



# DO YOU KNOW WHAT YOUR SHOPPERS THINK ABOUT MANGOS?

They might not be thinking about them at all. Or they might be confused on how to select and prepare mangos. That's what the National Mango Board's 2017 Consumer Attitudes and Usage Survey<sup>1</sup> suggests.

HERE'S A SUMMARY OF THE FINDINGS; THE FULL REPORT CAN BE FOUND IN THE RETAIL SECTION OF MANGO.ORG.

The percentage of mango purchasers has increased from **60%** in 2013 to **67%** in 2017. Mangos are increasing in popularity with fewer consumers unaware or rejecting the purchase of mango. Yet, over half of mango purchases are unplanned, including among current purchasers.

Since 2013 the proportion of American consumers who have never purchased a mango has fallen from **40%** to **33%**.

The top two reasons consumers do not buy mangos is not knowing how to select a ripe mango (**31%**) and simply not thinking about them (**29%**).

**44%** of past and non-purchasers say they would be more likely to buy mangos if they knew how to cut one.

Among past purchasers, **30%** just do not think about mangos when shopping or making their list.



**Flavor is the number one purchase driver for mangos, although health/nutrition is an important attribute.**

**Others by-pass mangos at the store because they don't realize they're in season.**

- Only **12%** of consumers and **17%** of mango purchasers know that mangos are in season year-round.
- Among past purchasers, **34%** say mangos not being in season is why they haven't bought one in the past six months.

**63%** of consumers say mangos taste great, **54%** believe mangos are healthy and nutritious.

The unique flavor is the leading reason people choose mango over other fruits. **78%**

Two-thirds of consumers, including **56%** of past purchasers and **46%** of non-purchasers, say they would be more likely to buy mangos if they knew of its health benefits.



Many past and non-purchasers are eating mango products, including from restaurants, **but they are not eating whole, fresh mango.**

**Purchase intent is up among both current and past purchasers for sliced mango.** The more frequent use of mango as an ingredient may be behind the greater purchase intensity among recent purchasers in 2017.

**These findings guide the consumer education initiatives used by the National Mango Board, and they may be helpful to you as a retail dietitian.**

Mangos are a versatile fruit to be eaten whole as well as in recipes

Mangos are in season year-round

How to cut a mango

How to select a mango



<sup>1</sup>National Mango Board's 2017 Attitudes and Usage Survey. A national sample of 1,300 consumers, ages 18 to 69, including 1,000 who were selected regardless of mango purchasing behavior, and 300 who had purchased mangos in the past two weeks.