

Mango  **.org**

September 13, 2022

Category Development

1H 2022

1H 2022 Key Metrics

Whole Mango Volume Velocity

Volume Velocity Up 1% vs LY

Contribution to Produce Dept

Volume 1.1%

Dollar 0.7%

Whole Mango Dollar Velocity

Dollar Velocity Up 16% vs LY

Average Retail Price Point

\$1.21 Each

Up +15% vs LY

Peak \$1.35 February

Low \$1.15 April

Fruit Ranking Based on Volume Velocity

Mango Ranked 10th Position

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

Fruit Ranking Based on Sales Velocity

Mango Ranked 16th Position

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

Fresh Cut

Total Dollars

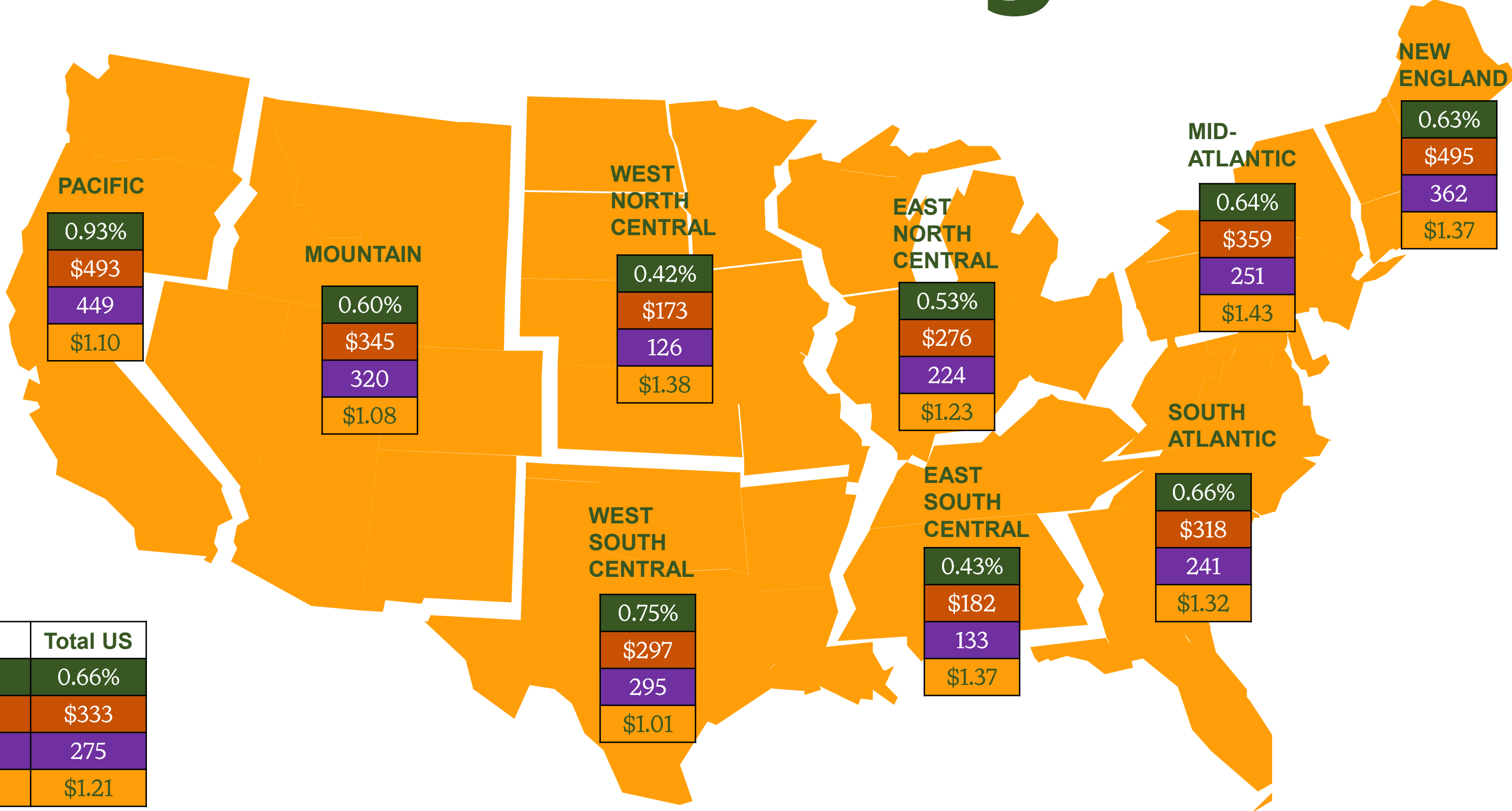
Up +24% vs LY

Dollar Velocity

Up +26% vs LY



1H 2022 Performance by Region Whole Mango



Legend	Total US
Dollar Contribution	0.66%
Dollar Velocity	\$333
Volume Velocity	275
Average Retail Price	\$1.21

Fruit Category Performance



Whole Fruit Volume Velocity YOY Change and Contribution

Mangos ranked 10th among whole fruit volume velocity, up from 13th 1H 2021

Fruit category decreased in volume velocity -3.5%

Mangos grew +0.7% in volume velocity versus year ago, and represented 1.1% of produce department volume sales

	Rank	Volume/ Store/Week	% Change YOY	Volume Contribution	% Change YOY
FRUIT		9,474	-3.5%	48.9%	0.1%
BANANAS	1	3,208	-4.9%	15.1%	0.4%
AVOCADOS	2	1,098	-15.1%	4.7%	-0.6%
APPLES	3	865	-6.0%	4.1%	0.1%
LIMES	4	735	-11.1%	3.2%	-0.1%
GRAPES	5	730	-1.5%	3.4%	0.2%
STRAWBERRIES	6	673	1.0%	3.1%	0.3%
LEMONS	7	487	-9.2%	2.3%	0.0%
ORANGES	8	425	-4.9%	2.0%	0.1%
BLUEBERRIES	9	339	-10.4%	1.5%	0.0%
MANGOS	10	275	0.7%	1.1%	0.1%
WATERMELONS	11	257	-8.9%	1.1%	0.0%
MANDARINS	12	233	-17.3%	1.0%	-0.2%
RASPBERRIES	13	231	2.5%	0.9%	0.1%
BLACKBERRIES	14	173	20.8%	0.7%	0.2%
CHERRIES	15	171	-48.4%	0.4%	-0.3%
PEARS	16	147	-4.1%	0.6%	0.0%
PAPAYAS	17	129	3.6%	0.3%	0.0%
PINEAPPLES	18	129	-2.8%	0.6%	0.0%
PEACHES	19	124	-7.6%	0.4%	0.0%
CANTALOUPE	20	110	2.9%	0.5%	0.0%
KIWI	21	93	-9.1%	0.4%	0.0%
NECTARINES	22	82	3.6%	0.2%	0.0%
GRAPEFRUIT	23	68	-20.8%	0.3%	-0.1%
DIPPED / COVERED FRUIT	24	55	12.0%	0.1%	0.0%
PLUMS	25	55	23.7%	0.2%	0.0%

Whole Fruit Dollar Velocity YOY Change and Contribution

Mangos ranks 16th in dollars in the first half of 2022, up from 18th 1H 2021

Fruit category increased in dollar velocity +7.1%

Mangos increased +15.5% in dollar velocity and department contribution was 0.7%

	Rank	Dollars/ Store/Week	% Change YOY	Dollar Contribution	% Change YOY
FRUIT		18,060	7.1%	45.2%	0.7%
STRAWBERRIES	1	2,417	3.9%	5.4%	0.2%
APPLES	2	2,341	3.3%	5.4%	0.1%
GRAPES	3	2,006	5.9%	4.5%	0.2%
AVOCADOS	4	1,957	14.5%	4.1%	0.4%
BANANAS	5	1,939	-1.4%	4.4%	-0.1%
BLUEBERRIES	6	1,457	-1.4%	3.2%	-0.1%
MANDARINS	7	1,227	-2.8%	2.7%	-0.4%
RASPBERRIES	8	915	7.4%	1.8%	0.1%
CHERRIES	9	900	-30.1%	1.1%	-0.3%
ORANGES	10	887	10.8%	2.0%	0.2%
WATERMELONS	11	776	0.6%	1.6%	0.0%
BLACKBERRIES	12	598	15.7%	1.2%	0.1%
LIMES	13	582	15.1%	1.2%	0.2%
LEMONS	14	543	-2.7%	1.2%	0.0%
DIPPED / COVERED FRUIT	15	358	18.6%	0.2%	0.0%
MANGOS	16	333	15.5%	0.7%	0.1%
PEACHES	17	321	9.6%	0.4%	0.0%
PEARS	18	321	4.3%	0.7%	0.0%
PINEAPPLES	19	277	4.9%	0.6%	0.0%
CANTALOUPE	20	250	8.9%	0.5%	0.0%
NECTARINES	21	230	19.0%	0.3%	0.0%
KIWI	22	172	12.4%	0.3%	0.0%
PAPAYAS	23	164	7.4%	0.2%	0.0%
PLUMS	24	158	31.6%	0.2%	0.0%
GRAPEFRUIT	25	156	-3.5%	0.3%	0.0%

Fresh Cut Category Performance



Fresh Cut Fruit Dollar Velocity and Contribution

Mango Mix ranks 11th up from
17th 1H2021

Cut Mango ranks 12th, up from
13th 1H 2022

Fresh Cut fruit category increased in
dollar velocity +9.2%

Mangos Mix dollar velocity was up
+64.5% and Fresh Cut Mango was up
+25.5%

	Rank	Dollars/ Store/Week	% Change YOY	Dollar Contribution To Cut Fruit	% Change YOY
FRESH CUT FRUIT		\$2,074	9.2%		
WATERMELONS	1	\$757	17.8%	26.7%	1.1%
MIXED FRUIT	2	\$533	6.6%	21.5%	-1.1%
PINEAPPLES	3	\$407	12.8%	15.8%	0.2%
REMAINING BERRIES	4	\$316	60.1%	0.3%	0.1%
CANTALOUPE	5	\$239	19.1%	7.7%	0.5%
SPECIALTY MELONS	6	\$237	15.0%	2.8%	0.0%
REMAINING FRUIT	7	\$209	26.8%	1.7%	0.3%
FRUIT COCKTAIL	8	\$155	34.6%	0.0%	0.0%
MIXED BERRIES	9	\$154	5.0%	2.9%	-0.3%
FRUIT SALAD	10	\$150	4.7%	3.6%	-0.6%
MANGO MIX	11	\$134	64.5%	1.4%	0.3%
MANGO ONLY	12	\$129	25.5%	3.5%	0.2%
APPLES	13	\$115	4.0%	3.2%	-0.3%
STRAWBERRIES	14	\$114	28.1%	1.7%	0.1%
POMEGRANTE	15	\$95	11.2%	1.3%	-0.1%

Fresh Cut Fruit Dollar and Contribution

Cut Mango and Mango Mix were both up 1 spot in ranking from 1H2021

The entire cut fruit category's dollar sales were up 15.9% versus year ago

Cut Mango sales were up +24% and Mango Mix sales were up 43.9%

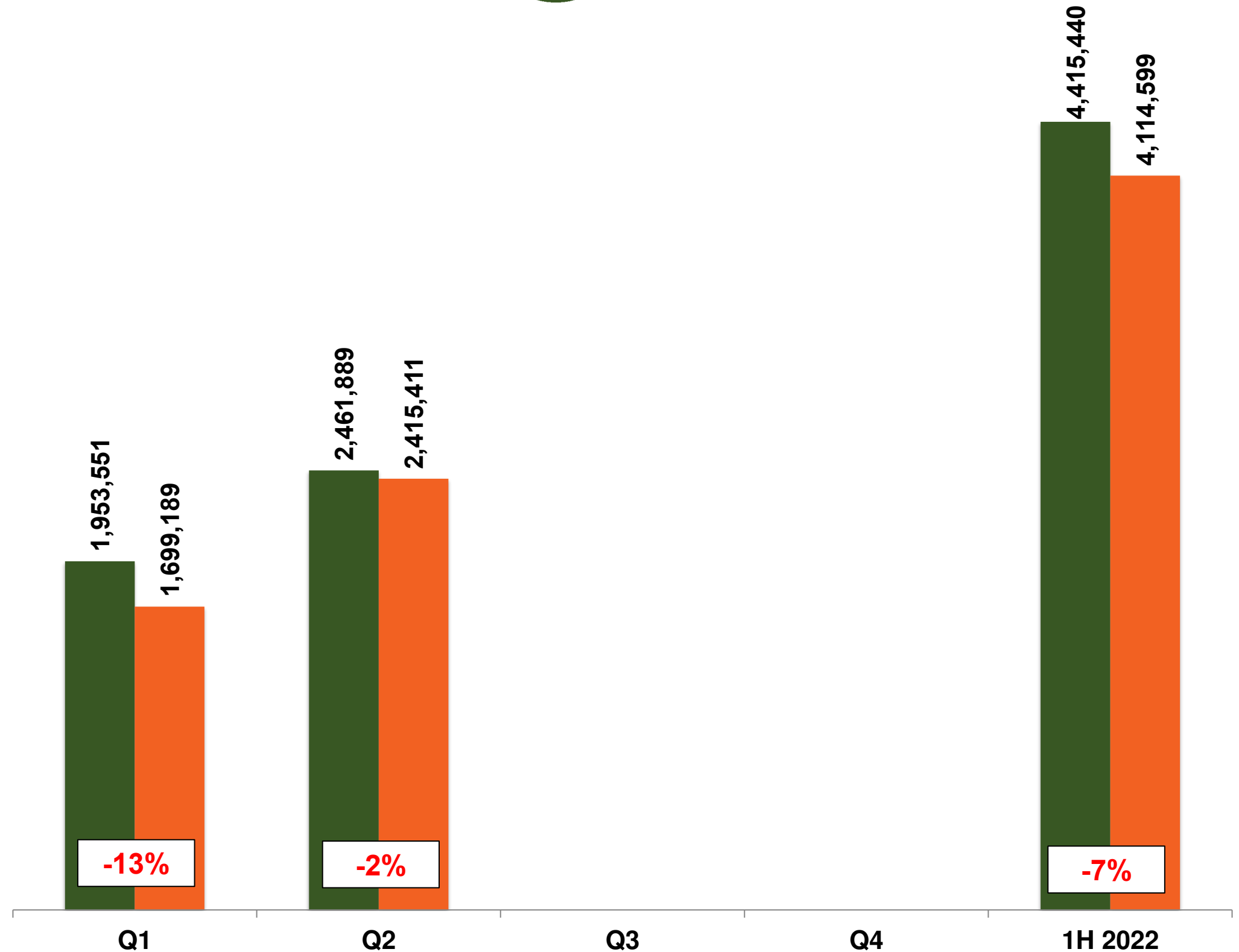
	Rank	Dollars	% Change YOY	Dollar Contribution To Cut Fruit	% Change YOY
FRESH CUT FRUIT		\$1,920,764,948	15.9%		
WATERMELONS	1	\$511,942,896	21.2%	26.7%	1.1%
MIXED FRUIT	2	\$412,366,246	10.2%	21.5%	-1.1%
PINEAPPLES	3	\$304,014,716	17.1%	15.8%	0.2%
CANTALOUPE	4	\$148,431,472	23.1%	7.7%	0.5%
FRUIT SALAD	5	\$69,877,165	0.6%	3.6%	-0.6%
MANGO ONLY	6	\$67,741,766	24.2%	3.5%	0.2%
APPLES	7	\$62,222,271	5.7%	3.2%	-0.3%
GRAPEFRUITS	8	\$57,038,216	10.5%	3.0%	0.0
MIXED BERRIES	9	\$56,599,639	4.3%	2.9%	-0.3%
SPECIALTY MELONS	10	\$53,883,324	14.4%	2.8%	0.0%
STRAWBERRIES	11	\$32,314,534	19.5%	1.7%	0.1%
REMAINING FRUIT	12	\$31,886,667	38.2%	1.7%	0.3%
MANGO MIX	13	\$26,221,025	43.9%	1.4%	0.3%
POMEGRANATE	14	\$24,641,065	4.5%	1.3%	-0.1%
HONEYDEW	15	\$24,096,315	37.3%	1.3%	0.0

Organic Performance



Quarterly Organic Volume Whole Mango

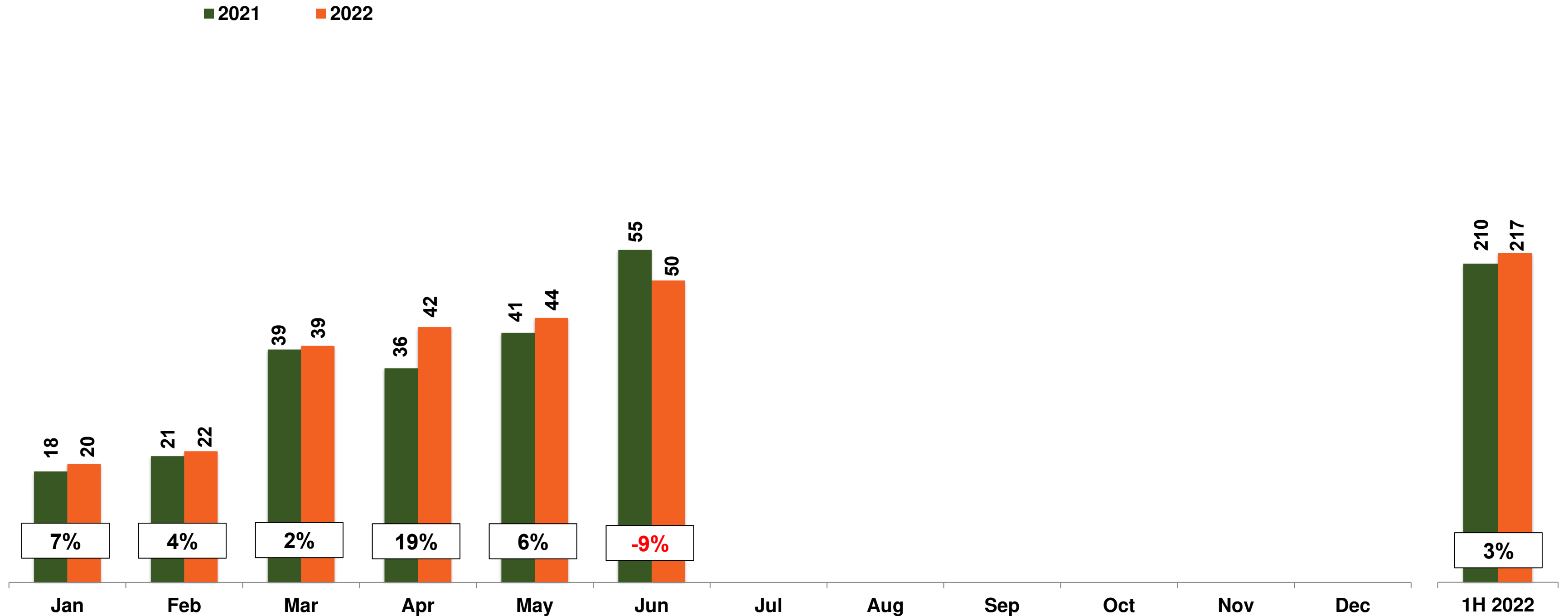
Organic volume declined in Q1 and Q2
2022



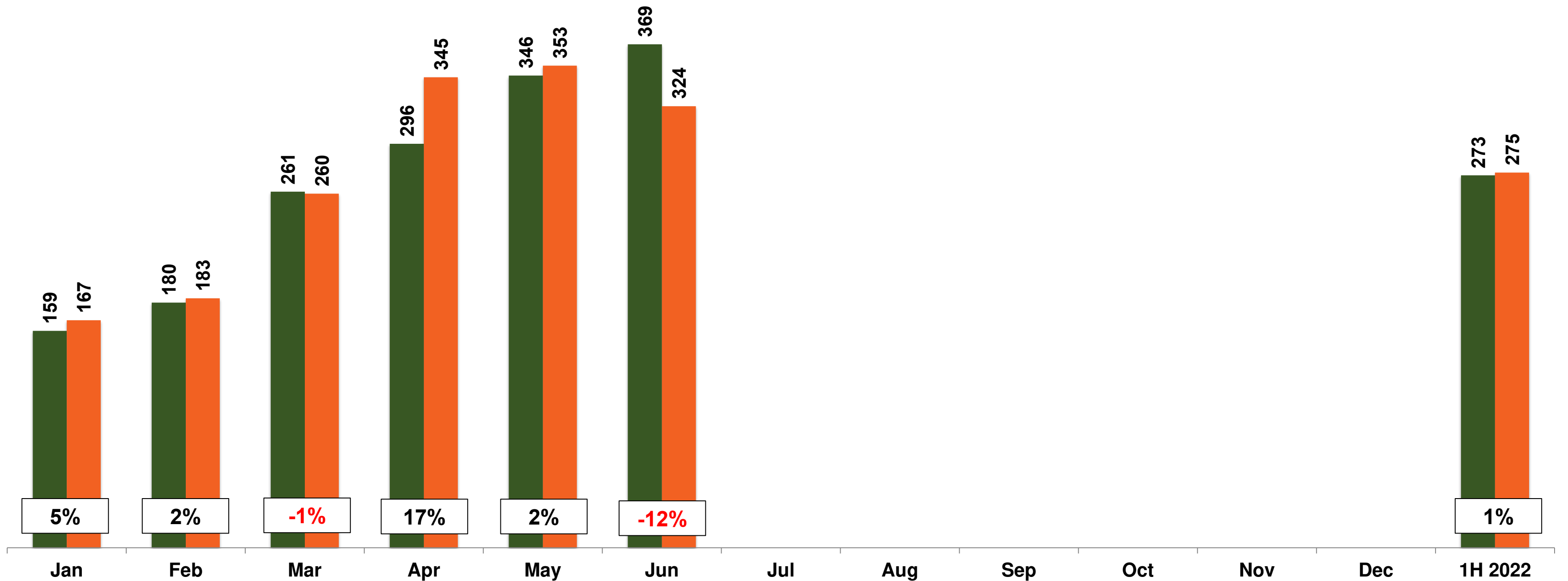
Whole Mango



Monthly Volume (Millions) Whole Mango

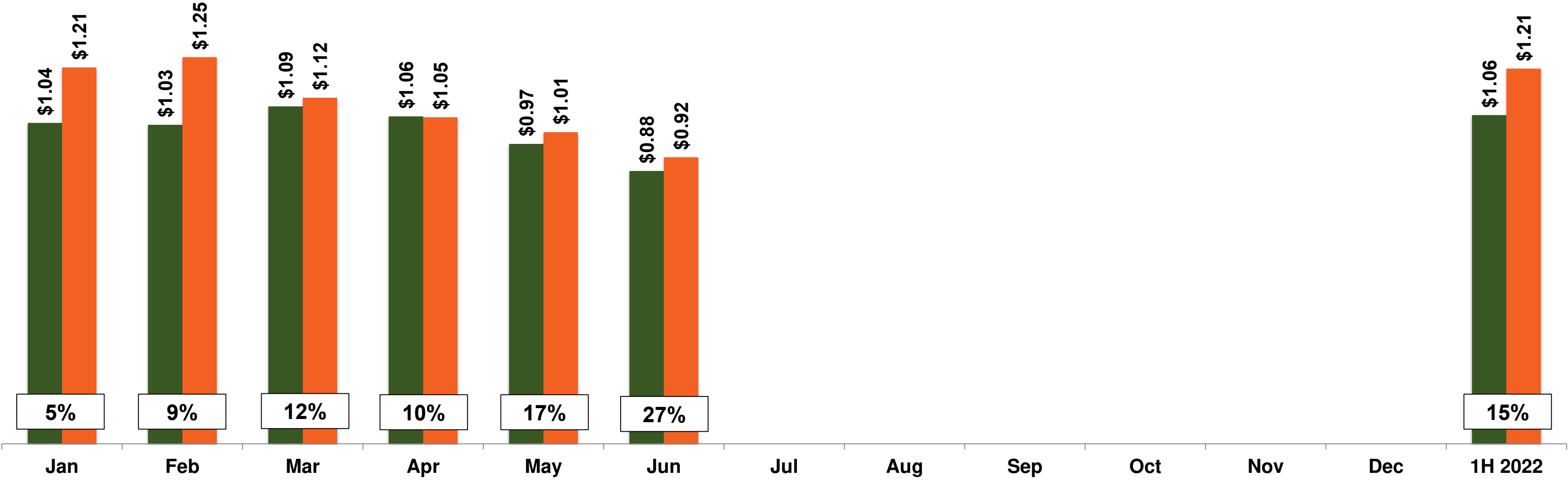


Monthly Volume Velocity Whole Mango



■ 2021 ■ 2022

Monthly Avg Unit Price Whole Mango



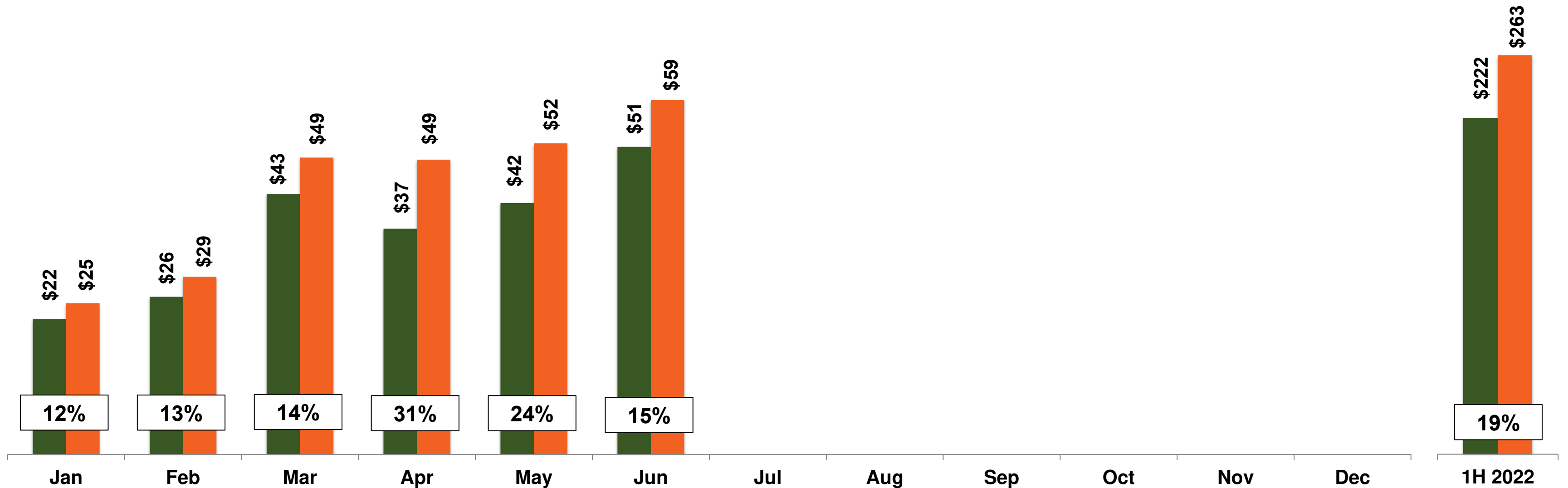
■ 2021 ■ 2022



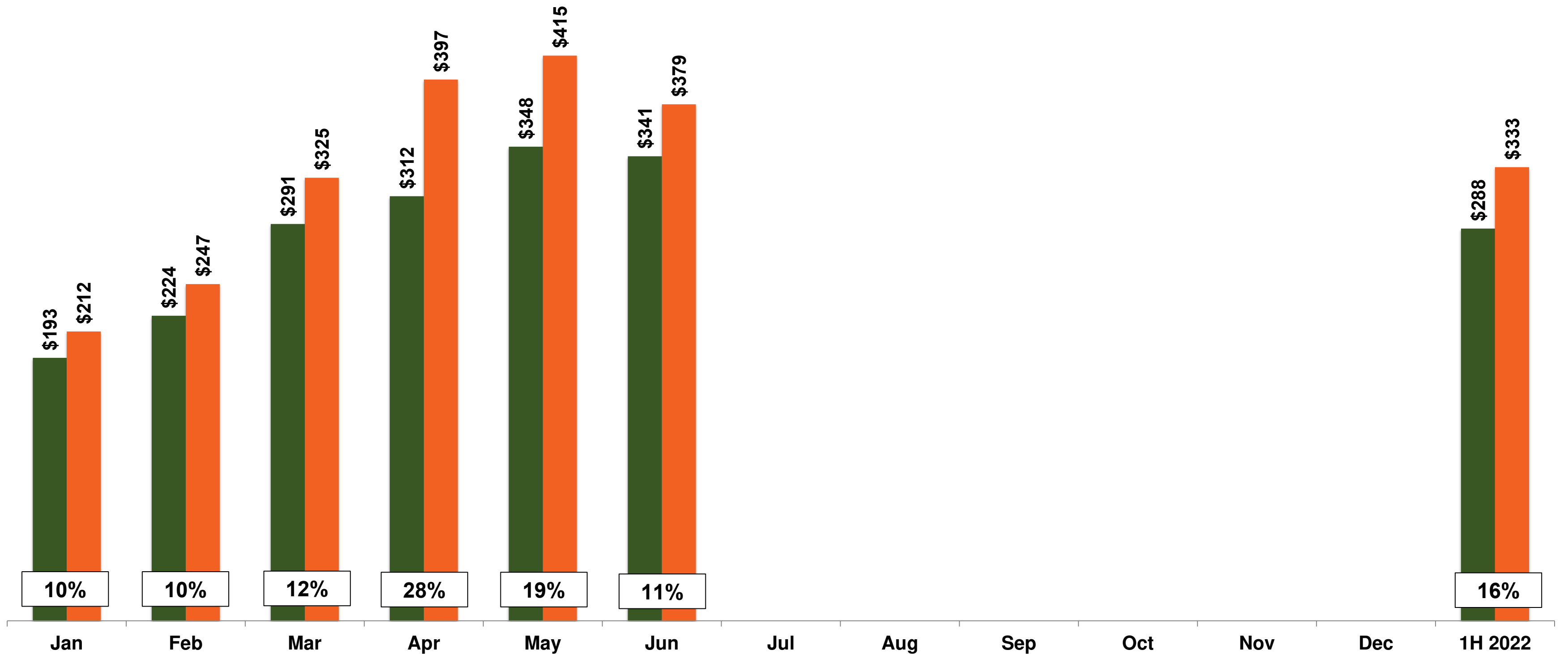
Sources: Nielsen Answers on Demand® Total US xAOC; 26 WE 7/2/2022

Monthly Dollars (Millions) Whole Mango

■ 2021 ■ 2022

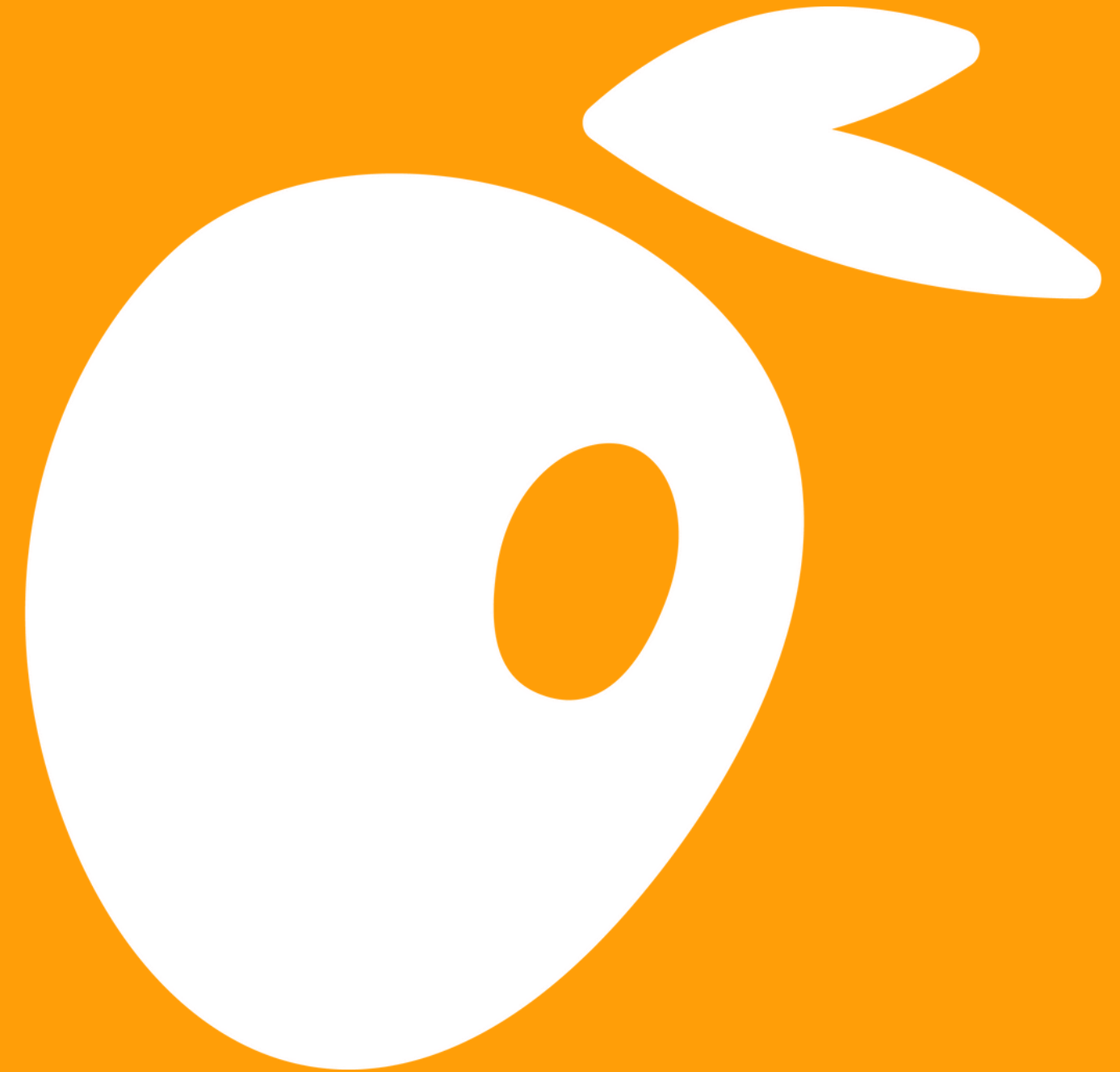


Monthly Dollar Velocity Whole Mango

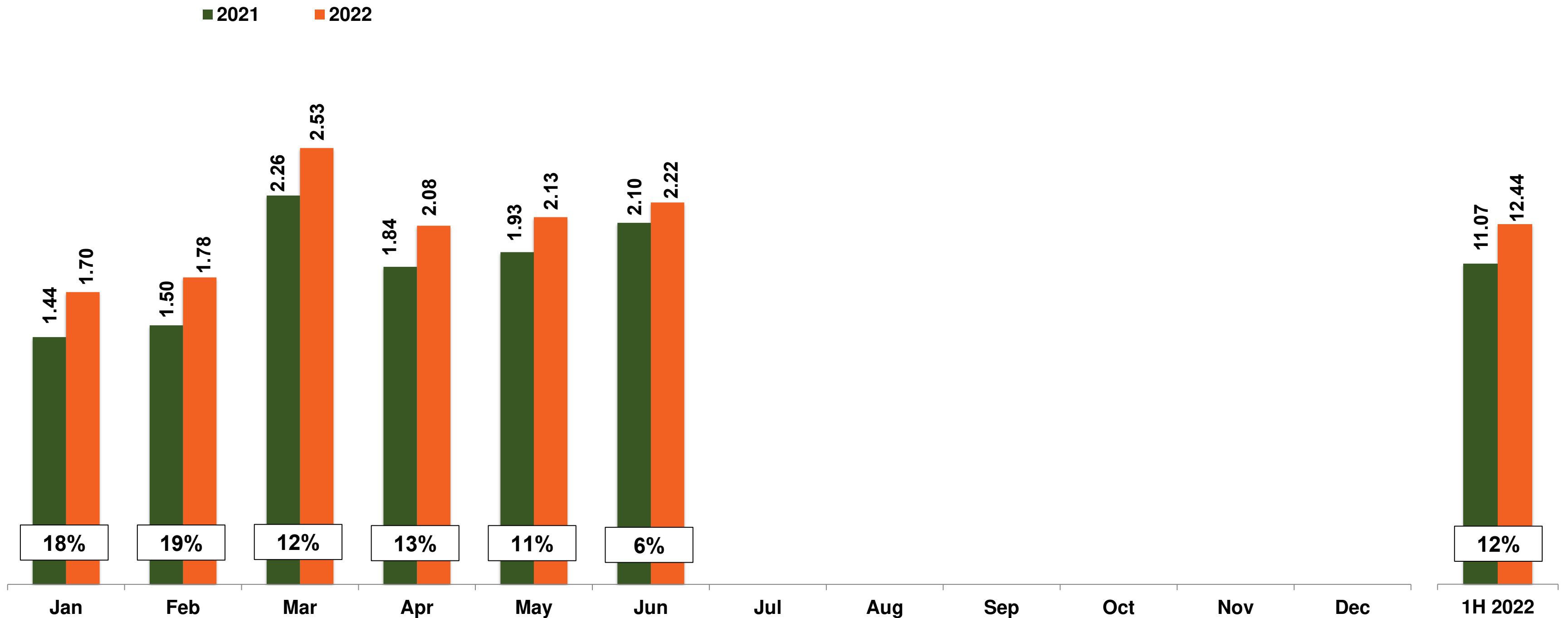


■ 2021 ■ 2022

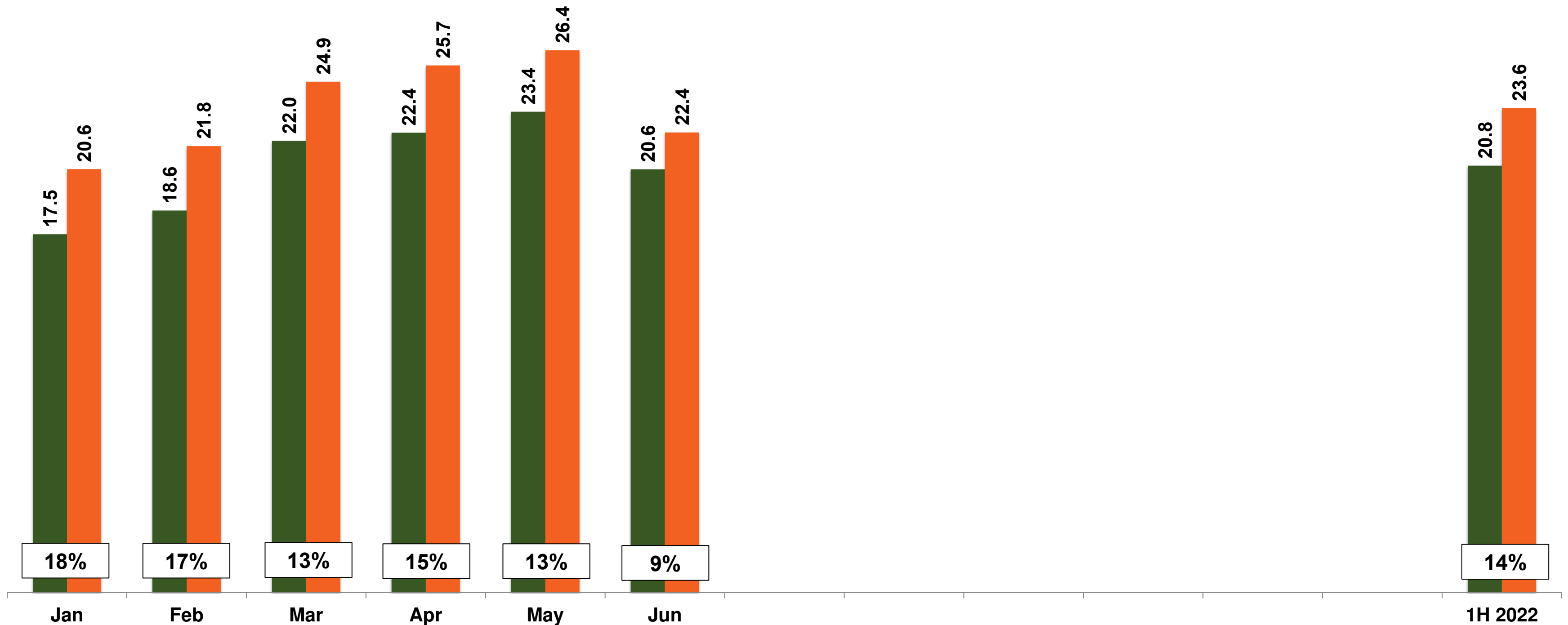
Fresh Cut Mango



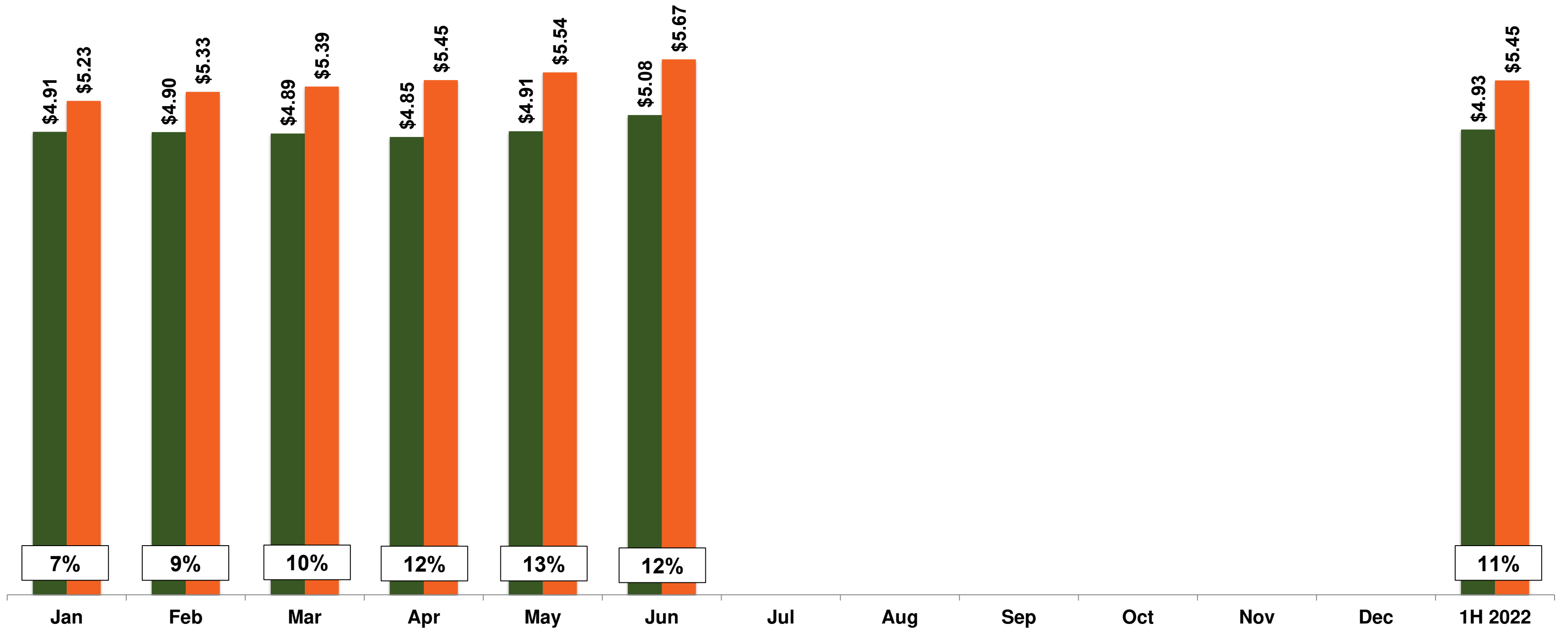
Monthly Volume (Millions) Fresh Cut Mango



Monthly Volume Velocity Fresh Cut Mango



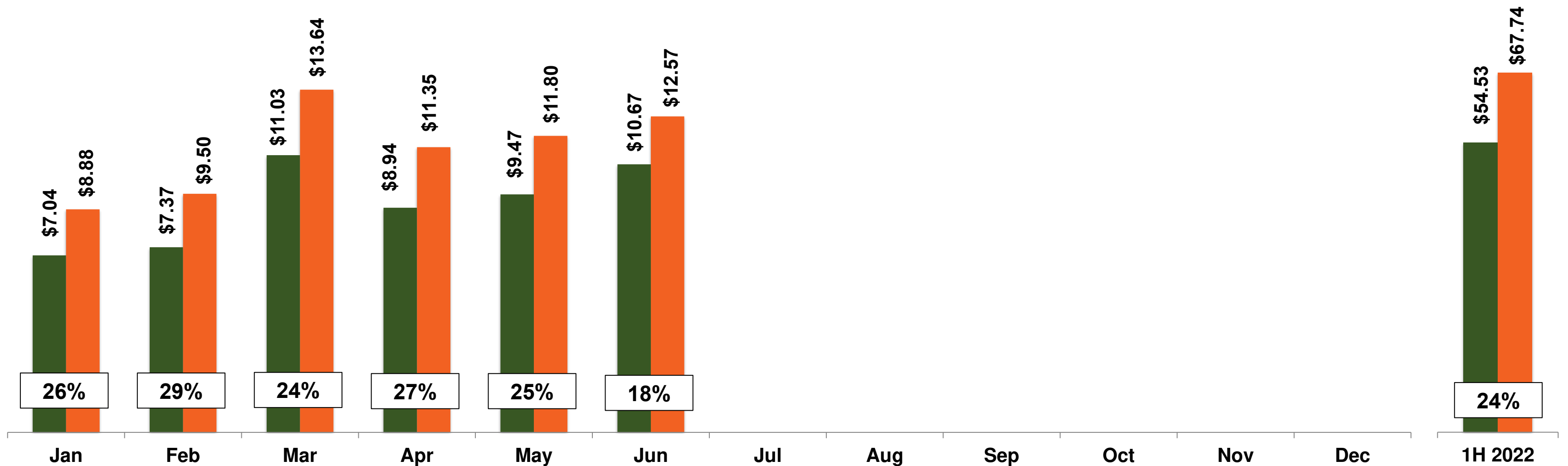
Monthly Avg Unit Price Fresh Cut Mango



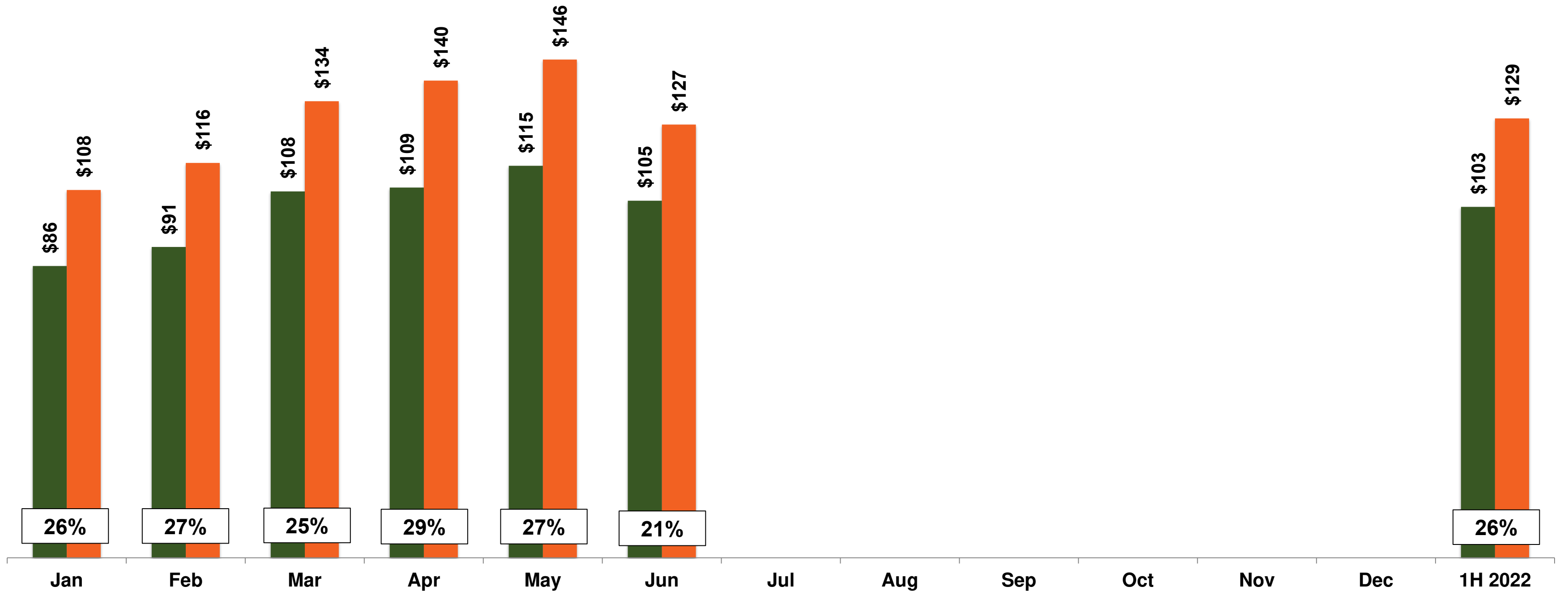
■ 2021 ■ 2022

Monthly Dollars (Millions) Fresh Cut Mango

■ 2021 ■ 2022



Monthly Dollar Velocity Fresh Cut Mango



■ 2021 ■ 2022