

# Category Development

Year End 2021

# EXECUTIVE SUMMARY

2021 Key Metrics

Annualized Whole Mango Performance

Fruit Category Performance

Whole Mango Performance

Fresh Cut Mango Performance

Regional Mango Performance

# 2021 Key Metrics

## Whole Mango Volume Velocity

Volume Velocity Down -6% vs 2020;  
Up +5% from 2019

## Contribution to Produce Dept

Volume 1%      Dollar 0.5%

## Fruit Ranking - Volume Velocity

Mango Ranked 12<sup>th</sup> Position

Bananas #1   Avocados #2   Apples #3   Grapes #4  
Limes #5

## Whole Mango Dollar Velocity

Dollar Velocity Down -1% vs 2020;  
Up +13% from 2019

## Average Retail Price Point

\$1.06 Each      Up +5% vs 2020

## Fruit Ranking - Sales Velocity

Mango Ranked 18<sup>th</sup> Position

Apples #1   Strawberries #2   Grapes #3  
Bananas #4   Avocados #5

## Fresh Cut

Total Dollars   Up +10% vs 2020; Up +20% from 2019

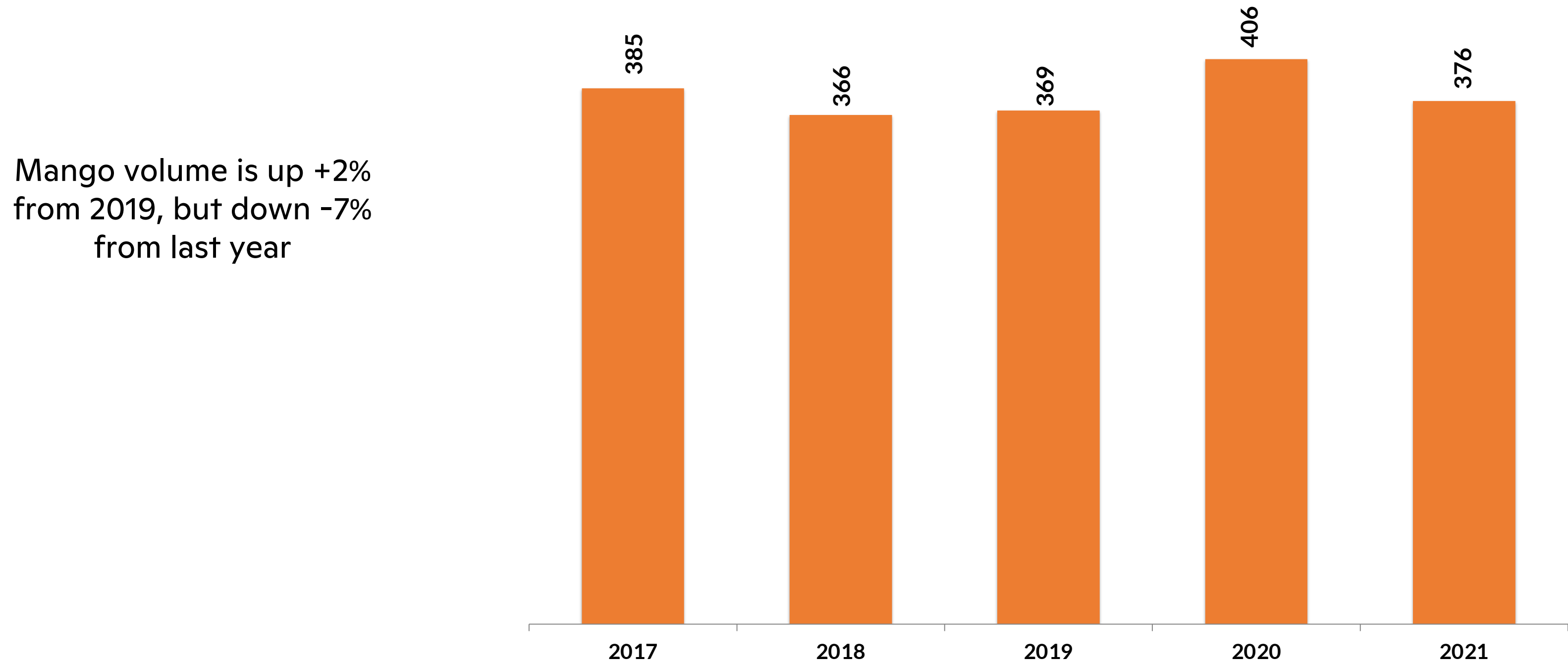
Dollar Velocity   Up +6% vs 2020; Up +13% from 2019

# Annualized Whole Mango Performance

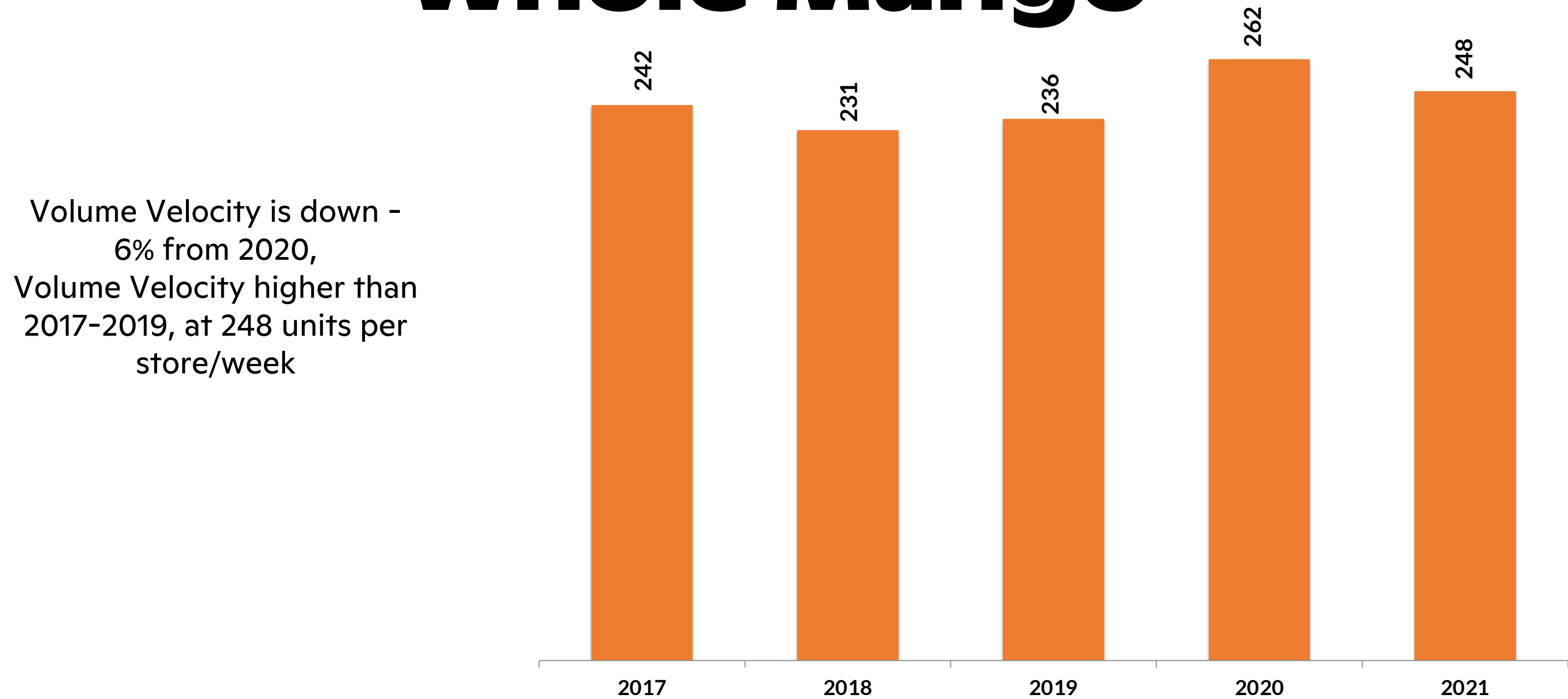




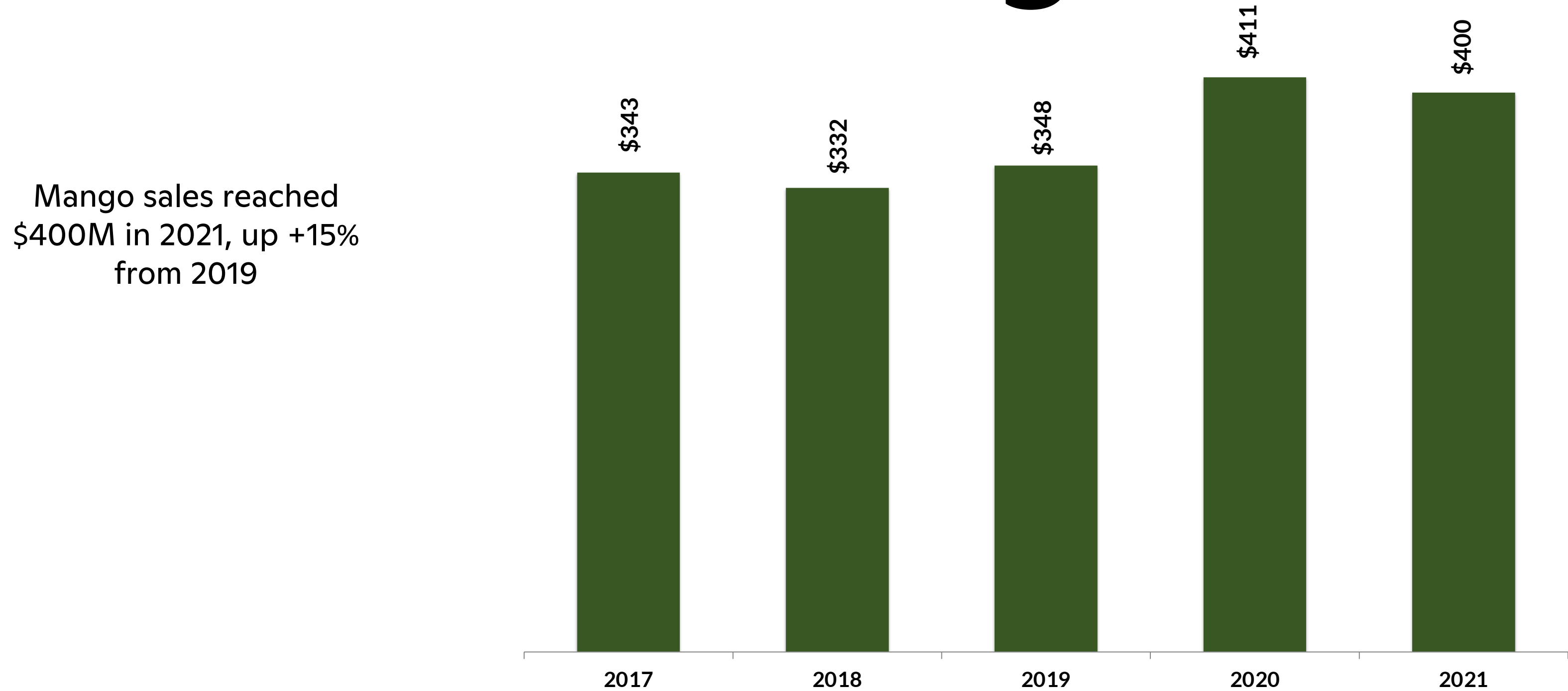
# Annual Retail Volume (Millions) Whole Mango



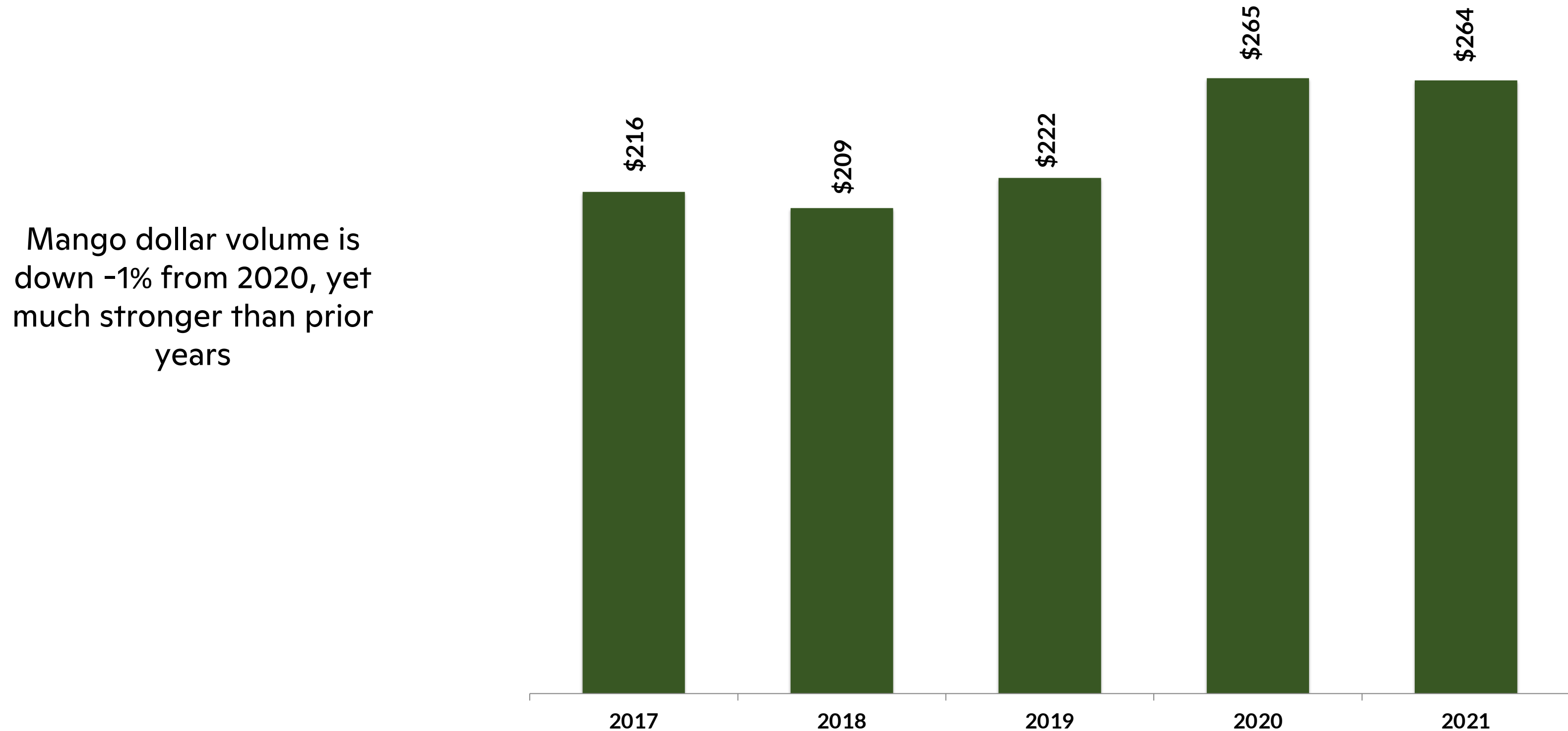
# Annual Retail Volume Velocity Whole Mango



# Annual Retail Dollars (Millions) Whole Mango

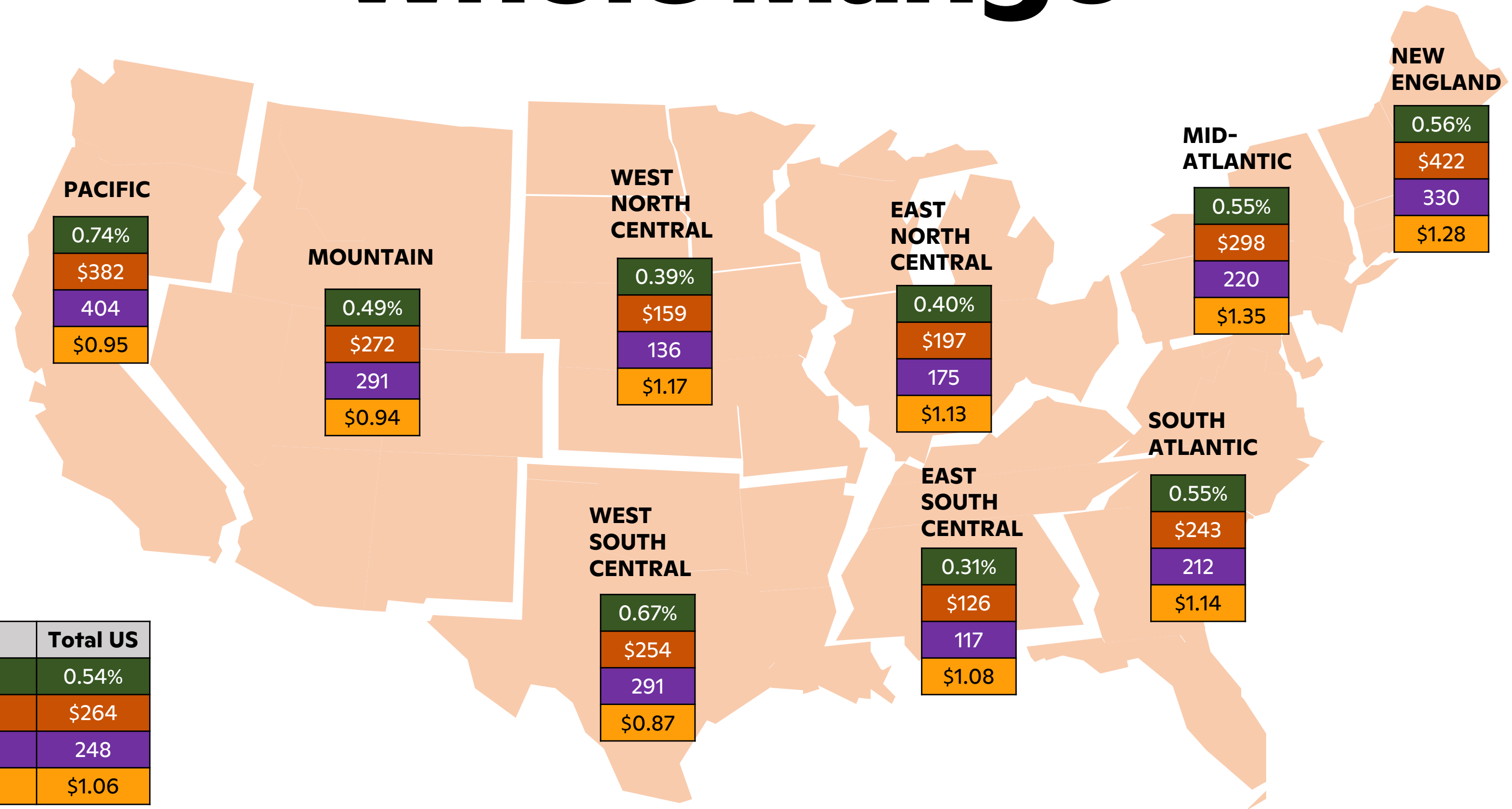


# Annual Retail Dollar Velocity Whole Mango



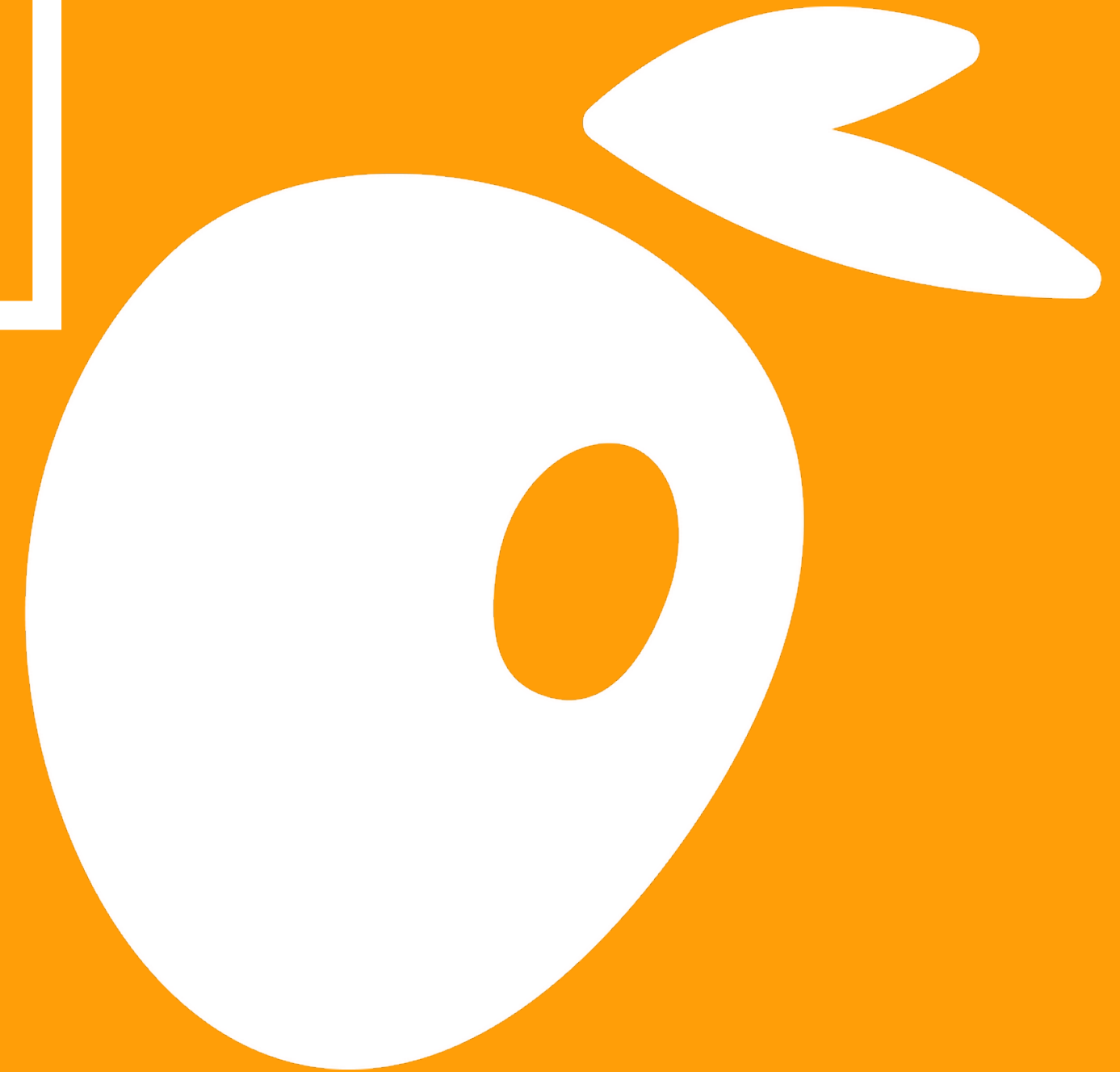
# 2021 Performance by Region

## Whole Mango



Legend	Total US
Dollars Contribution	0.54%
Dollar Velocity	\$264
Volume Velocity	248
Average Retail Price	\$1.06

# Fruit Category Performance



# Whole Fruit Volume Velocity YOY Change and Contribution

## *Mangos remained in the 12<sup>th</sup> position*

Fruit category increased in volume velocity +3.4%

Mangos declined -5.5% in volume velocity and sustained the contribution to the produce department at 1%.

	Rank	Volume/ Store/Week	% Change YOY	Volume Contribution	% Change YOY
<b>FRUIT</b>		<b>9,862</b>	<b>3.4%</b>	<b>48.8%</b>	<b>-0.4%</b>
BANANAS	1	3,253	-3.4%	14.6%	0.2%
AVOCADOS	2	1,179	-7.7%	5.0%	-0.3%
APPLES	3	908	-7.3%	4.1%	-0.1%
GRAPES	4	832	-3.6%	3.7%	0.0%
LIMES	5	825	-13.9%	3.4%	-0.4%
STRAWBERRIES	6	572	0.5%	2.5%	0.1%
LEMONS	7	509	-6.8%	2.2%	-0.1%
ORANGES	8	380	-12.6%	1.7%	-0.2%
BLUEBERRIES	9	362	0.9%	1.6%	0.1%
CHERRIES	10	331	-1.3%	0.7%	0.1%
WATERMELONS	11	295	-6.8%	1.2%	0.0%
<b>MANGOS</b>	<b>12</b>	<b>248</b>	<b>-5.5%</b>	<b>1.0%</b>	<b>0.0%</b>
MANDARINS	13	242	13.6%	1.1%	0.1%
PEACHES	14	242	5.8%	0.7%	0.1%
RASPBERRIES	15	217	-4.8%	0.8%	0.0%
PEARS	16	156	4.9%	0.6%	0.0%
BLACKBERRIES	17	141	-5.8%	0.6%	0.0%
NECTARINES	18	133	14.9%	0.4%	0.1%
PINEAPPLES	19	122	2.0%	0.5%	0.0%
PAPAYAS	20	111	-3.6%	0.3%	0.0%
CANTALOUPE	21	108	-14.2%	0.4%	-0.1%
KIWI	22	98	1.6%	0.4%	0.0%
GRAPEFRUITS	23	74	-9.1%	0.3%	0.0%
PLUMS	24	74	-4.5%	0.2%	0.0%
SPECIALTY FRUITS	25	69	4.0%	0.2%	0.0%

# Whole Fruit Dollar Velocity YOY Change and Contribution

***Mangos moved down to 18<sup>th</sup> position, from 17<sup>th</sup> (nectarines ranking went up)***

Fruit category increased in dollar velocity +13.4%

Mangos declined –0.3% in dollar velocity and department contribution was 0.5%

	Rank	Dollars/ Store/Week	% Change YOY	Dollar Contribution	% Change YOY
<b>FRUIT</b>		\$16,942	13.4%	44.2%	1.0%
APPLES	1	\$2,275	2.8%	5.4%	0.1%
STRAWBERRIES	2	\$2,094	11.6%	4.9%	0.4%
GRAPES	3	\$2,054	5.3%	4.8%	0.1%
BANANAS	4	\$1,898	-0.1%	4.5%	-0.1%
AVOCADOS	5	\$1,636	-0.9%	3.6%	-0.2%
BLUEBERRIES	6	\$1,395	7.5%	3.2%	0.2%
CHERRIES	7	\$1,223	-3.8%	1.4%	0.0%
MANDARINS	8	\$1,108	18.2%	2.6%	0.1%
RASPBERRIES	9	\$800	10.3%	1.6%	0.1%
WATERMELONS	10	\$757	-0.5%	1.6%	0.0%
ORANGES	11	\$683	-9.2%	1.6%	-0.2%
LEMONS	12	\$532	-0.7%	1.2%	0.0%
PEACHES	13	\$490	10.8%	0.8%	0.1%
BLACKBERRIES	14	\$484	8.6%	1.0%	0.1%
LIMES	15	\$471	5.8%	1.0%	0.0%
PEARS	16	\$312	13.2%	0.7%	0.1%
NECTARINES	17	\$286	12.6%	0.4%	0.0%
<b>MANGOS</b>	<b>18</b>	<b>\$264</b>	<b>-0.3%</b>	<b>0.5%</b>	<b>0.0%</b>
PINEAPPLES	19	\$243	-0.9%	0.5%	0.0%
CANTALOUPE	20	\$231	0.3%	0.5%	0.0%
DIPPED / COVERED FRUIT	21	\$205	18.2%	0.1%	0.0%
PLUMS	22	\$181	1.6%	0.3%	0.0%
KIWI	23	\$164	18.1%	0.3%	0.0%
POMEGRANATE	24	\$162	14.4%	0.1%	0.0%
SPECIALTY FRUITS	25	\$156	16.3%	0.2%	0.0%



# Fresh Cut Fruit Dollar Velocity and Contribution

***Cut Mango only and Mango Mix remained in the 12<sup>th</sup> and 14<sup>th</sup> spot***

Fresh Cut fruit category increased in dollar velocity +26.4%

Fresh Cut Mangos dollar velocity was up +7.4% and Mango Mix was up +42.6%

	Rank	Dollars/ Store/Week	% Change YOY	Dollar Contribution To Cut Fruit	% Change YOY
<b>FRUIT</b>		1,959	24.6%		
WATERMELONS	1	705	27.1%	27.3%	0.3%
MIXED FRUIT	2	530	32.3%	21.8%	0.9%
PINEAPPLES	3	359	20.7%	15.1%	-0.5%
SPECIALTY MELONS	4	216	27.6%	2.9%	0.1%
CANTALOUPE	5	210	24.6%	7.4%	0.0%
REMAINING BERRIES	6	186	26.6%	0.2%	0.0%
REMAINING FRUIT	7	170	14.7%	1.5%	0.1%
FRUIT SALAD	8	150	24.4%	4.0%	-0.2%
MIXED BERRIES	9	146	29.7%	3.0%	0.0%
APPLES	10	123	14.3%	3.8%	-0.4%
FRUIT COCKTAIL	11	120	-1.1%	0.0%	0.0%
<b>MANGO ONLY</b>	<b>12</b>	<b>113</b>	<b>7.4%</b>	<b>3.2%</b>	<b>-0.5%</b>
STRAWBERRIES	13	95	16.5%	1.6%	0.1%
<b>MANGO MIX</b>	<b>14</b>	<b>91</b>	<b>42.6%</b>	<b>1.1%</b>	<b>0.1%</b>
POMEGRANTE	15	91	37.6%	1.4%	0.2%

# Fresh Cut Fruit Dollar and Contribution

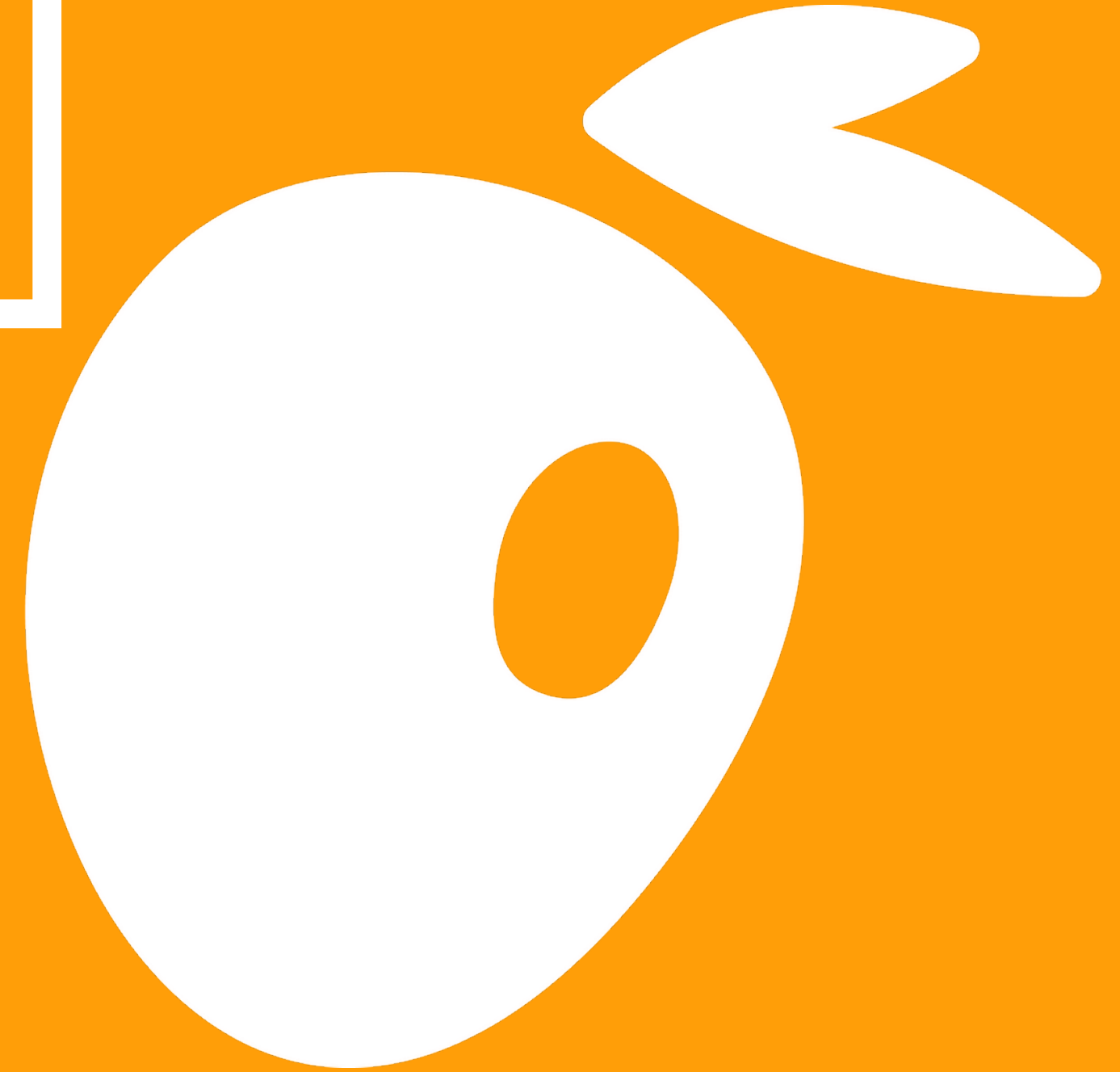
***Cut Mango only remains at #7 while Mango Mix dropped to 15th***

Unrepresented growth for the entire cut fruit category – every variety’s sales were up at least +10%

Cut Mango sales were up +11% at \$108.7MM.

	Rank	Dollars	% Change YOY	Dollar Contribution To Cut Fruit	% Change YOY
<b>FRUIT</b>		\$3,430,742,197	27.1%		
WATERMELONS	1	\$936,054,766	28.7%	27.3%	0.3%
MIXED FRUIT	2	\$748,076,740	32.4%	21.8%	0.9%
PINEAPPLES	3	\$517,744,854	22.9%	15.1%	-0.5%
CANTALOUPE	4	\$254,183,468	27.5%	7.4%	0.0%
FRUIT SALAD	5	\$135,975,190	22.1%	4.0%	-0.2%
APPLES	6	\$131,062,830	15.6%	3.8%	-0.4%
<b>MANGO ONLY</b>	<b>7</b>	<b>\$108,748,570</b>	<b>11.1%</b>	<b>3.2%</b>	<b>-0.5%</b>
MIXED BERRIES	8	\$103,219,819	29.1%	3.0%	0.0%
GRAPEFRUITS	9	\$101,055,586	17.1%	2.9%	-0.3%
SPECIALTY MELONS	10	\$100,317,856	33.0%	2.9%	0.1%
STRAWBERRIES	11	\$55,226,655	39.4%	1.6%	0.1%
REMAINING FRUIT	12	\$50,346,879	36.6%	1.5%	-0.5%
POMEGRANATE	13	\$48,737,918	52.4%	1.4%	0.2%
HONEYDEW	14	\$41,090,758	35.3%	1.2%	0.1%
<b>MANGO MIX</b>	<b>15</b>	<b>\$39,205,616</b>	<b>43.3%</b>	<b>1.1%</b>	<b>0.1%</b>

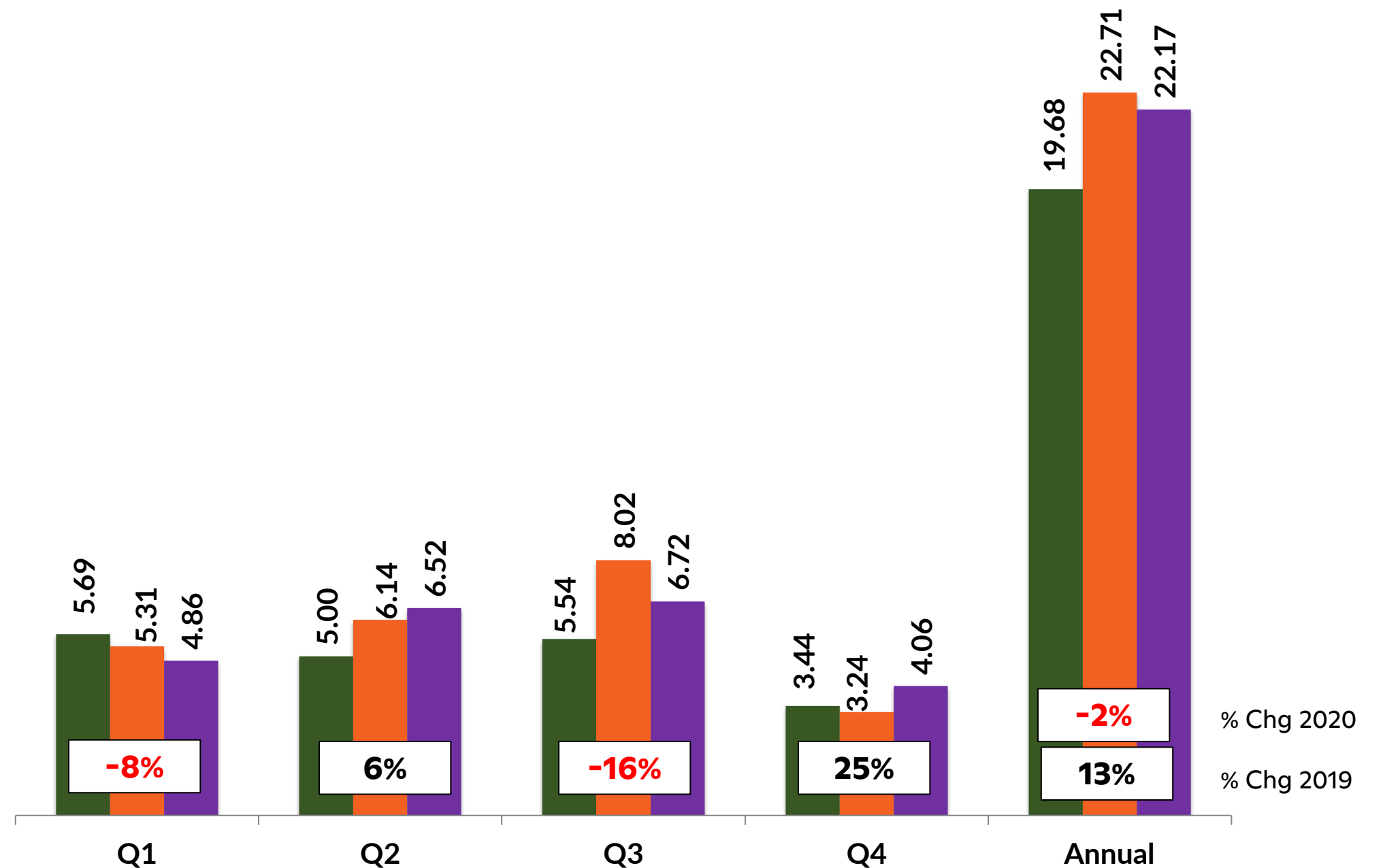
# Organic Performance



# Quarterly Organic Volume in Millions Whole Mango

Organic volume remained higher than 2019 despite a -2% loss in volume vs YA

Q2 and Q3 had the highest organic volume



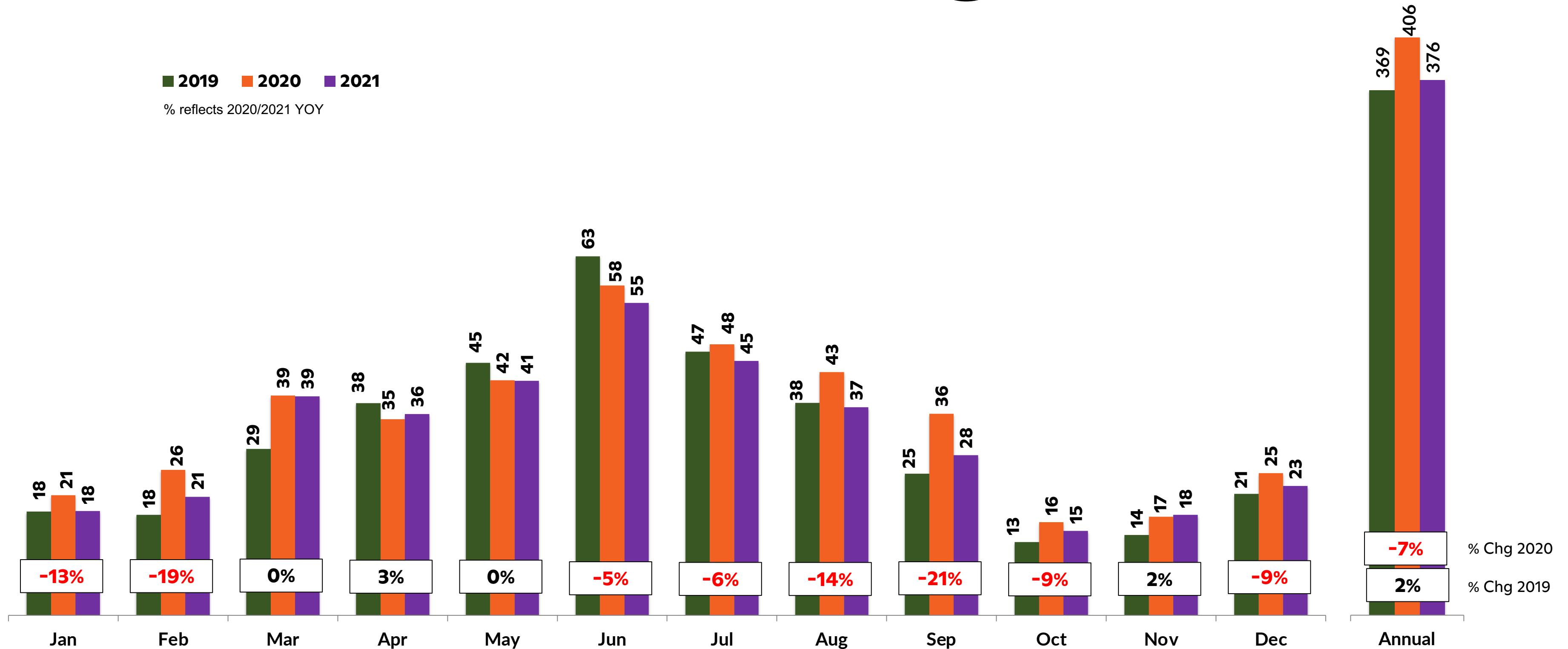
# Whole Mango Monthly Performance



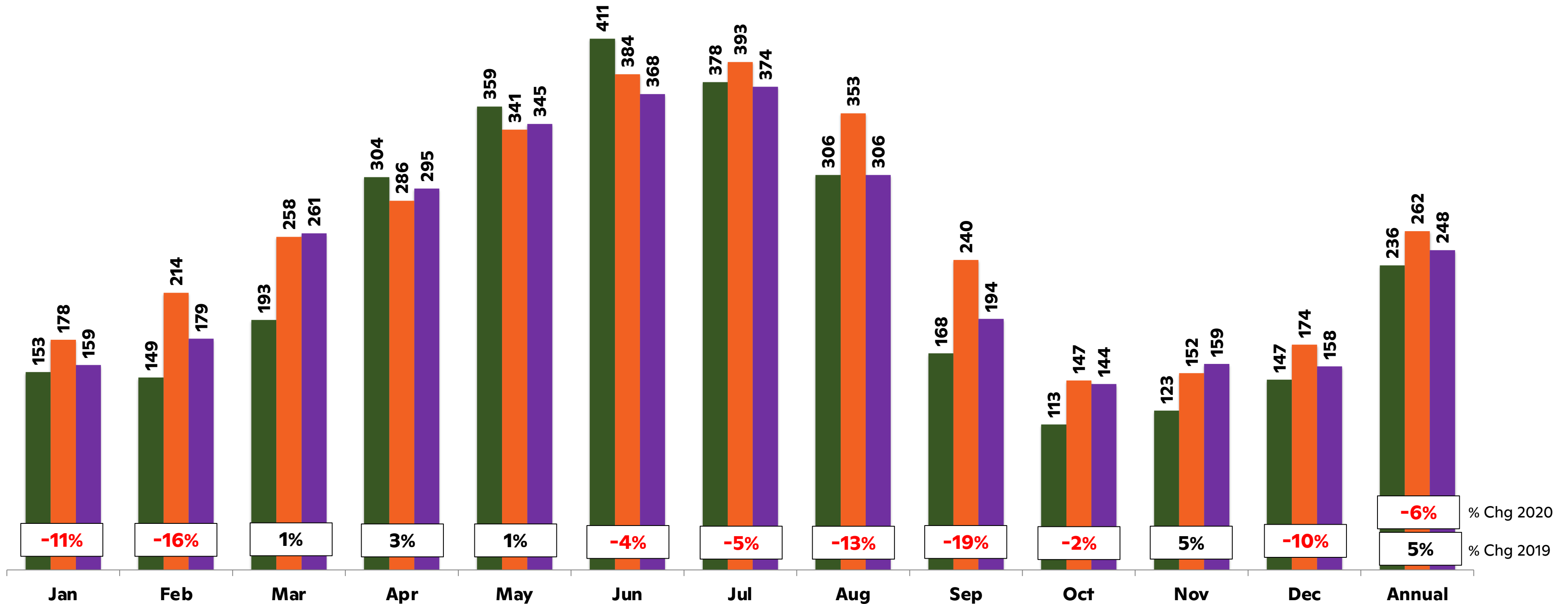
# Monthly Volume (Millions) Whole Mango

■ 2019 ■ 2020 ■ 2021

% reflects 2020/2021 YOY



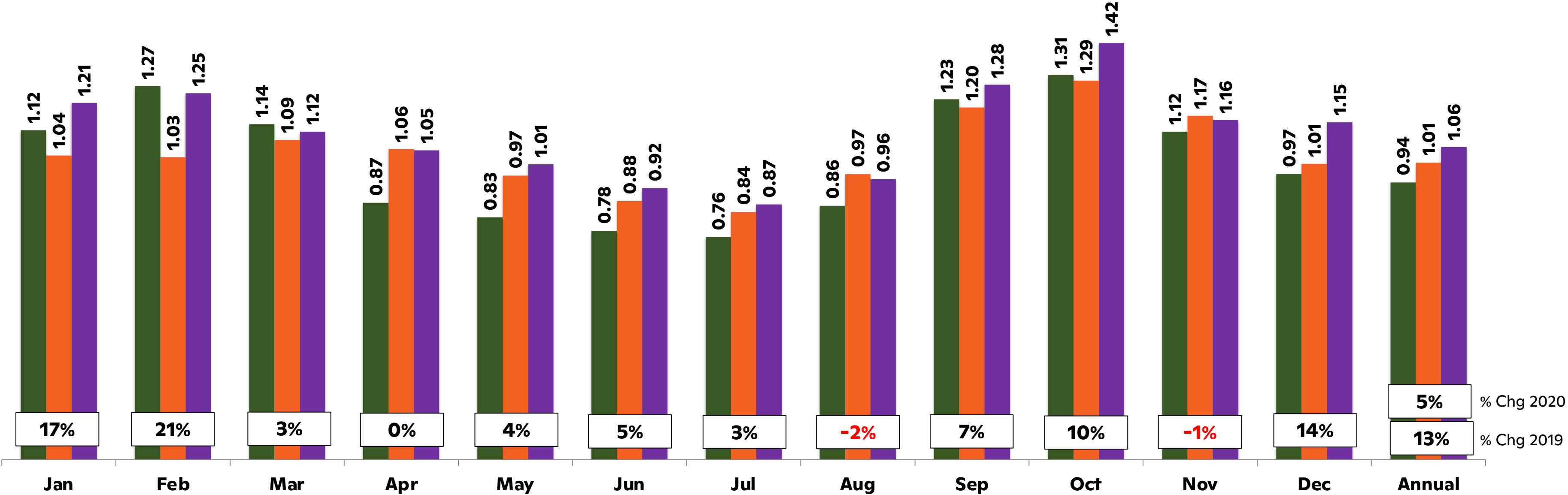
# Monthly Volume Velocity Whole Mango



■ 2019 ■ 2020 ■ 2021

% reflects 2020/2021 YOY

# Monthly Avg Unit Price Whole Mango



Sources: Nielsen Answers on Demand® Total US xAOC

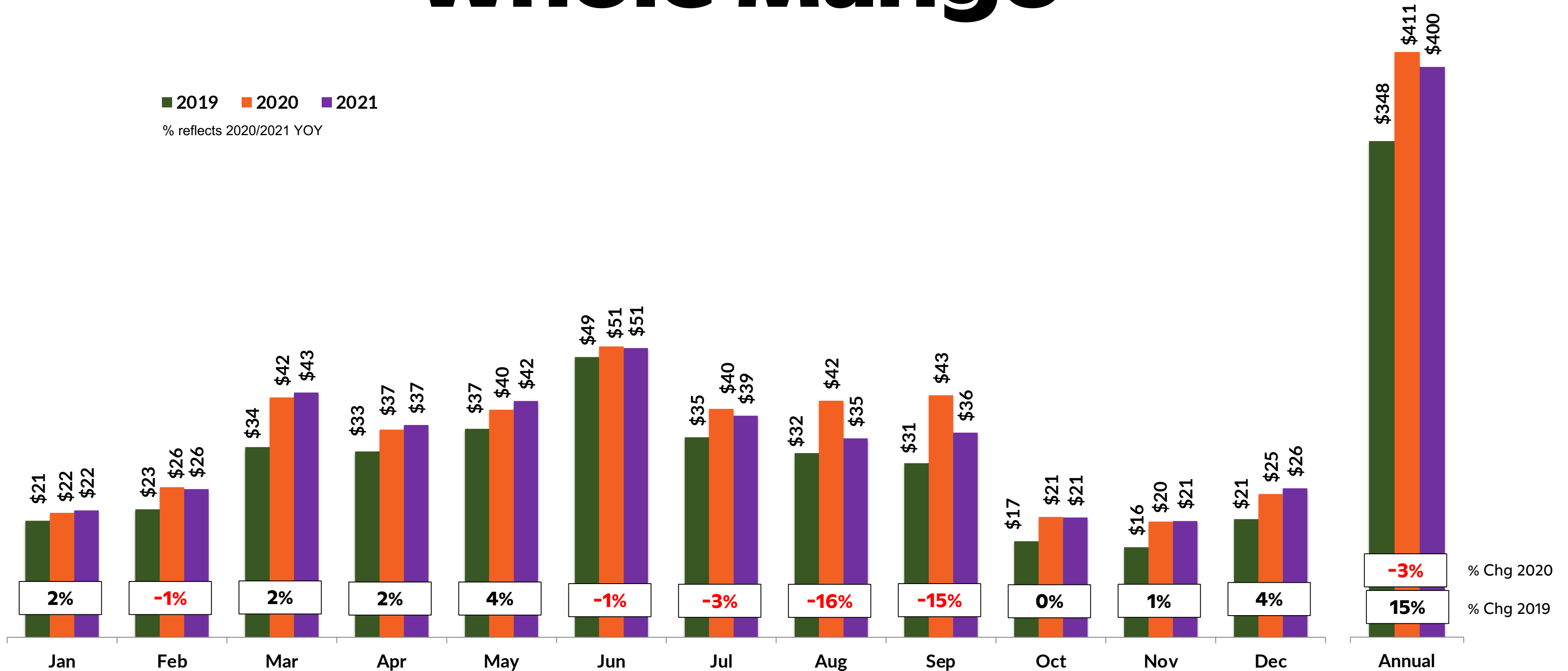
■ 2019 ■ 2020 ■ 2021

% reflects 2020/2021 YOY

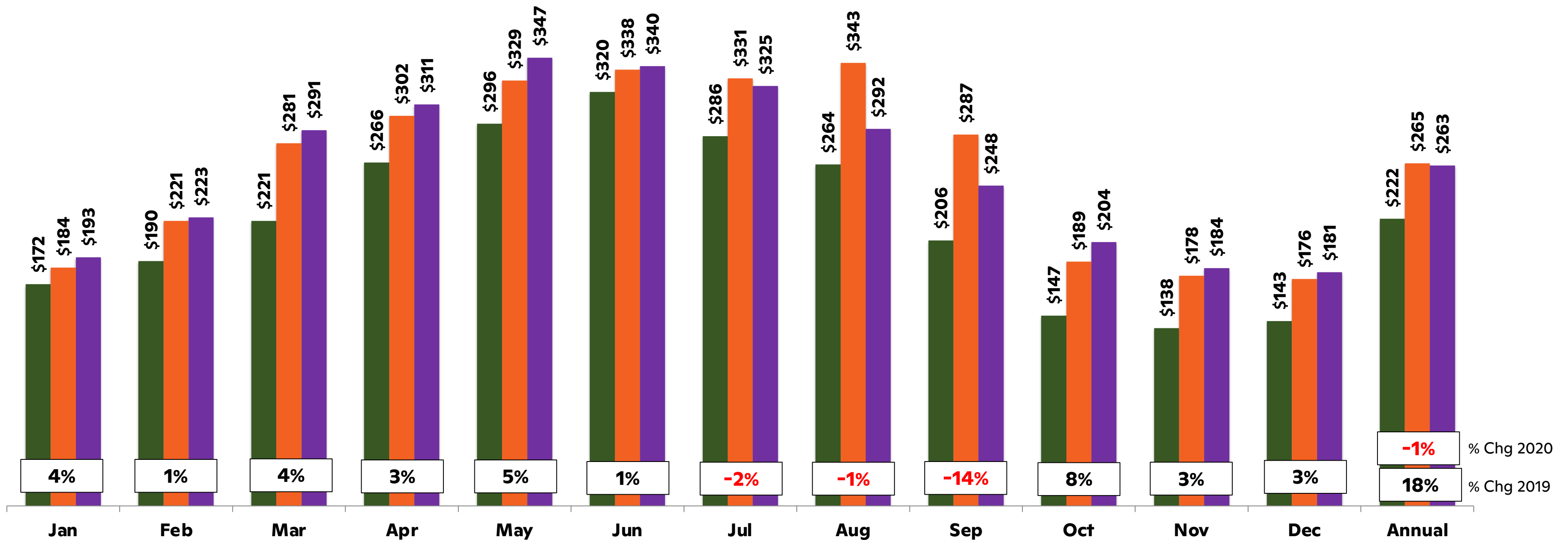


# Monthly Dollars (Millions) Whole Mango

■ 2019 ■ 2020 ■ 2021  
% reflects 2020/2021 YOY



# Monthly Dollar Velocity Whole Mango



■ 2019 ■ 2020 ■ 2021

% reflects 2020/2021 YOY

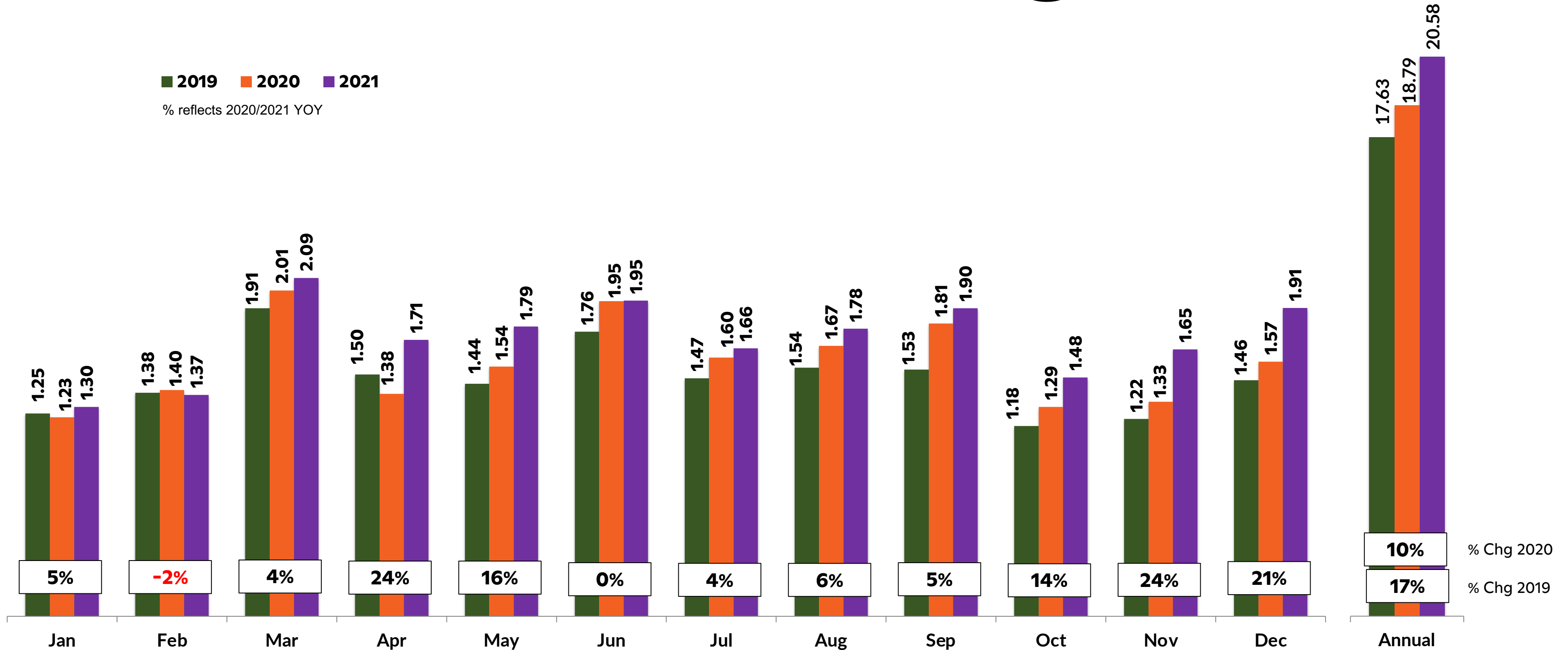
# Fresh Cut Mango Monthly Performance



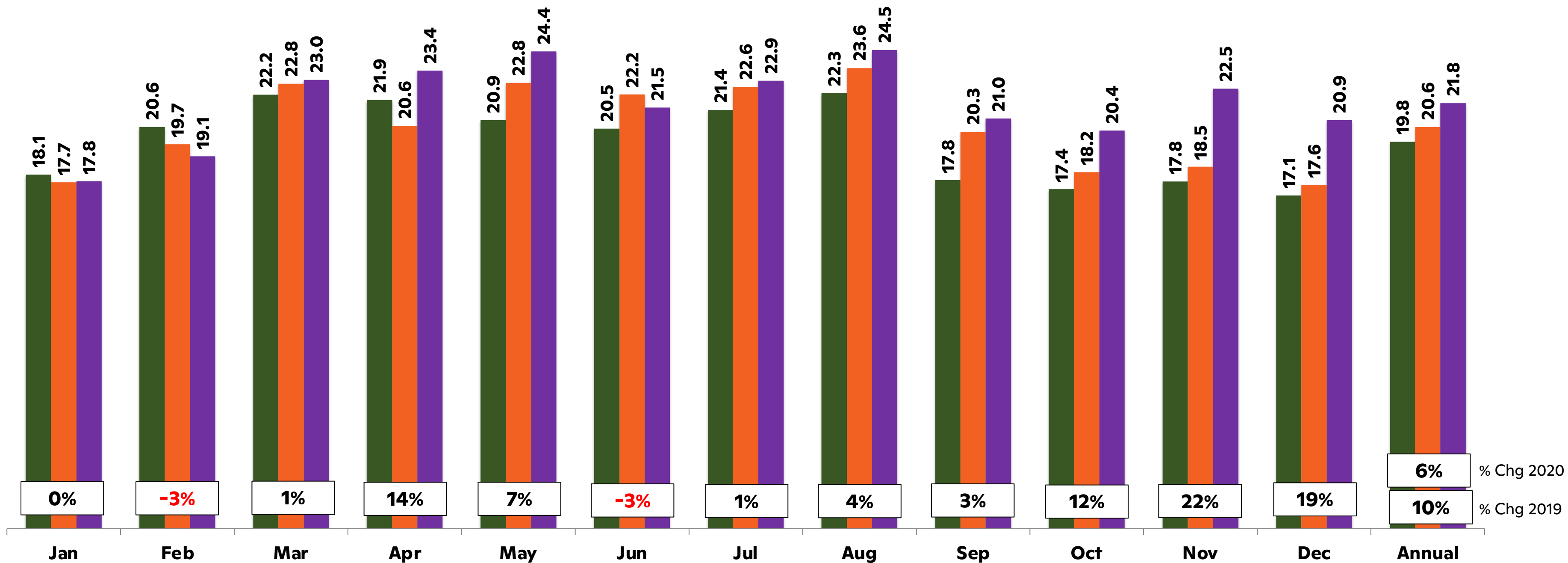
# Monthly Volume (Millions) Fresh Cut Mango

■ 2019 ■ 2020 ■ 2021

% reflects 2020/2021 YOY



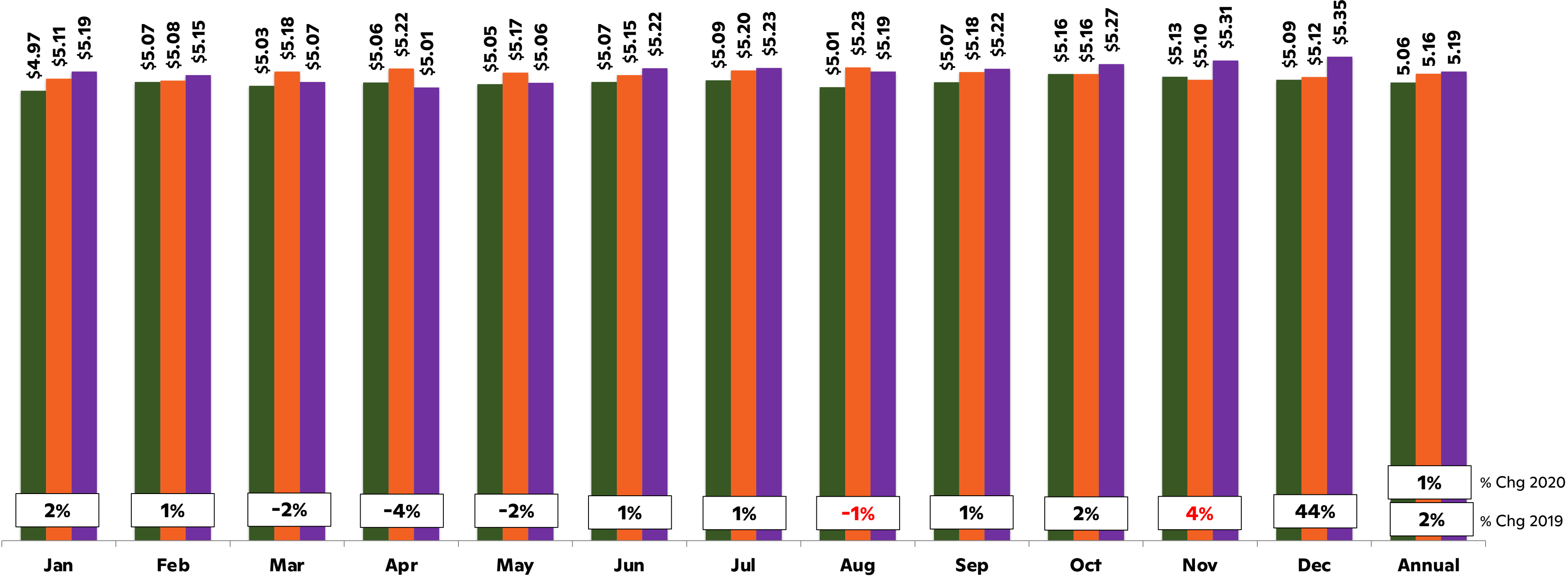
# Monthly Volume Velocity Fresh Cut Mango



■ 2019 ■ 2020 ■ 2021

% reflects 2020/2021 YOY

# Monthly Avg Unit Price Fresh Cut Mango



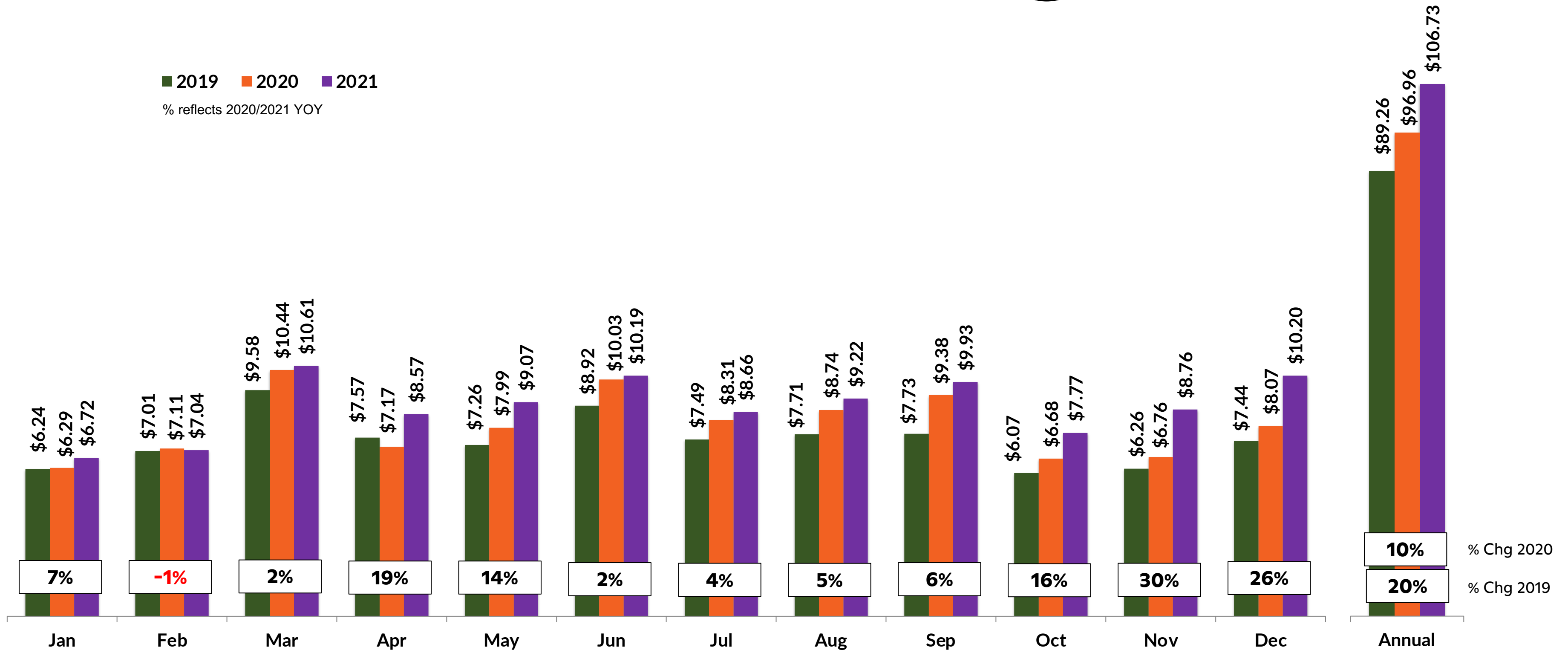
Sources: Nielsen Answers on Demand® Total US xAOC

■ 2019 ■ 2020 ■ 2021

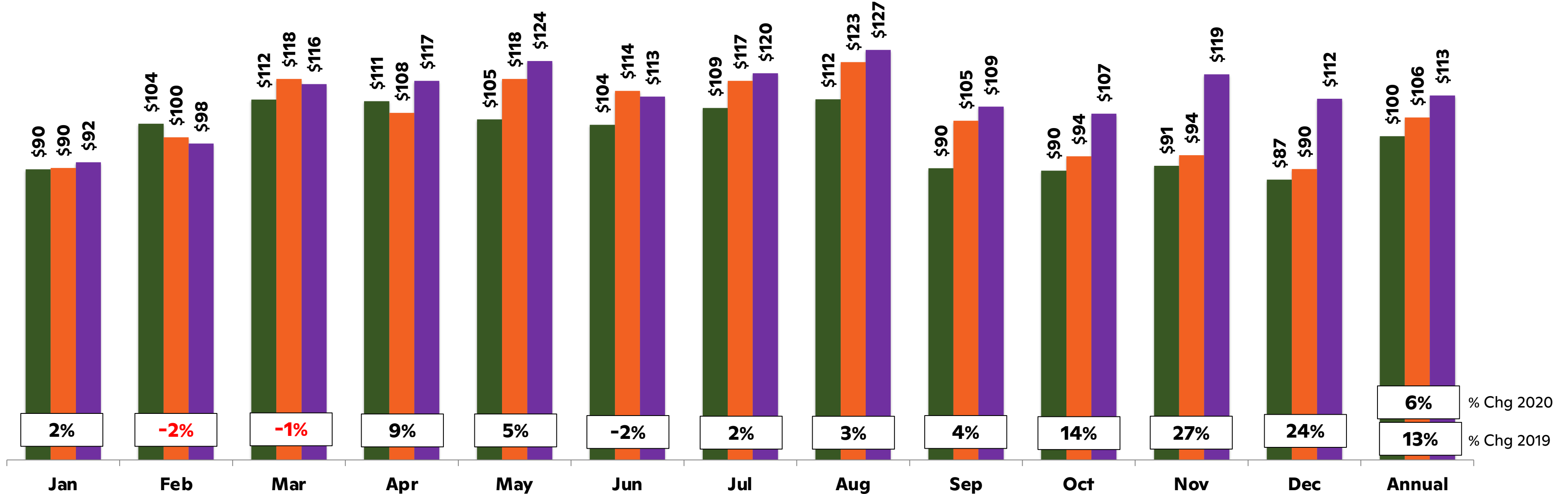
% reflects 2020/2021 YOY

# Monthly Dollars (Millions) Fresh Cut Mango

■ 2019 ■ 2020 ■ 2021  
% reflects 2020/2021 YOY



# Monthly Dollar Velocity Fresh Cut Mango

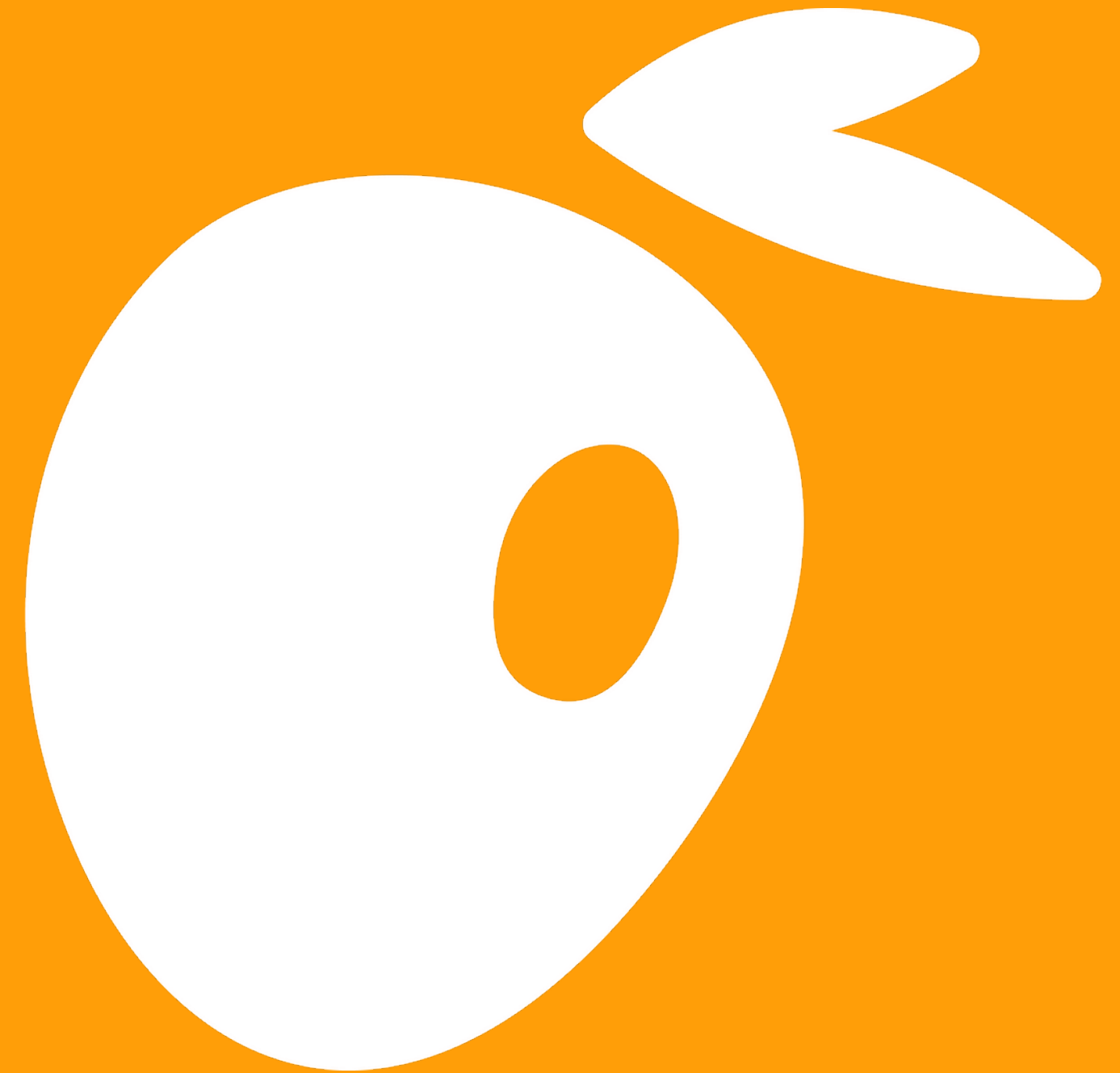


■ 2019 ■ 2020 ■ 2021

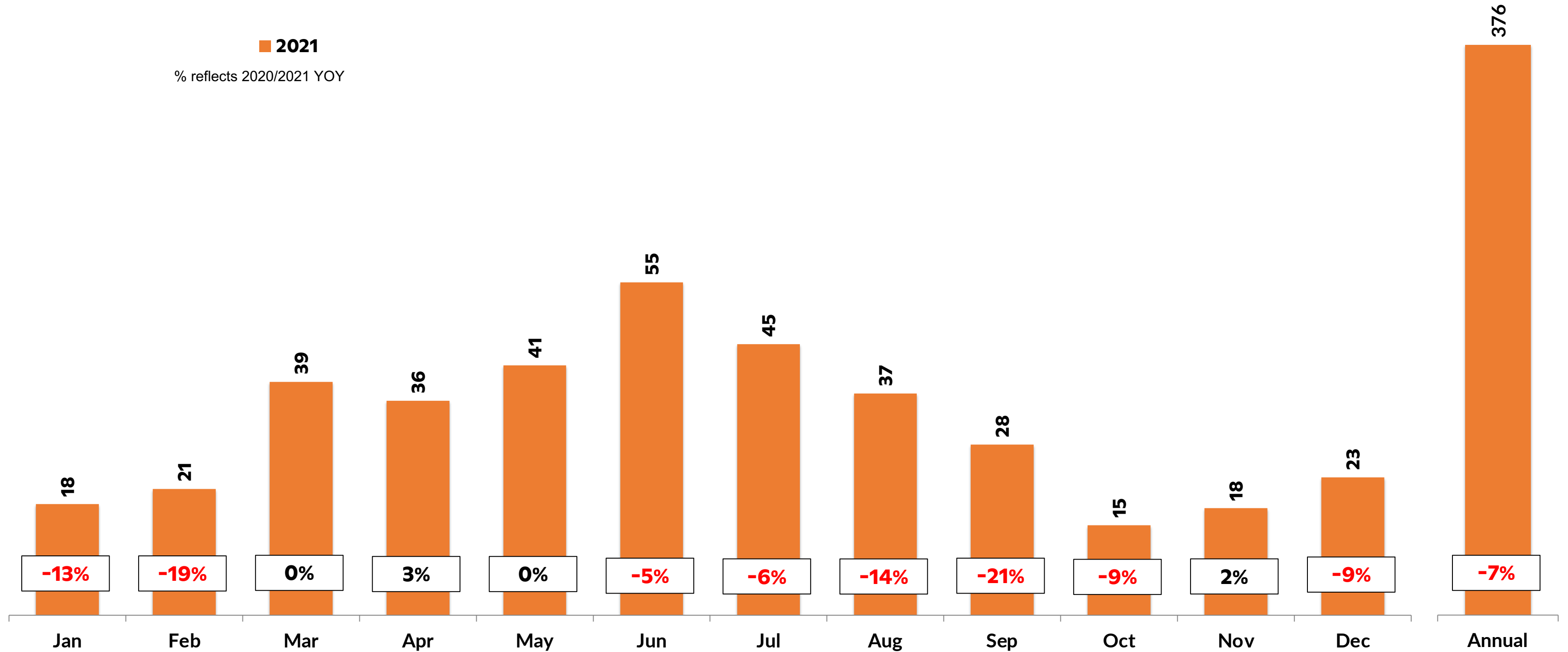
% reflects 2020/2021 YOY



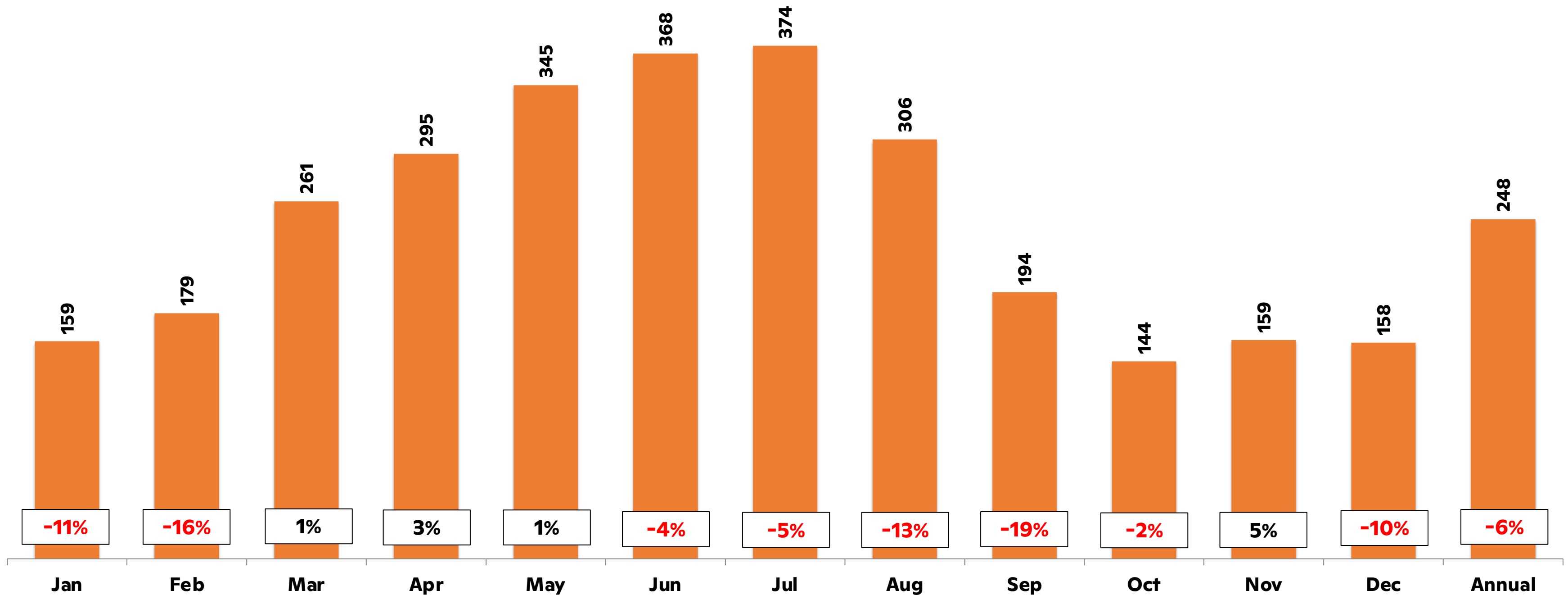
# Regional Data



# Monthly Volume (Millions) Whole Mango



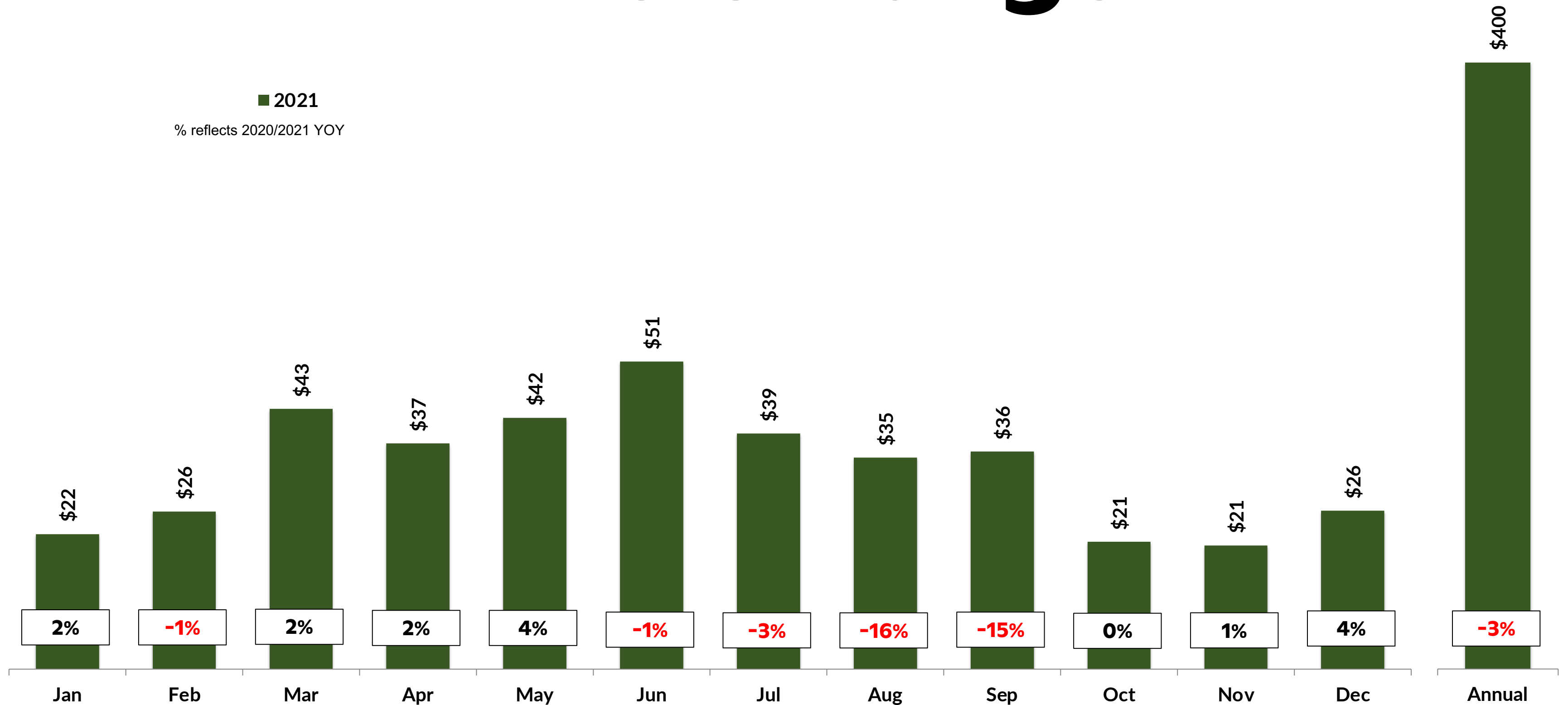
# Monthly Volume Velocity Whole Mango



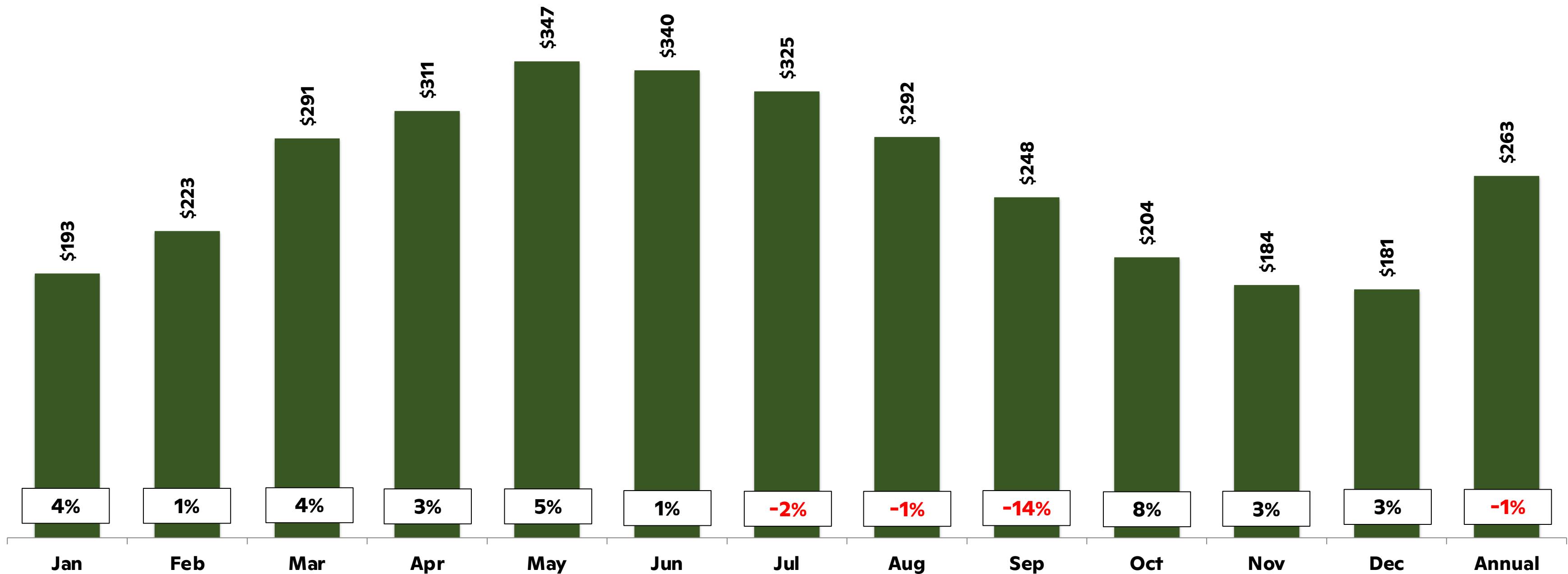
■ 2021

% reflects 2020/2021 YOY

# Monthly Dollars (Millions) Whole Mango



# Monthly Dollar Velocity Whole Mango

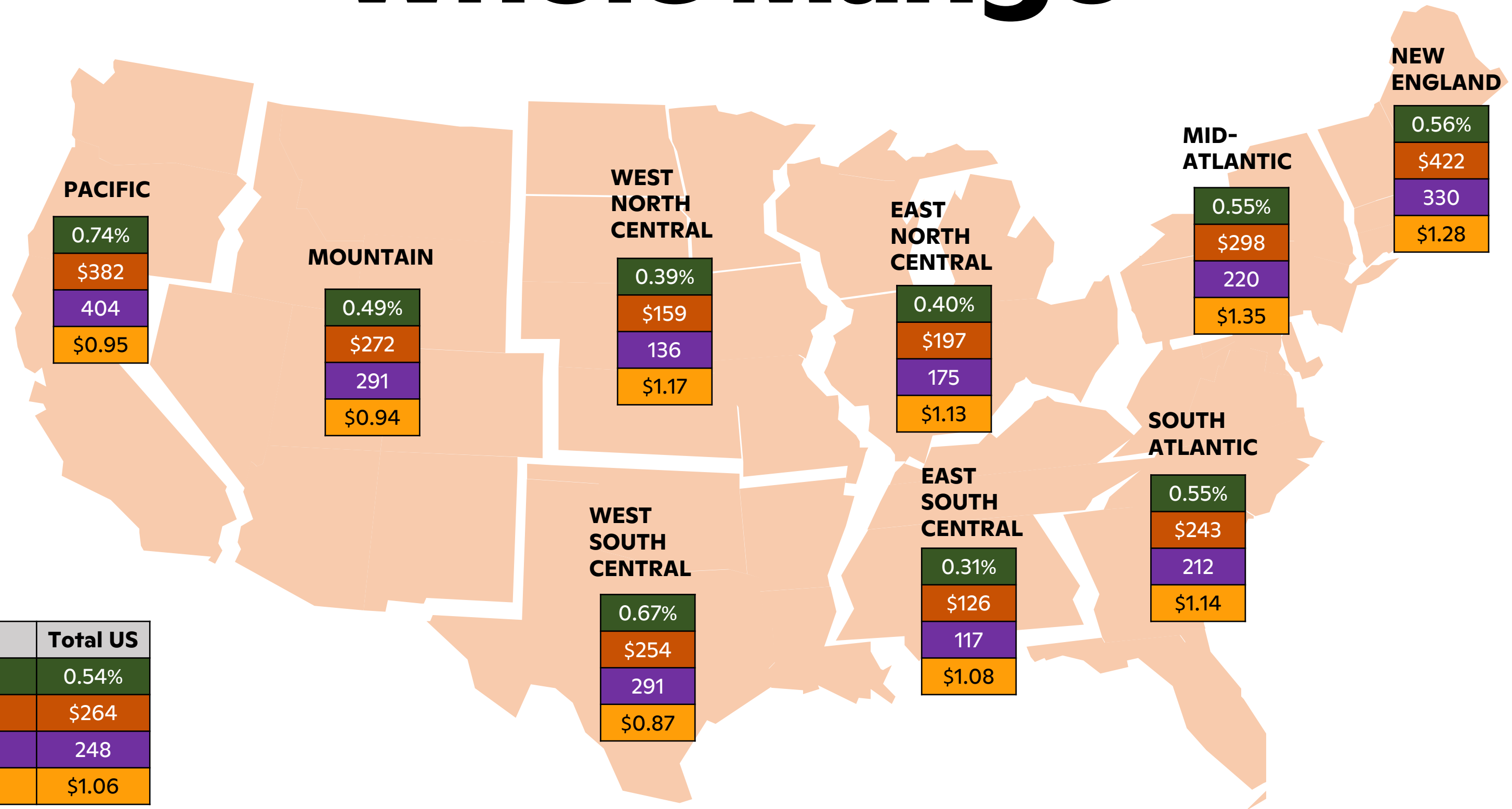


■ 2021

% reflects 2020/2021 YOY

# 2021 Performance by Region

## Whole Mango



Legend	Total US
Dollars Contribution	0.54%
Dollar Velocity	\$264
Volume Velocity	248
Average Retail Price	\$1.06

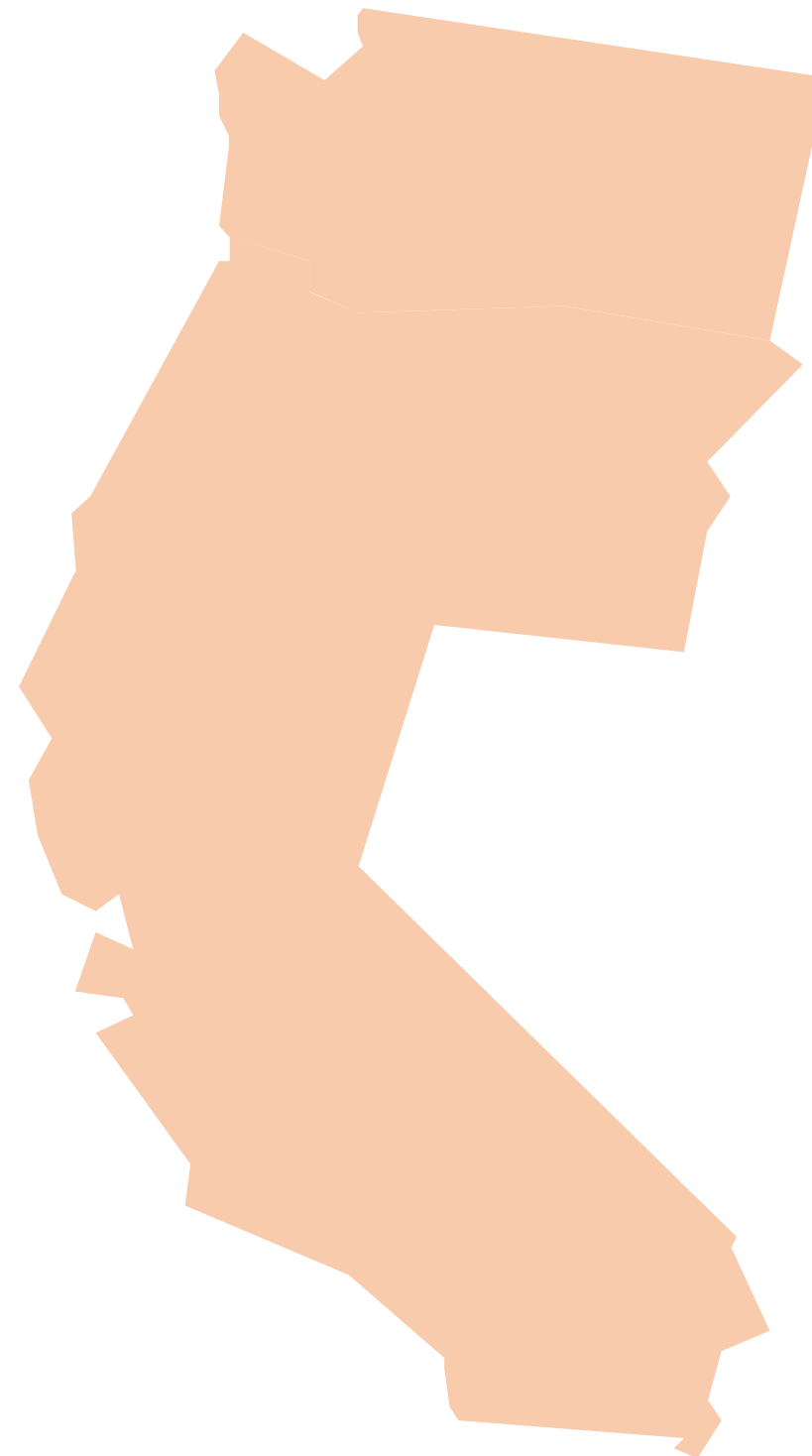
# Regional Overview 2021

## PACIFIC

California

Oregon

Washington

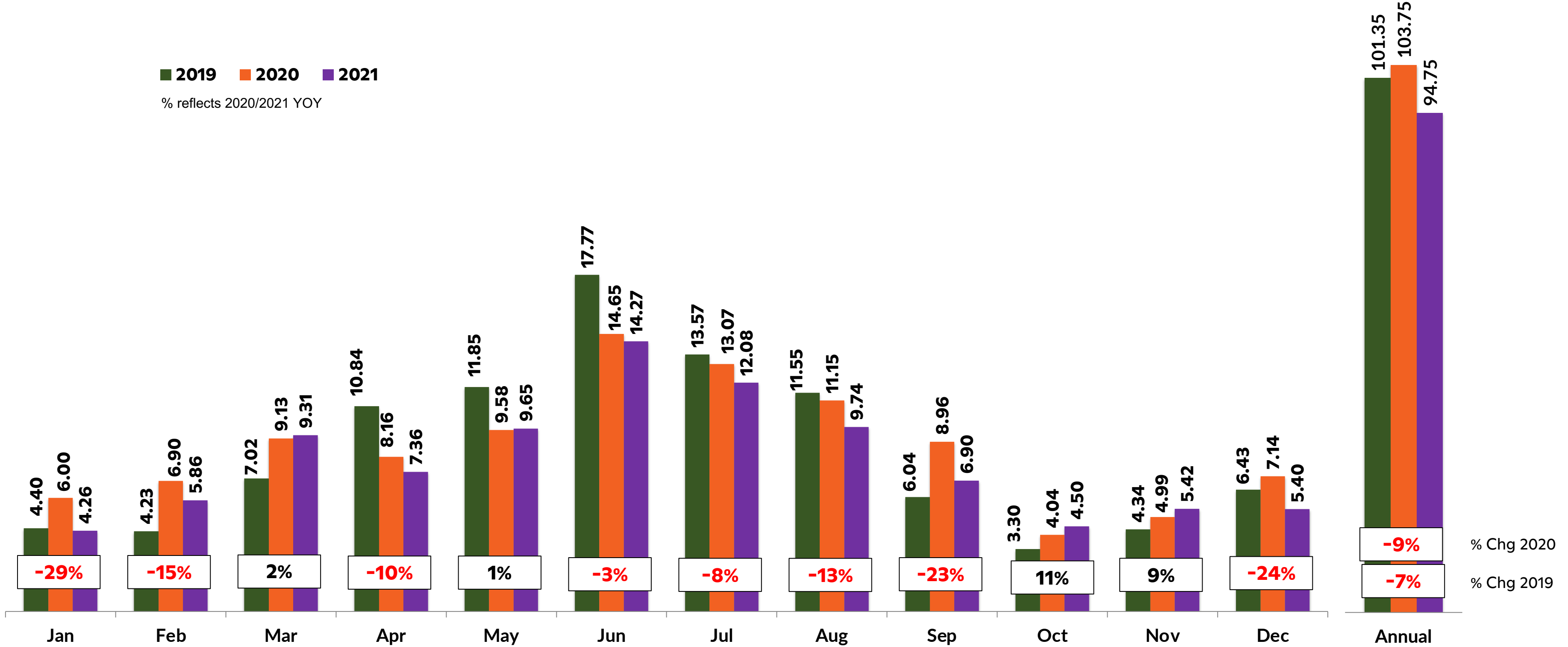


Legend	Total US
Dollars Contribution	0.54%
Dollar Velocity	\$264
Volume Velocity	248
Average Retail Price	\$1.06

Legend	Pacific
Dollars Contribution	0.74%
Dollar Velocity	\$382
Volume Velocity	404
Average Retail Price	\$0.95

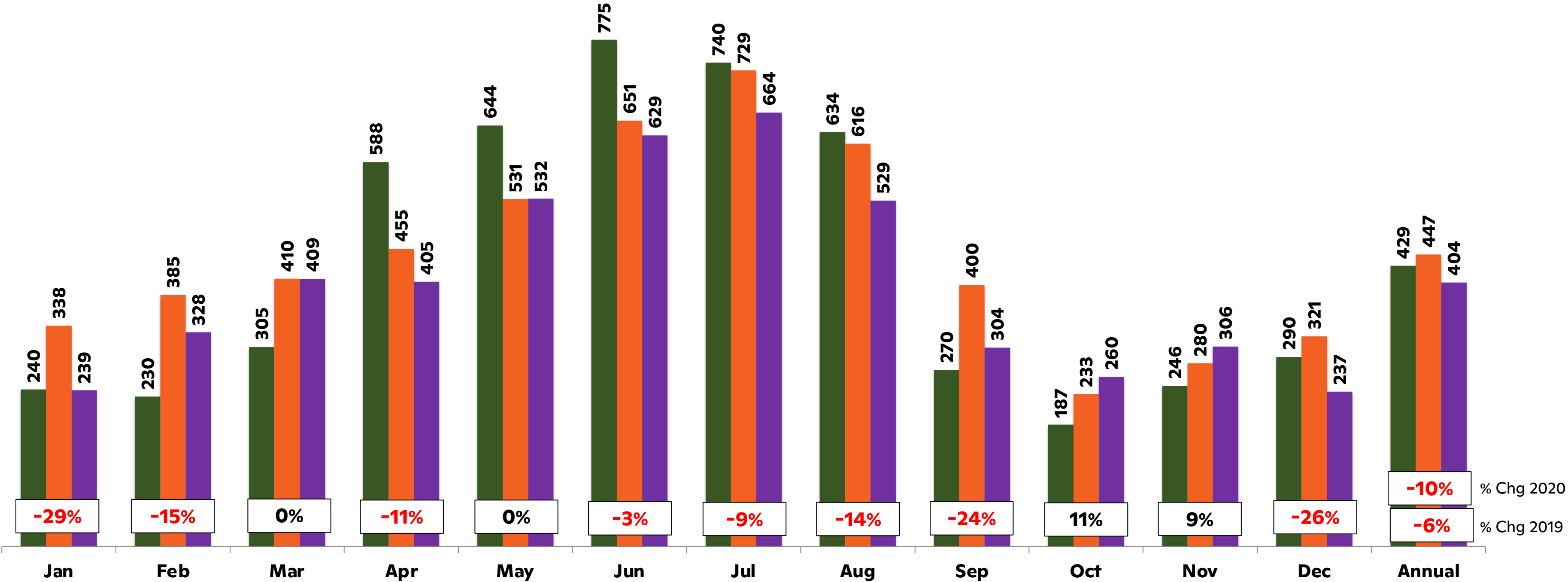
# Pacific Monthly Mango Volume (Millions)

■ 2019 ■ 2020 ■ 2021  
 % reflects 2020/2021 YOY





# Pacific Monthly Mango Volume Velocity



■ 2019 ■ 2020 ■ 2021

% reflects 2020/2021 YOY

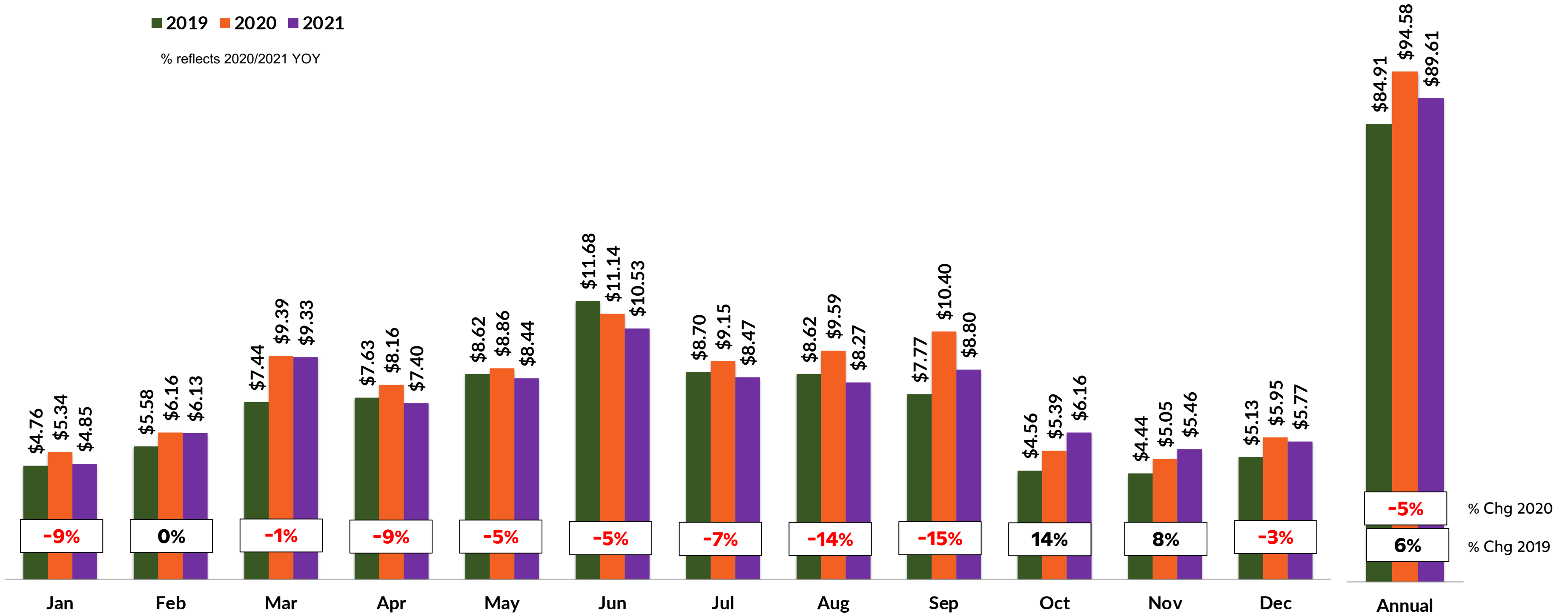


Sources: Nielsen Answers on Demand® Total US xAOC

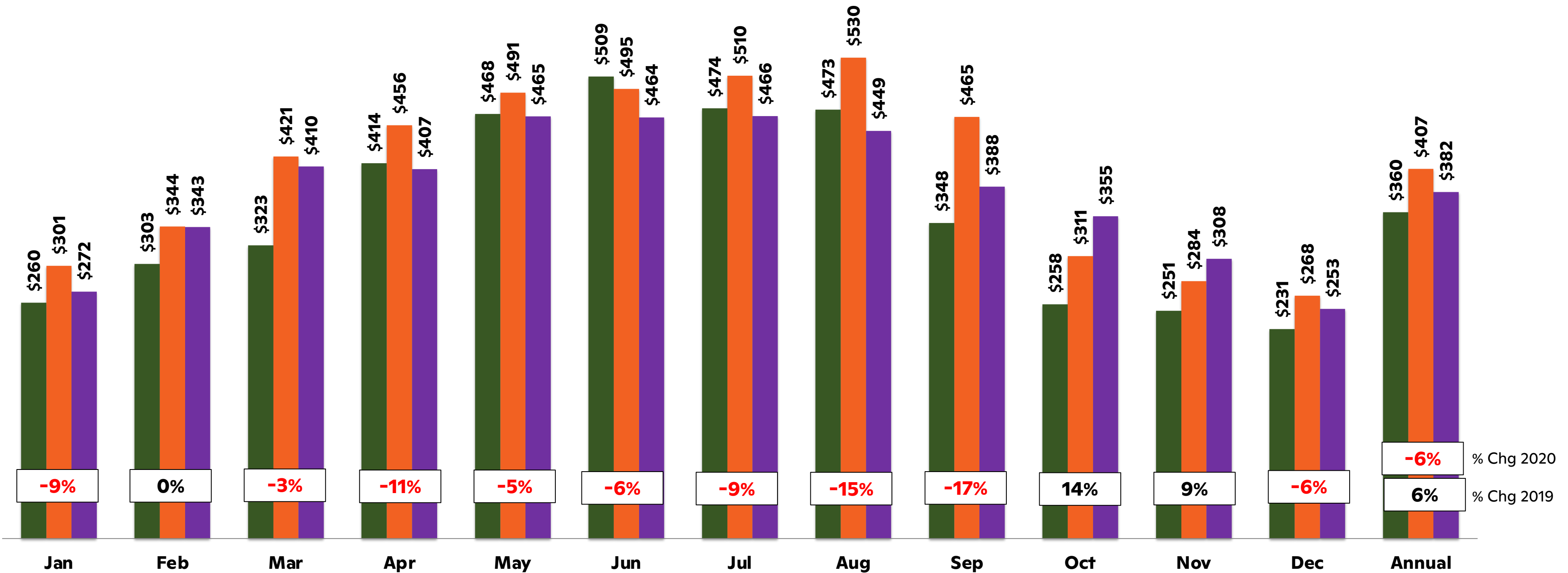
# Pacific Monthly Mango Dollars (Millions)

■ 2019 ■ 2020 ■ 2021

% reflects 2020/2021 YOY



# Pacific Monthly Mango Dollar Velocity



Sources: Nielsen Answers on Demand® Total US xAOC

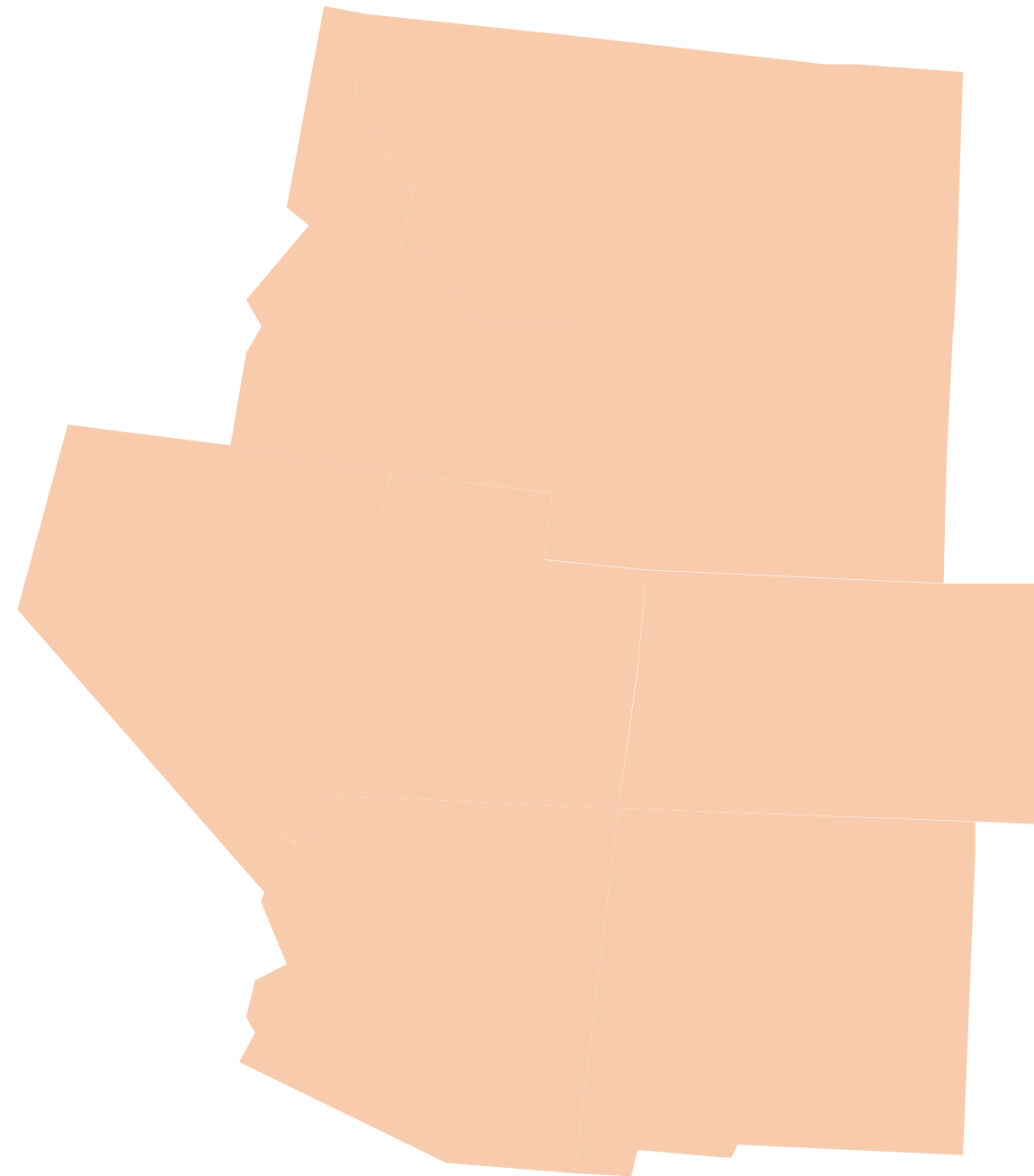
■ 2019 ■ 2020 ■ 2021

% reflects 2020/2021 YOY

# Regional Overview 2021

## Mountain

Nevada      Montana  
 Idaho        Colorado  
 Utah         Wyoming  
 Arizona      New Mexico



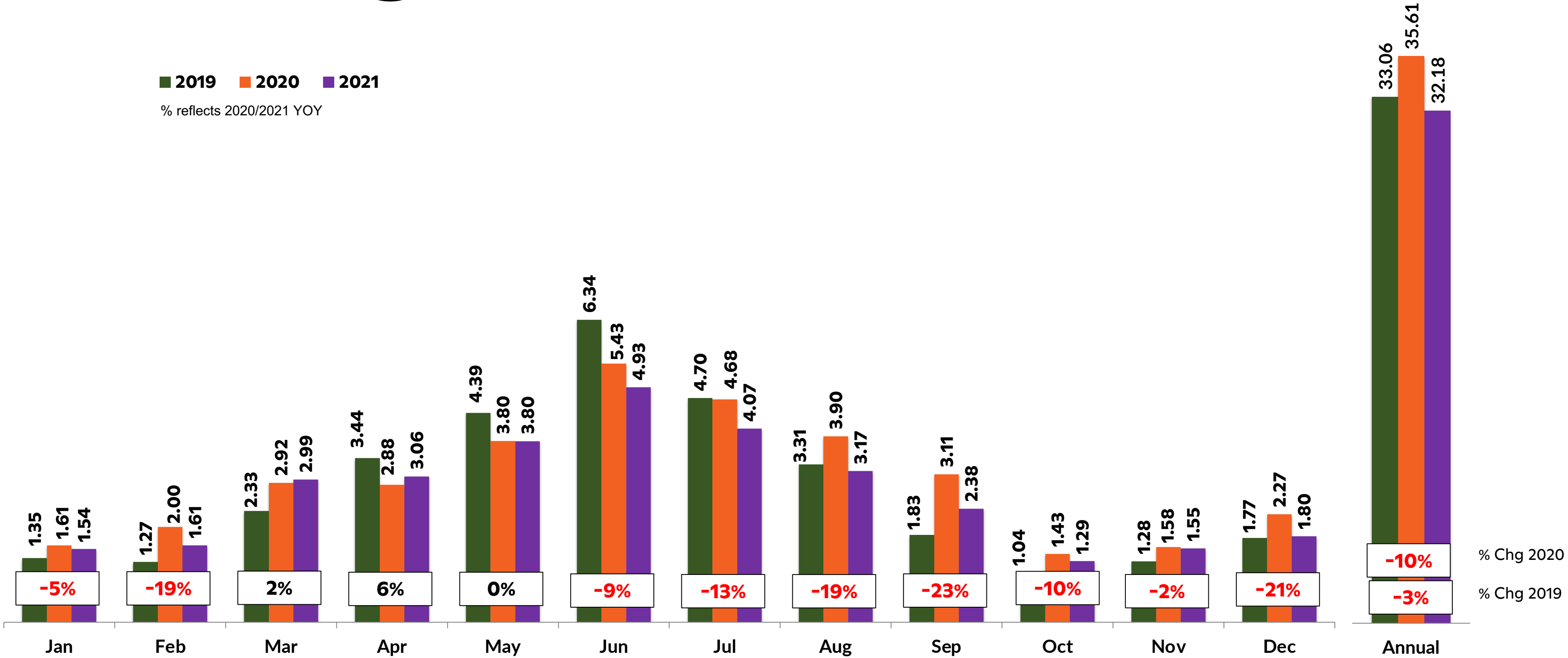
Legend	Total US
Dollars Contribution	0.54%
Dollar Velocity	\$264
Volume Velocity	248
Average Retail Price	\$1.06

Legend	Mtn
Dollars Contribution	0.49%
Dollar Velocity	\$272
Volume Velocity	291
Average Retail Price	\$0.94

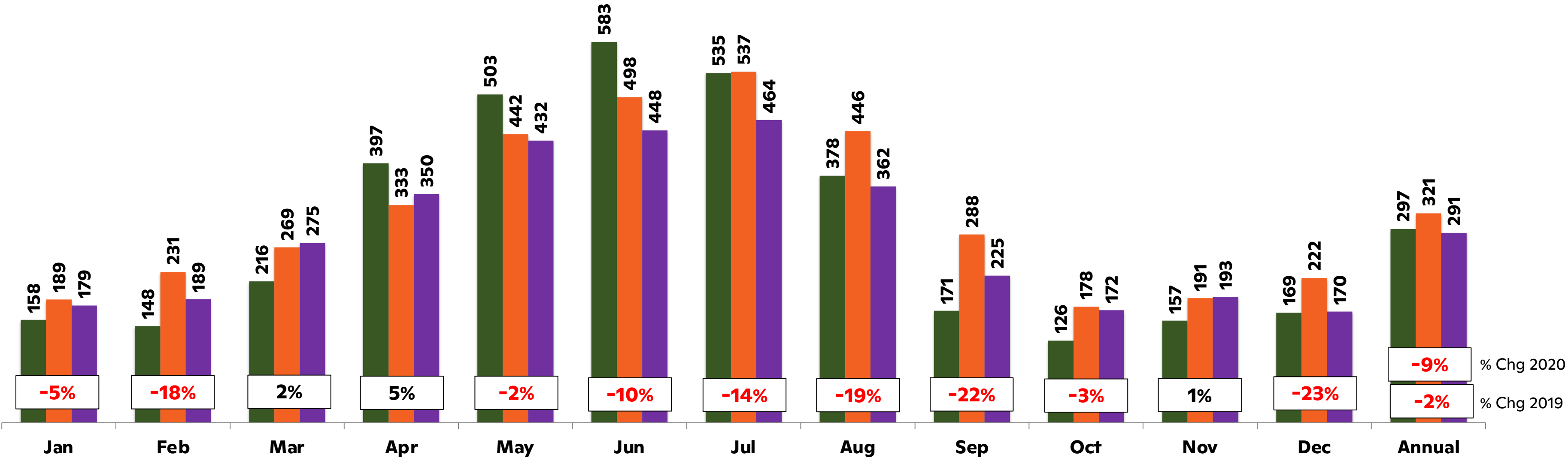
# Mountain Monthly Mango Volume (Millions)

■ 2019 ■ 2020 ■ 2021

% reflects 2020/2021 YOY



# Mountain Monthly Mango Volume Velocity



■ 2019 ■ 2020 ■ 2021

% reflects 2020/2021 YOY

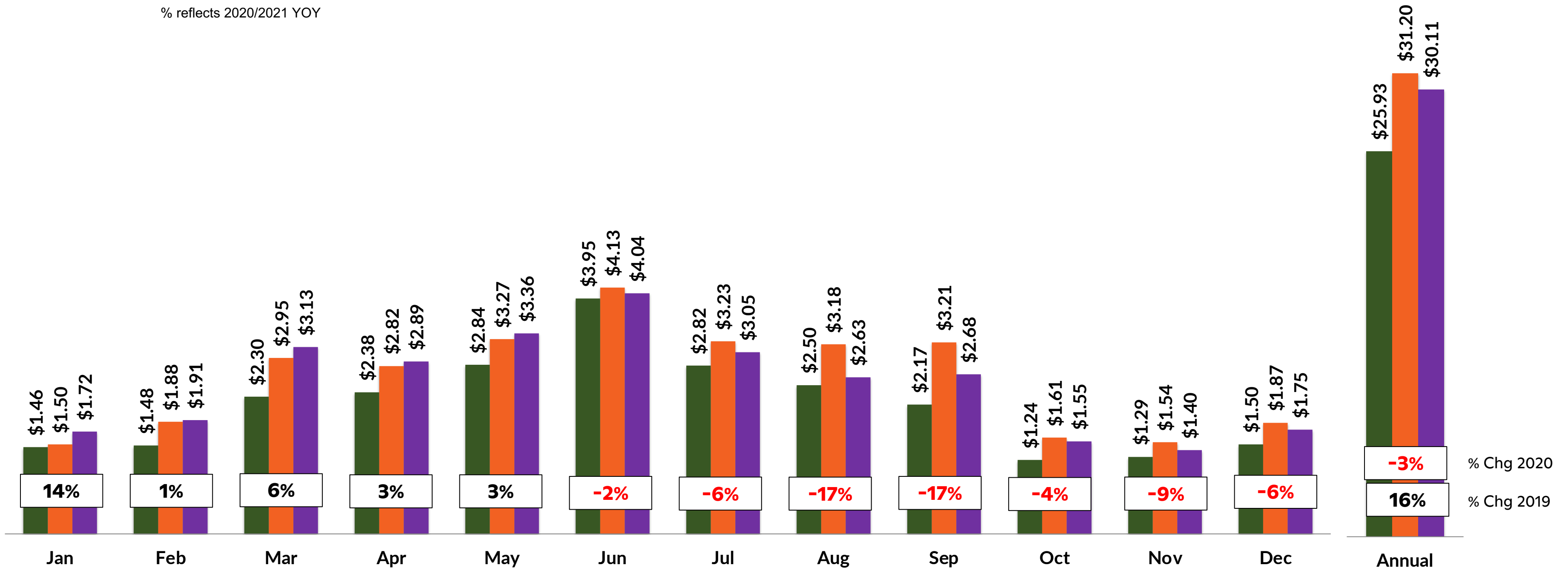


Sources: Nielsen Answers on Demand® Total US xAOC

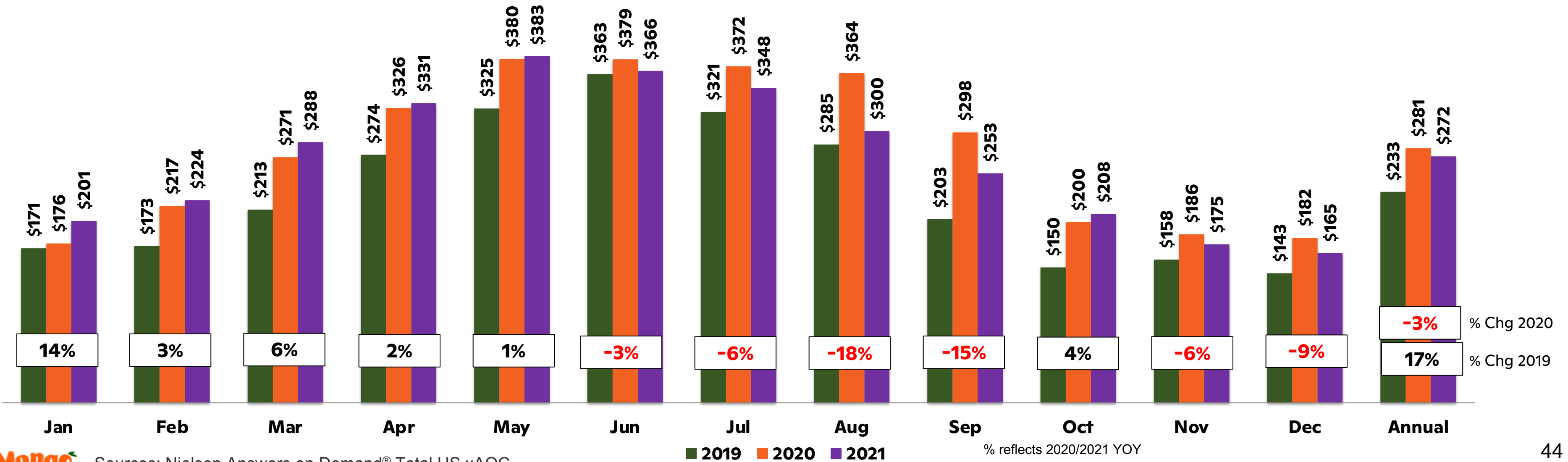
# Mountain Monthly Mango Dollars (Millions)

■ 2019 ■ 2020 ■ 2021

% reflects 2020/2021 YOY



# Mountain Monthly Mango Dollar Velocity

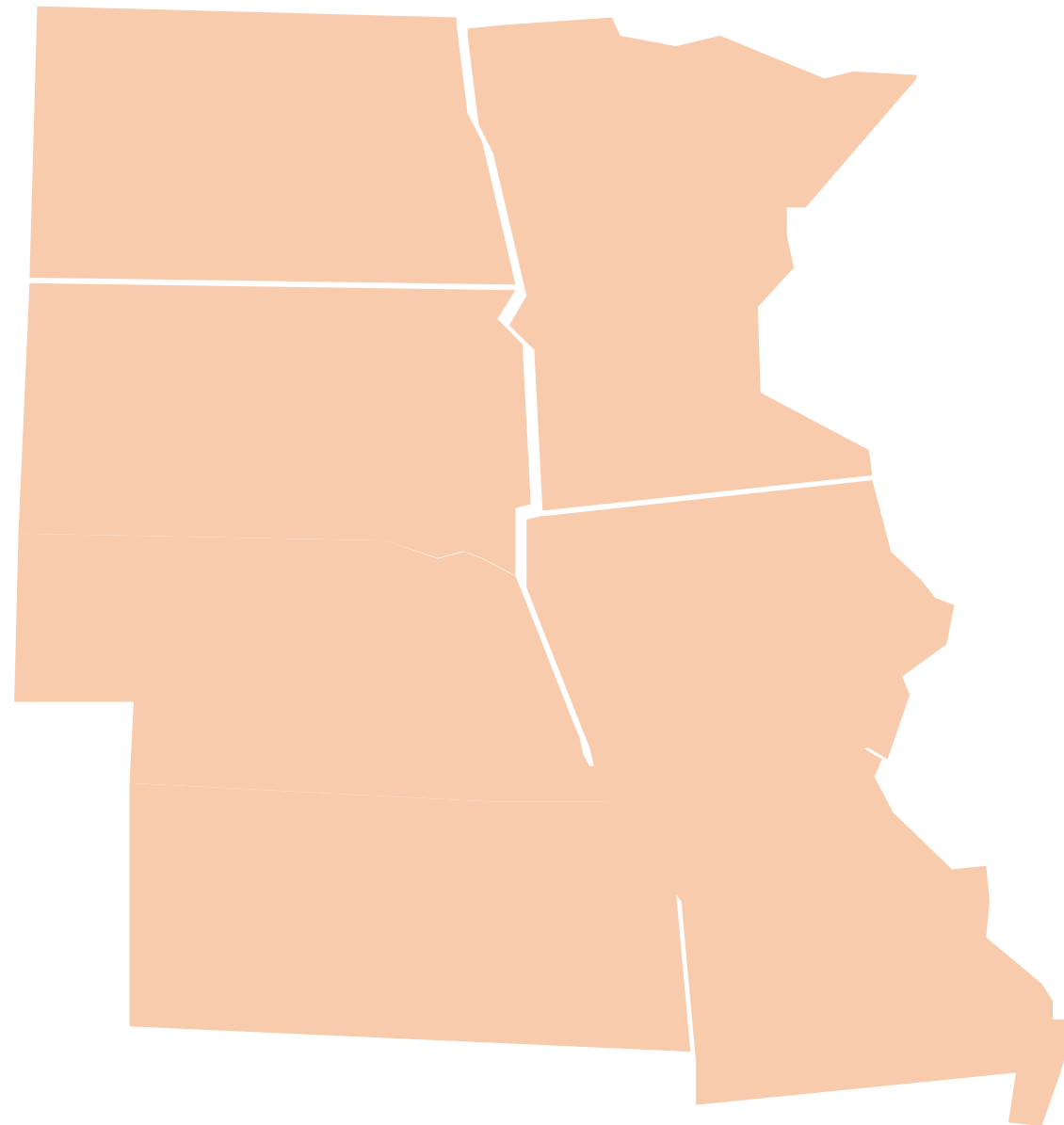




# Regional Overview 2021

## West North Central

North Dakota  
 South Dakota  
 Nebraska  
 Kansas  
 Minnesota  
 Iowa  
 Missouri



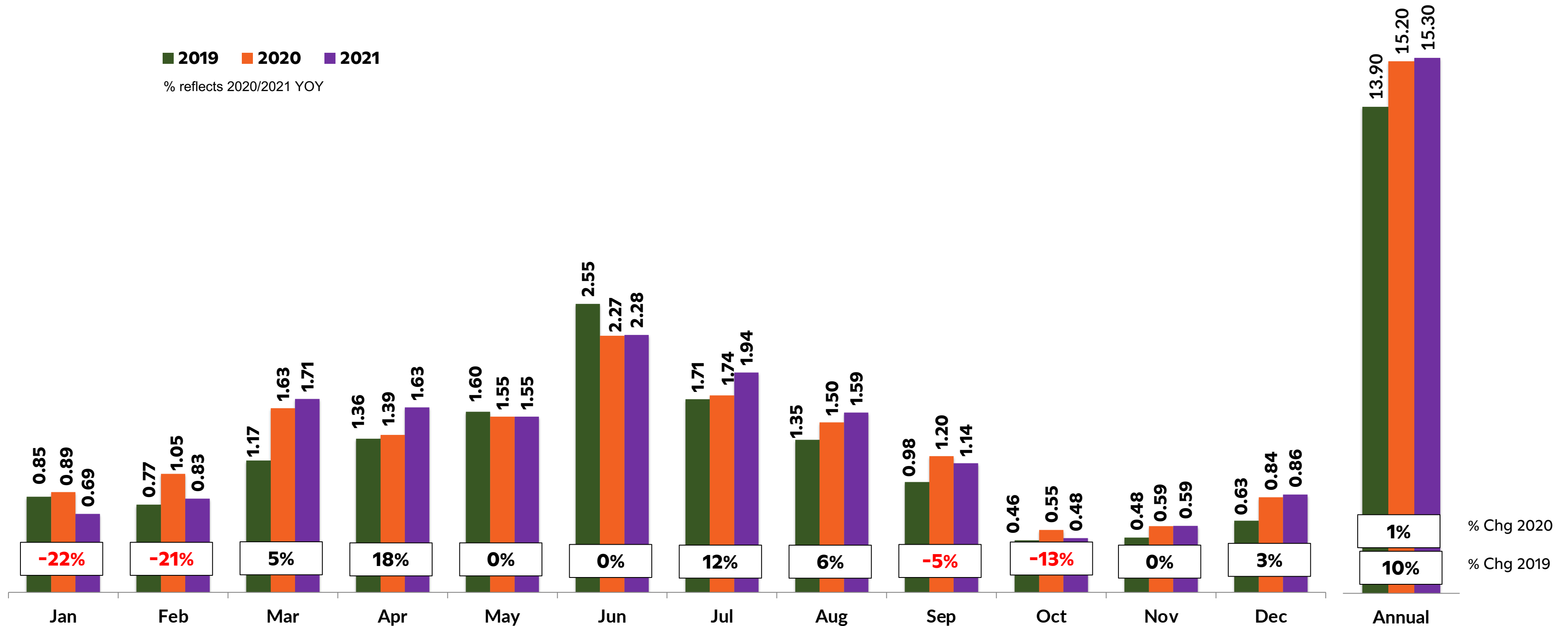
Legend	Total US
Dollars Contribution	0.54%
Dollar Velocity	\$264
Volume Velocity	248
Average Retail Price	\$1.06

Legend	WNC
Dollars Contribution	0.39%
Dollar Velocity	\$159
Volume Velocity	136
Average Retail Price	\$1.17

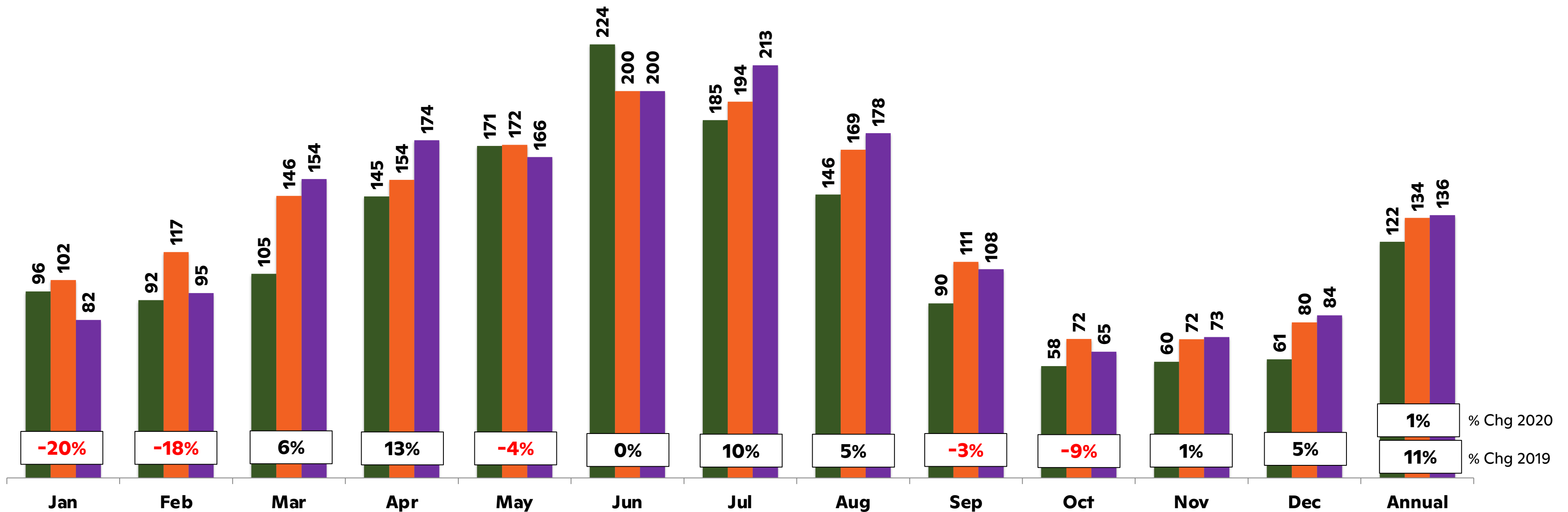
# West North Central Monthly Mango Volume (Millions)

■ 2019 ■ 2020 ■ 2021

% reflects 2020/2021 YOY



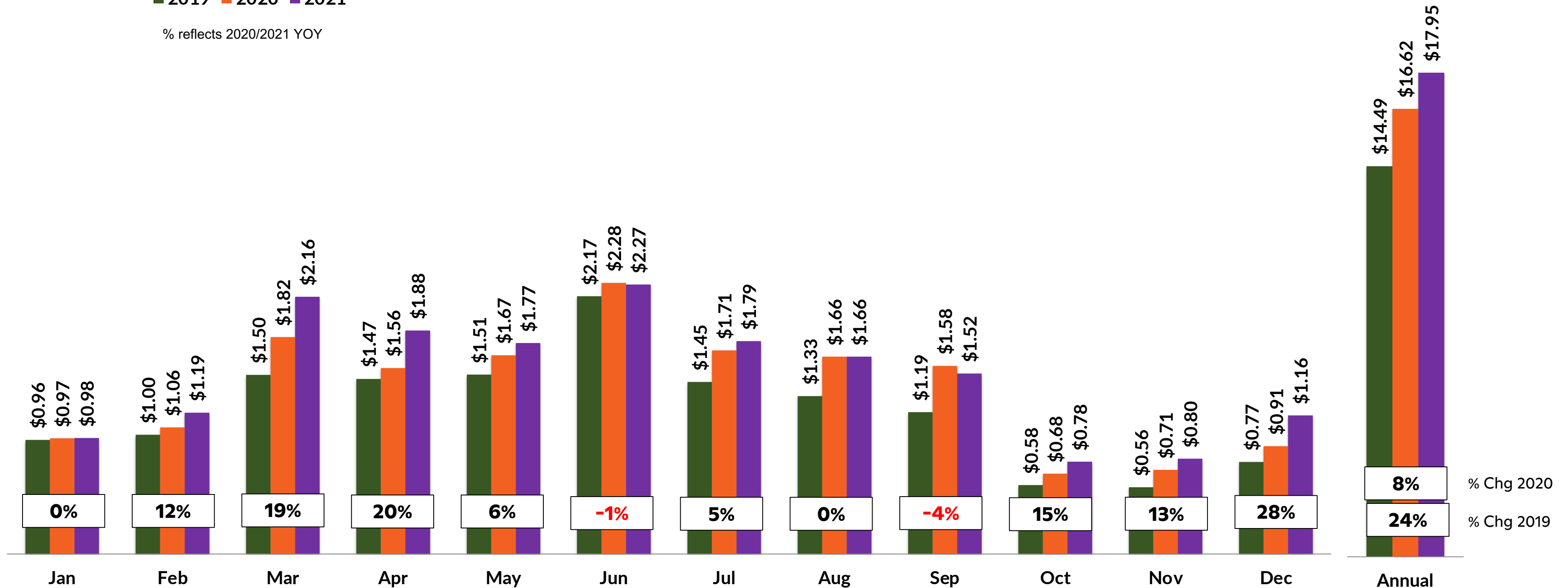
# West North Central Monthly Mango Volume Velocity



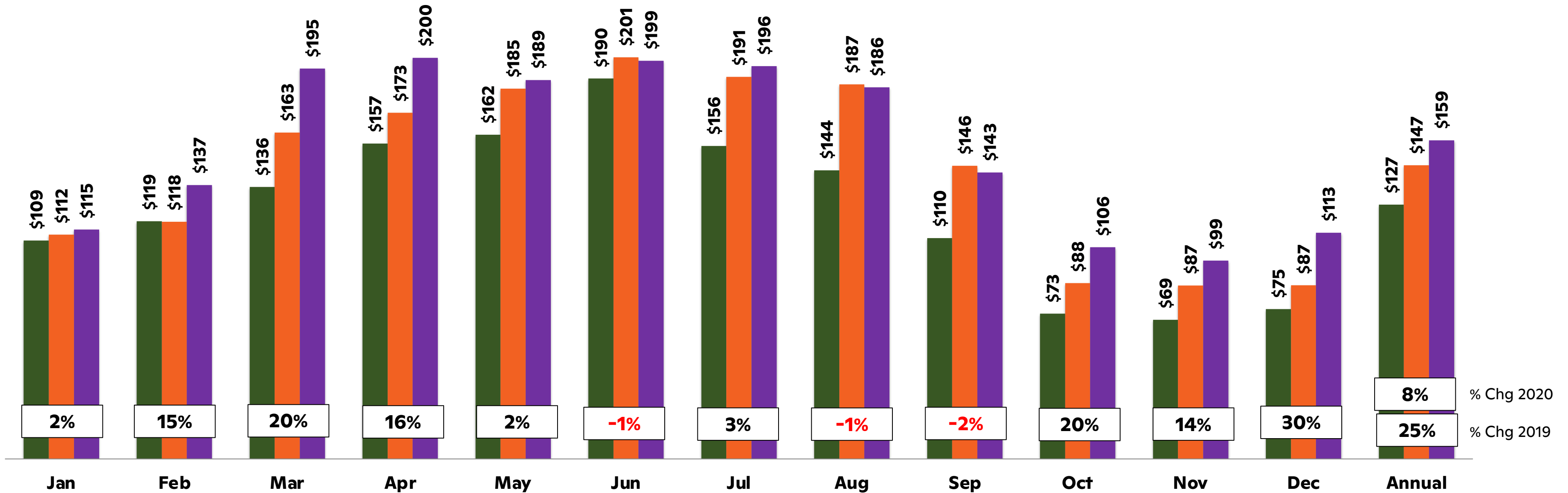
# West North Central Monthly Mango Dollars (Millions)

■ 2019 ■ 2020 ■ 2021

% reflects 2020/2021 YOY



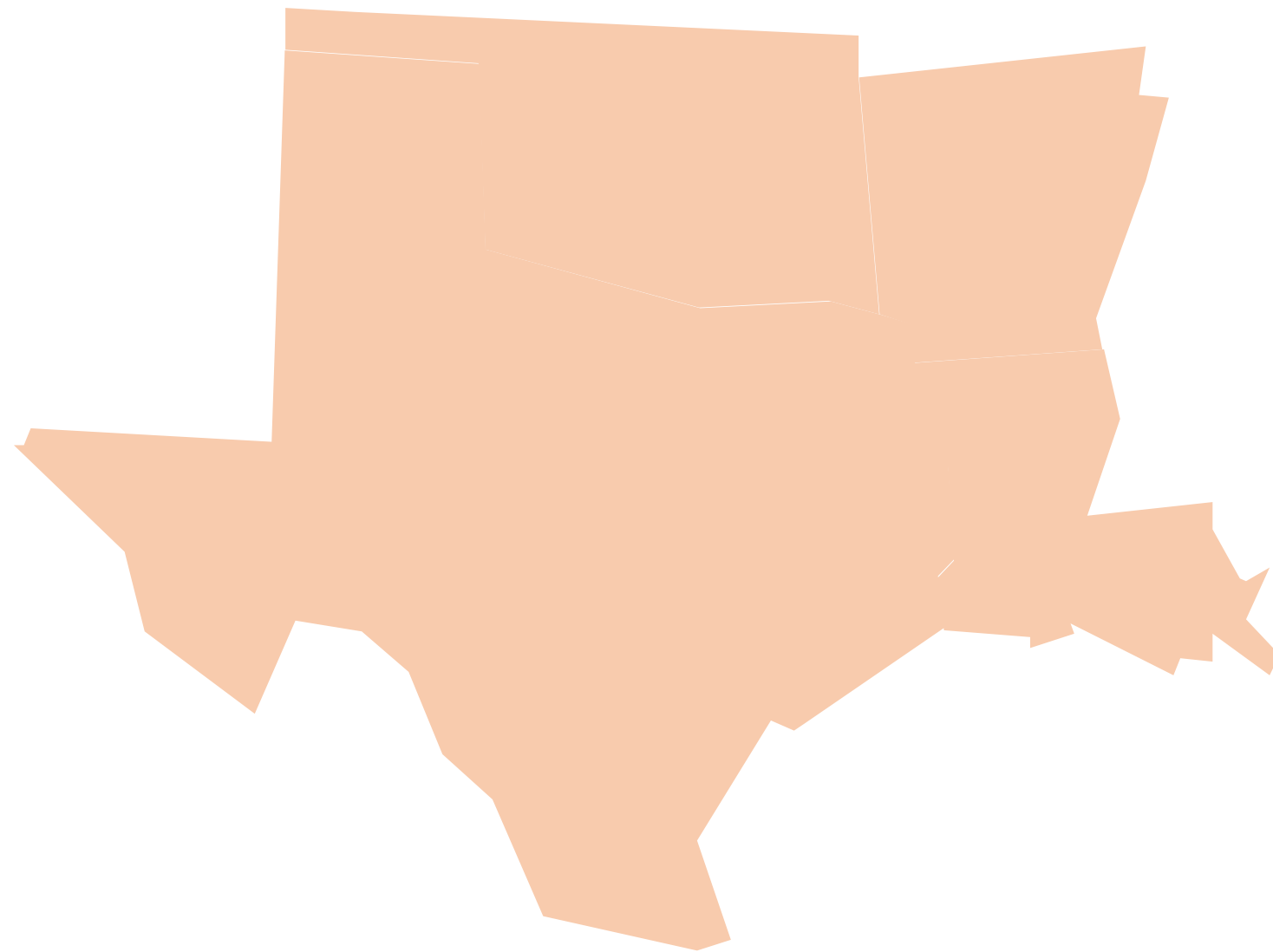
# West North Central Monthly Mango Dollar Velocity



# Regional Overview 2021

## West South Central

Oklahoma  
Texas  
Arkansas  
Louisiana



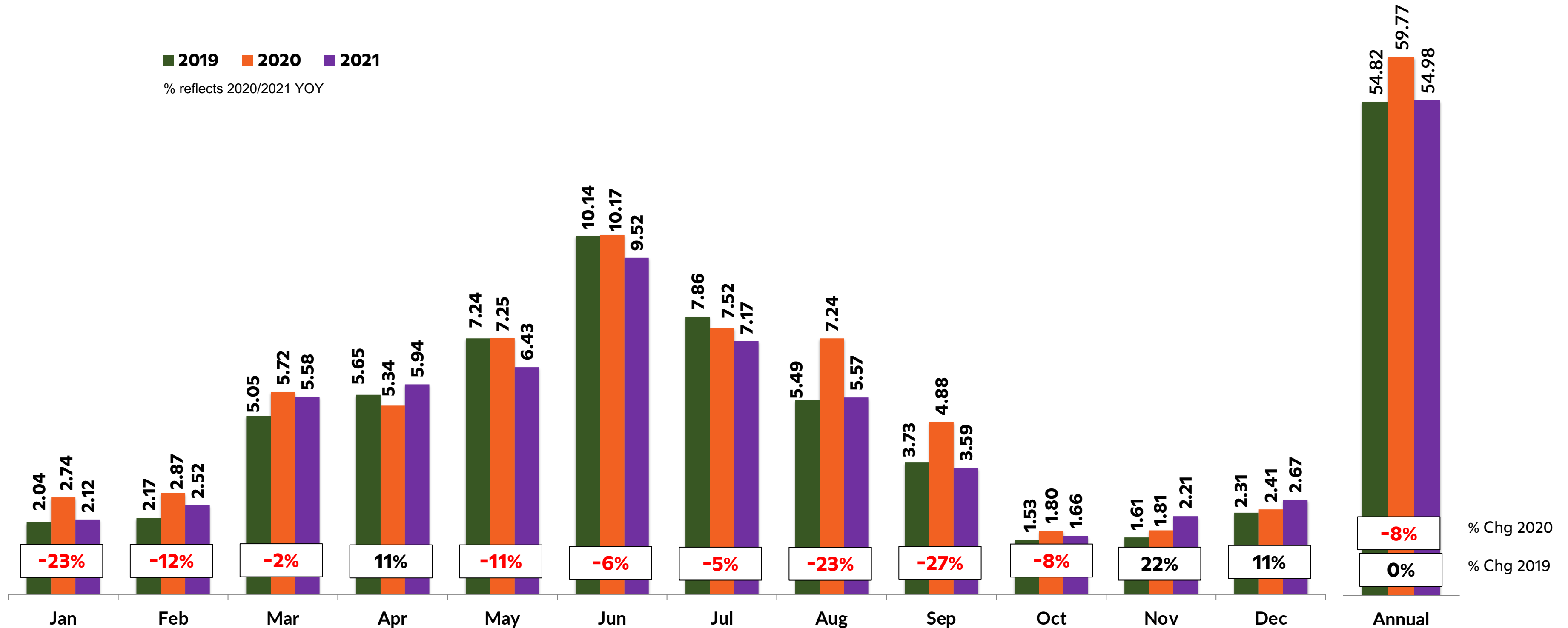
Legend	Total US
Dollars Contribution	0.54%
Dollar Velocity	\$264
Volume Velocity	248
Average Retail Price	\$1.06

Legend	WSC
Dollars Contribution	0.67%
Dollar Velocity	\$254
Volume Velocity	291
Average Retail Price	\$0.87

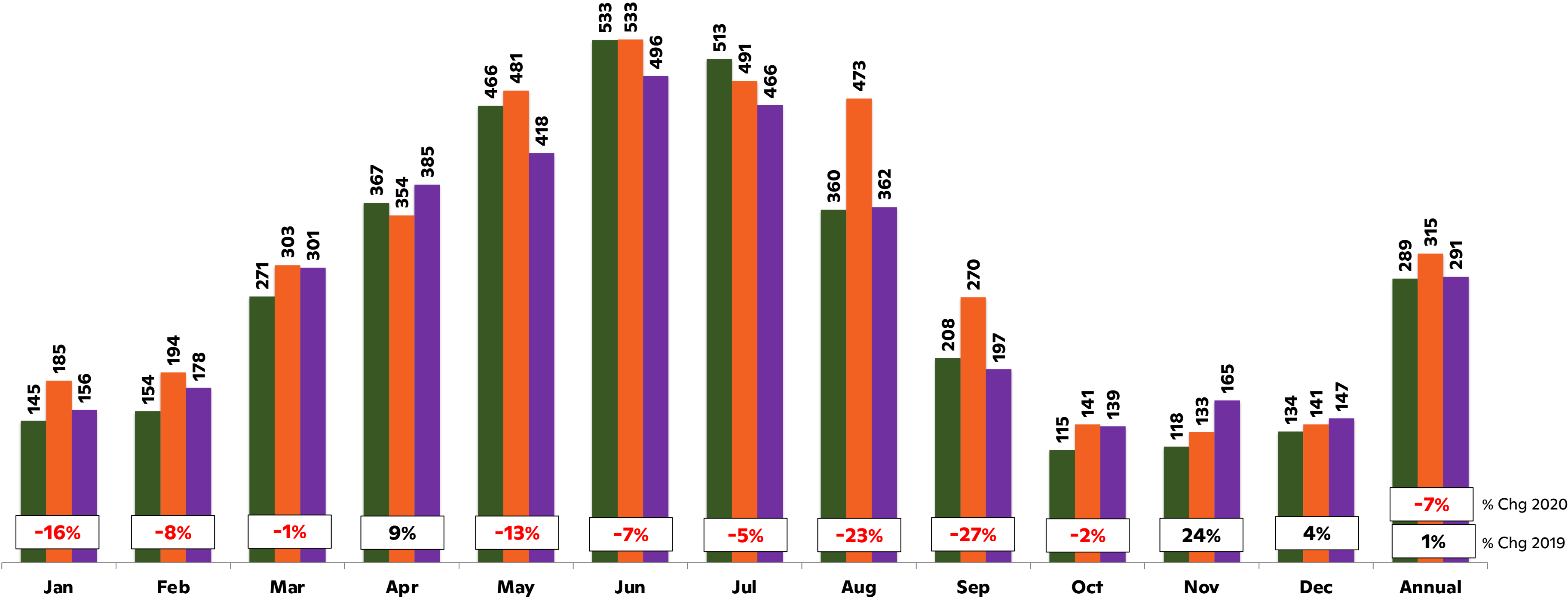
# West South Central Monthly Mango Volume (Millions)

■ 2019 ■ 2020 ■ 2021

% reflects 2020/2021 YOY



# West South Central Monthly Mango Volume Velocity



Sources: Nielsen Answers on Demand® Total US xAOC

■ 2019 ■ 2020 ■ 2021

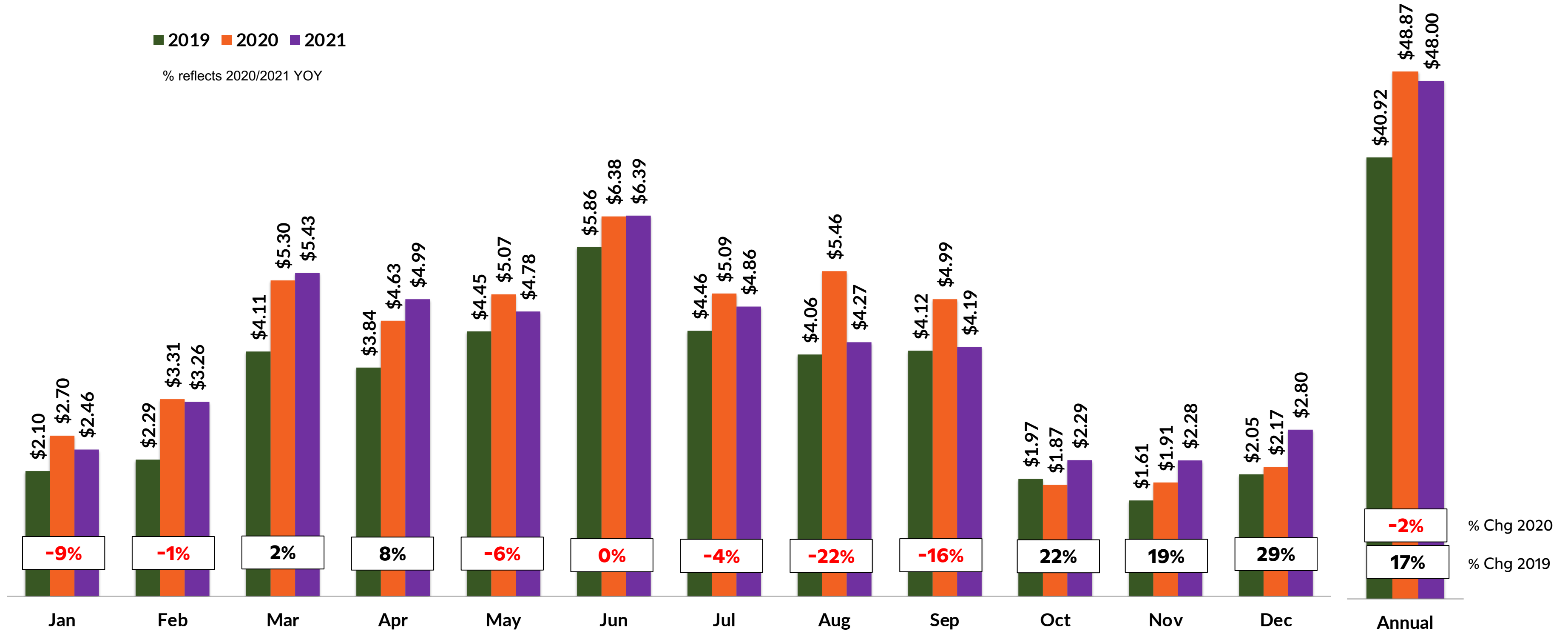
% reflects 2020/2021 YOY



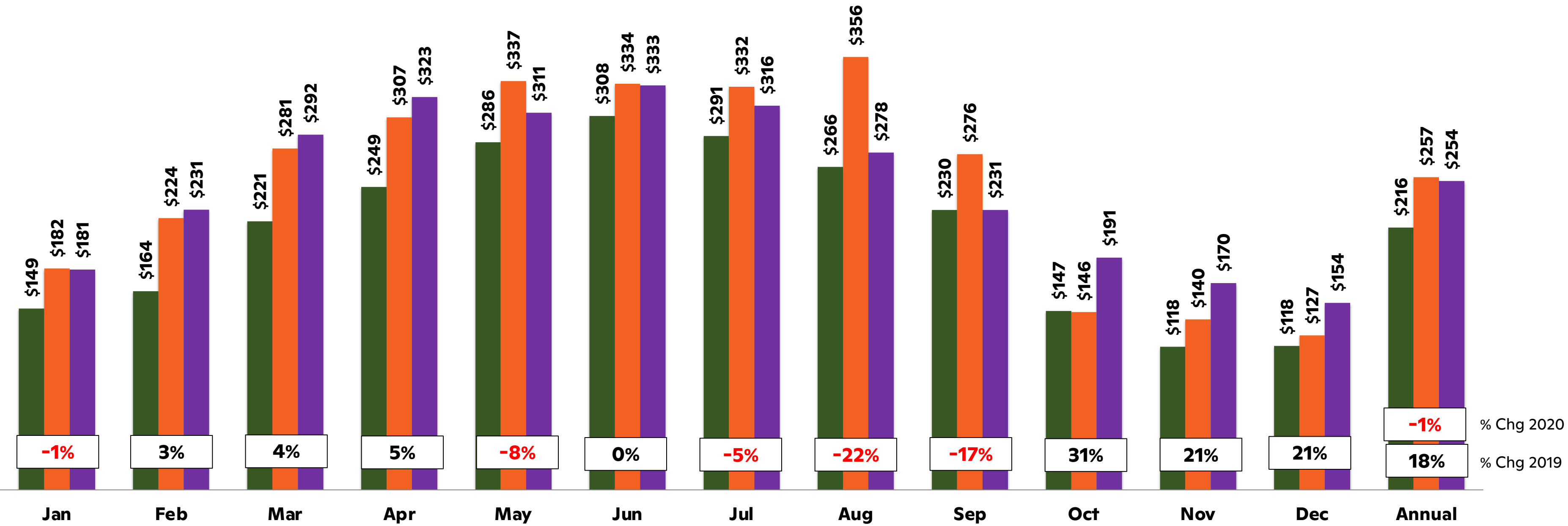
# West South Central Monthly Mango Dollars (Millions)

■ 2019 ■ 2020 ■ 2021

% reflects 2020/2021 YOY



# West South Central Monthly Mango Dollar Velocity



Sources: Nielsen Answers on Demand® Total US xAOC

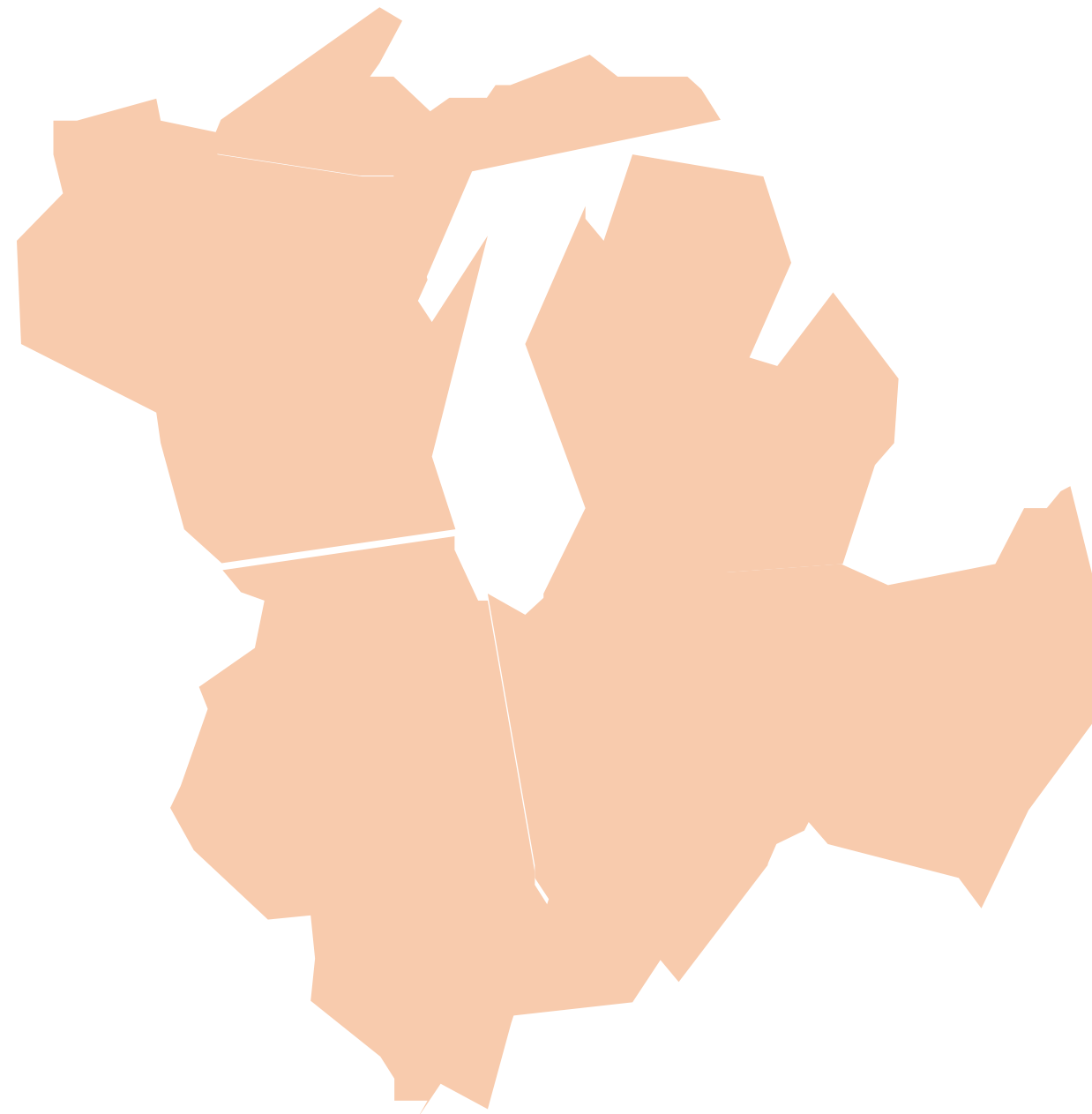
■ 2019 ■ 2020 ■ 2021

% reflects 2020/2021 YOY

# Regional Overview 2021

## East North Central

Oklahoma  
Texas  
Arkansas  
Louisiana



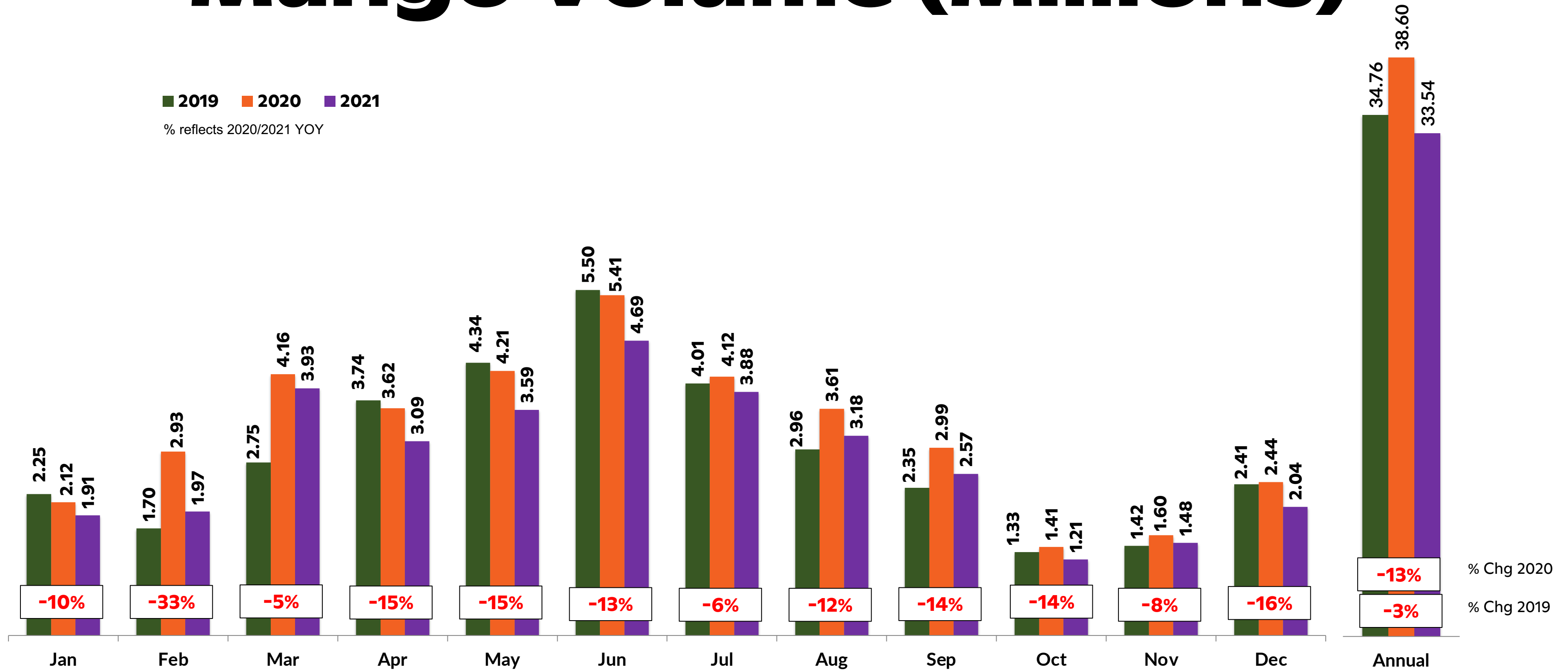
Legend	Total US
Dollars Contribution	0.54%
Dollar Velocity	\$264
Volume Velocity	248
Average Retail Price	\$1.06

Legend	ENC
Dollars Contribution	0.40%
Dollar Velocity	\$197
Volume Velocity	175
Average Retail Price	\$1.13

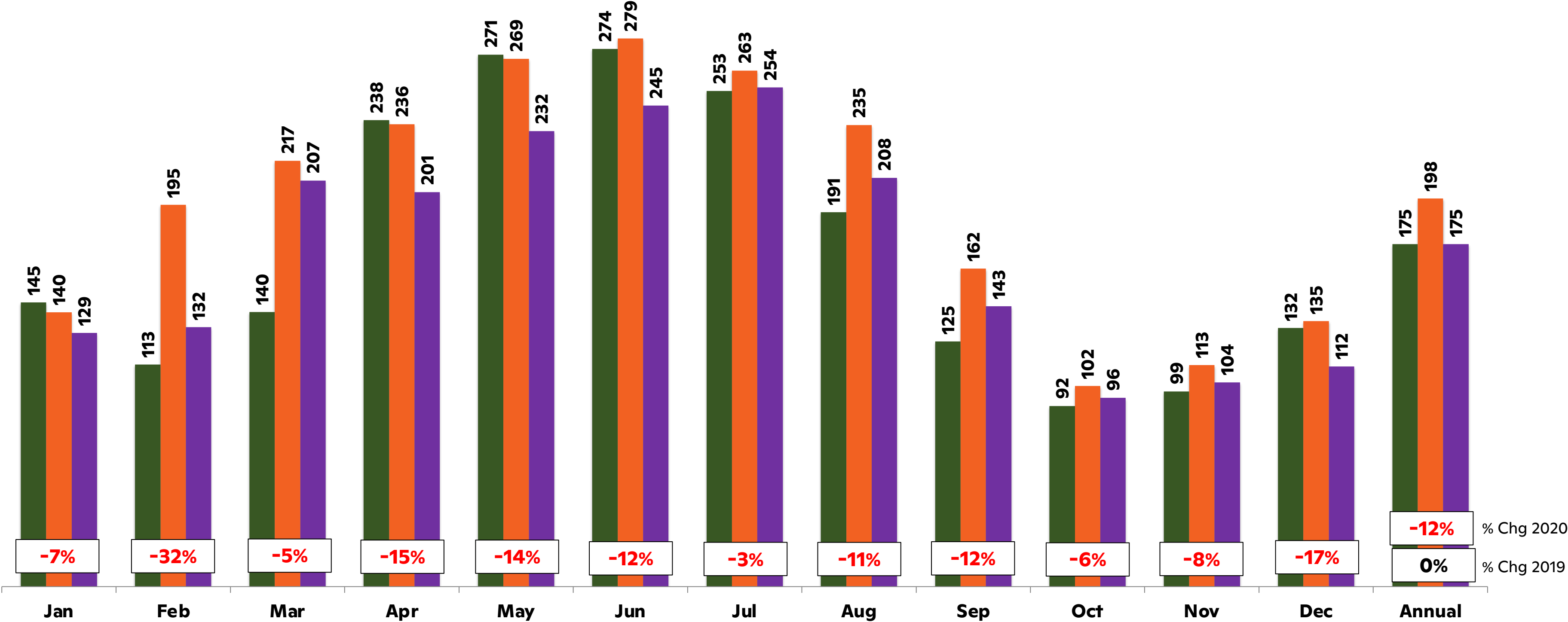
# East North Central Monthly Mango Volume (Millions)

■ 2019 ■ 2020 ■ 2021

% reflects 2020/2021 YOY



# East North Central Monthly Mango Volume Velocity



Sources: Nielsen Answers on Demand® Total US xAOC

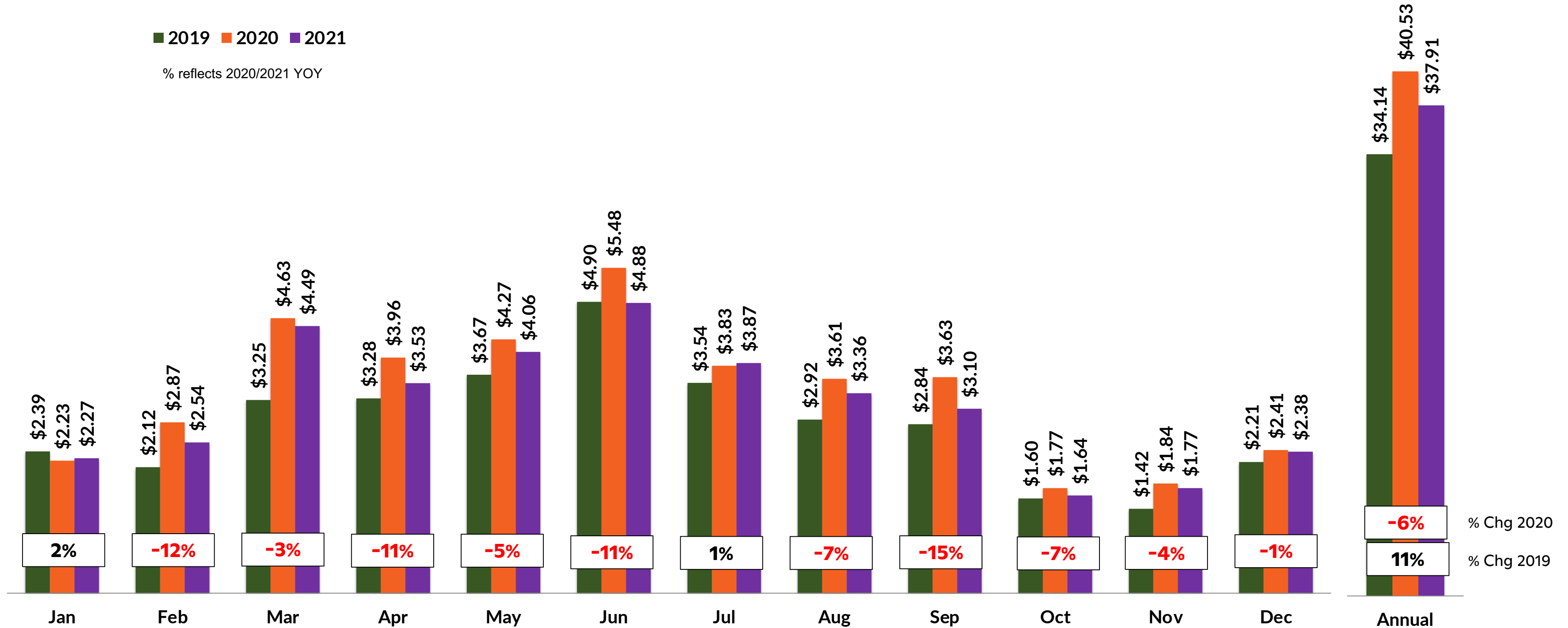
■ 2019 ■ 2020 ■ 2021

% reflects 2020/2021 YOY

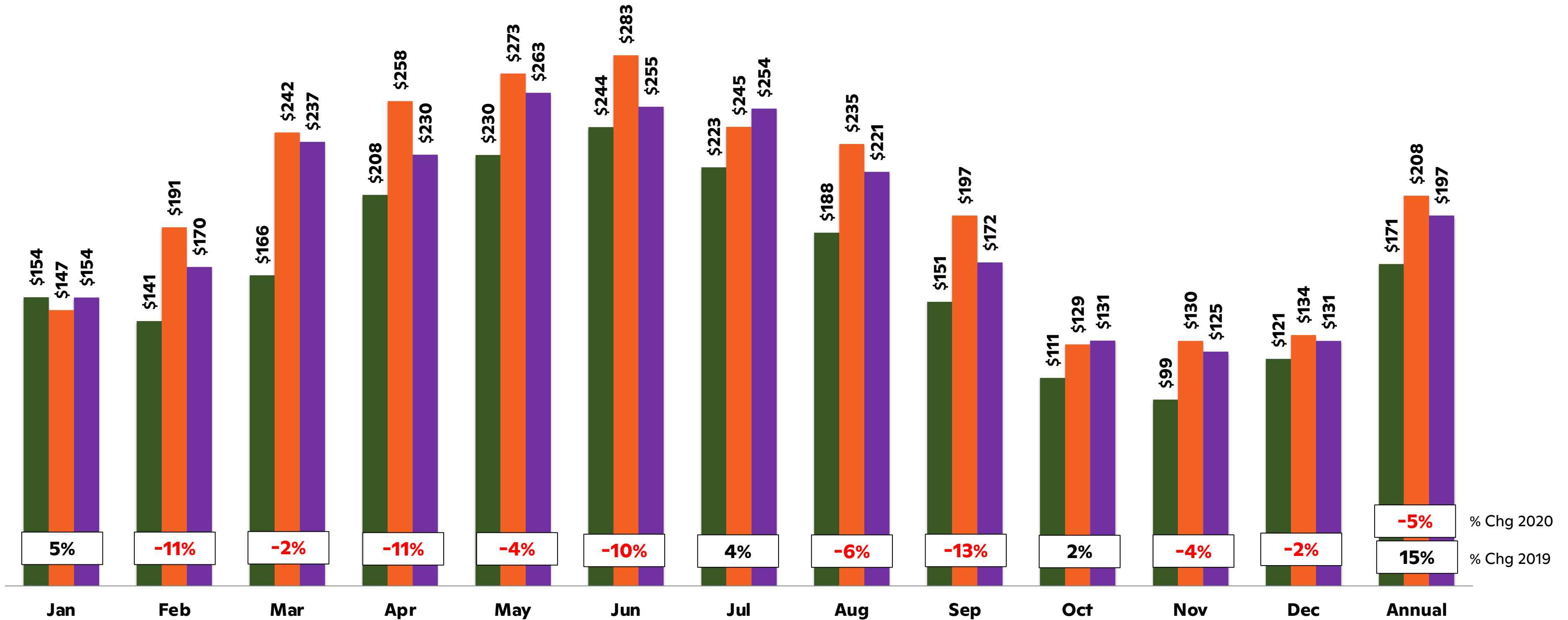
# East North Central Monthly Mango Dollars (Millions)

■ 2019 ■ 2020 ■ 2021

% reflects 2020/2021 YOY



# East North Central Monthly Mango Dollar Velocity



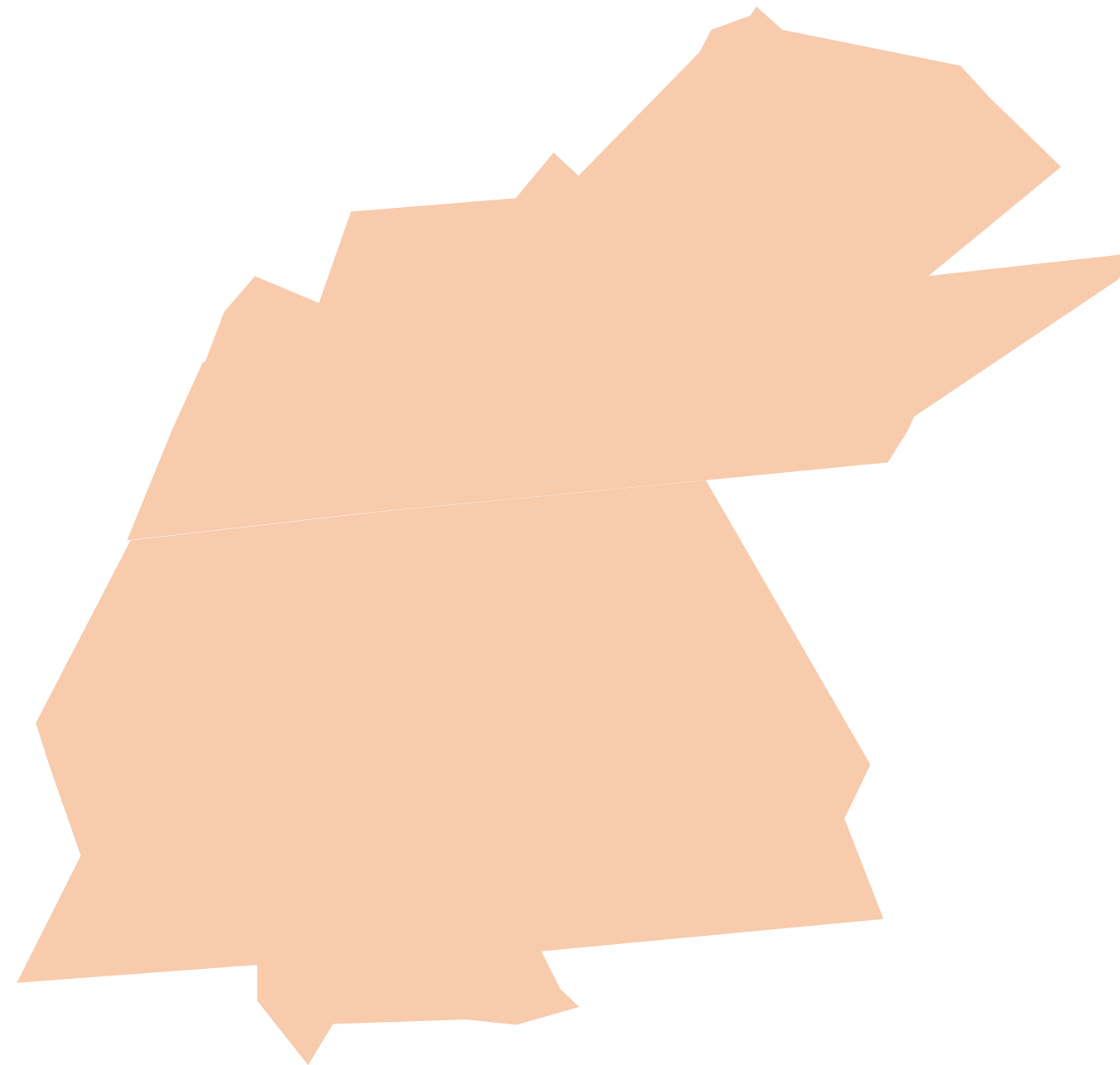
■ 2019 ■ 2020 ■ 2021

% reflects 2020/2021 YOY

# Regional Overview 2021

## East South Central

Mississippi  
Alabama  
Tennessee  
Kentucky



Legend	Total US
Dollars Contribution	0.54%
Dollar Velocity	\$264
Volume Velocity	248
Average Retail Price	\$1.06

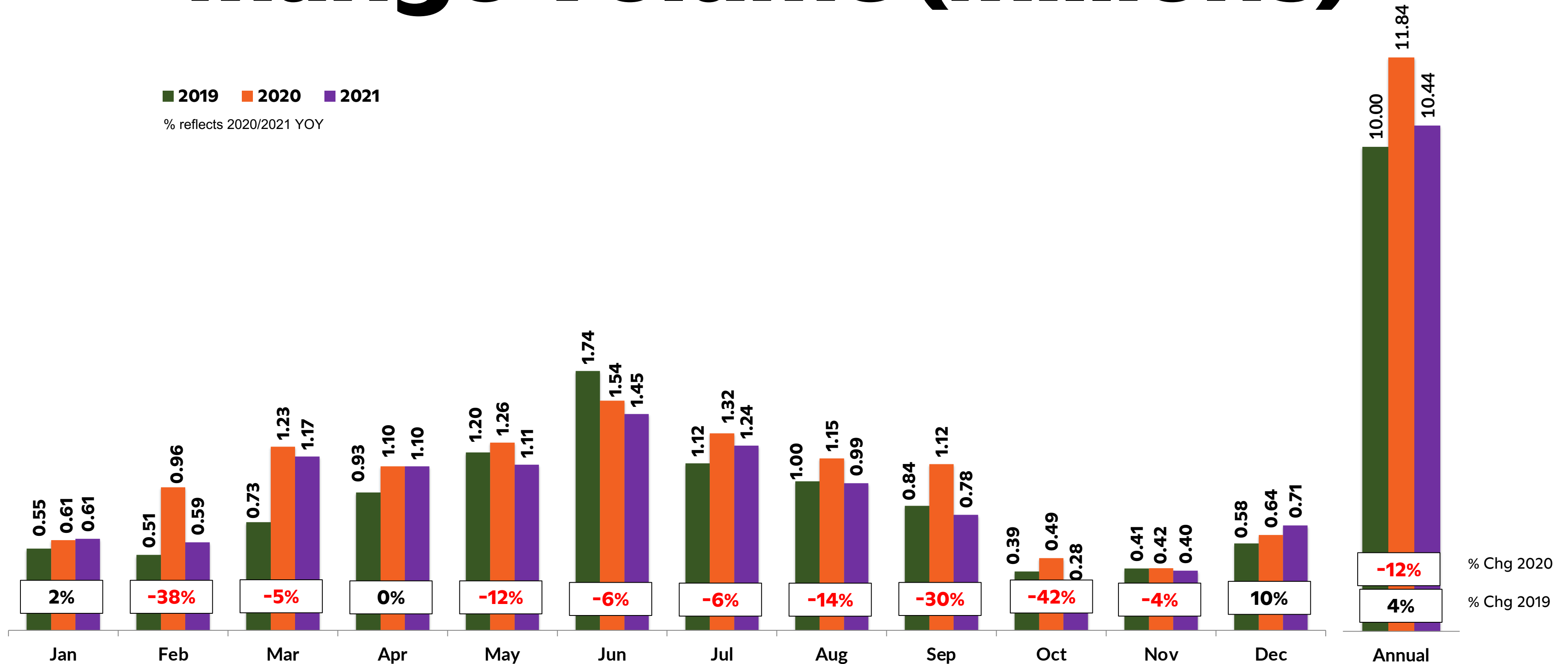
Legend	ESC
Dollars Contribution	0.31%
Dollar Velocity	\$126
Volume Velocity	117
Average Retail Price	\$1.08



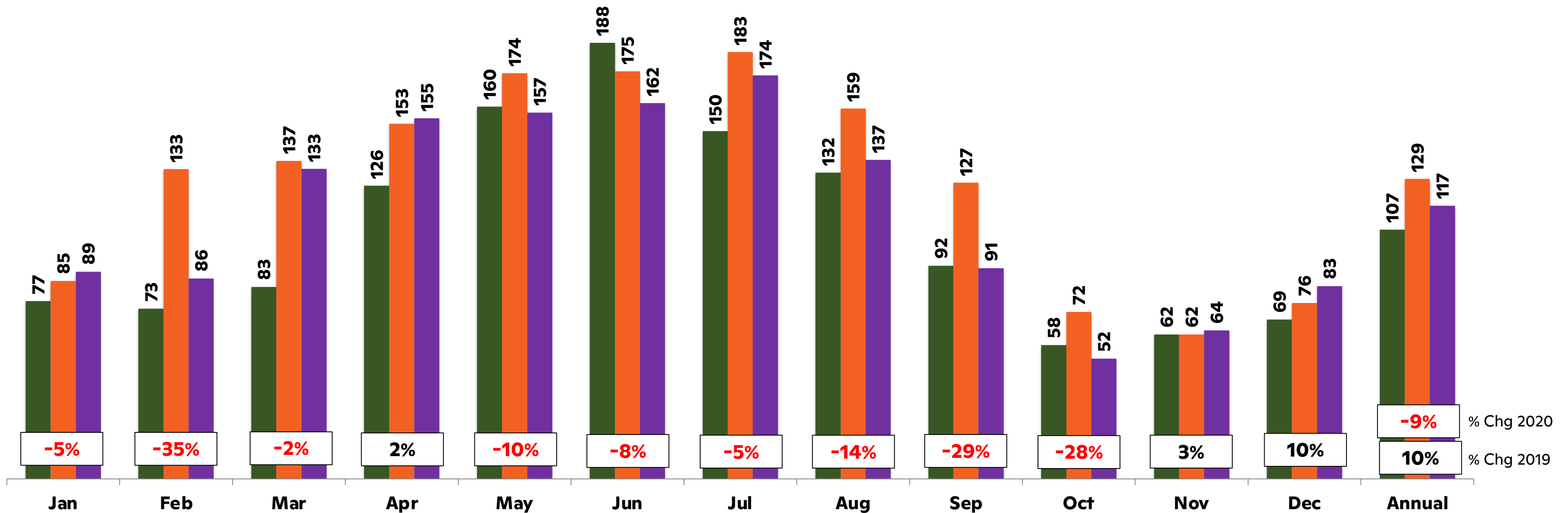
# East South Central Monthly Mango Volume (Millions)

■ 2019 ■ 2020 ■ 2021

% reflects 2020/2021 YOY



# East South Central Monthly Mango Volume Velocity



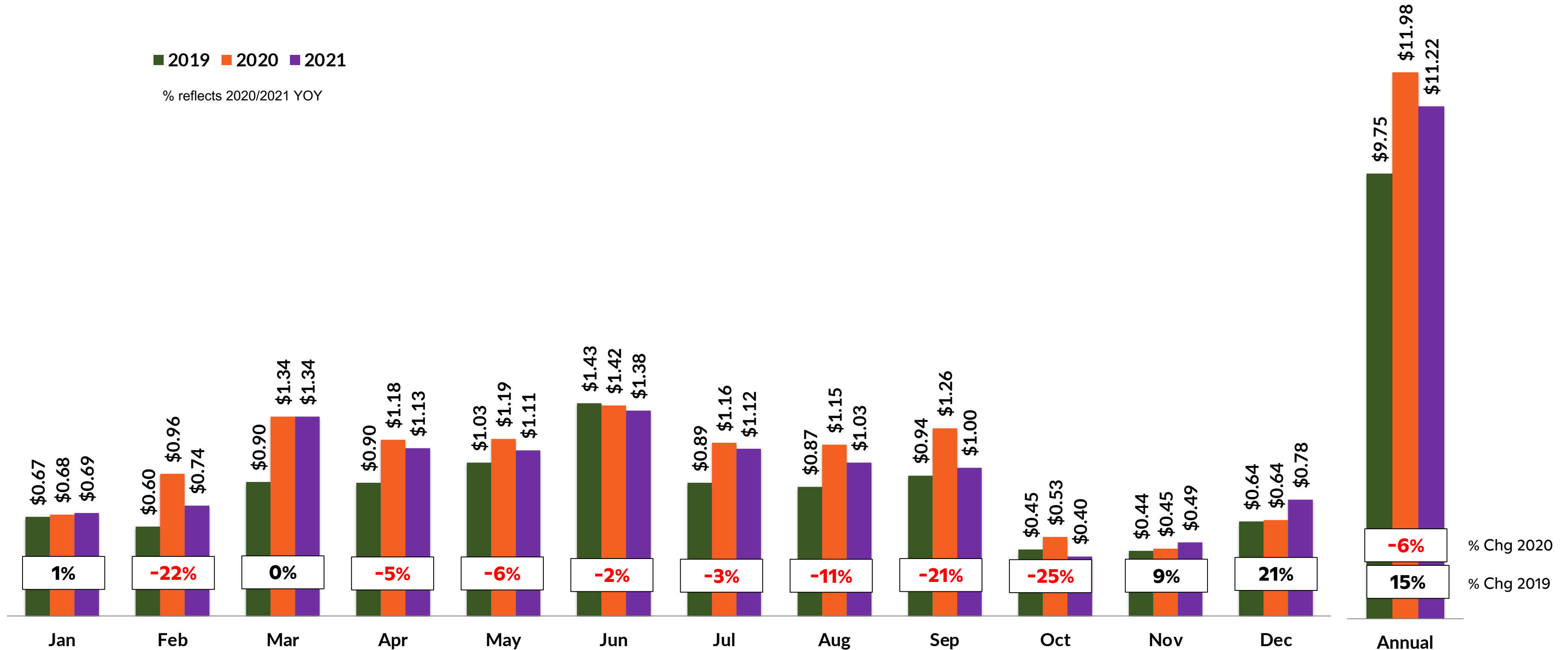
■ 2019 ■ 2020 ■ 2021

% reflects 2020/2021 YOY

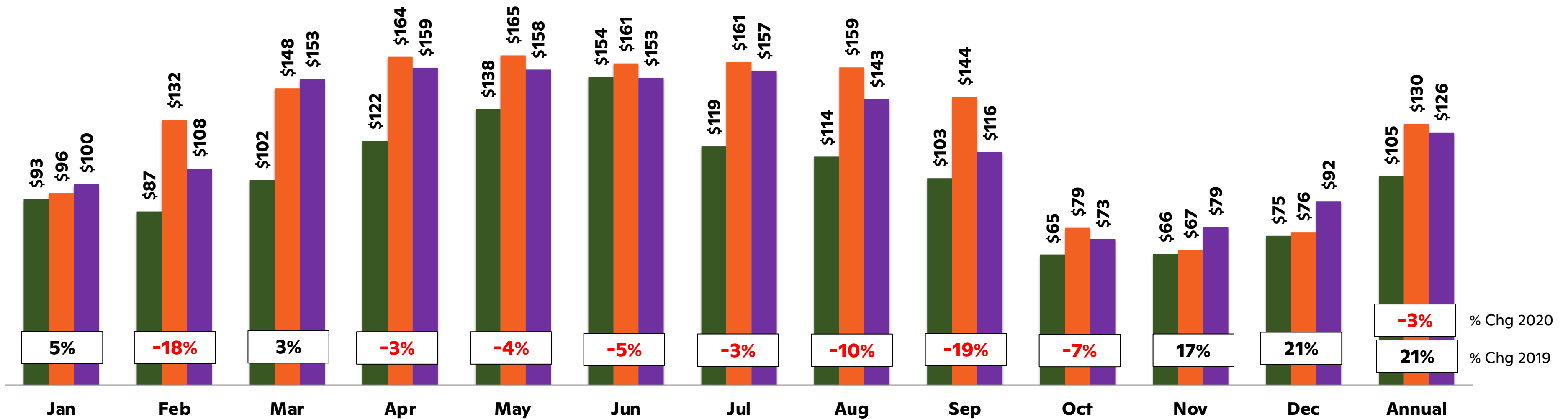
# East South Central Monthly Mango Dollars (Millions)

■ 2019 ■ 2020 ■ 2021

% reflects 2020/2021 YOY

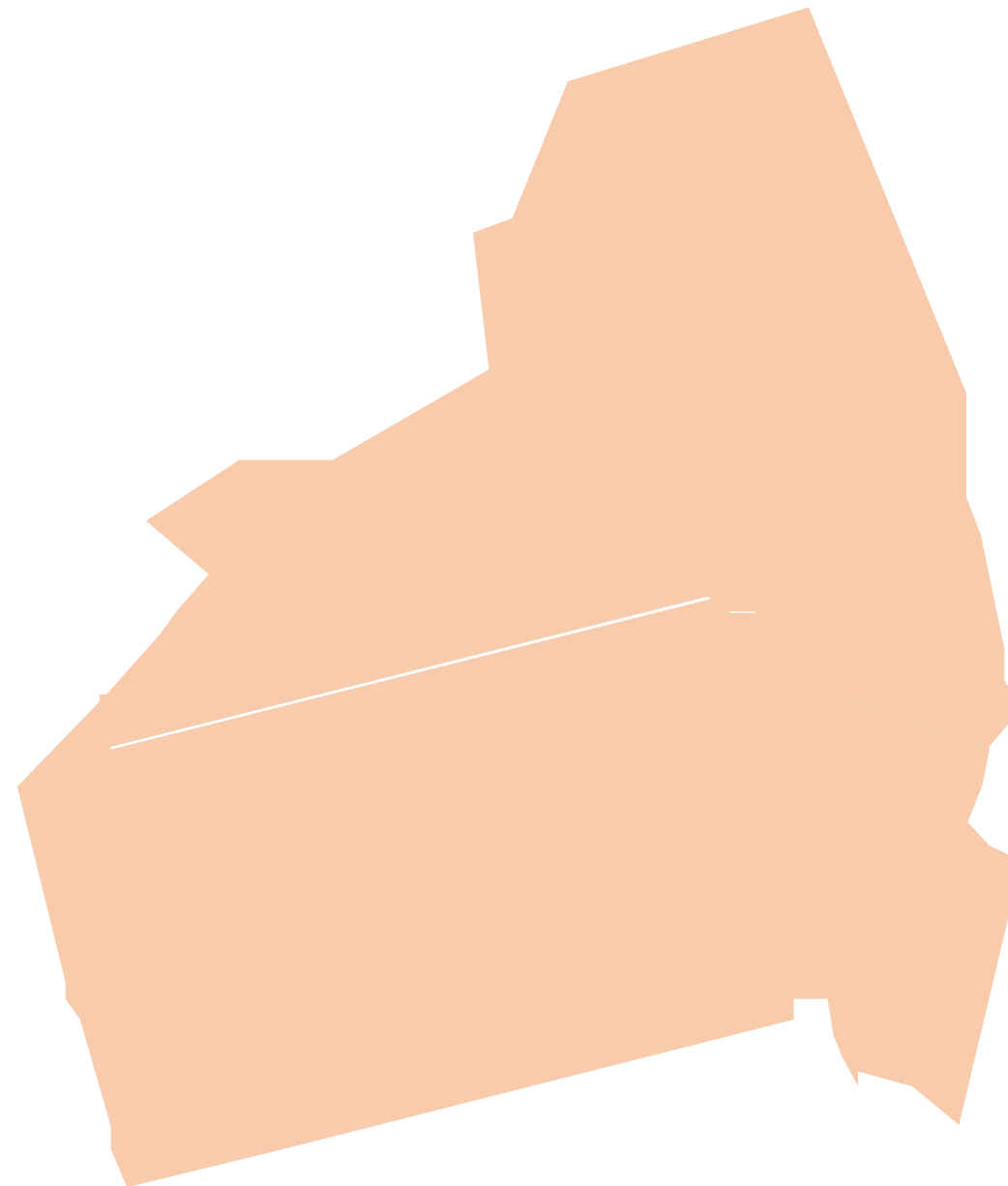


# East South Central Monthly Mango Dollar Velocity



# Regional Overview 2021

**Mid-Atlantic**  
 New York  
 Pennsylvania  
 New Jersey



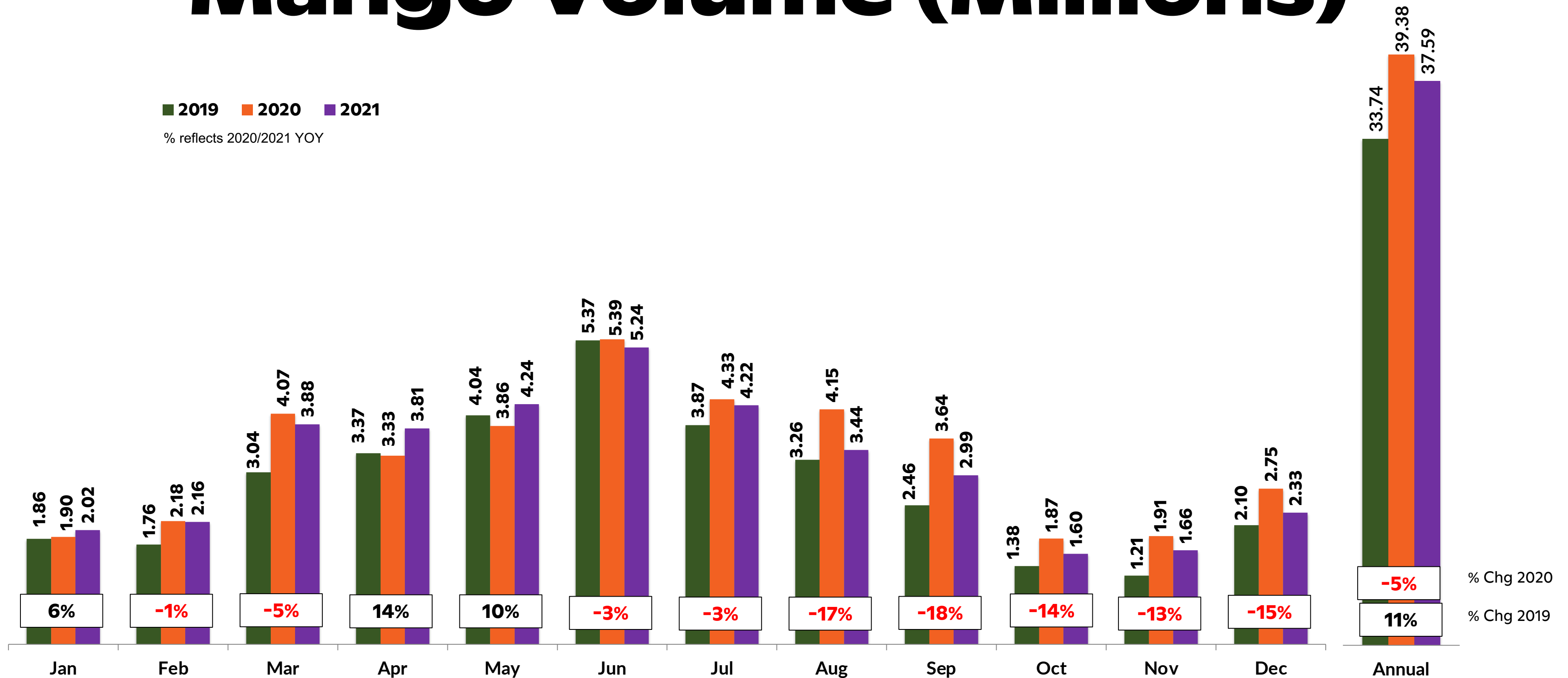
Legend	Total US
Dollars Contribution	0.54%
Dollar Velocity	\$264
Volume Velocity	248
Average Retail Price	\$1.06

Legend	Mid-Atl
Dollars Contribution	0.55%
Dollar Velocity	\$298
Volume Velocity	220
Average Retail Price	\$1.35

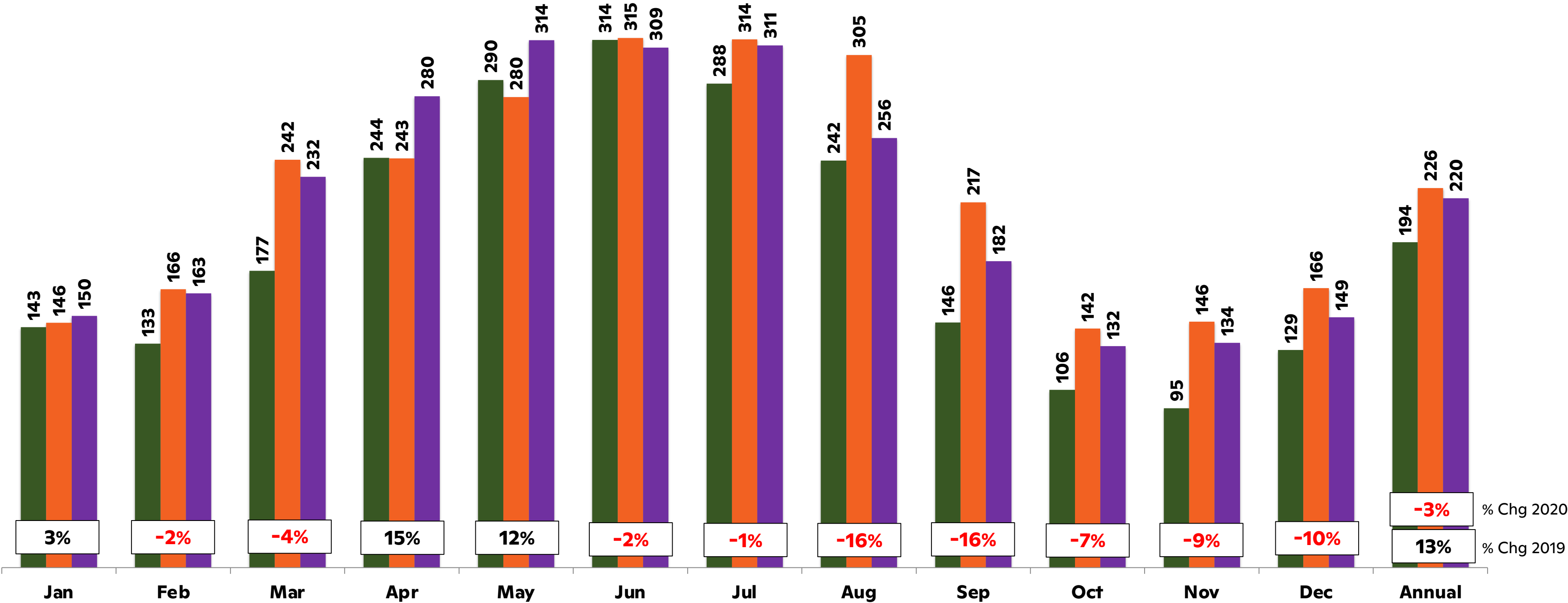
# Mid-Atlantic Monthly Mango Volume (Millions)

■ 2019 ■ 2020 ■ 2021

% reflects 2020/2021 YOY



# Mid-Atlantic Monthly Mango Volume Velocity



■ 2019 ■ 2020 ■ 2021

% reflects 2020/2021 YOY

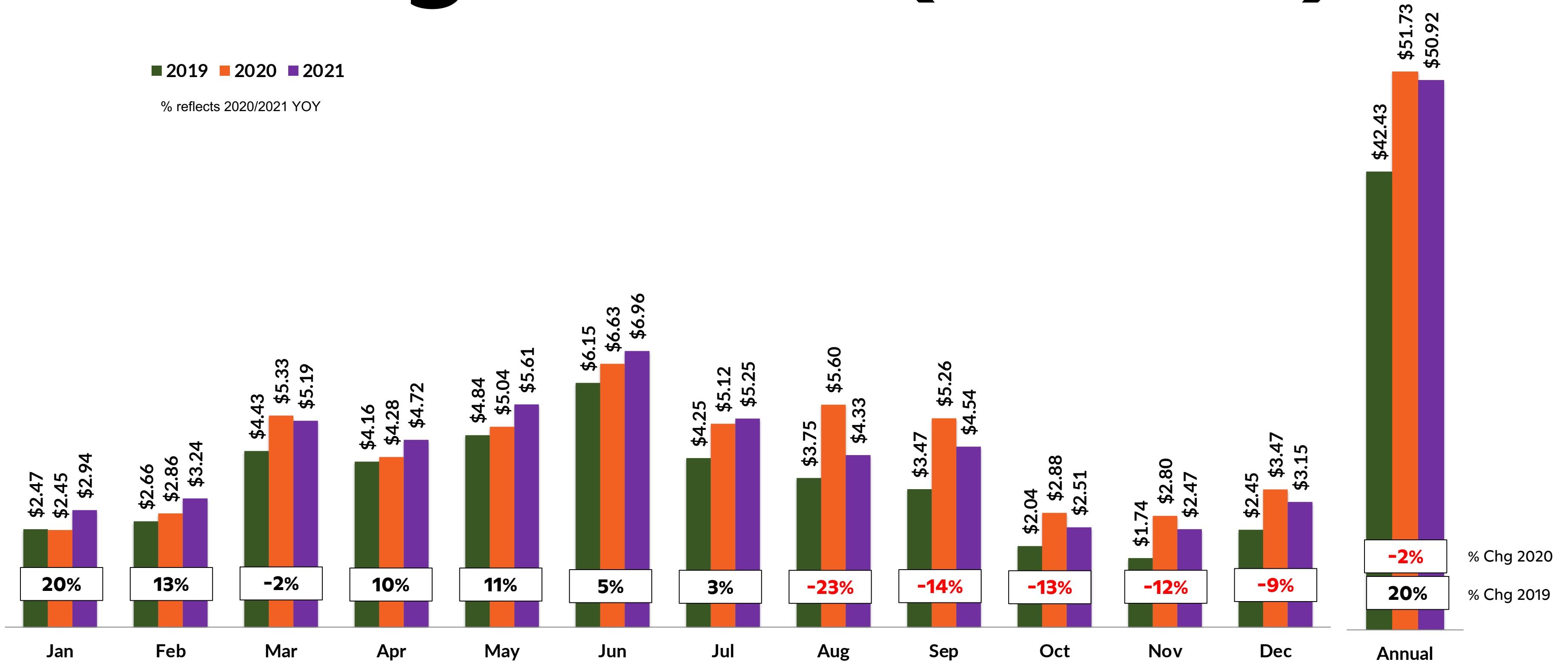


Sources: Nielsen Answers on Demand® Total US xAOC

# Mid-Atlantic Monthly Mango Dollars (Millions)

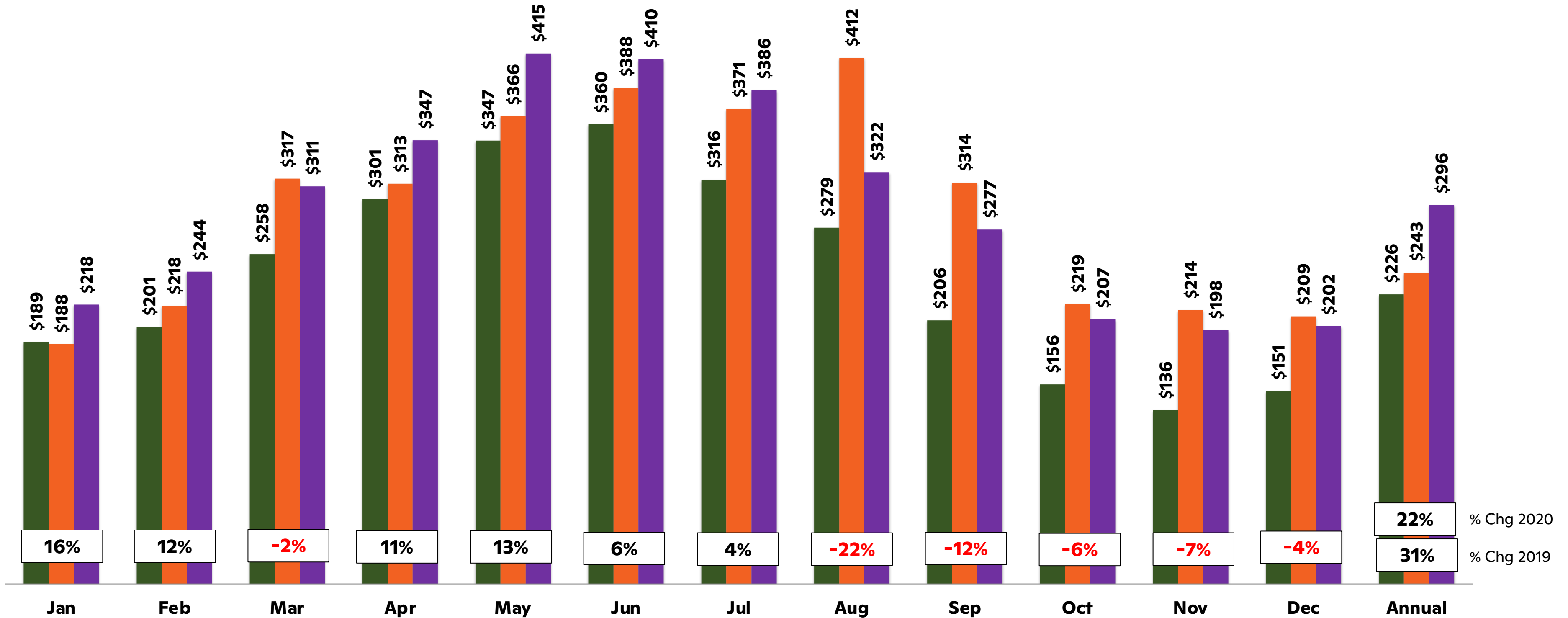
■ 2019 ■ 2020 ■ 2021

% reflects 2020/2021 YOY





# Mid-Atlantic Monthly Mango Dollar Velocity



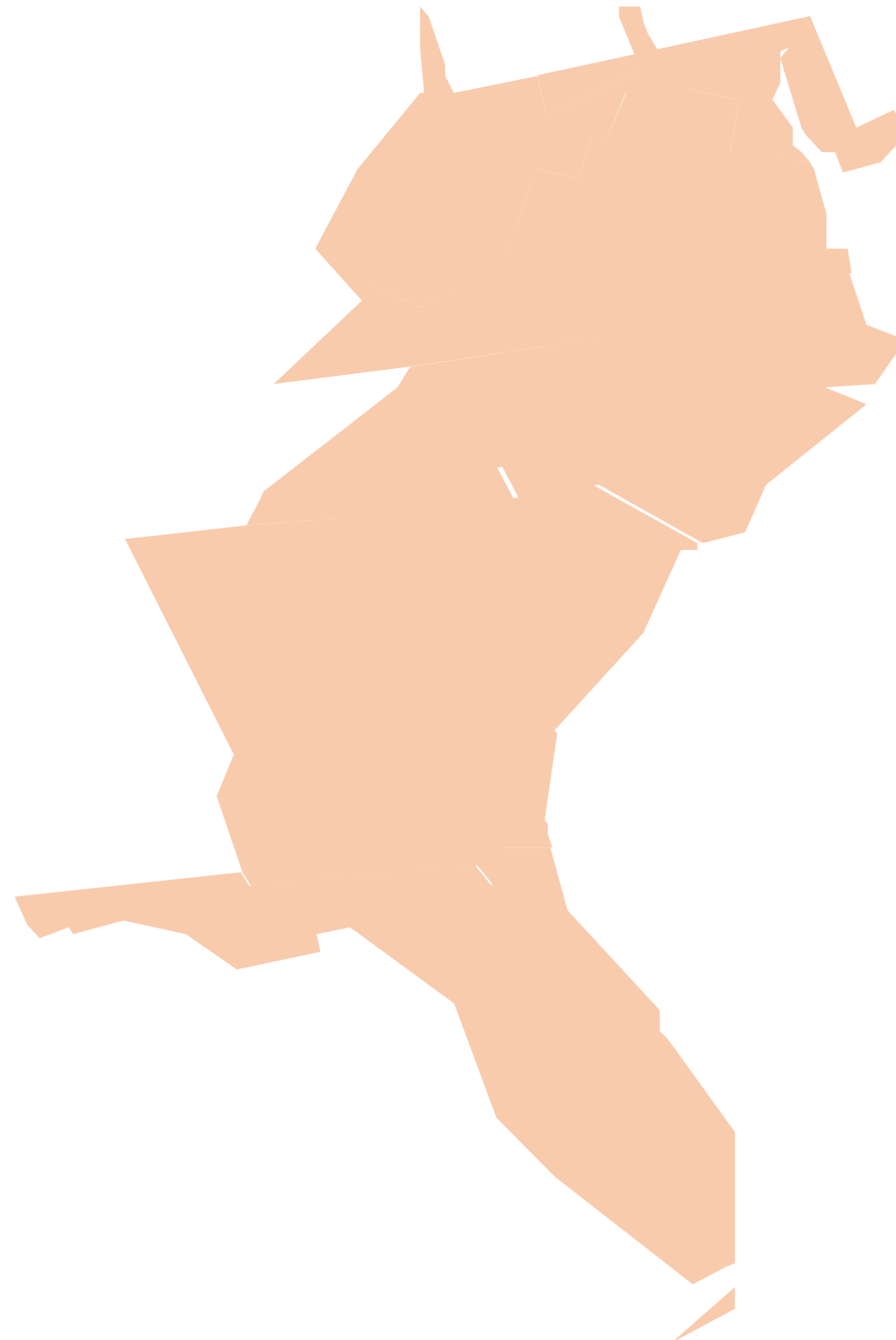
■ 2019 ■ 2020 ■ 2021

% reflects 2020/2021 YOY

# Regional Overview 2021

## South Atlantic

Florida  
 Georgia  
 South Carolina  
 North Carolina  
 West Virginia  
 Virginia  
 Maryland



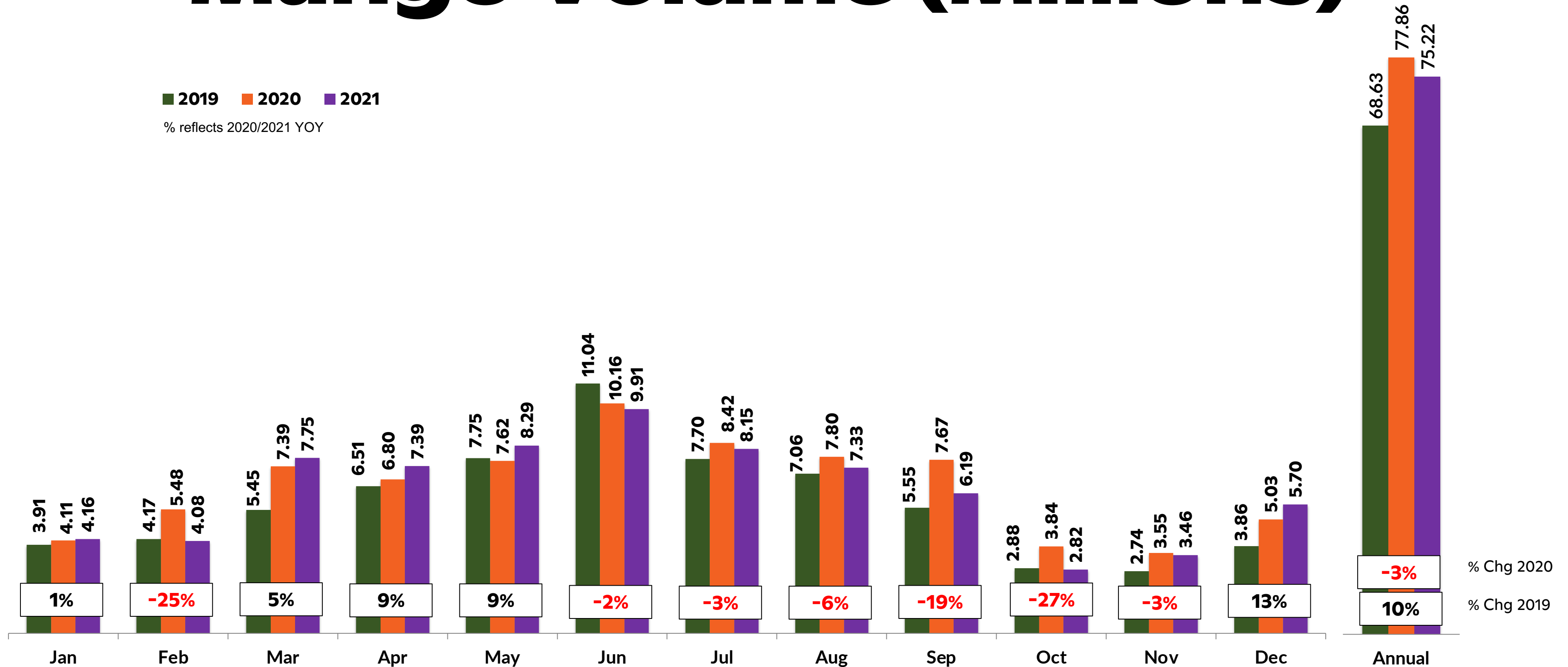
Legend	Total US
Dollars Contribution	0.54%
Dollar Velocity	\$264
Volume Velocity	248
Average Retail Price	\$1.06

Legend	So Atl
Dollars Contribution	0.55%
Dollar Velocity	\$243
Volume Velocity	212
Average Retail Price	\$1.14

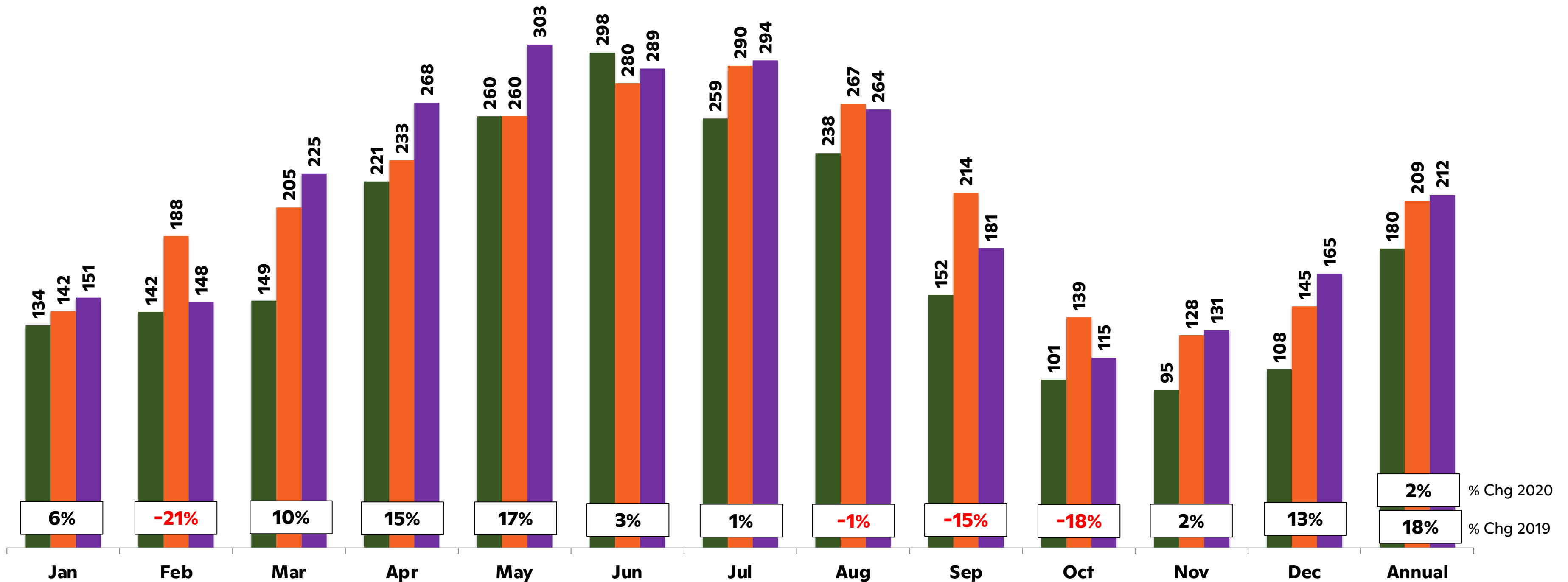
# South Atlantic Monthly Mango Volume (Millions)

■ 2019 ■ 2020 ■ 2021

% reflects 2020/2021 YOY



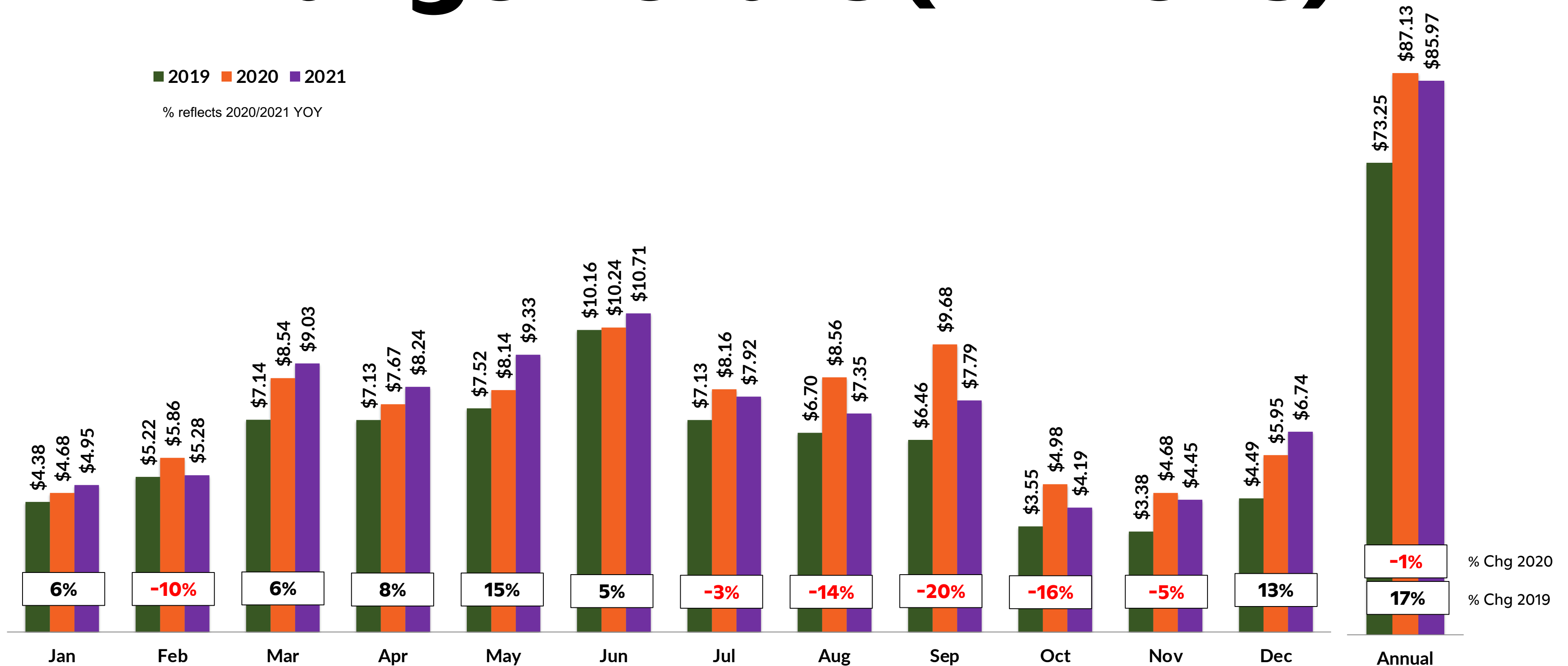
# South Atlantic Monthly Mango Volume Velocity



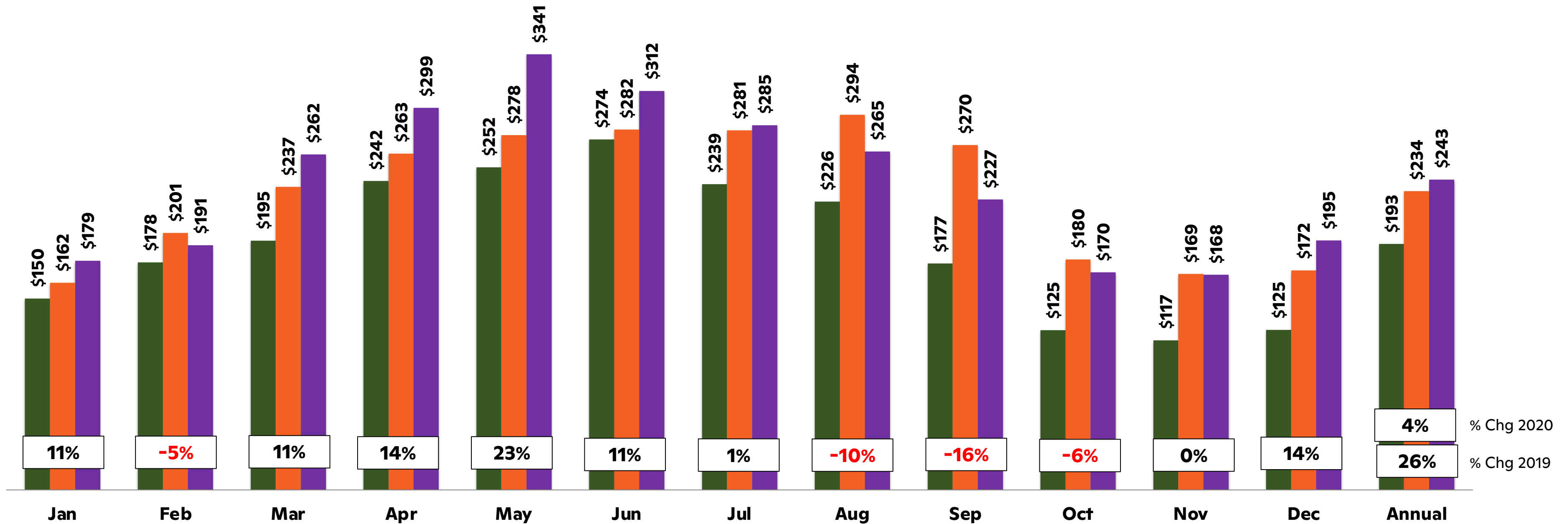
# South Atlantic Monthly Mango Dollars (Millions)

■ 2019 ■ 2020 ■ 2021

% reflects 2020/2021 YOY



# South Atlantic Monthly Mango Dollar Velocity



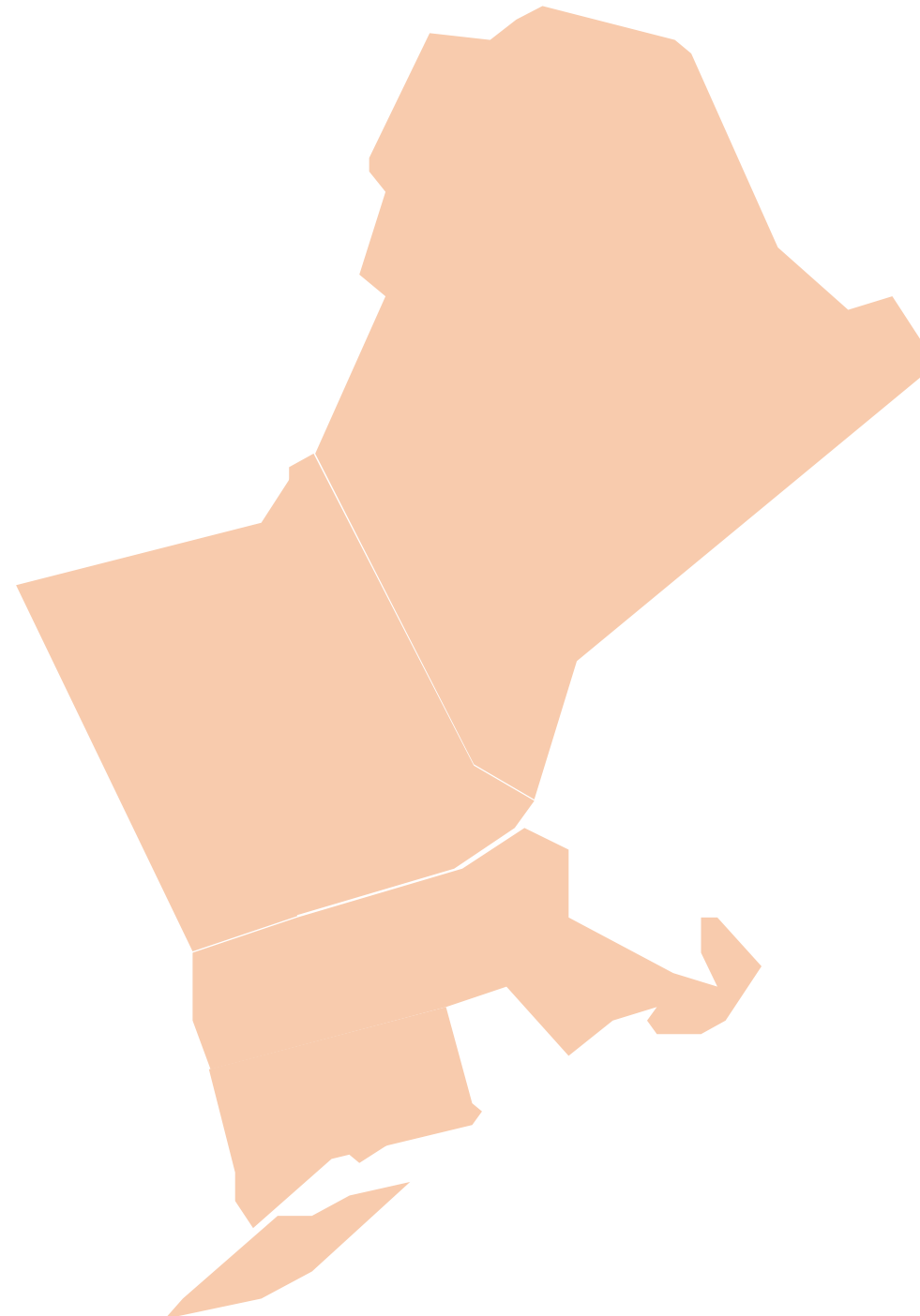
■ 2019 ■ 2020 ■ 2021

% reflects 2020/2021 YOY

# Regional Overview 2021

## New England

Maine  
 New Hampshire  
 Connecticut  
 Massachusetts  
 Vermont  
 Delaware  
 Rhode Island



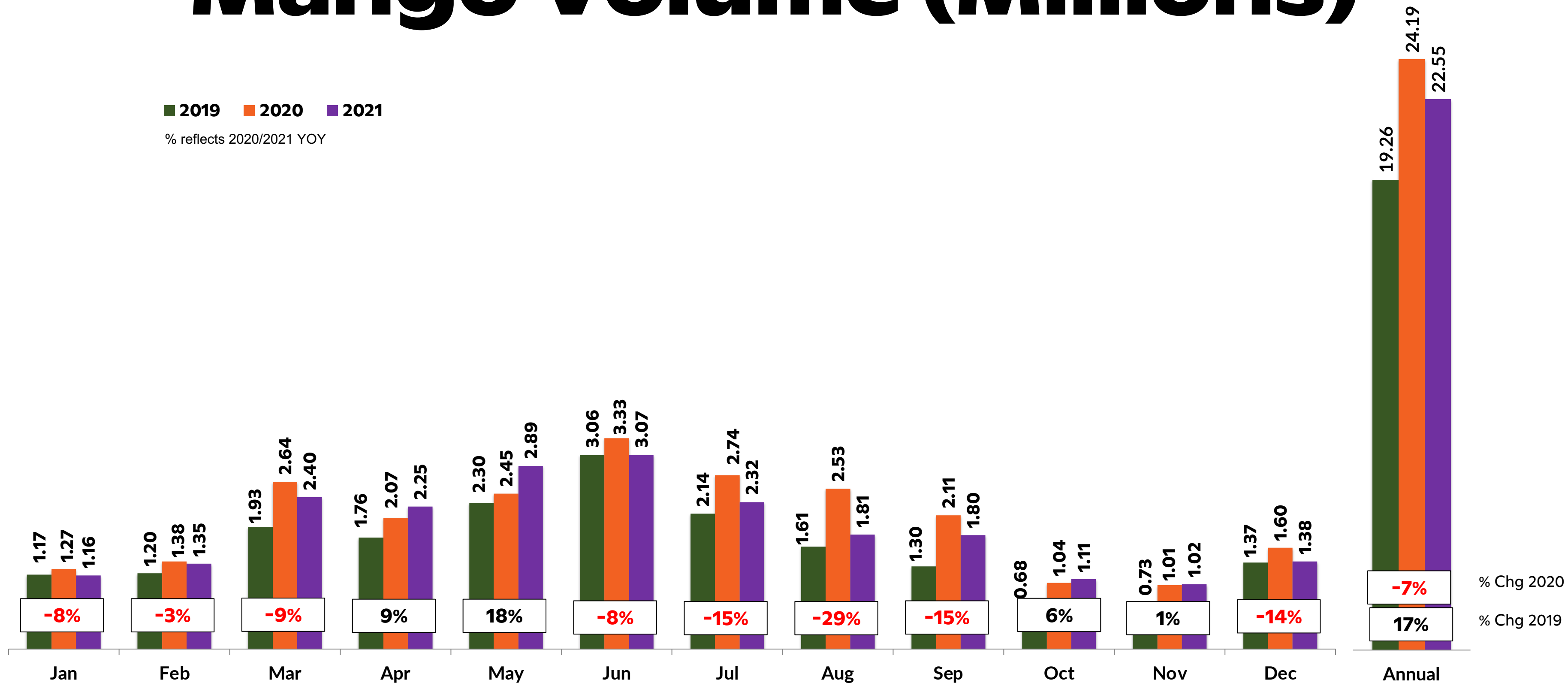
Legend	Total US
Dollars Contribution	0.54%
Dollar Velocity	\$264
Volume Velocity	248
Average Retail Price	\$1.06

Legend	So Atl
Dollars Contribution	0.56%
Dollar Velocity	\$422
Volume Velocity	330
Average Retail Price	\$1.28

# New England Monthly Mango Volume (Millions)

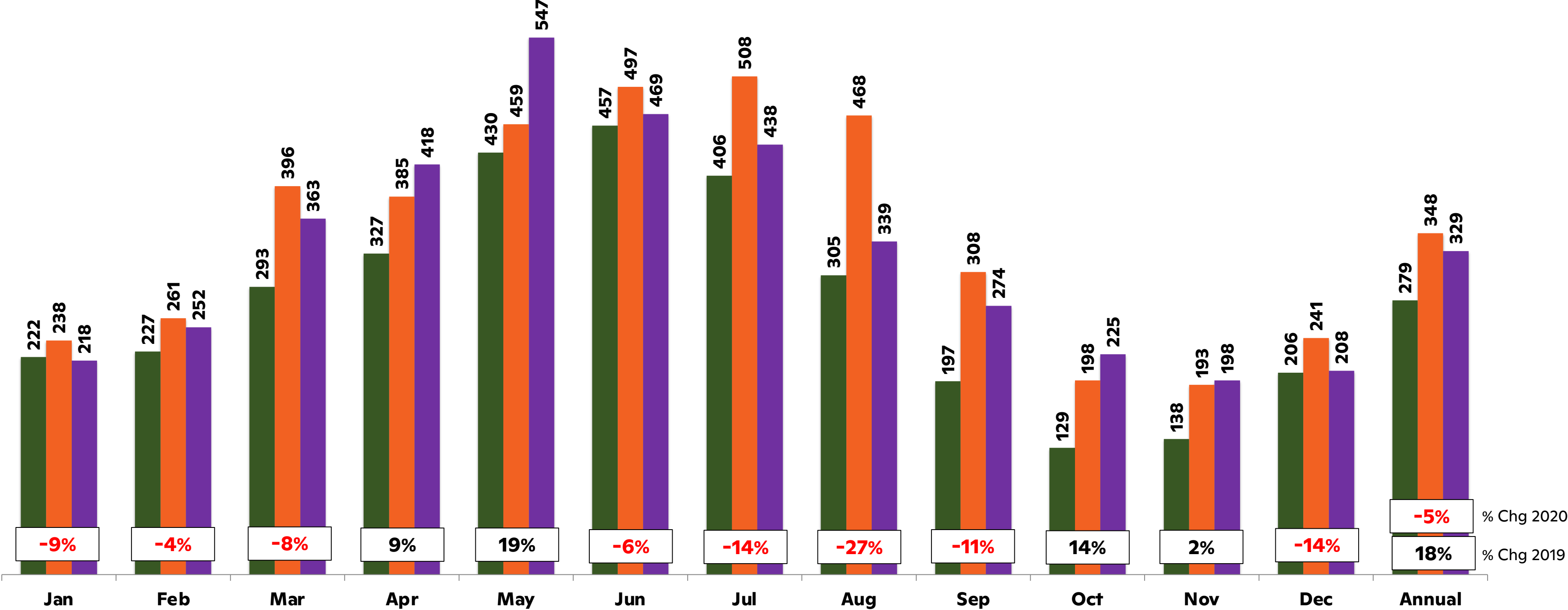
■ 2019 ■ 2020 ■ 2021

% reflects 2020/2021 YOY





# New England Monthly Mango Volume Velocity



Sources: Nielsen Answers on Demand® Total US xAOC

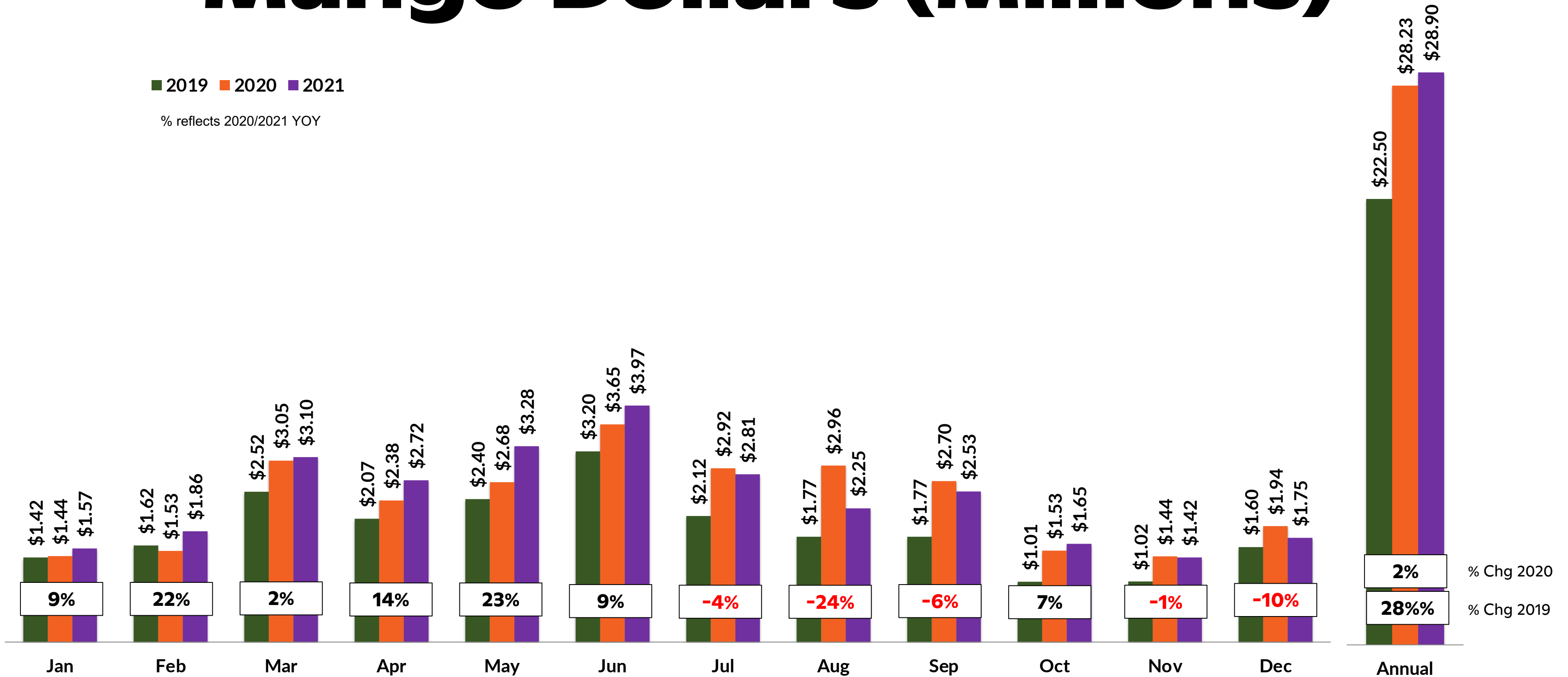
■ 2019 ■ 2020 ■ 2021

% reflects 2020/2021 YOY

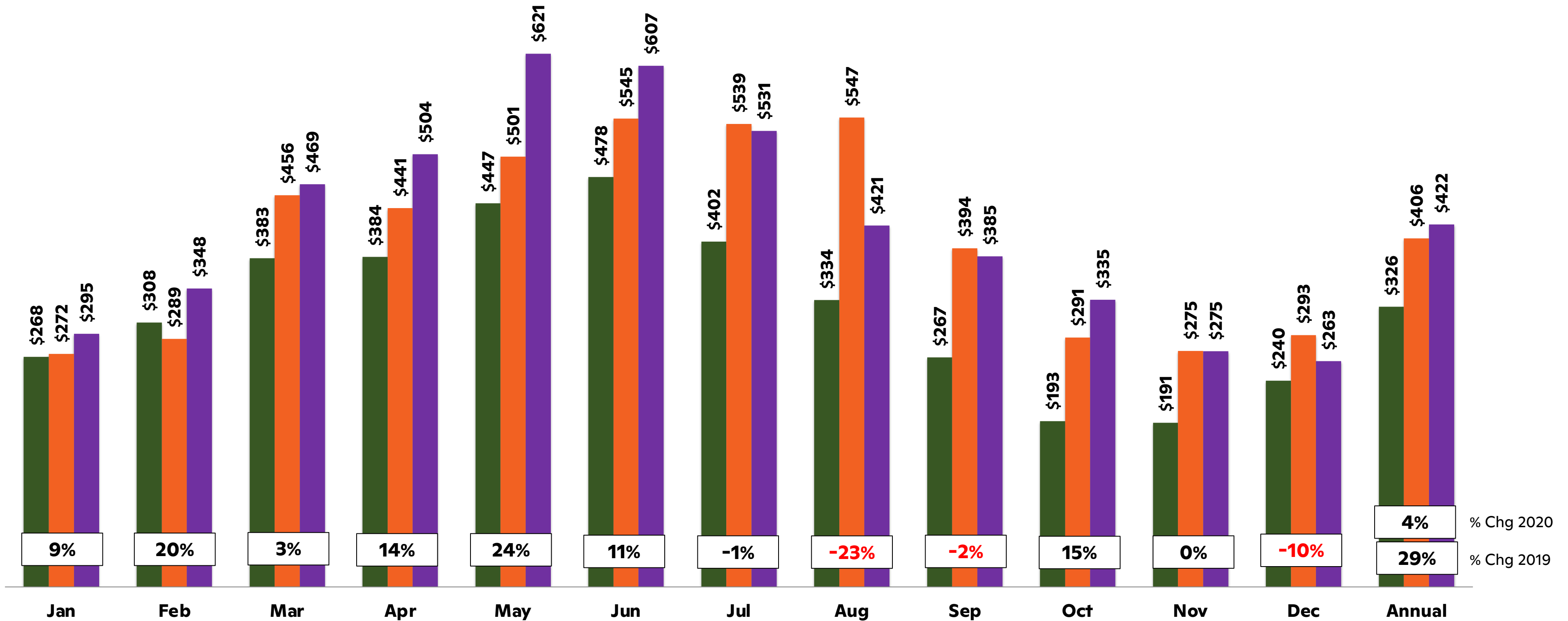
# New England Monthly Mango Dollars (Millions)

■ 2019 ■ 2020 ■ 2021

% reflects 2020/2021 YOY



# New England Monthly Mango Dollar Velocity



■ 2019 ■ 2020 ■ 2021

% reflects 2020/2021 YOY

**Mango**  
**.org**

The logo for Mango.org features the word "Mango" in a large, bold, orange, rounded font. The letter "o" is stylized to resemble a mango fruit, with a green leaf on top. Below the "o" is the text ".org" in a smaller, bold, green font.