



National Mango Board 2021 Foodservice Menu Research Summary

The National Mango Board (NMB) conducts menu trend research to understand the opportunities mango has in foodservice and to benchmark mango's presence year-over-year. In 2021, the NMB invested in Datassential's SNAP MenuTrends Research. This database includes menus from more than 4,800 restaurants including independents, regional chains and national chains in all segments, collected from September 2020-July 2021. This research includes all mentions of mango, regardless of ingredient format (fresh, frozen, puree, etc.)

Mango Perceptions from Datassential's Flavor Database

- 96% of consumers know mango
- 81% have tried mango
- 79% like or love mango
- 19% of consumers have had mango many times
- 82% of consumers would pay more for fresh mango when featured on the menu
- Asian, Hispanic and African American consumers like or love mangos much more than average
- Regionally, mango appeal skews higher toward the West with lower-than-average affinity in the Midwest

Mango Overview

- Mango is found on nearly 40% of all restaurant menus.
- In the Fruit Menu Adoption Cycle, mango is in the ubiquity phase, which means that it's found just about anywhere.
- Mango on menus has grown by a third over the past decade, now seen on 2 out of 5 menus. All segments showed growth except fine dining, which was the leader 10 years ago, while the highest penetration of mango today is in the casual dining segment, where it is found on half of menus.
- While most fruit penetration declined on menus in the wake of the pandemic, mango on restaurant menus grew 1% last year and 8% over the past 4 years.
- Mango is both a top-featured and top-growing fruit among the top fruits on restaurant menus. It's the 10th most commonly menued fruit, ranked by penetration, and comes in at 11th, ranked by 4-year growth.
- Consumer affinity for mango skews toward the Western U.S.
- 8% predicted growth and expected to outperform 81% of all other foods, beverages, and ingredients over the next four years.

Mango on Savory Menus

- Mango is featured on 18% of all appetizer, entrée and side menus with strong growth in the QSR segment with +89% growth over the last 10 years.
- Mango has the greatest 4-year growth in sides at 32% and among savory menu parts mango is featured most on entrée menus (12.7%).
- Mango appetizers, entrees and sides have the strongest menu penetration (21%) in the Northeast and the South has the strongest 4-year growth (11%).
- Mango is ubiquitous in Indian cuisine, appearing on 75% of menus in items like mango chutney, mango pickles and mango chicken
- The strongest 4-year growth for appetizers, entrees and sides with mango has been at Thai (+32%), Japanese (+21%), Other Asian (+26%) and Burger (+22%) restaurants.
- Mango appears most often in salad entrees, followed by Mexican and fish entrees.
- Independent and regional chains are more innovative in their use of mango in toppings for proteins and adding mango to salads and bowls.
- The top 10 trending ingredients paired with mango on savory menus, ranked by 4-year growth are: rib, poke, pickled onion, pepita, snapper, masago, brown rice, spicy mayo, ancho pepper and red curry.
- Spring and summer are the top seasons for new mango items and LTOs among top chains.

Mango on Dessert Menus

- In the Dessert Flavor Menu Adoption Cycle, mango is in the proliferation phase, which means that it's found on menus at fine dining and trendy restaurants, specialty and mainstream grocery and chain restaurants.
- Ranked 10th by penetration, mango is the only fruit that had a positive 1-year growth.
- Of top fruits featured in dessert, mango is the sole fruit trending upward over the past year, with applications spanning classic desserts and global specialties like mango-flavored cheesecake, Thai mango sticky rice and Indian mango kulfi.
- Mango has been on nearly 1 in 10 dessert menus for the past decade.
- Midscale is the leading segment offering mango on dessert menus, and shows minor 4-year growth as well. QSR is the top-growing segment for mango on dessert menus.

Mango on Beverage & Smoothie Menus

- Mango penetration is showing 4-year growth on beverage menus with a 6% increase in non-alcoholic and 15% increase in alcoholic beverages.
- In the Smoothie Flavor Menu Adoption Cycle, mango is in the ubiquity phase.
- Mango ranks 3rd for menu penetration at nearly 63% of all restaurants with smoothies on the menu.
- Mango in smoothies grew +7% on menus last year and +8% growth over the past 4-years.