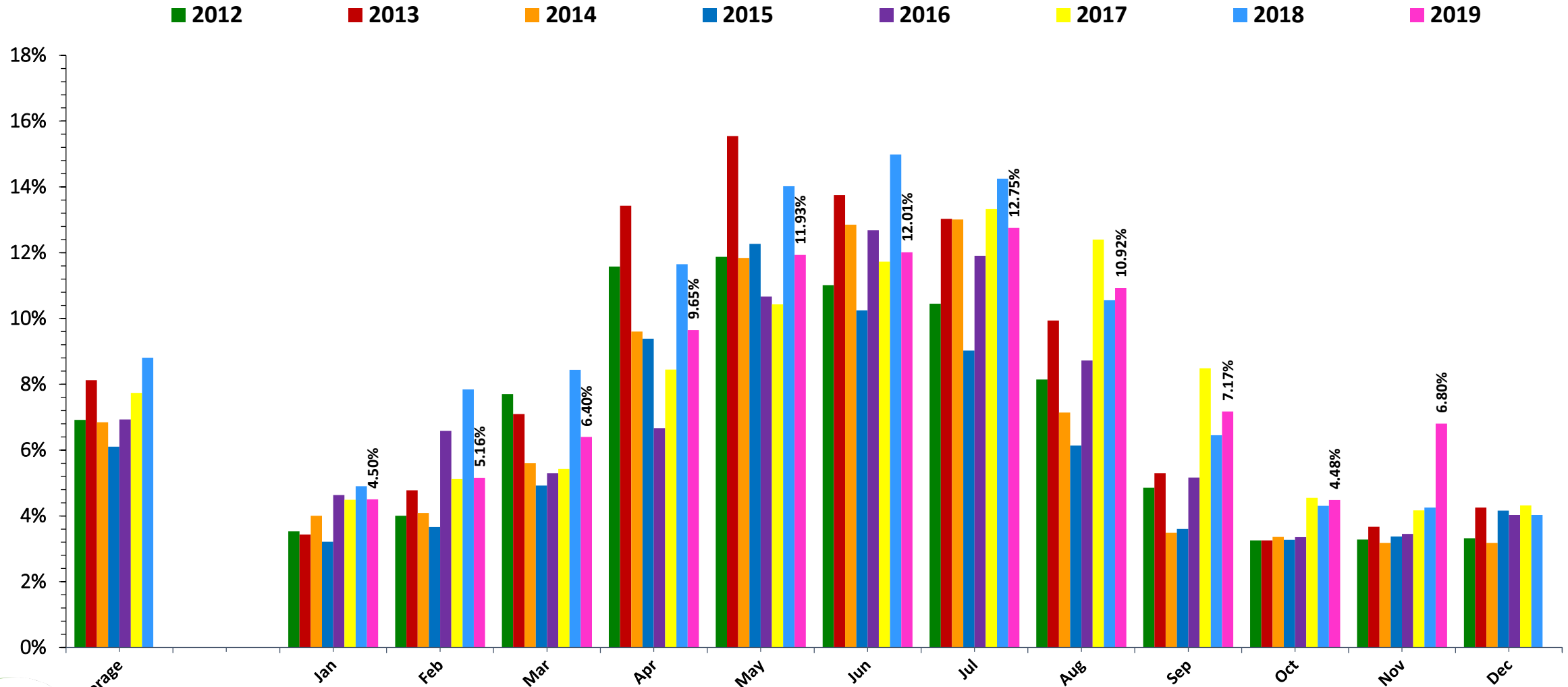
Total U.S. Whole Mangos Spending Monthly (Estimate)

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



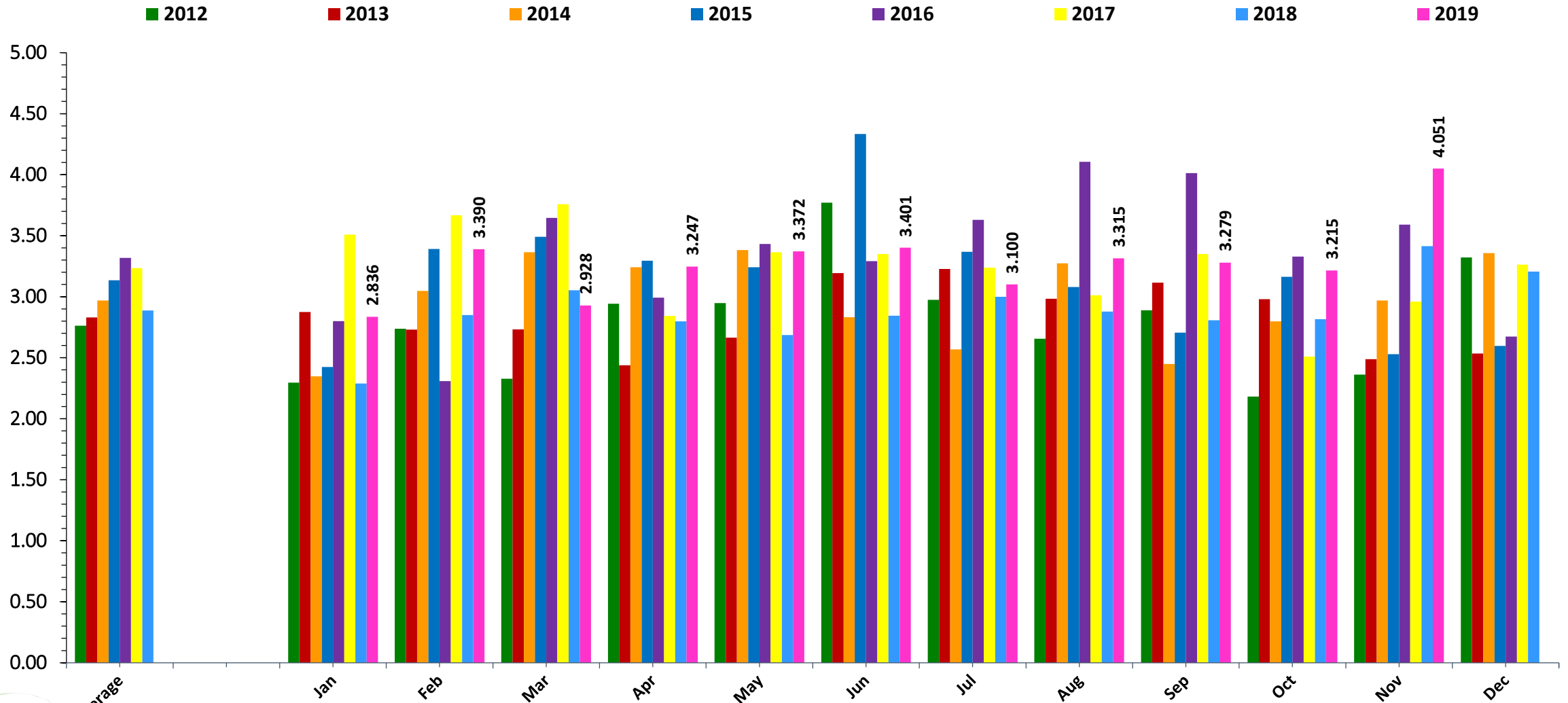
Mango Market Penetration

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)



Average Price For Whole Mangos

Average Price Paid per Whole Mango During a Two-Week Period (\$ per Whole Mango)

