

Mango[🍌]
.org

Meeting Date, 2023

Category Development

YE 2022

EXECUTIVE SUMMARY

2022 Key Metrics
Annualized Whole Mango Performance
Fruit Category Performance
Whole Mango Performance
Fresh Cut Mango Performance
Regional Mango Performance

YE 2022 Key Metrics

Whole Mango Volume Velocity

Volume Velocity Up 1% vs YA

Contribution to Produce Dept.

Volume Up 1.0% Dollar Up 0.6%

Fruit Ranking Based on Volume Velocity

Mango Ranked 11th Position

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

Whole Mango Dollar Velocity

Dollar Velocity Up 14% vs YA

Average Retail Price Point

\$1.21 Each Up 13% vs YA
Peak \$1.35 Low \$1.10 August
February

Fruit Ranking Based on Sales Velocity

Mango Ranked 18th Position

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

Fresh Cut

Total Dollars +15% vs YA
Dollars Velocity +16% vs YA

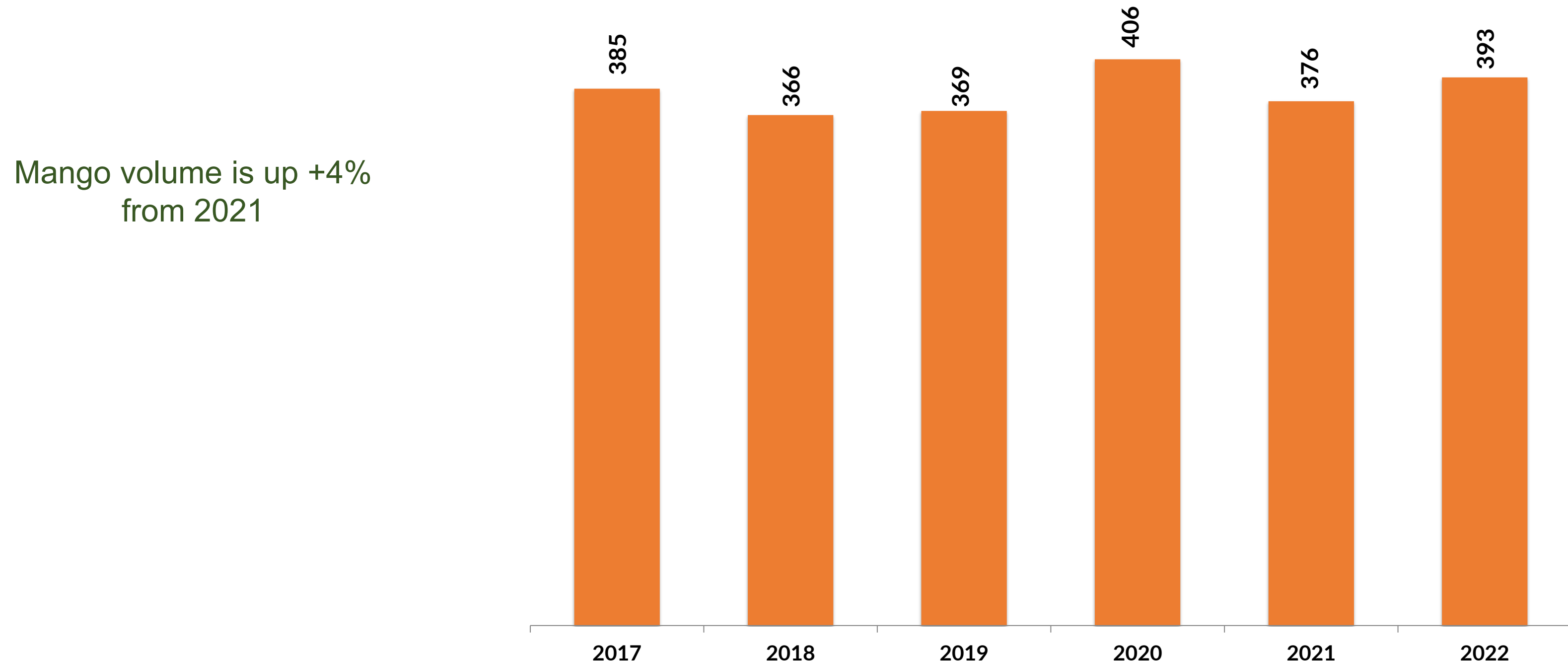


Source: NielsenIQ RMS, Total US xAOC; 52 WE 12/31/2022

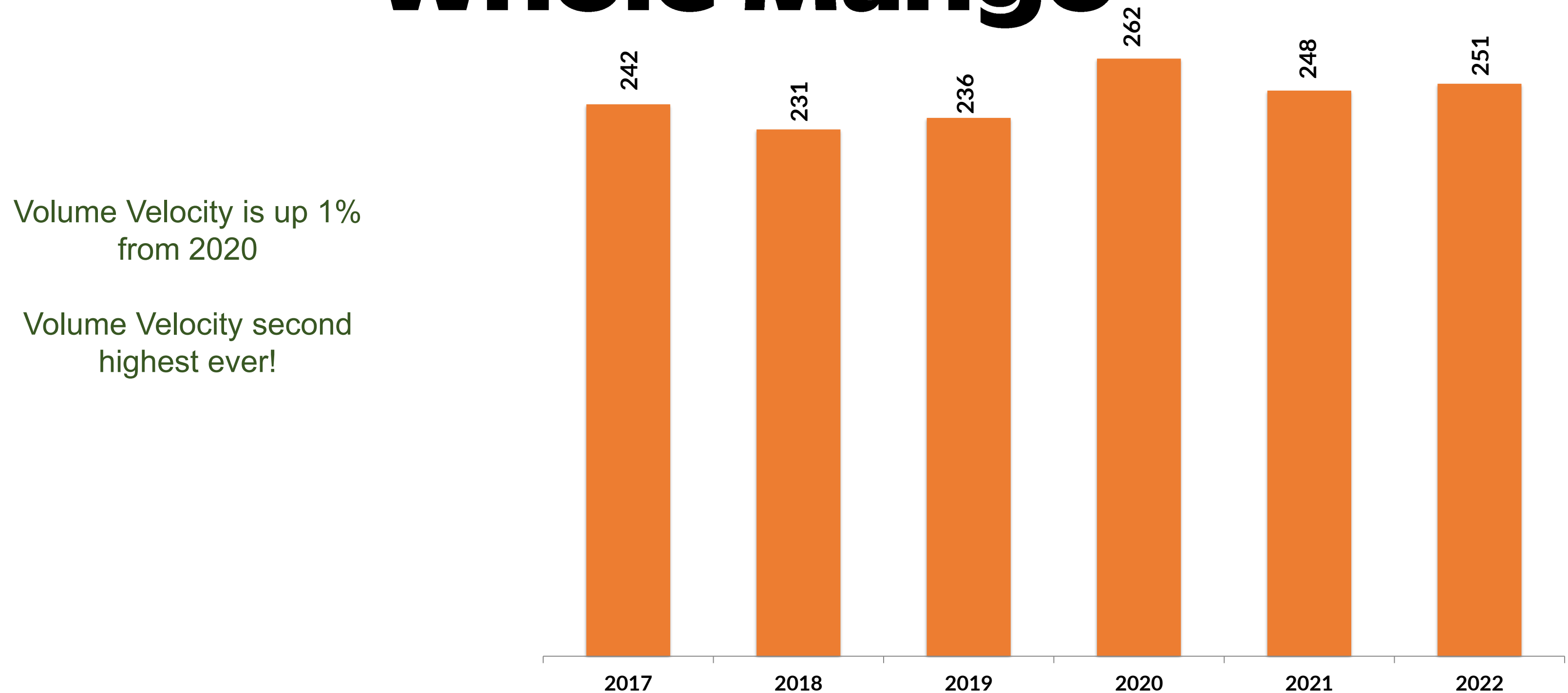
Annualized Whole Mango Performance



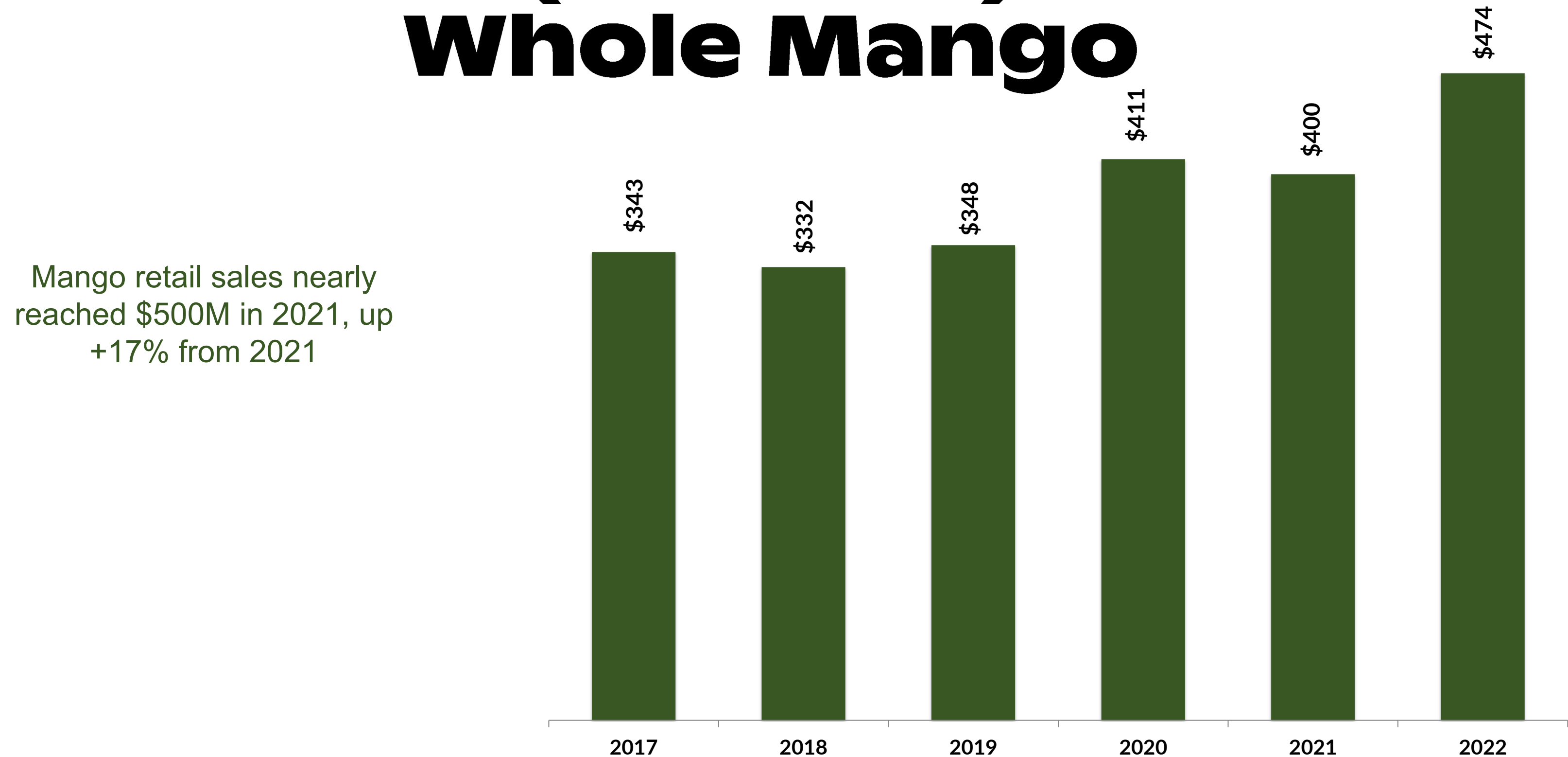
Annual Retail Volume (Millions) Whole Mango



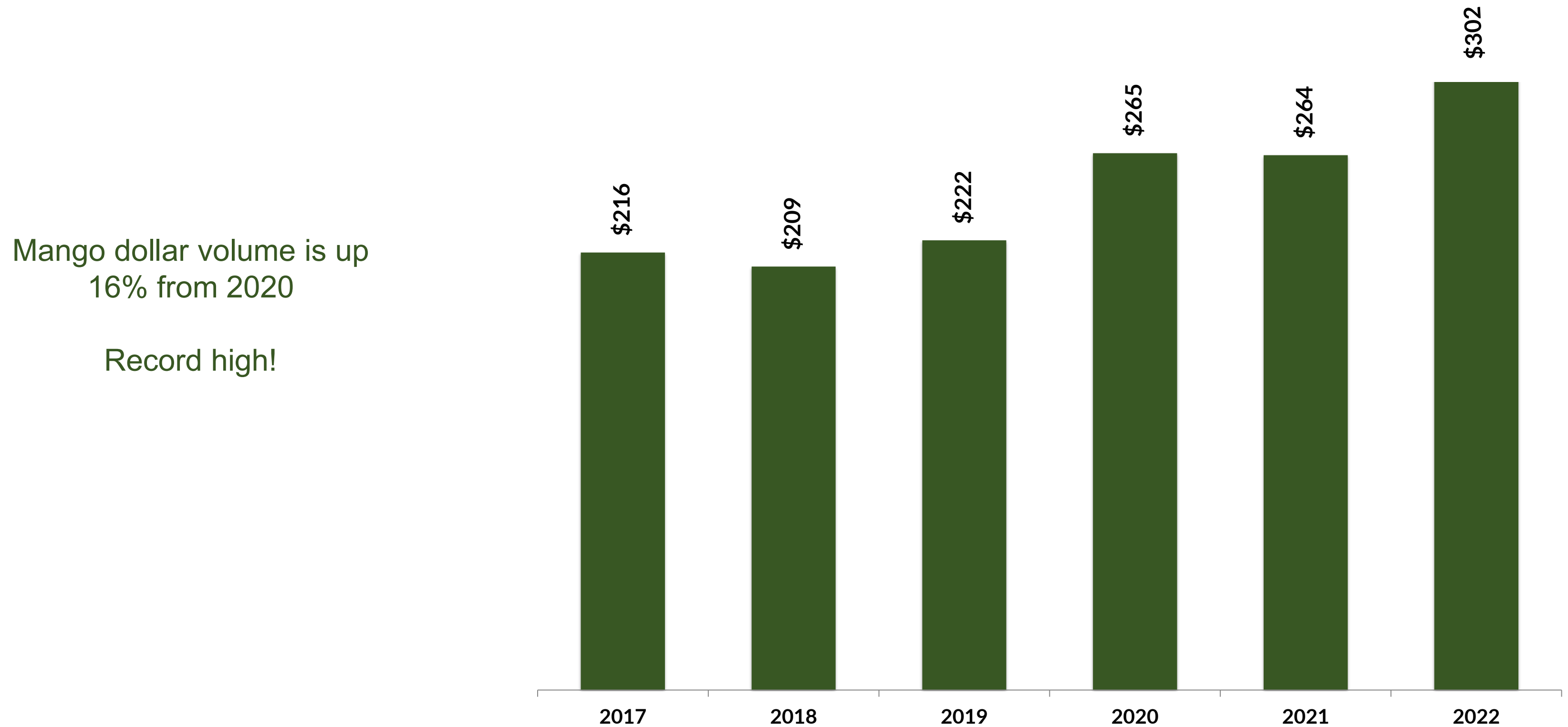
Annual Retail Volume Velocity Whole Mango



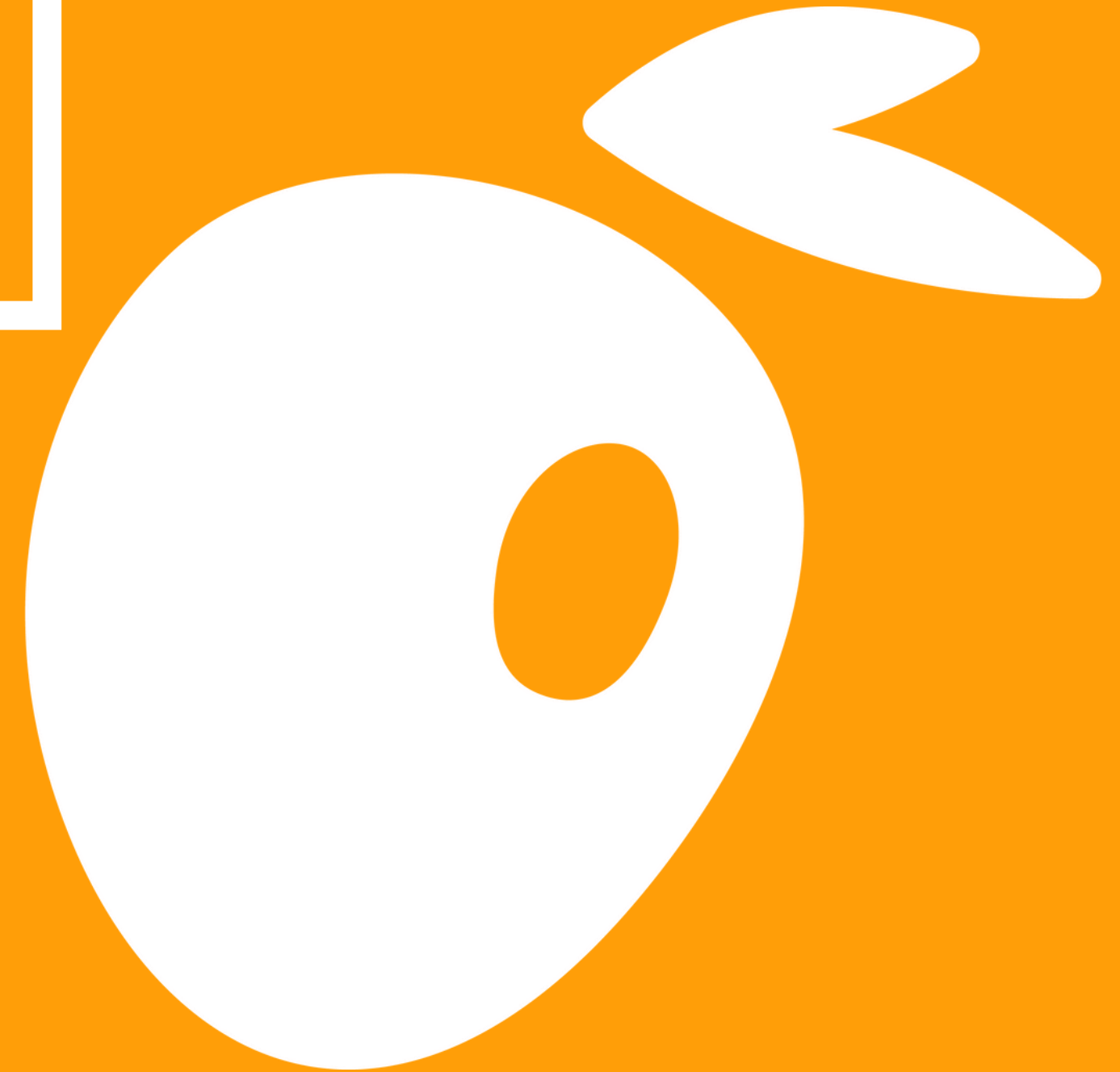
Annual Retail Dollars (Millions) Whole Mango



Annual Retail Dollar Velocity Whole Mango



Fruit Category Performance



Whole Fruit Volume Velocity YOY Change and Contribution

Mangos ranked 11th among whole fruit sales, up from 12th last year.

Fruit category decreased in volume velocity by 8.9%

Mangos grew 0.6% in volume velocity versus year ago and represented 1.0% of produce department volume sales.

	Rank	Volume/ Store/Week	% Change YOY	Volume Contribution	% Change YOY
FRUIT		8,971	-8.9%	48.9%	0.2%
BANANAS	1	3,096	-4.5%	14.9%	2.3%
AVOCADOS	2	1,071	-9.3%	4.7%	-5.5%
APPLES	3	846	-7.3%	4.1%	-0.7%
GRAPES	4	789	-5.2%	3.8%	2.9%
LIMES	5	783	-6.9%	3.5%	0.7%
STRAWBERRIES	6	551	-3.6%	2.6%	3.3%
LEMONS	7	455	-10.7%	2.2%	0.4%
BLUEBERRIES	8	346	-5.4%	1.6%	1.3%
ORANGES	9	342	-9.5%	1.6%	-1.6%
WATERMELONS	10	275	-4.4%	1.2%	3.7%
MANGOS	11	251	0.6%	1.0%	4.8%
PEACHES	12	229	-7.4%	0.7%	-5.4%
RASPBERRIES	13	218	0.4%	0.9%	5.1%
CHERRIES	14	214	-35.8%	0.5%	-27.1%
MANDARINS	15	211	-12.2%	1.0%	-11.7%
BLACKBERRIES	16	153	7.9%	0.6%	12.9%
PEARS	17	142	-9.0%	0.6%	-4.6%
NECTARINES	18	122	-3.3%	0.3%	1.7%
PAPAYAS	19	122	9.4%	0.3%	15.6%
PINEAPPLES	20	120	-1.2%	0.5%	3.2%
CANTALOUPE	21	106	-3.1%	0.4%	2.1%
KIWI	22	88	-9.7%	0.3%	-6.7%
PLUMS	23	70	-5.0%	0.2%	-2.7%
SPECIALTY FRUITS	24	68	-1.1%	0.2%	5.1%
GRAPEFRUITS	25	63	-16.0%	0.2%	-14.3%

Whole Fruit Dollar Velocity YOY Change and Contribution

Mangos ranks 18th in dollars in 2022, same as last year.

Fruit category decreased in dollar velocity 1.3%.

Mangos increased 13.9% in dollar velocity and department contribution was 0.6%.

	Rank	Dollars/ Store/Week	% Change YOY	Dollar Contribution	% Change YOY
FRUIT		\$16,661	-1.3%	44.1%	-0.1%
APPLES	1	\$2,301	1.1%	5.4%	-0.3%
STRAWBERRIES	2	\$2,090	-0.3%	4.8%	-1.7%
GRAPES	3	\$2,080	1.1%	4.8%	1.0%
BANANAS	4	\$1,884	-0.1%	4.4%	-1.5%
AVOCADOS	5	\$1,754	6.8%	3.7%	2.5%
BLUEBERRIES	6	\$1,408	-1.0%	3.2%	-2.4%
CHERRIES	7	\$1,080	-12.2%	1.3%	-8.2%
MANDARINS	8	\$1,067	-2.9%	2.4%	-10.1%
RASPBERRIES	9	\$829	3.3%	1.6%	-0.4%
WATERMELONS	10	\$778	3.3%	1.6%	3.2%
ORANGES	11	\$680	5.9%	1.5%	6.0%
PEACHES	12	\$549	10.5%	0.8%	3.9%
BLACKBERRIES	13	\$533	10.0%	1.1%	6.0%
LIMES	14	\$520	8.1%	1.1%	7.6%
LEMONS	15	\$502	-5.8%	1.2%	-2.4%
NECTARINES	16	\$324	12.2%	0.4%	8.7%
PEARS	17	\$311	-0.3%	0.7%	-3.8%
MANGOS	18	\$302	13.9%	0.6%	9.1%
PINEAPPLES	19	\$257	5.8%	0.5%	1.7%
DIPPED / COVERED FRUIT	20	\$250	20.3%	0.2%	12.8%
CANTALOUPE	21	\$244	4.0%	0.5%	0.8%
PLUMS	22	\$204	13.0%	0.3%	6.5%
MIXED FRUIT	23	\$187	272.7%	0.0%	0.0%
KIWI	24	\$185	13.3%	0.4%	7.9%
SPECIALTY FRUITS	25	\$173	12.0%	0.3%	9.5%

Fresh Cut Fruit Dollar Velocity and Contribution

Tropical Fruit Mix ranks 11th, up from 17th IN 2021

Fresh Cut Mangos ranks 12th, up from 13th in 2022.

Fresh Cut fruit category increased in dollar velocity 3.7%.

Tropical Fruit Mix dollar velocity decreased 0.3% and Fresh Cut Mangos were up 15.8%.

	Rank	Dollars/ Store/Week	% Change YOY	Dollar Contribution To Cut Fruit	% Change YOY
FRESH CUT FRUIT		\$2,049	3.7%		
WATERMELONS	1	\$789	9.9%	28.3%	3.0%
MIXED FRUIT	2	\$522	2.2%	21.1%	-4.4%
PINEAPPLES	3	\$379	4.9%	15.0%	-0.3%
REMAINING BERRIES	4	\$247	21.8%	0.3%	46.6%
SPECIALTY MELONS	5	\$236	7.6%	3.0%	3.9%
CANTALOUPE	6	\$233	11.1%	7.7%	4.2%
REMAINING FRUIT	7	\$206	17.0%	1.7%	14.4%
FRUIT COCKTAIL	8	\$196	100.9%	0.0%	49.0%
FRUIT SALAD	9	\$160	11.5%	3.5%	-11.5%
MIXED BERRIES	10	\$148	1.1%	2.8%	-5.2%
TROPICAL FRUIT MIXES	11	\$140	-0.3%	1.0%	8.3%
MANGOS	12	\$121	15.8%	3.4%	4.6%
APPLES	13	\$112	0.7%	3.2%	-8.0%
STRAWBERRIES	14	\$118	16.1%	1.7%	5.5%
BANANAS	15	\$107	15.9%	0.1%	10.8%

Fresh Cut Fruit Dollar and Contribution

Fresh Cut Mangos stayed at the 6th and Tropical Fruit Mixes fell from 13th to 15th.

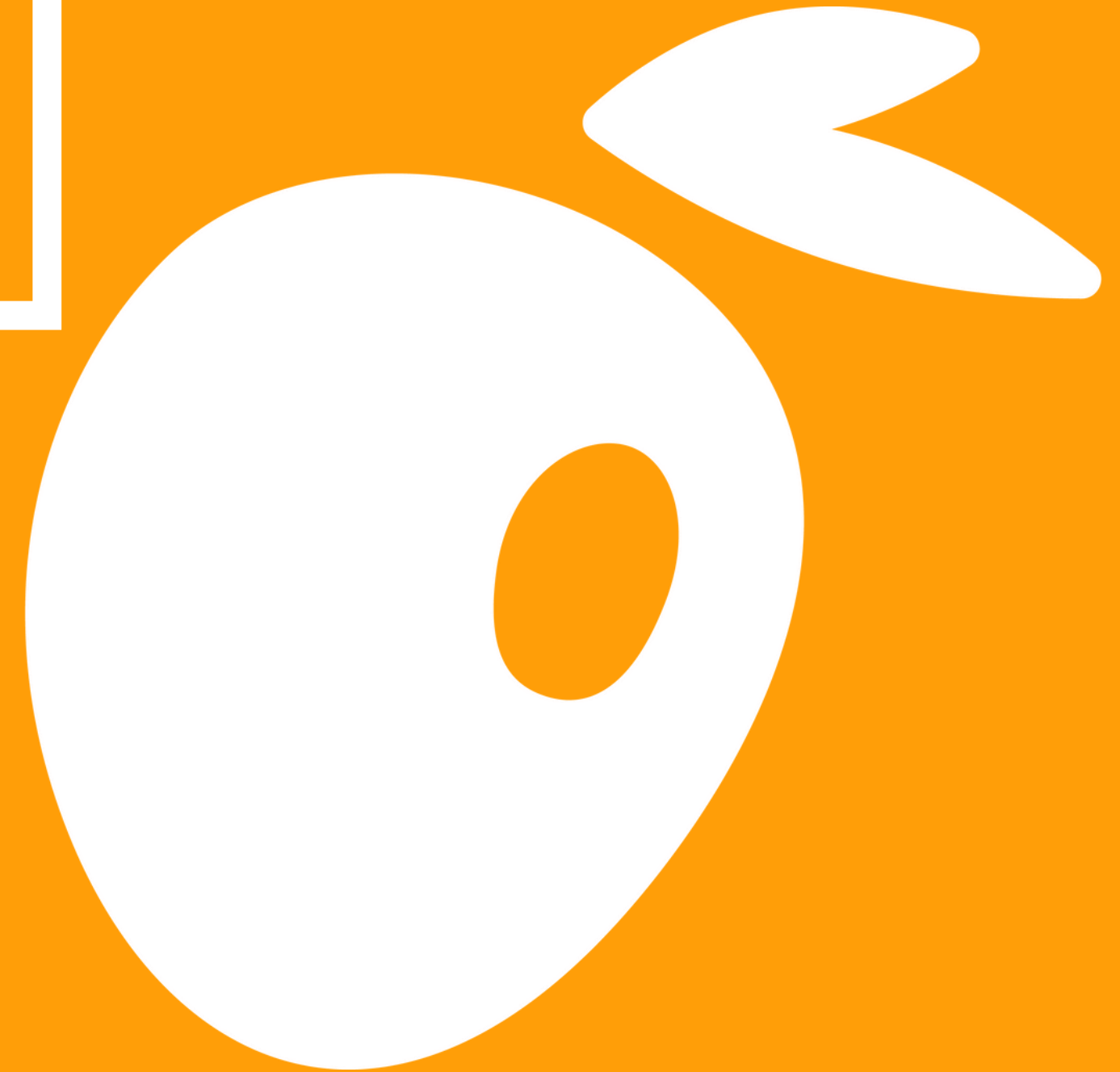
The entire cut fruit category's dollar sales were up 10.2%.

Cut Mango sales up 15.3%

Tropical Fruit Mixes sales up 19.4%.

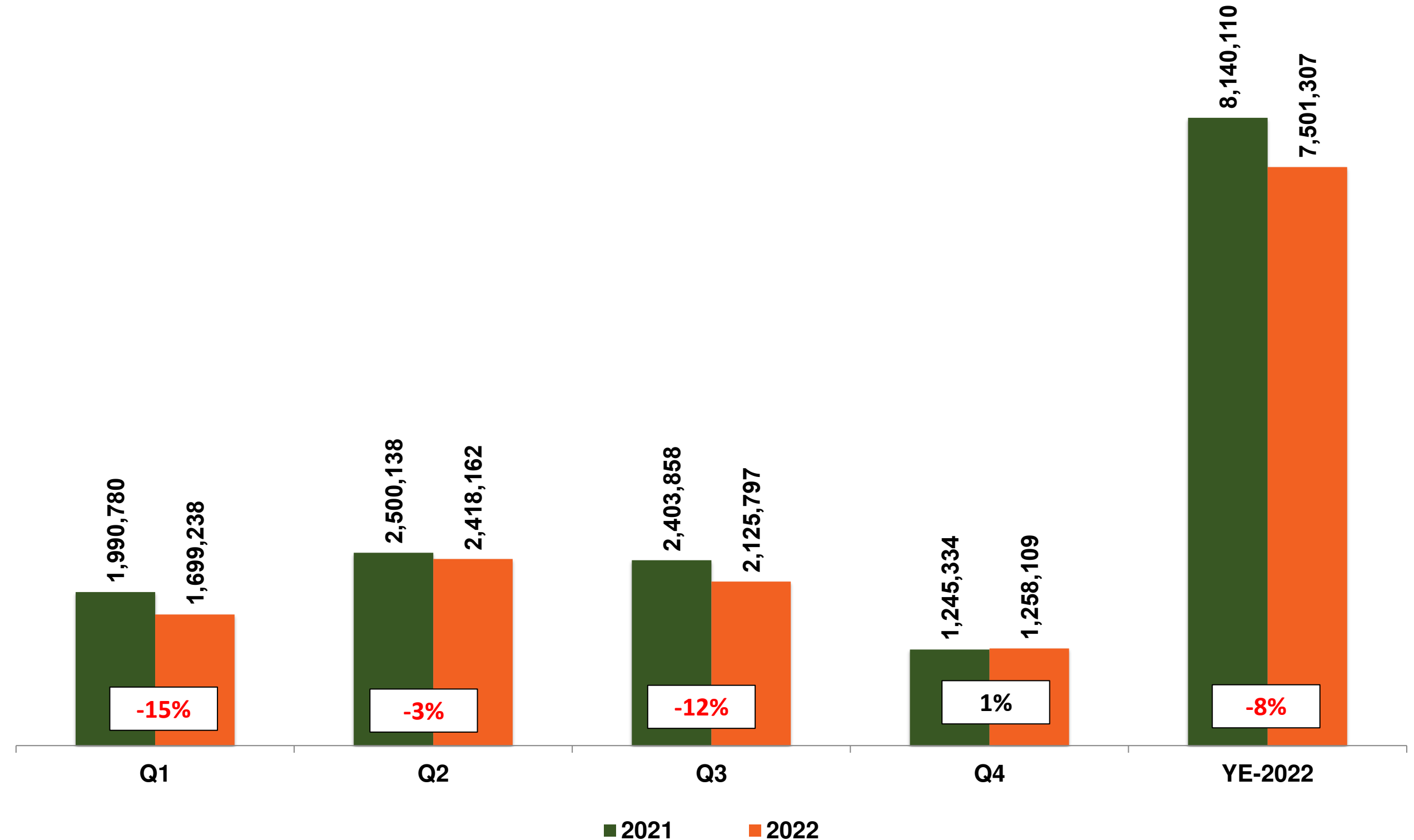
	Rank	Dollars	% Change YOY	Dollar Contribution To Cut Fruit	% Change YOY
FRESH CUT FRUIT		\$3,827,412,296	10.2%		
WATERMELONS	1	\$1,084,520,921	13.6%	28.3%	3.0%
MIXED FRUIT	2	\$806,396,799	5.4%	21.1%	-4.4%
PINEAPPLES	3	\$573,104,935	9.9%	15.0%	-0.3%
CANTALOUPE	4	\$292,826,088	14.9%	7.7%	4.2%
FRUIT SALAD	5	\$132,387,847	-2.4%	3.5%	-11.5%
MANGOS	6	\$128,556,094	15.3%	3.4%	4.6%
APPLES	7	\$120,996,116	1.4%	3.2%	-8.0%
SPECIALTY MELONS	8	\$116,050,758	14.5%	3.0%	3.9%
MIXED BERRIES	9	\$107,951,970	4.5%	2.8%	-5.2%
GRAPEFRUITS	10	\$93,811,907	-7.5%	2.5%	-16.1%
STRAWBERRIES	11	\$64,952,131	16.3%	1.7%	5.5%
REMAINING FRUIT	12	\$64,623,354	26.2%	1.7%	14.4%
POMEGRANATE	13	\$56,424,792	15.8%	1.5%	5.1%
HONEYDEW	14	\$53,863,124	30.7%	1.4%	18.5%
TROPICAL FRUIT MIXES	15	\$37,409,568	19.4%	1.0%	8.3%

Organic Performance



Quarterly Organic Volume Whole Mango

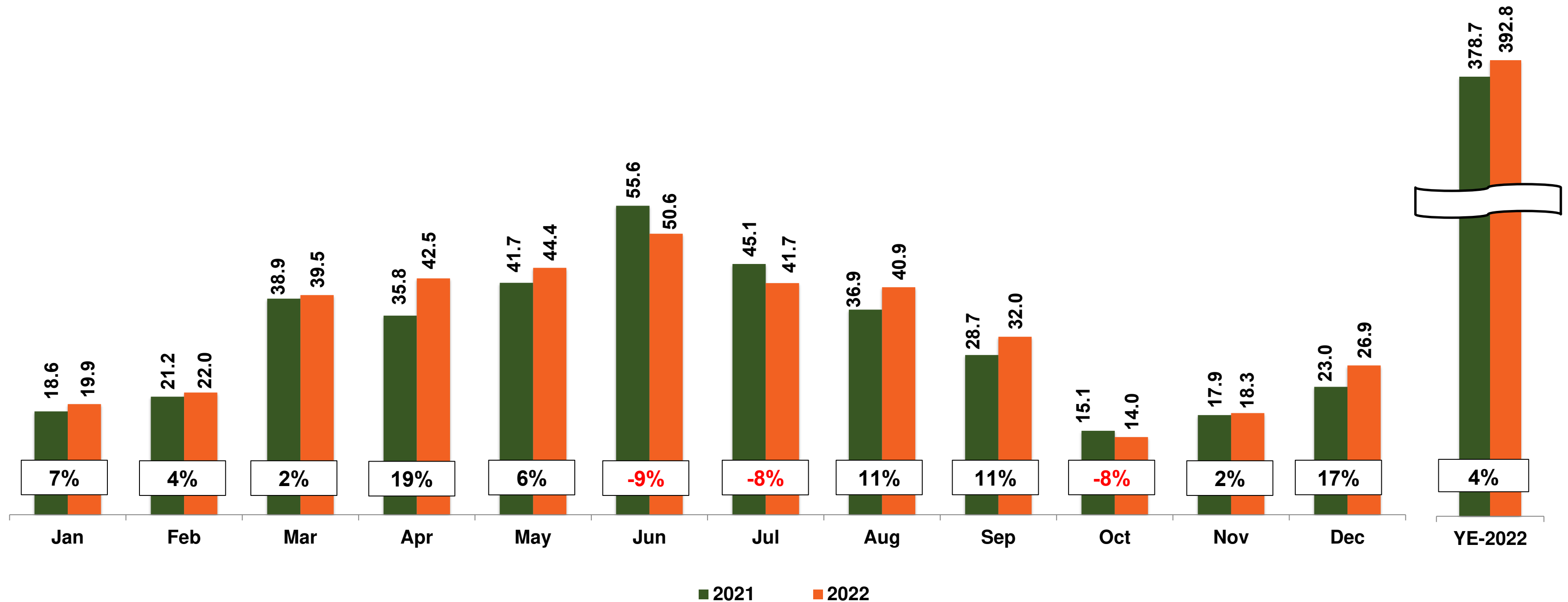
Organic volume declined overall in 2022.



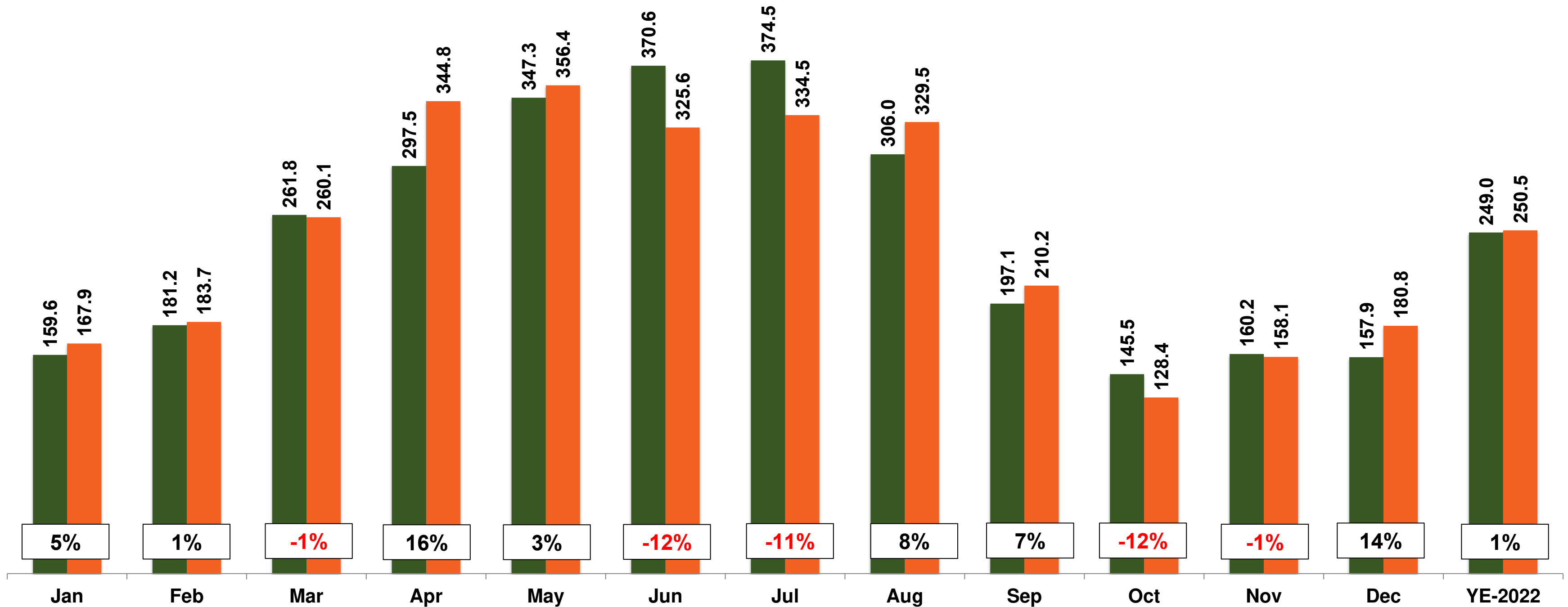
Whole Mango Monthly Performance



Monthly Volume (Millions) Whole Mango

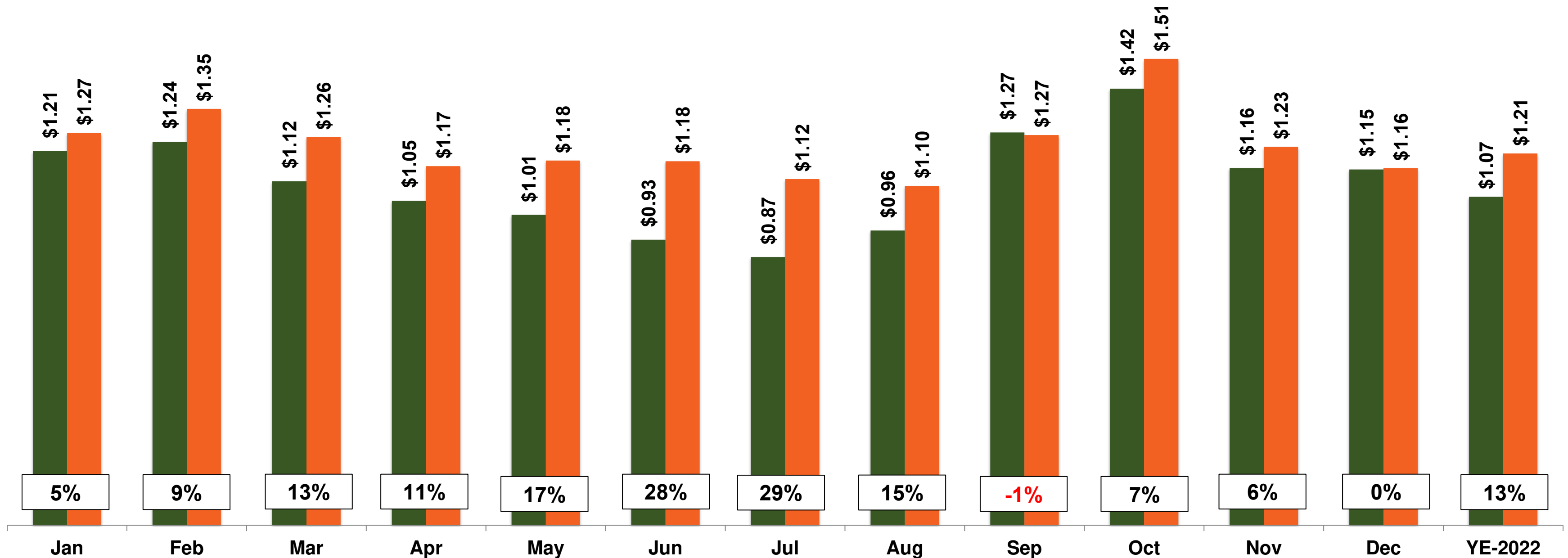


Monthly Volume Velocity Whole Mango



■ 2021 ■ 2022

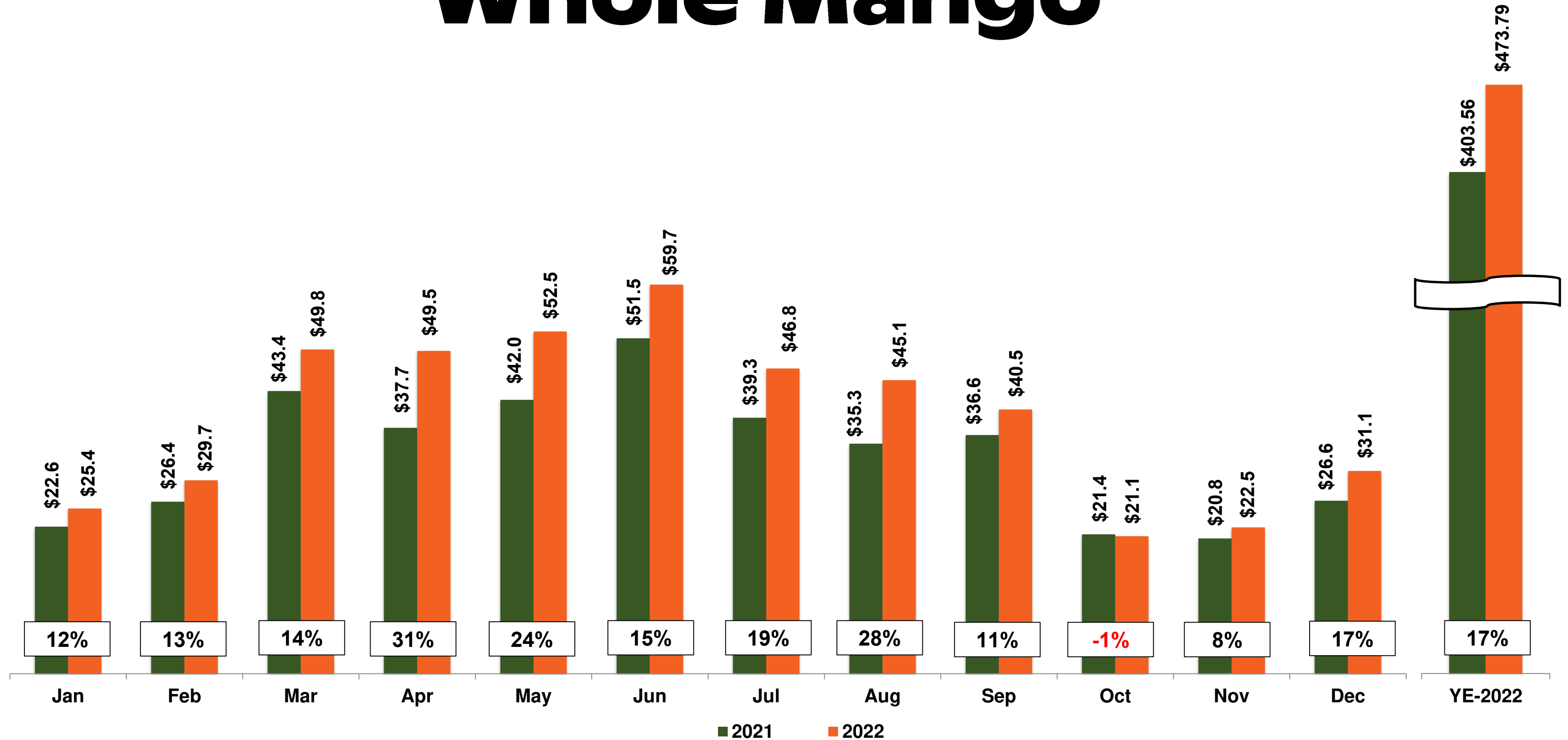
Monthly Avg Unit Price Whole Mango



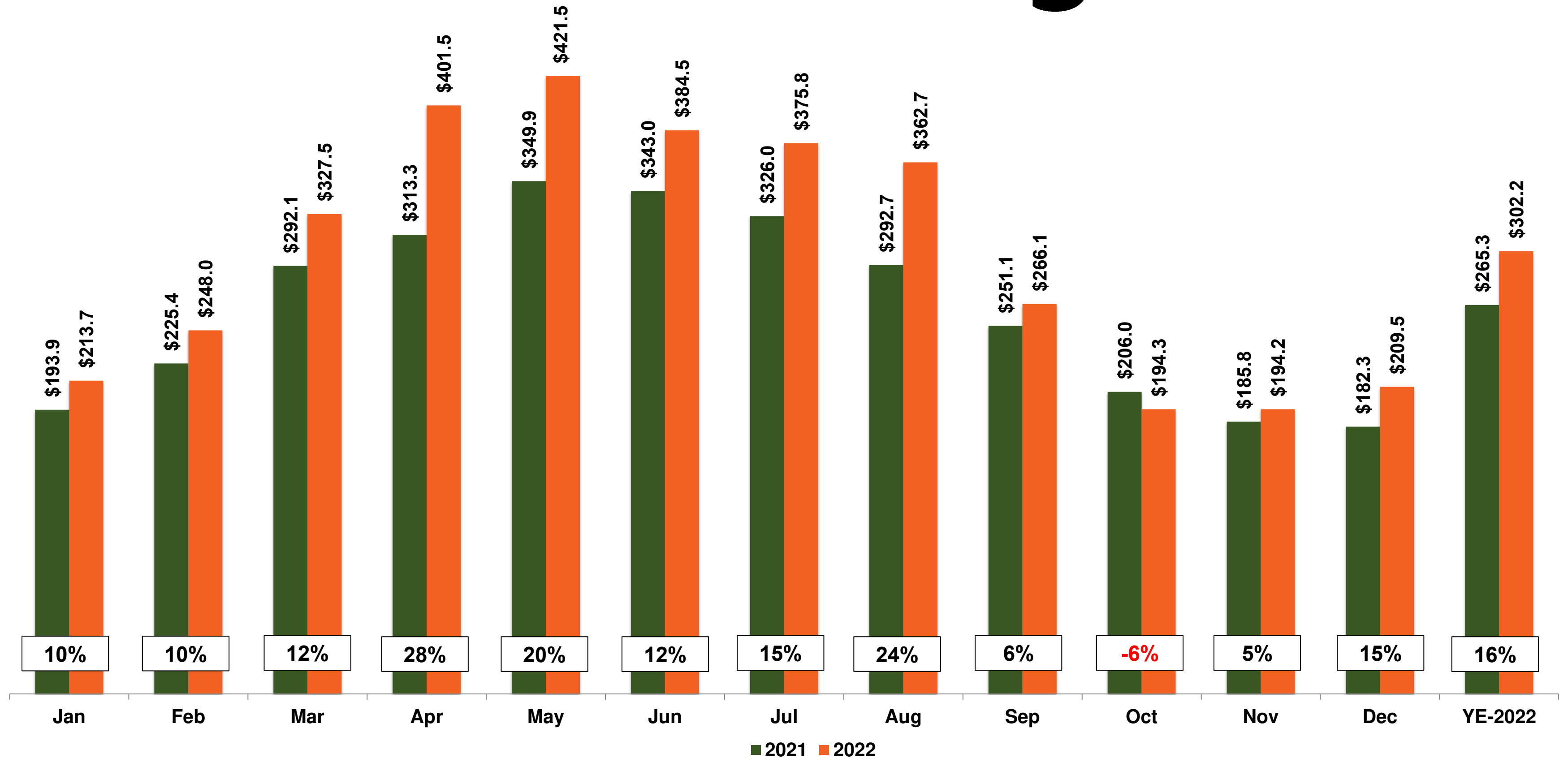
■ 2021 ■ 2022

Monthly Dollars (Millions)

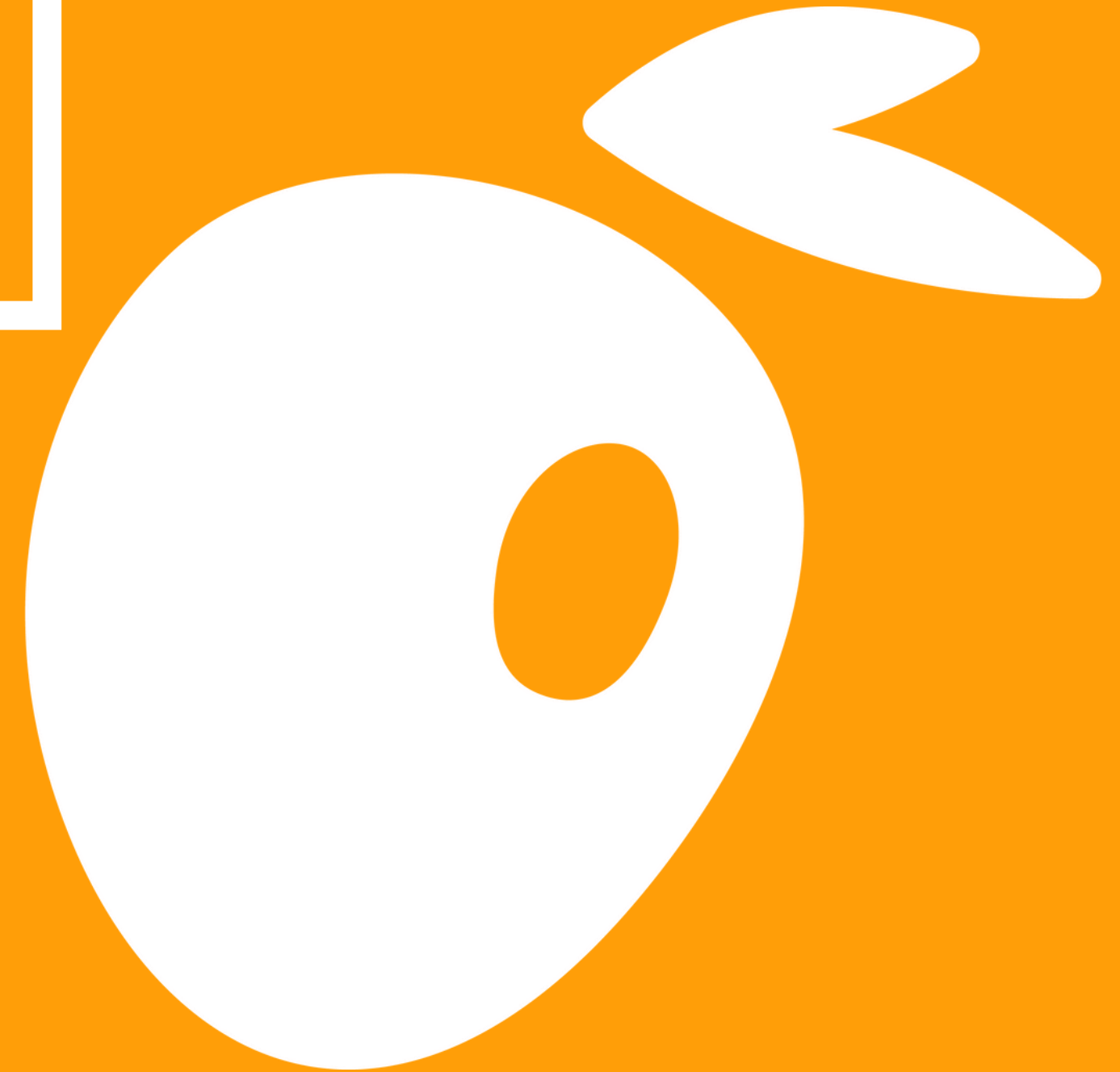
Whole Mango



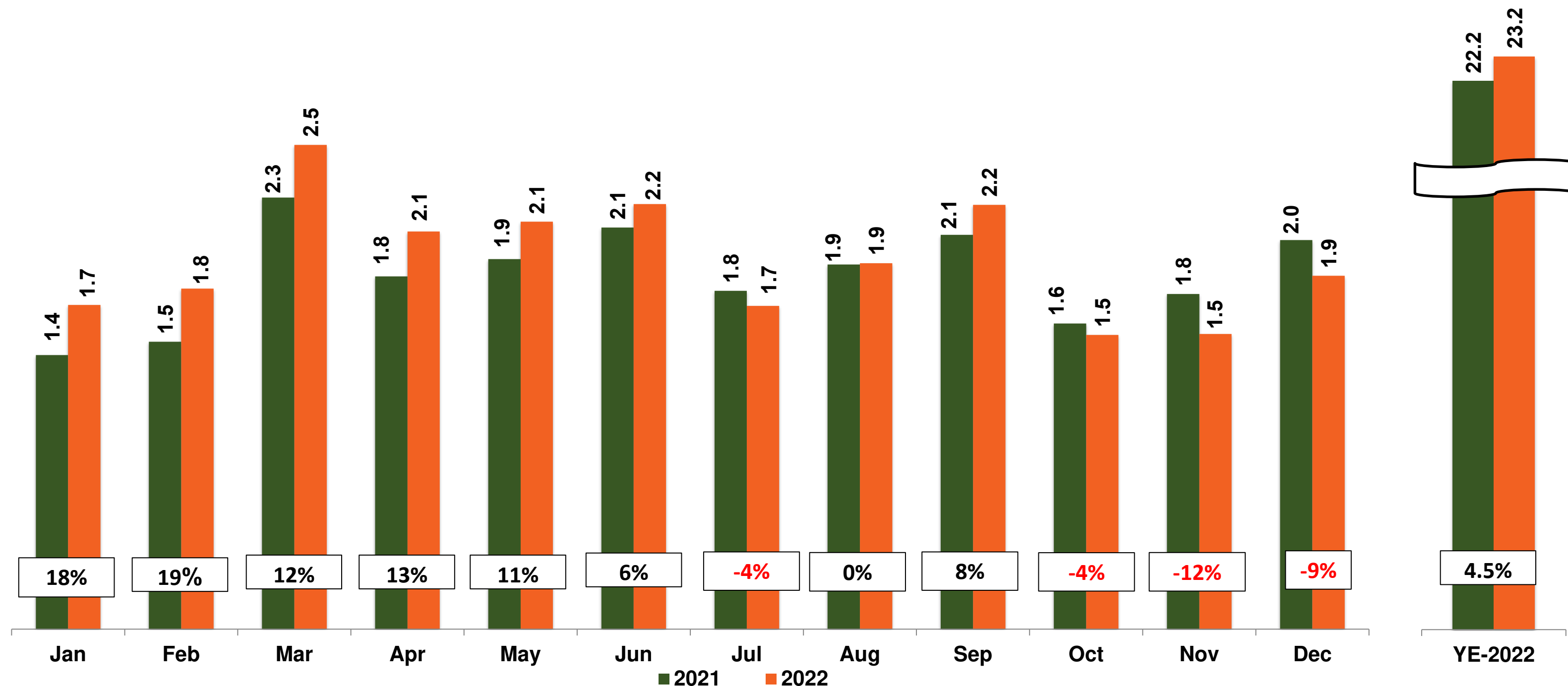
Monthly Dollar Velocity Whole Mango



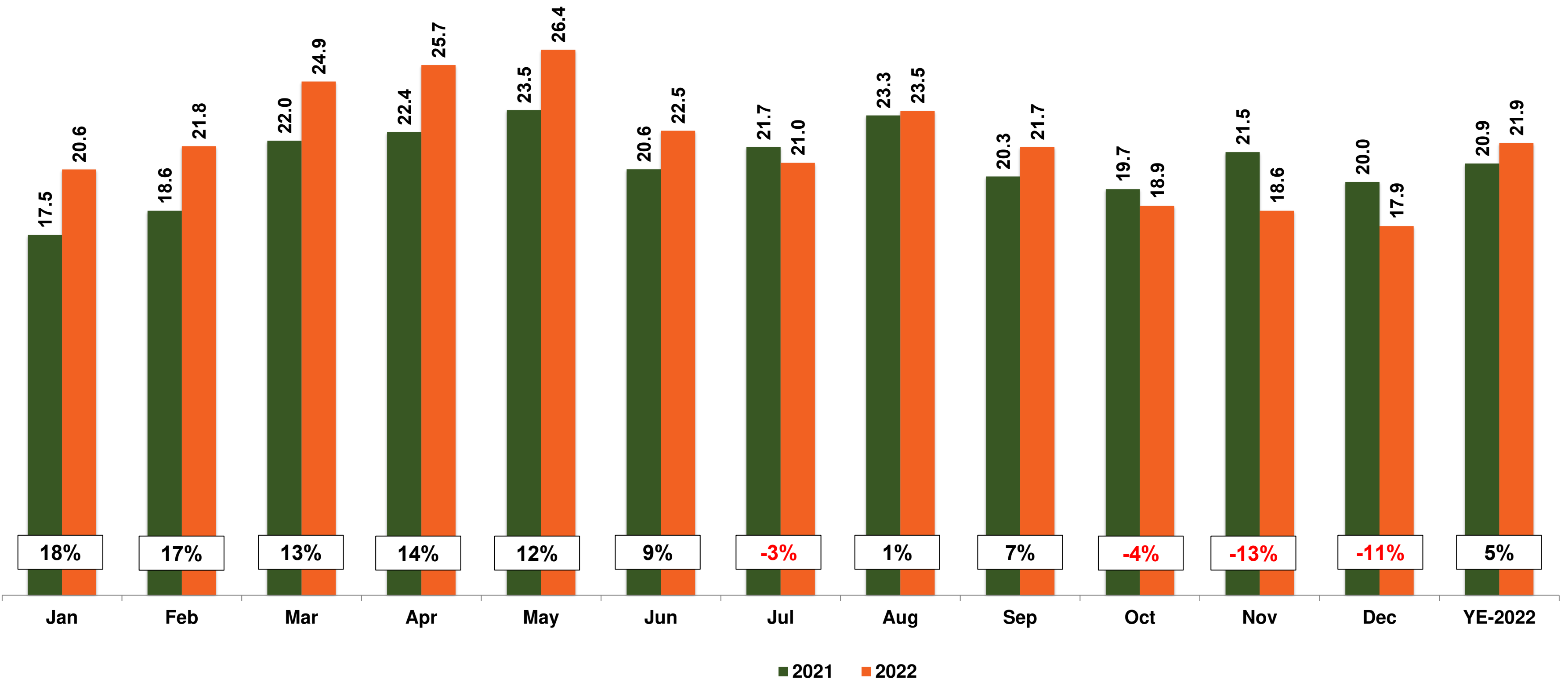
Fresh Cut Mango



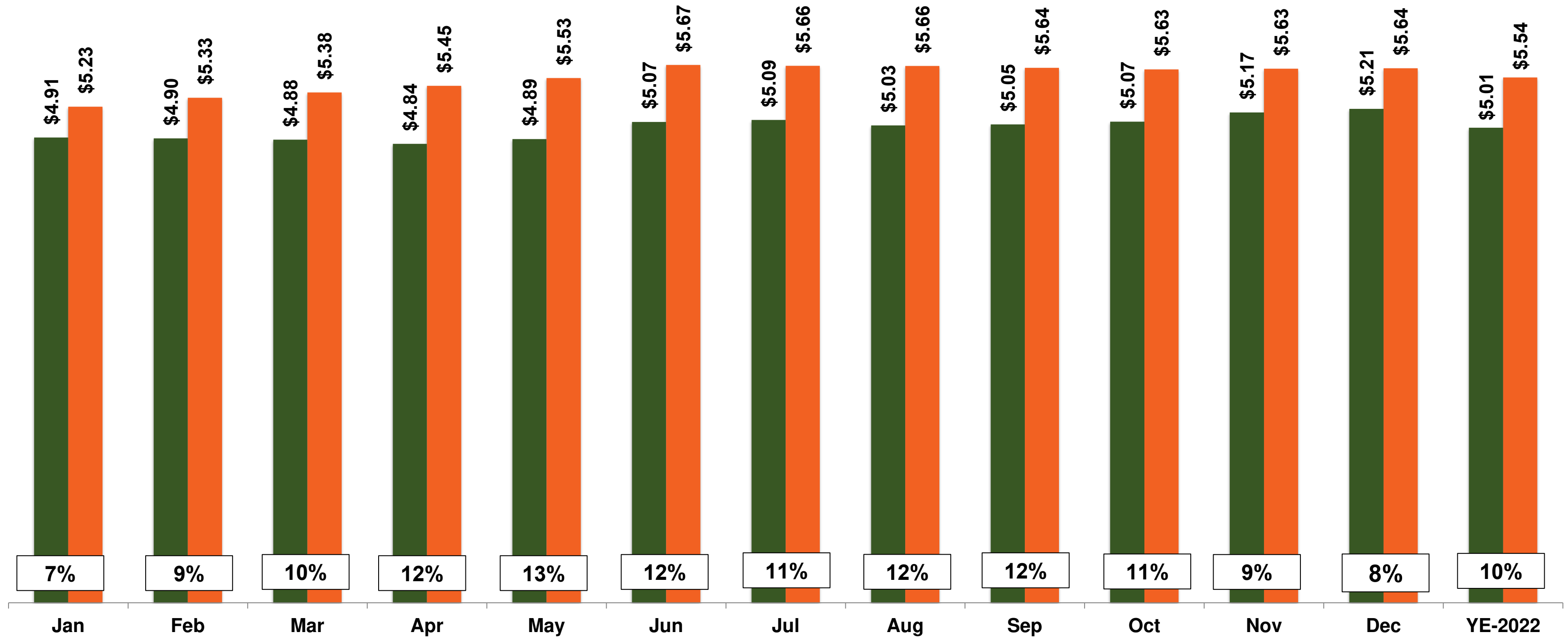
Monthly Volume (Millions) Fresh Cut Mango



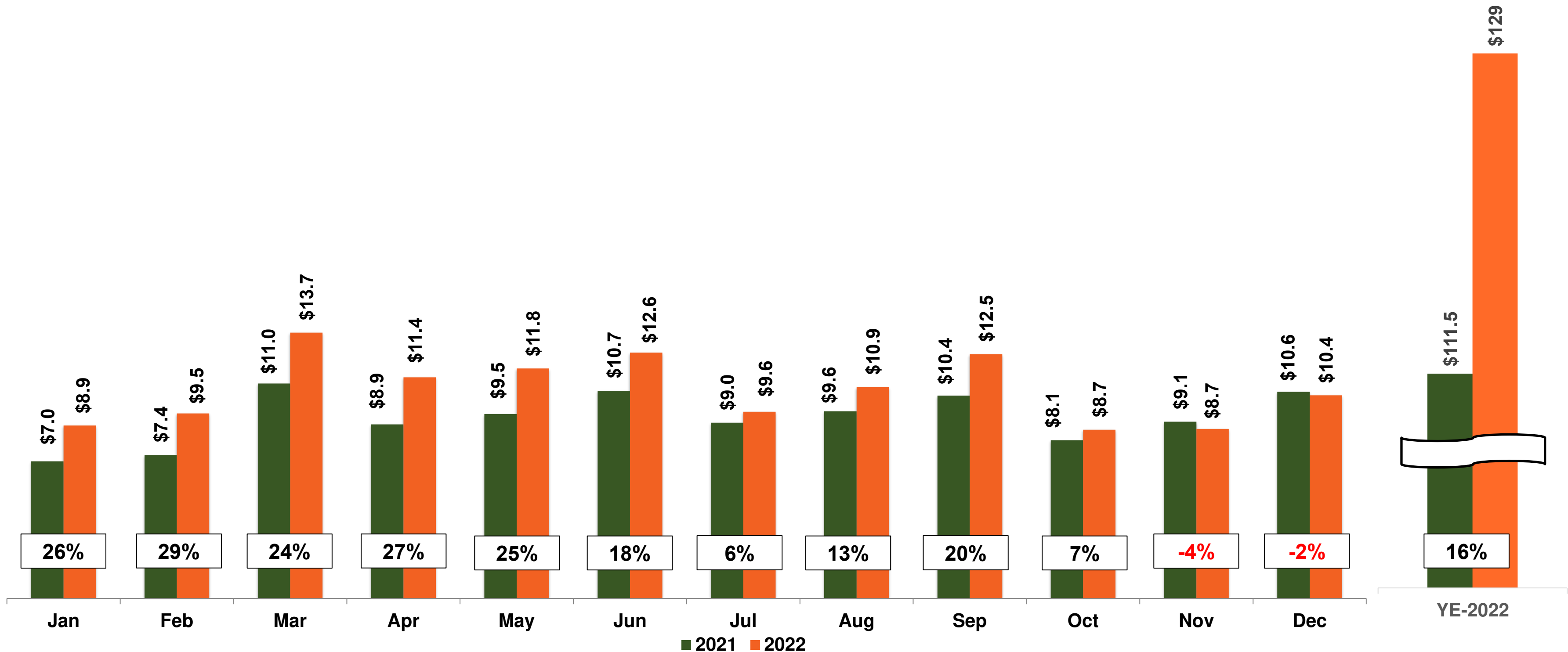
Monthly Volume Velocity Fresh Cut Mango



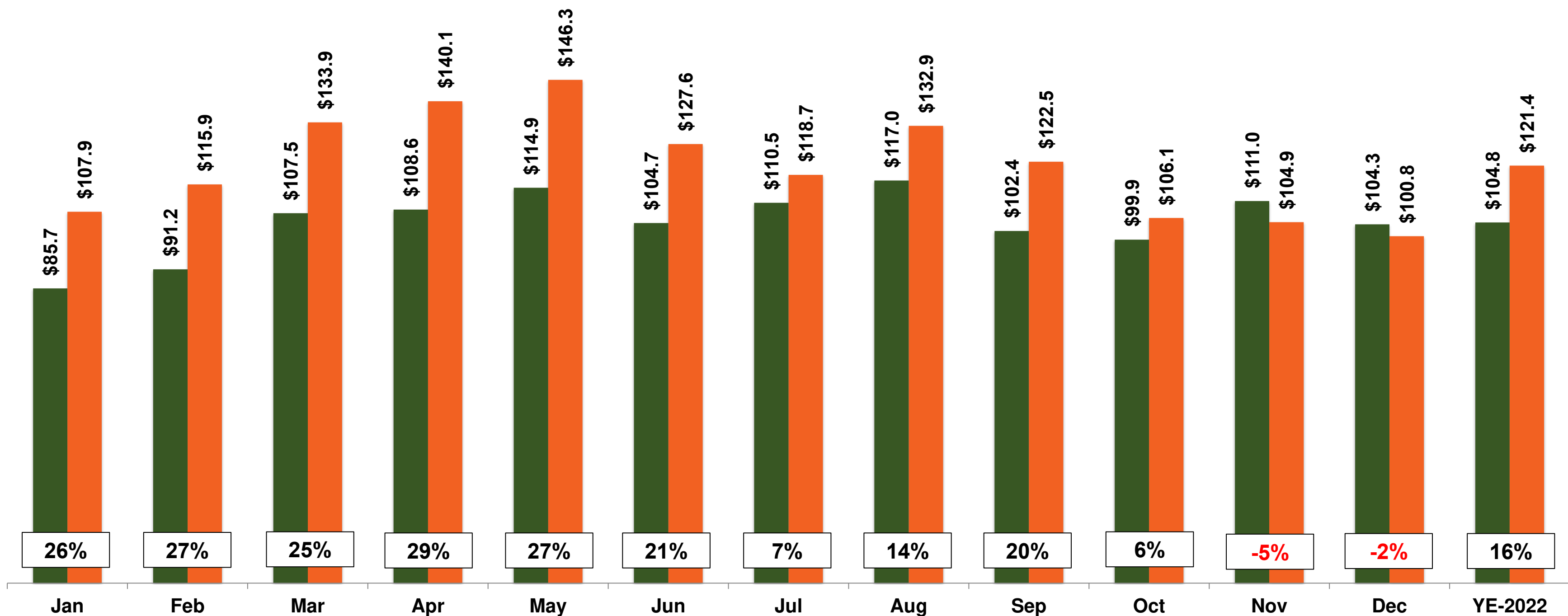
Monthly Avg Unit Price Fresh Cut Mango



Monthly Dollars (Millions) Fresh Cut Mango



Monthly Dollar Velocity Fresh Cut Mango

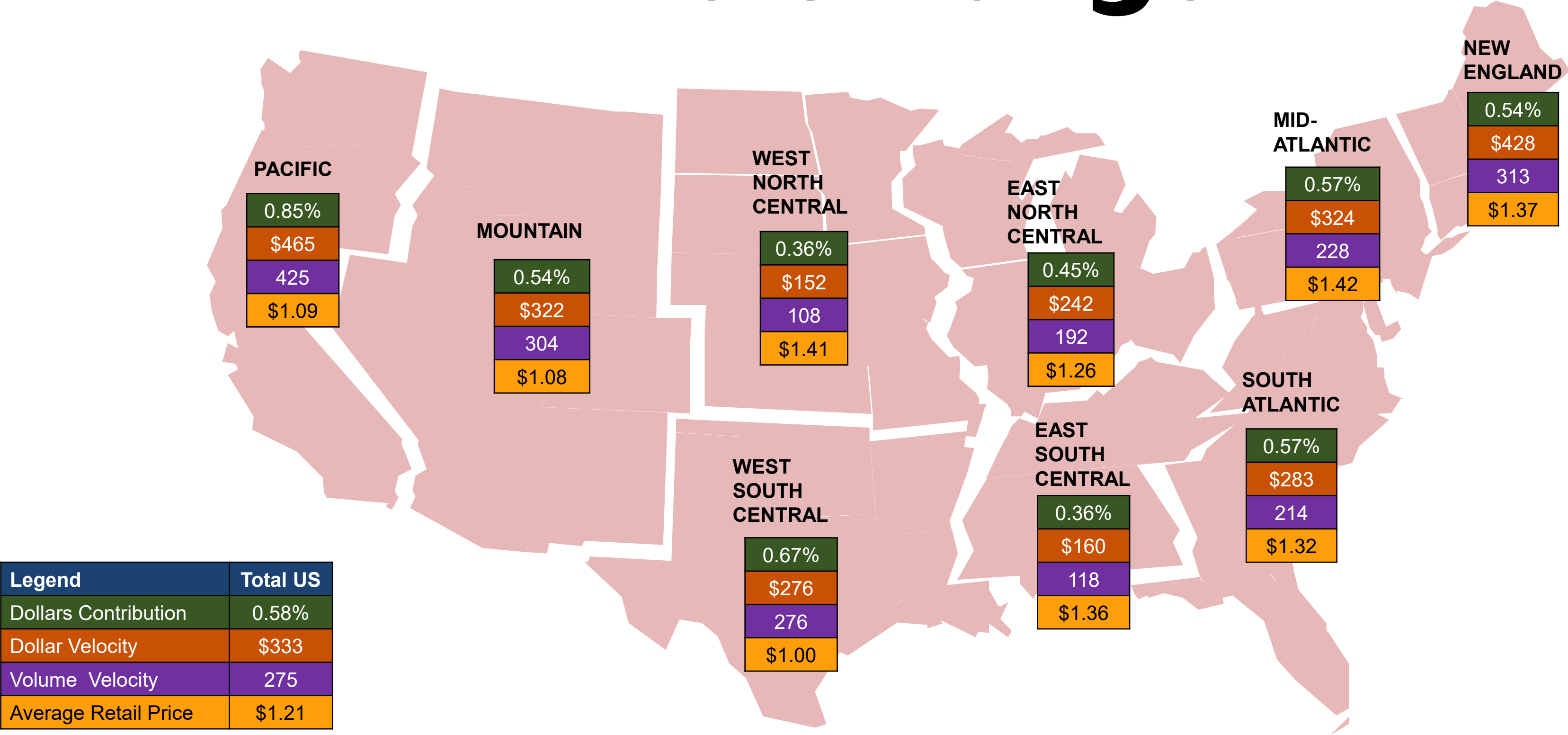


Regional Data



2022 Performance by Region

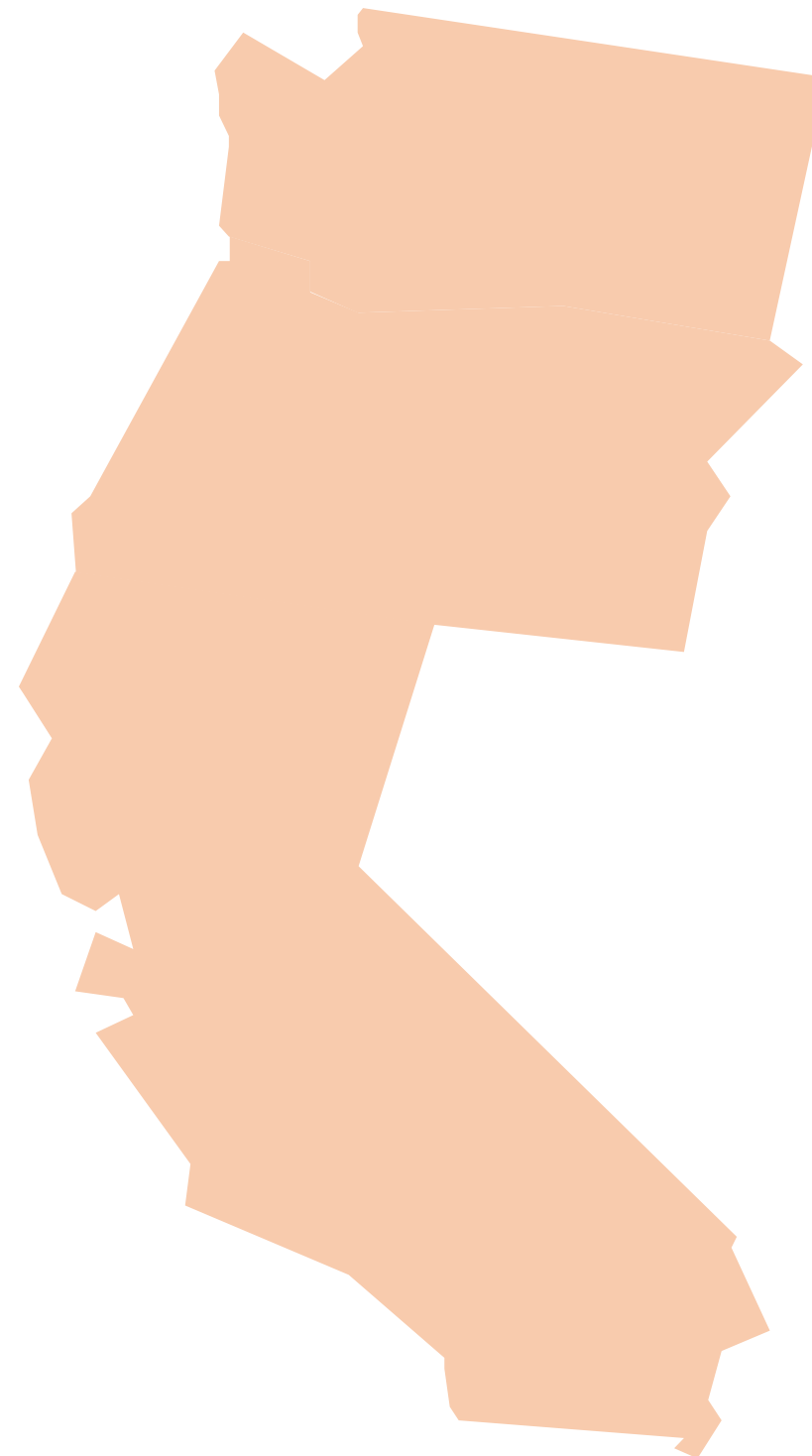
Whole Mango



Regional Overview 2022

PACIFIC

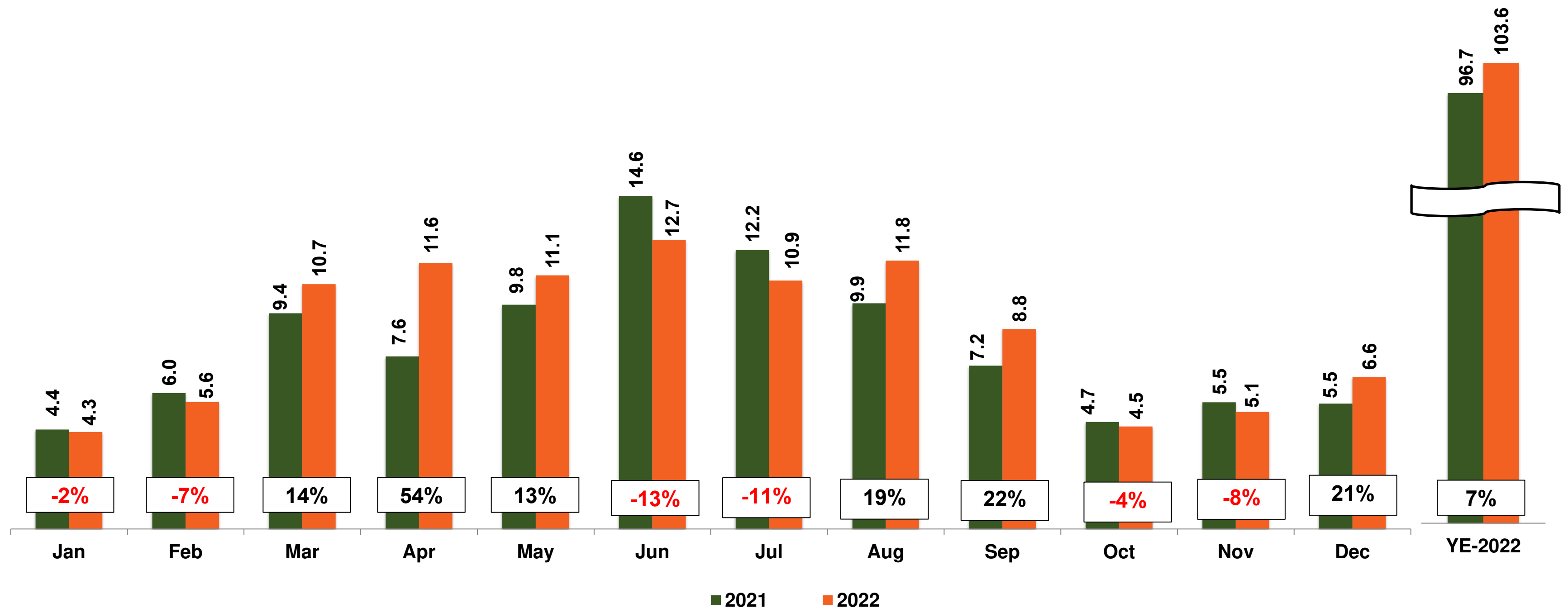
California
Oregon
Washington



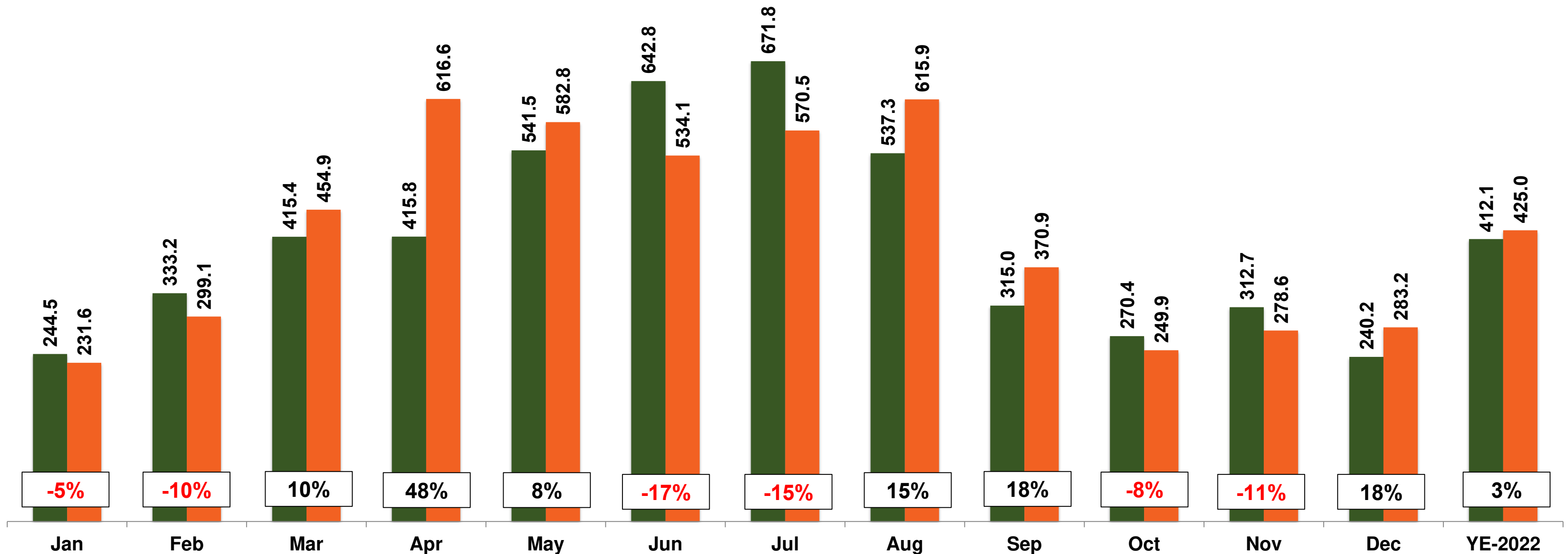
Legend	Pacific
Dollars Contribution	0.93%
Dollar Velocity	\$465
Volume Velocity	425
Average Retail Price	\$1.09

US Legend	Total US
Dollars Contribution	0.58%
Dollar Velocity	\$333
Volume Velocity	275
Average Retail Price	\$1.21

Pacific Monthly Mango Volume (Millions)

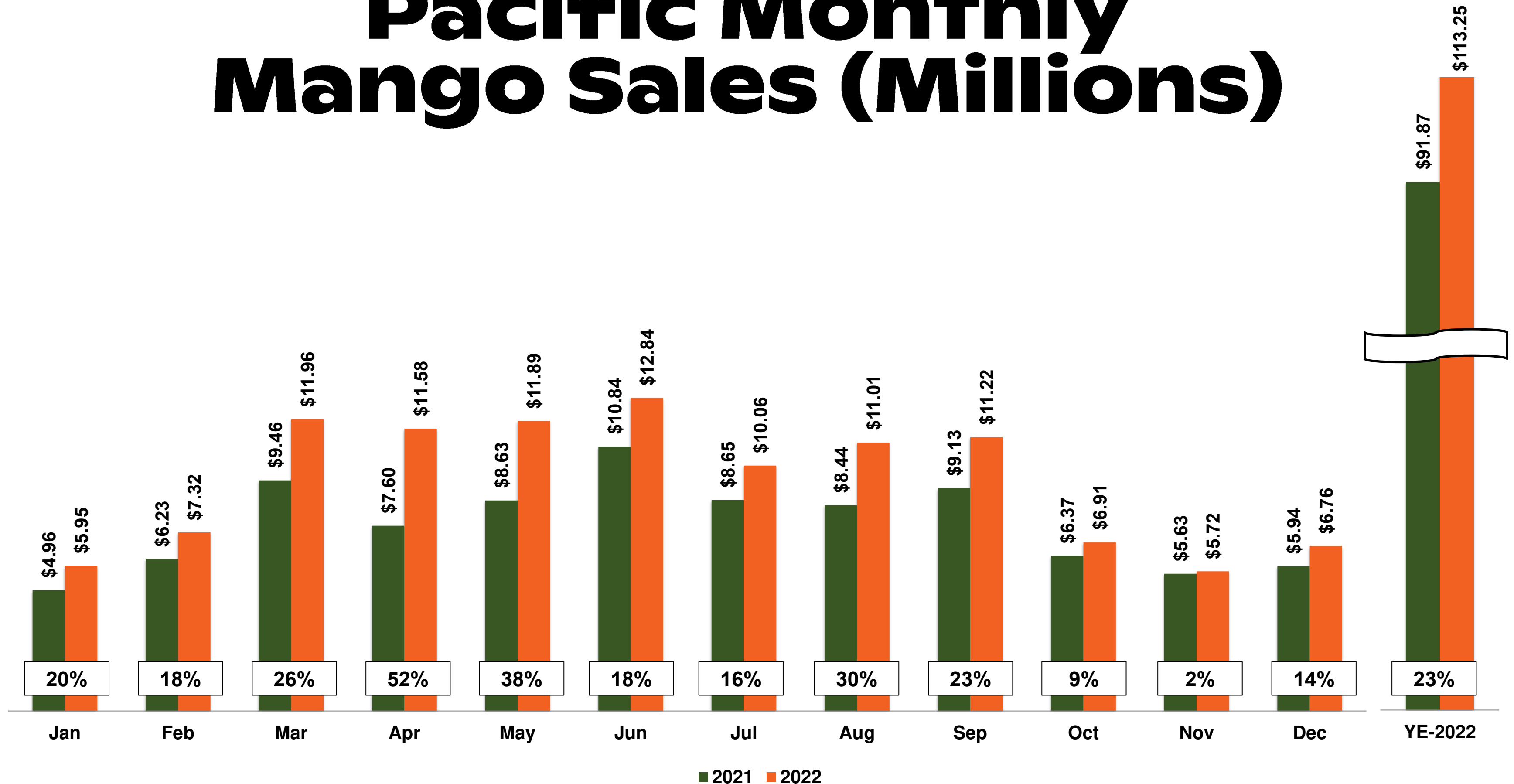


Pacific Monthly Mango Volume Velocity

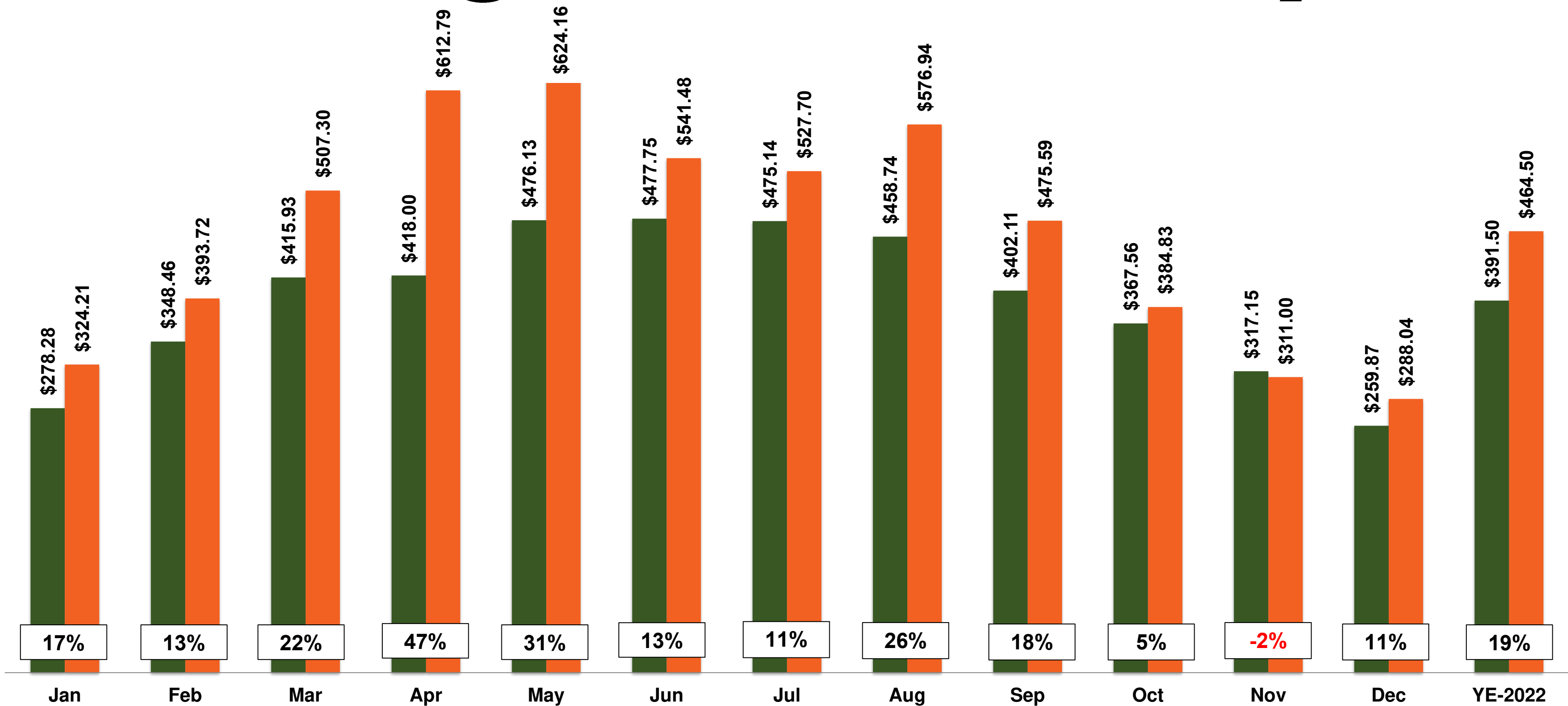


■ 2021 ■ 2022

Pacific Monthly Mango Sales (Millions)



Pacific Monthly Mango Dollar Velocity



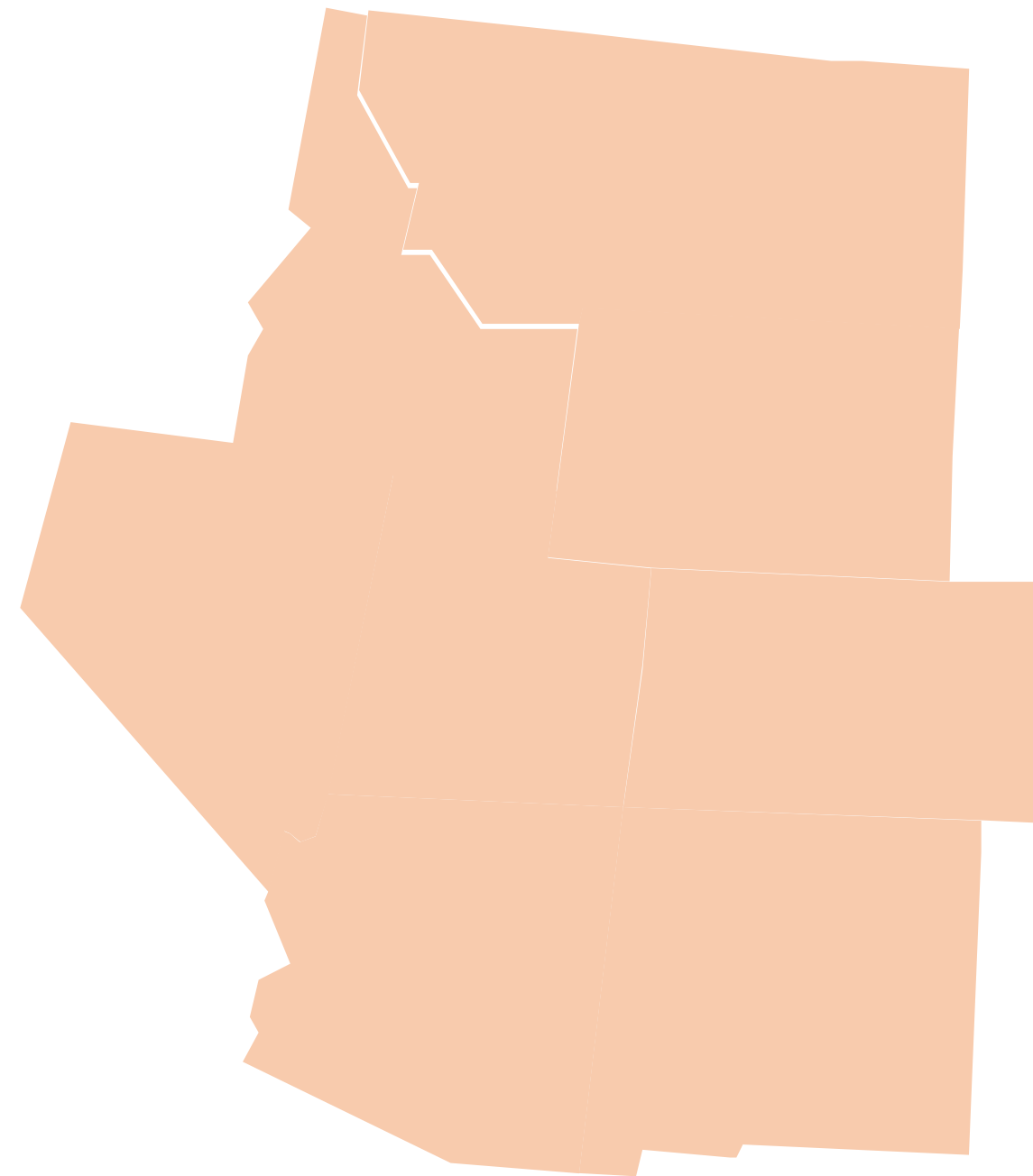
Sources: NielsenIQ RMS, Total US xAOC; 52 WE 12/31/2022

■ 2021 ■ 2022

Regional Overview 2022

Mountain

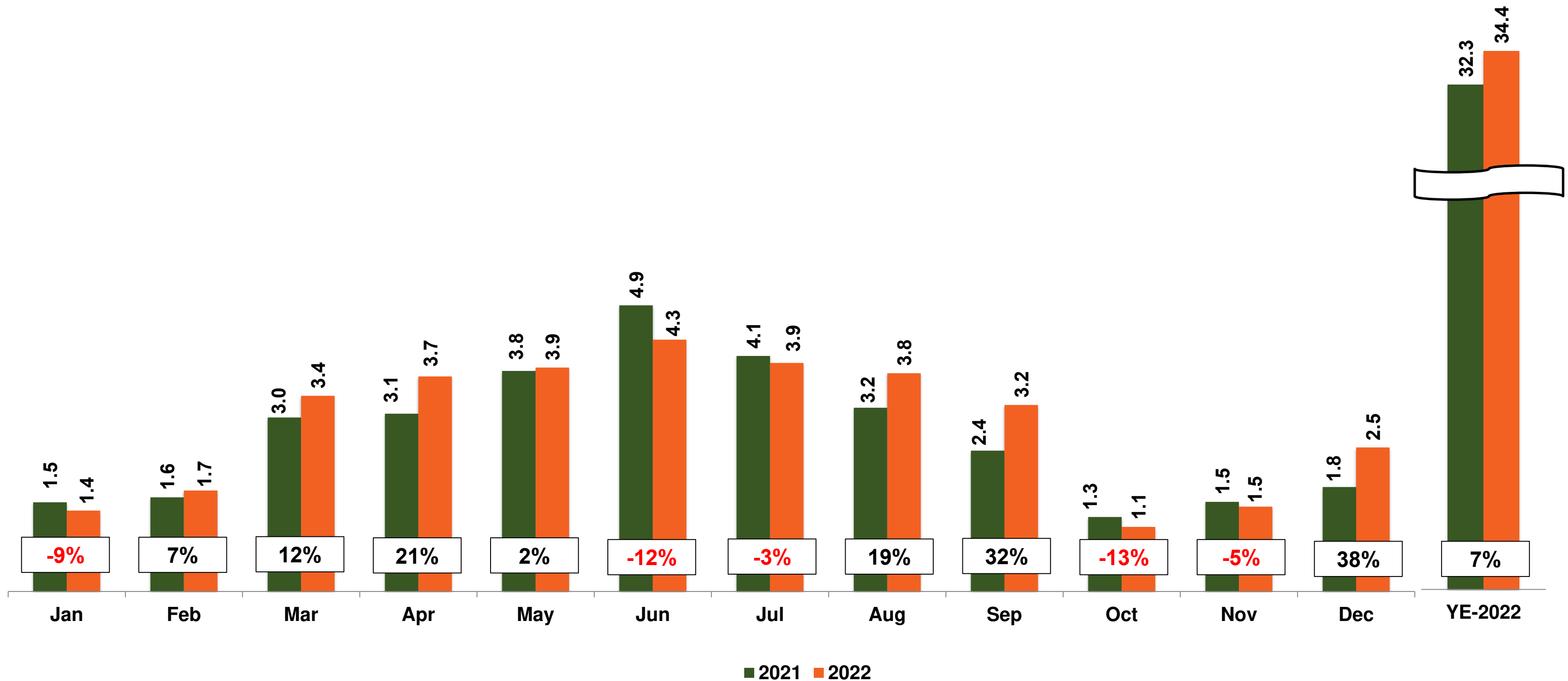
Nevada Montana
Idaho Colorado
Utah Wyoming
Arizona New Mexico



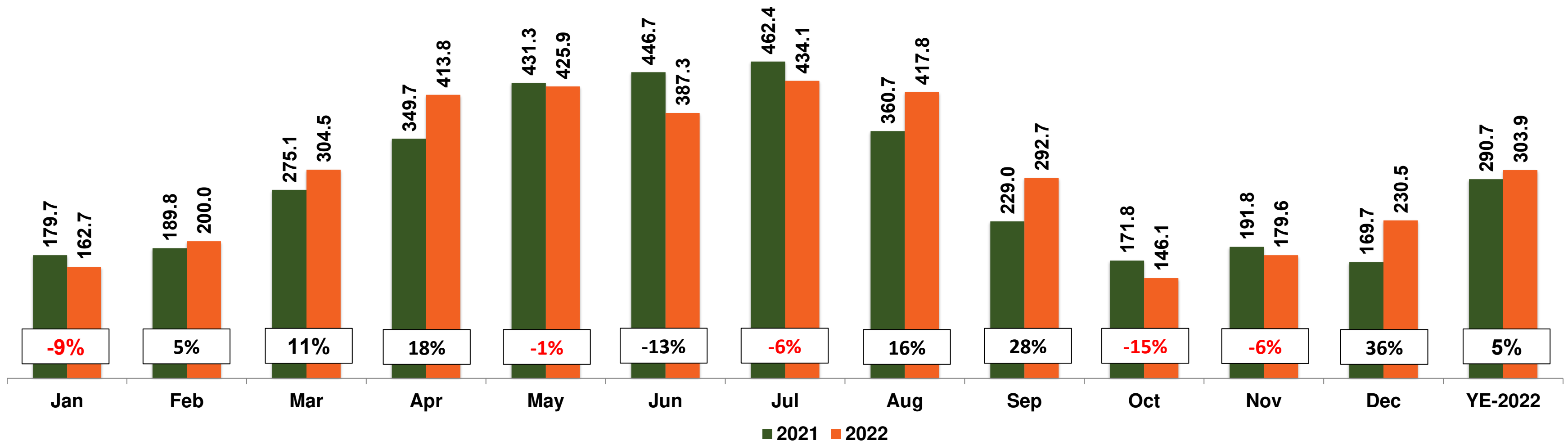
Legend	Mtn
Dollars Contribution	0.54%
Dollar Velocity	\$322
Volume Velocity	304
Average Retail Price	\$1.06

U.S. Legend	Total US
Dollars Contribution	0.58%
Dollar Velocity	\$333
Volume Velocity	275
Average Retail Price	\$1.21

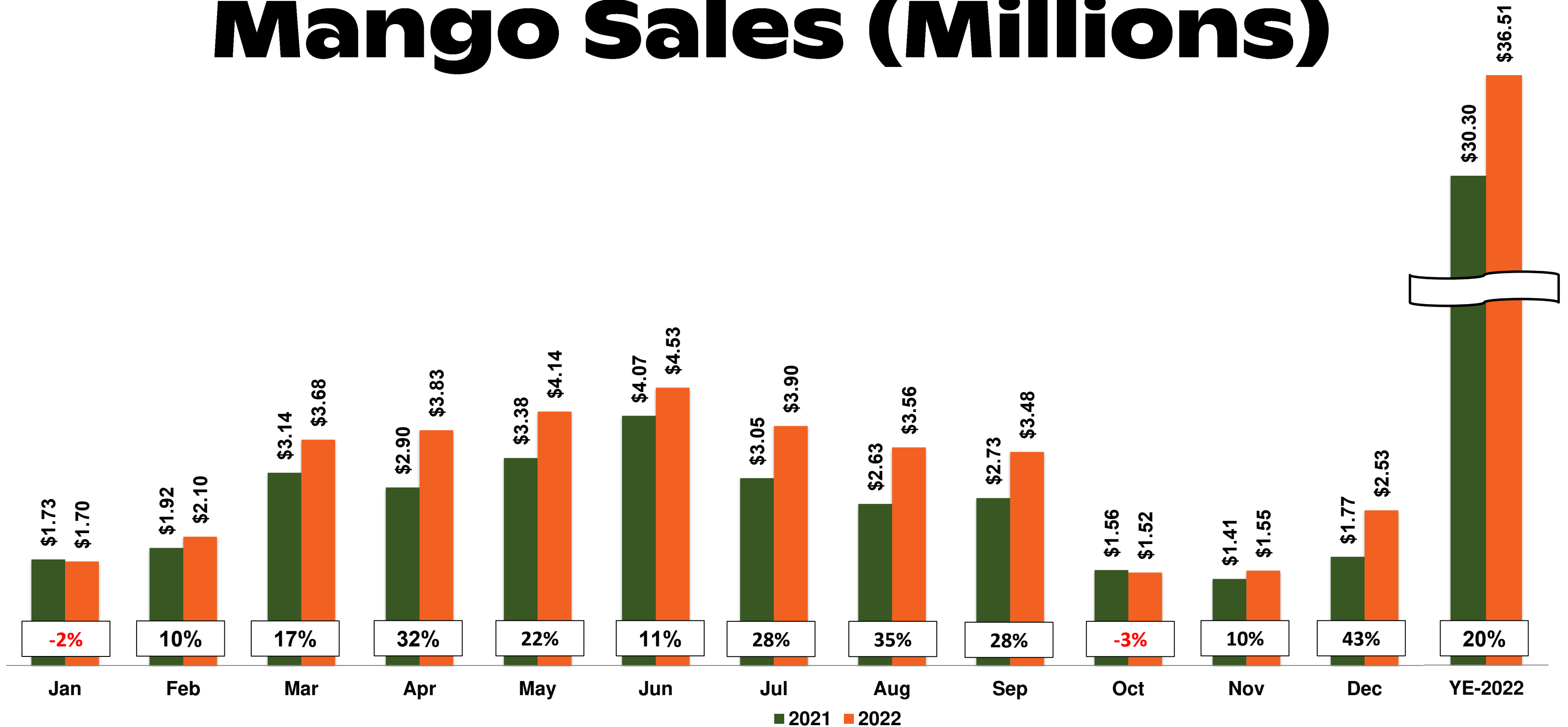
Mountain Monthly Mango Volume (Millions)



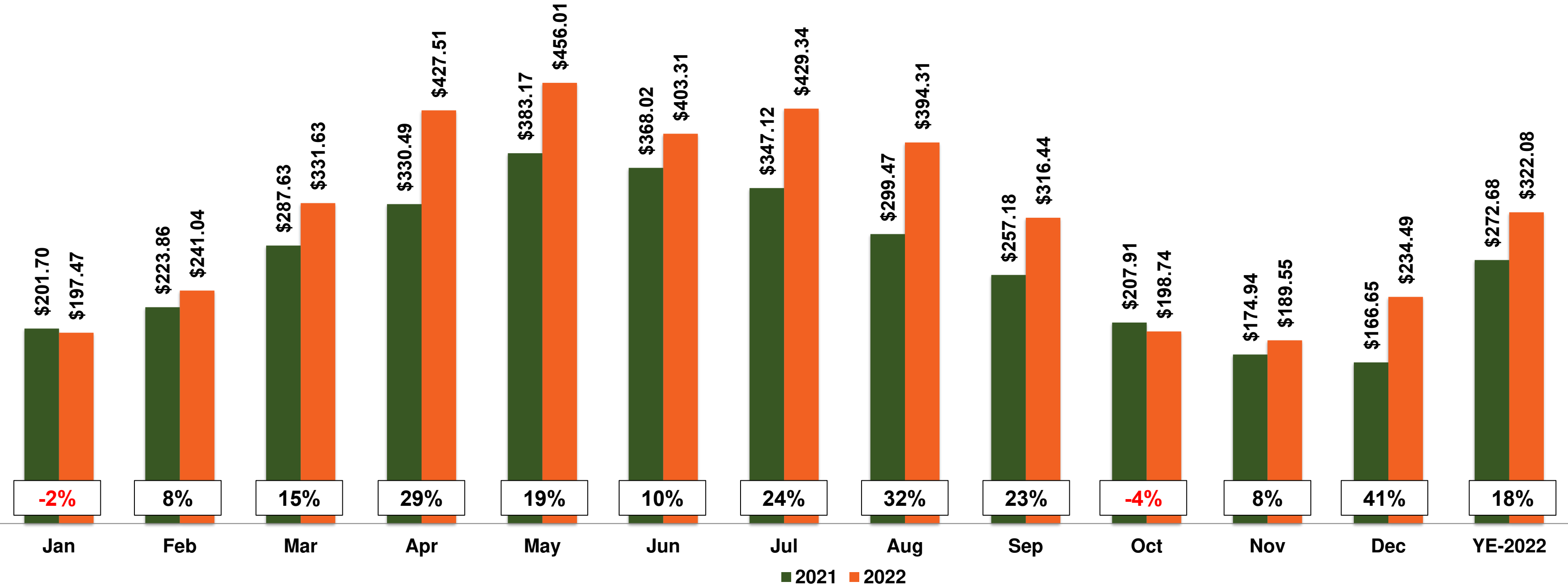
Mountain Monthly Mango Volume Velocity



Mountain Monthly Mango Sales (Millions)



Mountain Monthly Mango Dollar Velocity

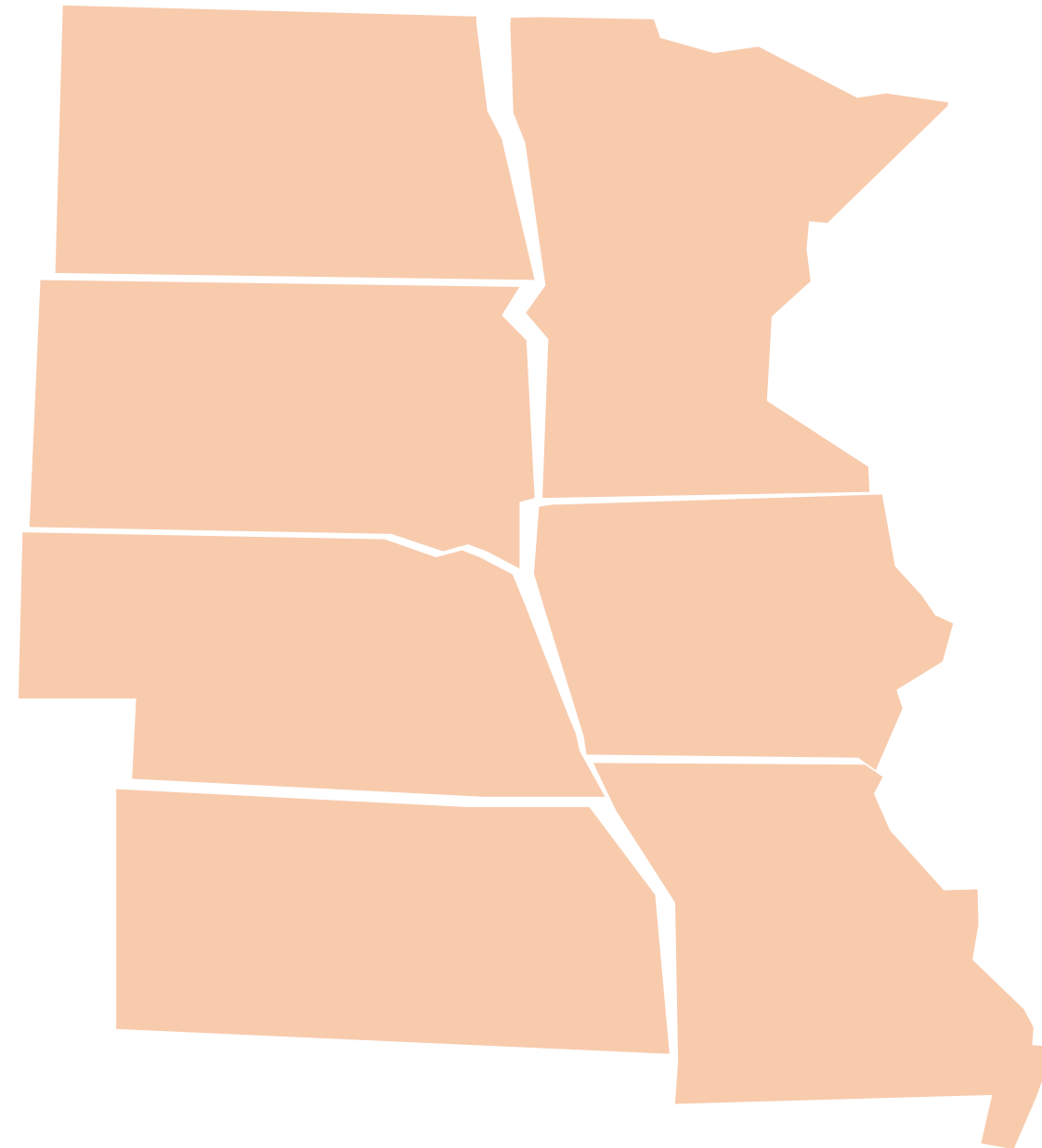


Regional Overview 2022

West North Central

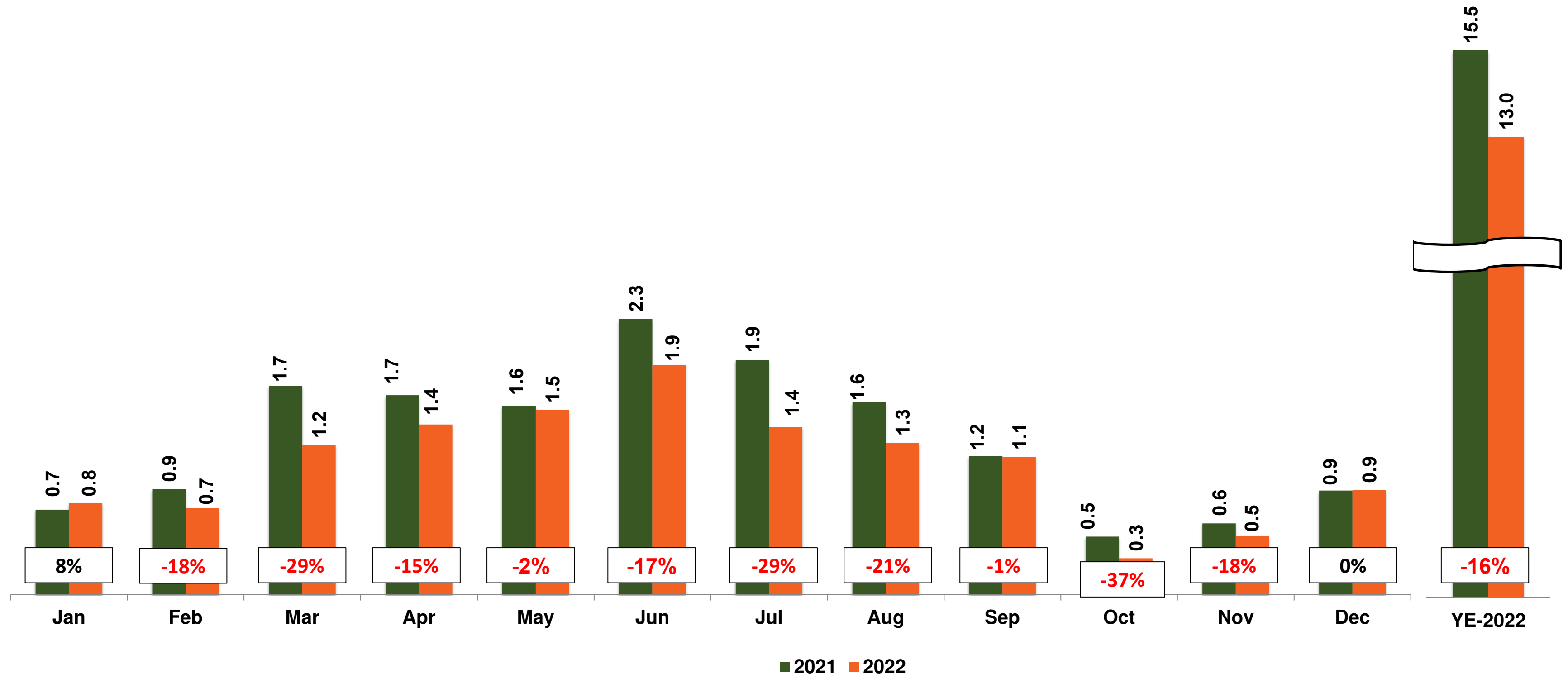
North Dakota
South Dakota
Nebraska
Kansas
Minnesota
Iowa
Missouri

U S Legend	Total US
Dollars Contribution	0.58%
Dollar Velocity	\$333
Volume Velocity	275
Average Retail Price	\$1.21

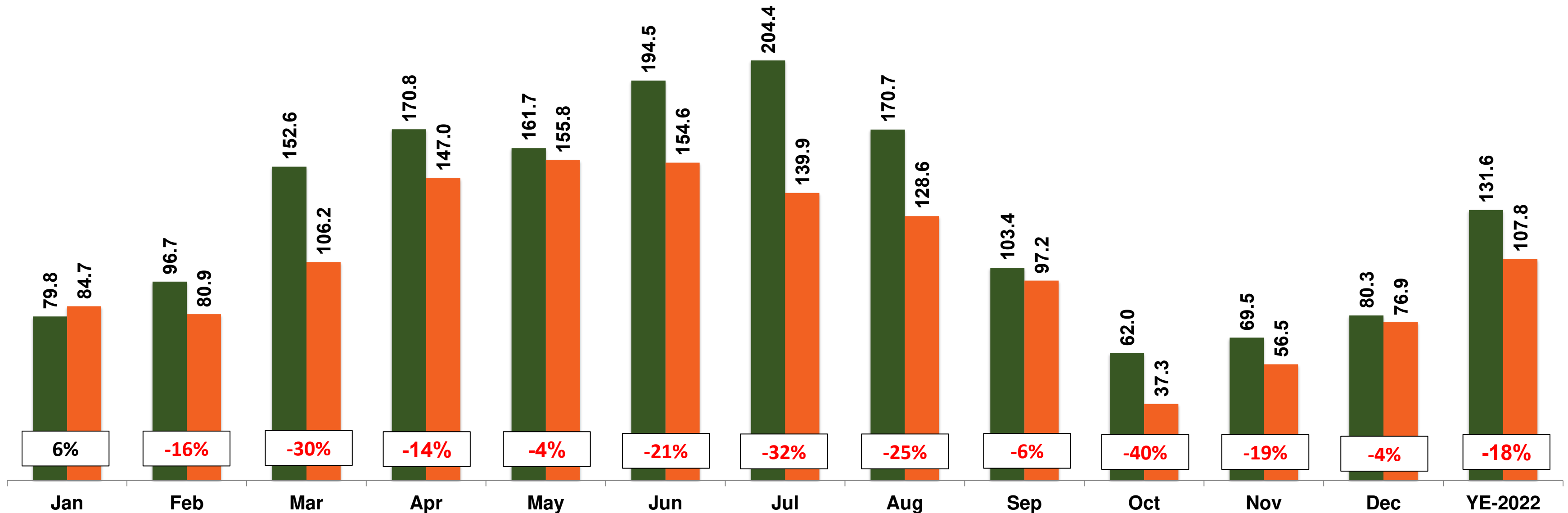


Legend	WNC
Dollars Contribution	0.36%
Dollar Velocity	\$152
Volume Velocity	108
Average Retail Price	\$1.41

West North Central Monthly Mango Volume (Millions)

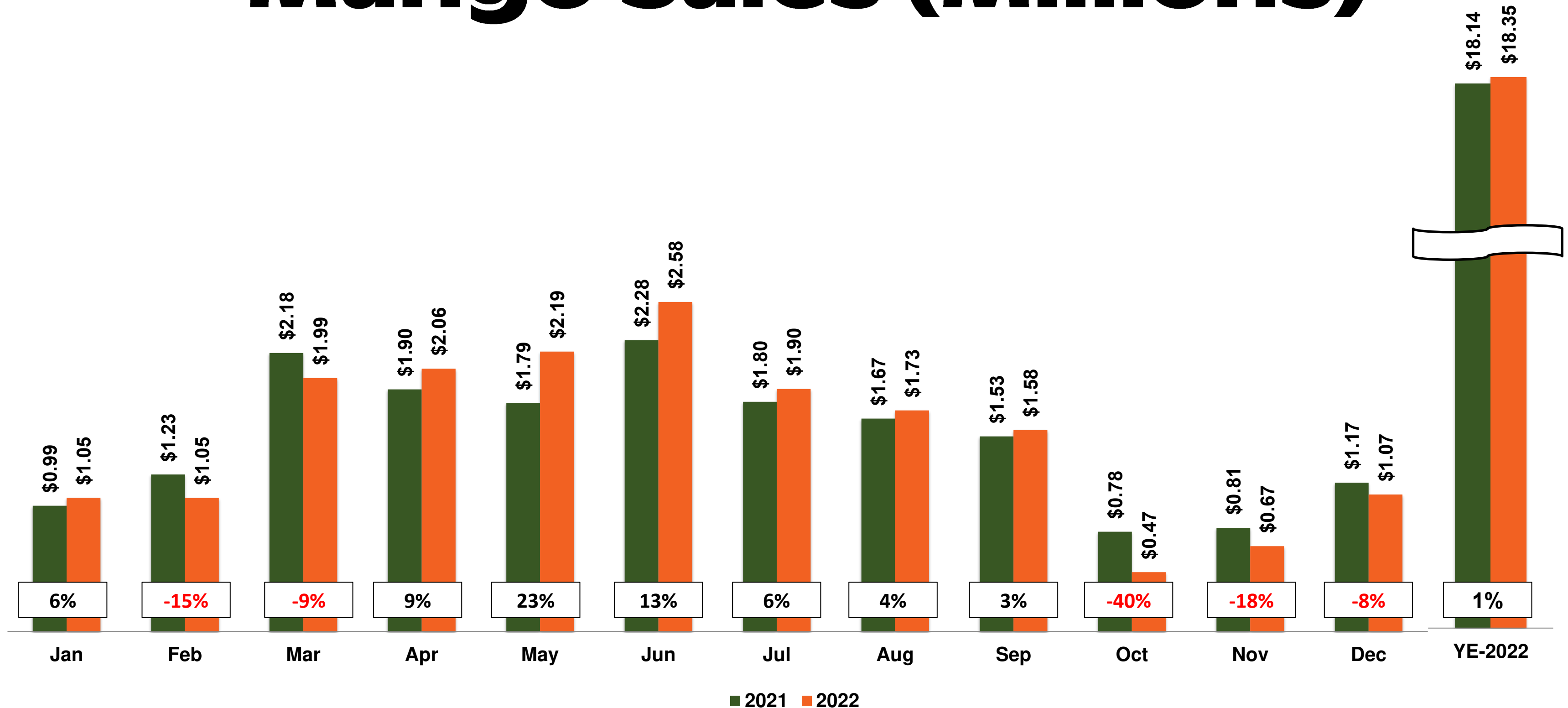


West North Central Monthly Mango Volume Velocity

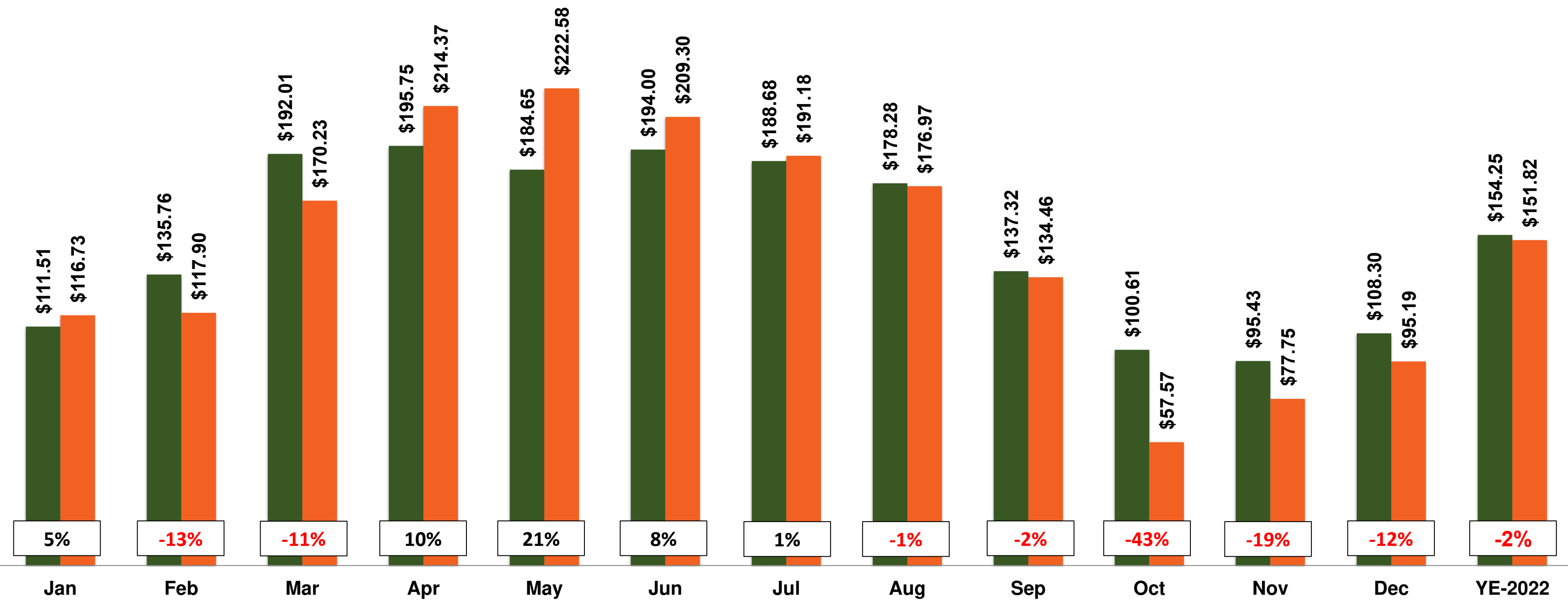


■ 2021 ■ 2022

West North Central Monthly Mango Sales (Millions)



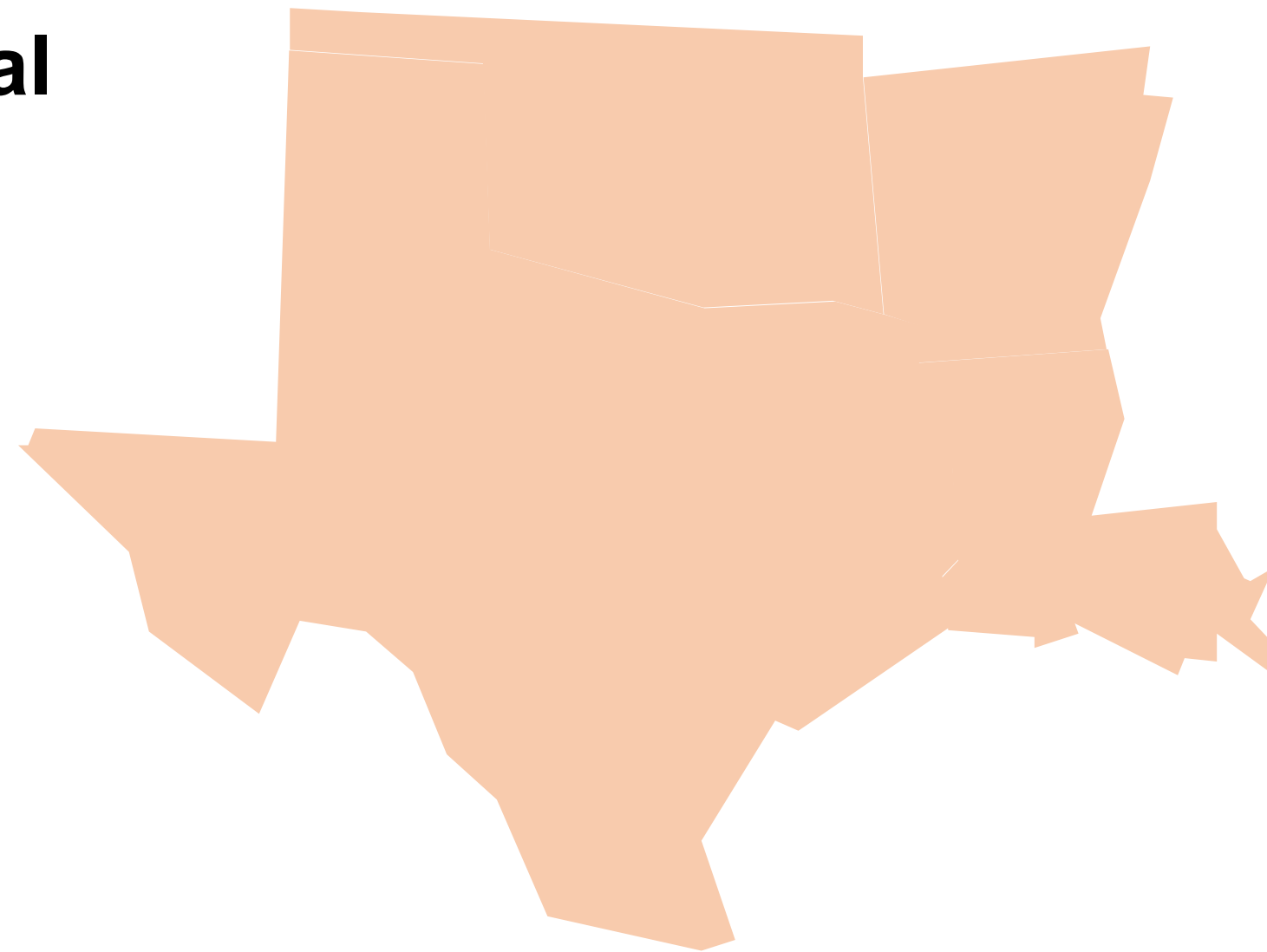
West North Central Monthly Mango Dollar Velocity



Regional Overview 2022

West South Central

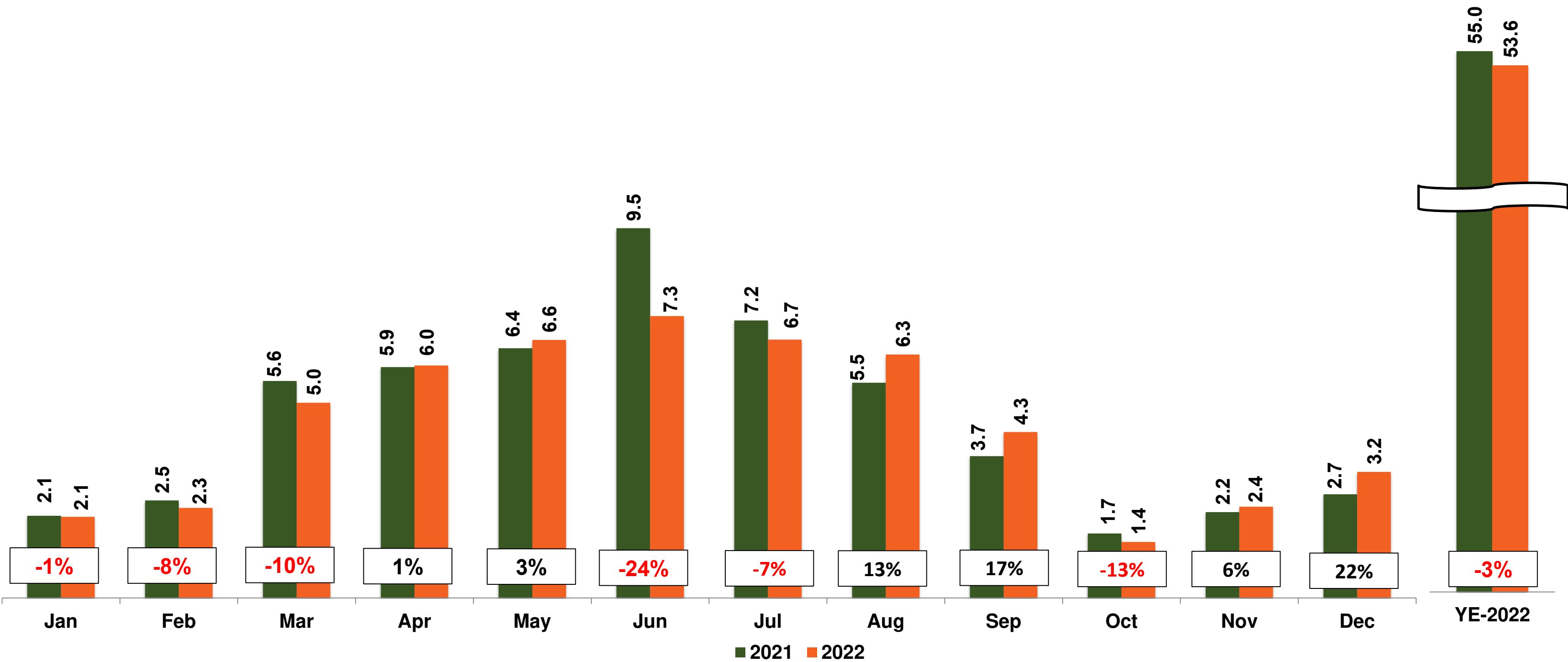
Oklahoma
Texas
Arkansas
Louisiana



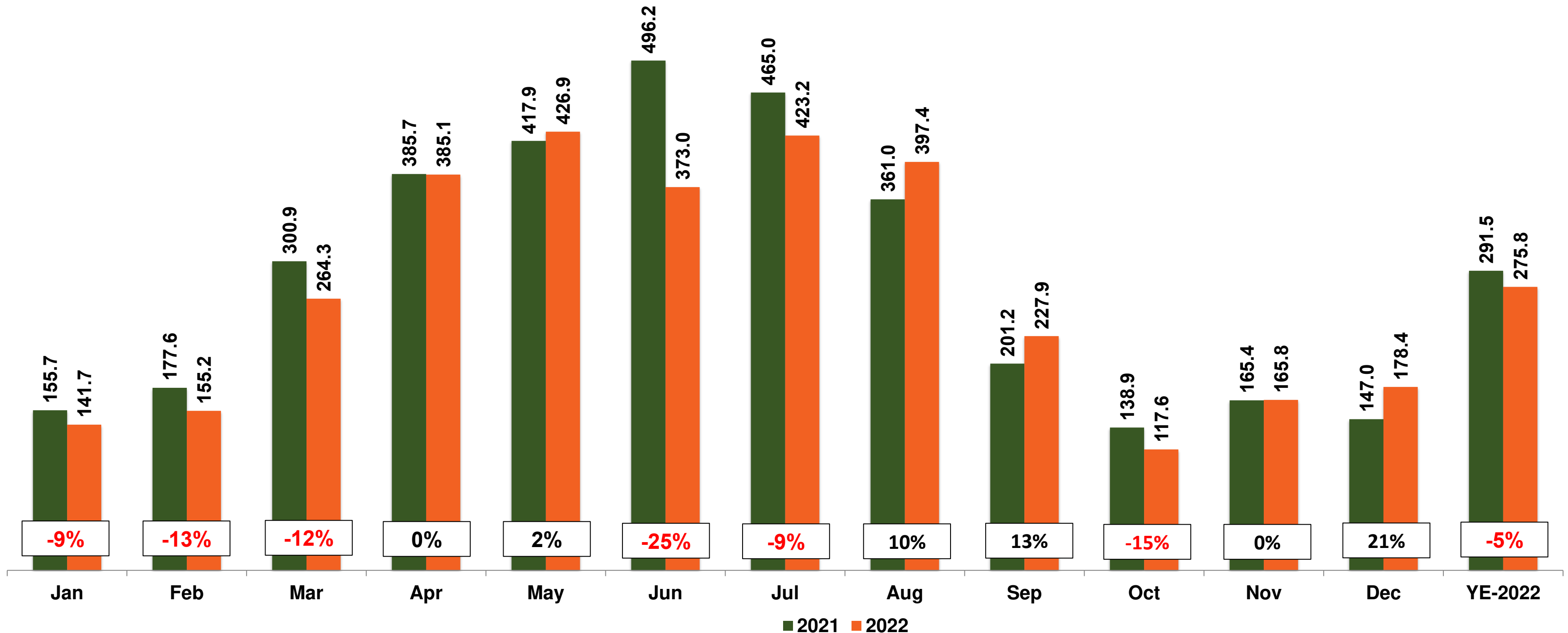
Legend	WSC
Dollars Contribution	0.67%
Dollar Velocity	\$276
Volume Velocity	276
Average Retail Price	\$1.00

U S Legend	Total US
Dollars Contribution	0.58%
Dollar Velocity	\$333
Volume Velocity	275
Average Retail Price	\$1.21

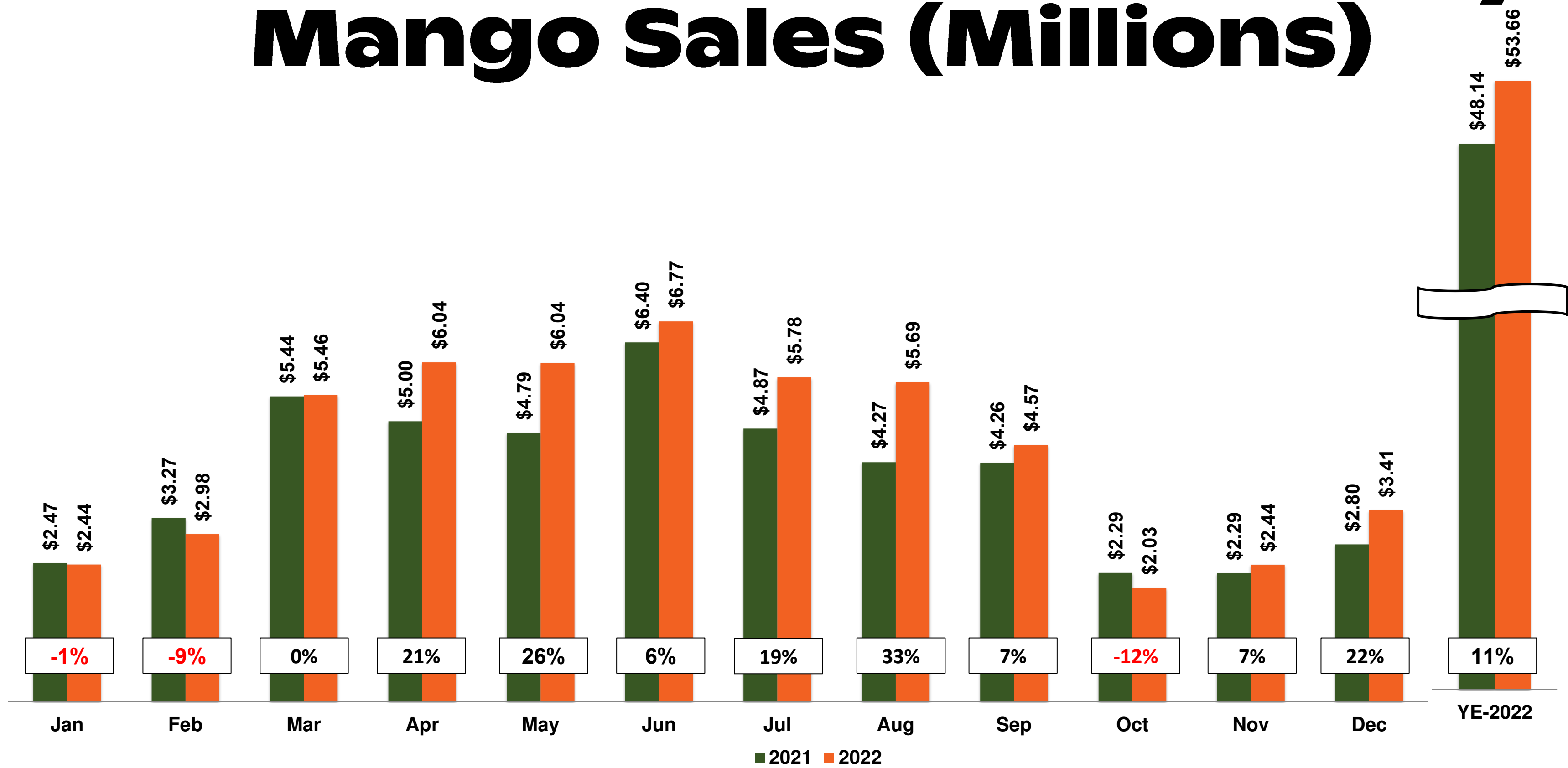
West South Central Monthly Mango Volume (Millions)



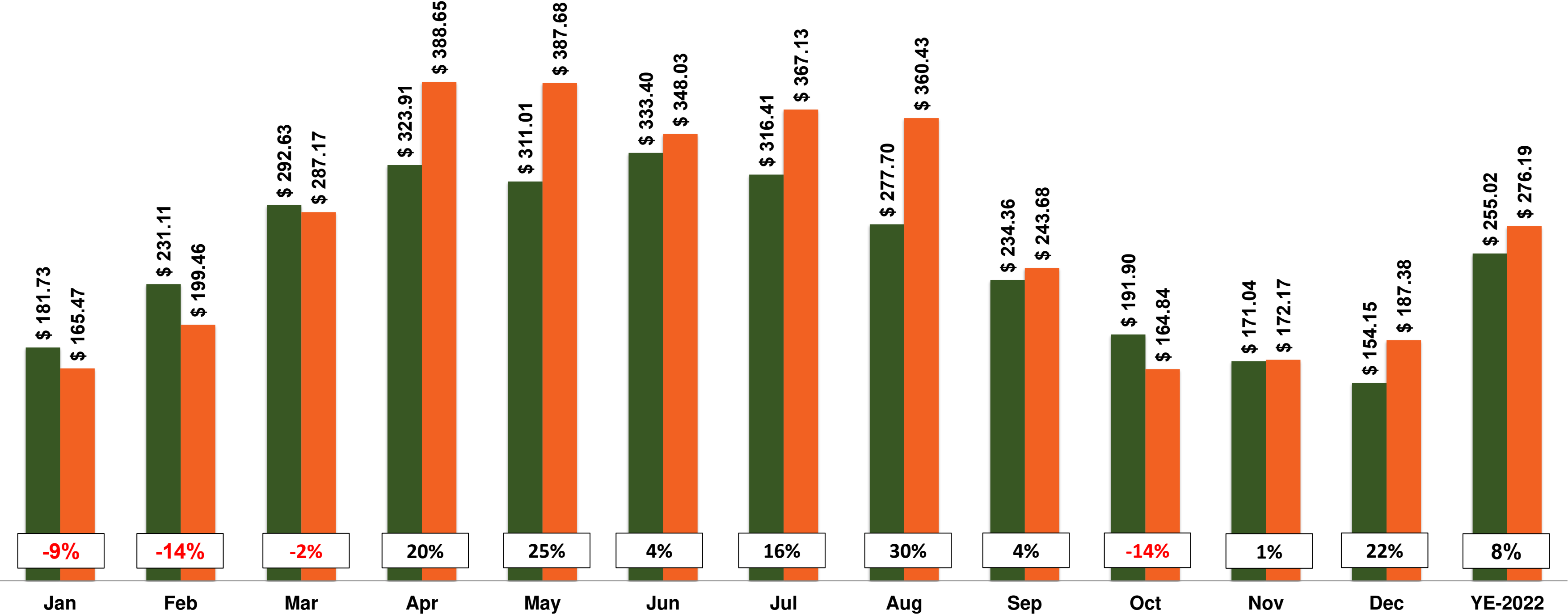
West South Central Monthly Mango Volume Velocity



West South Central Monthly Mango Sales (Millions)



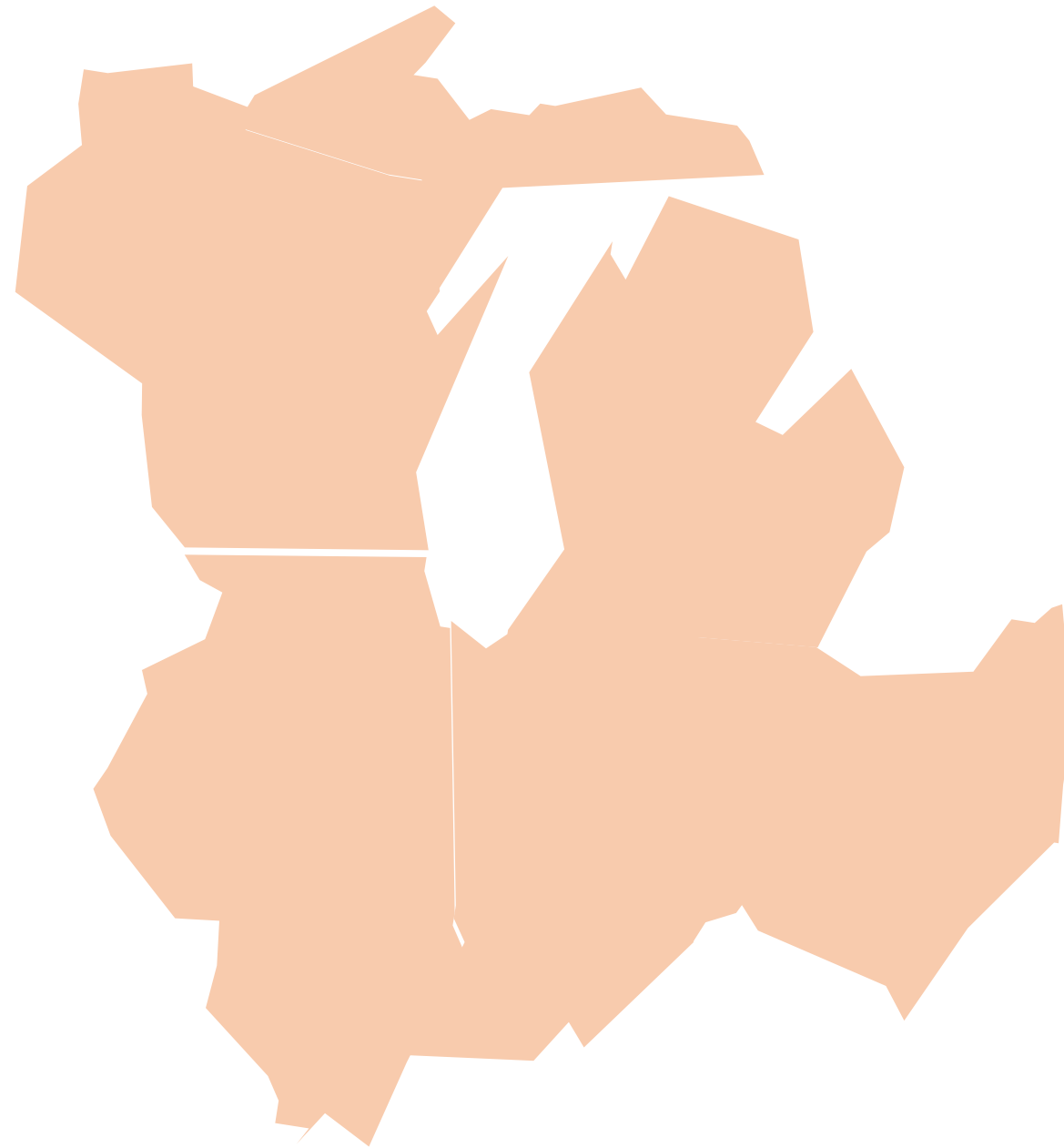
West South Central Monthly Mango Dollar Velocity



Regional Overview 2022

East North Central

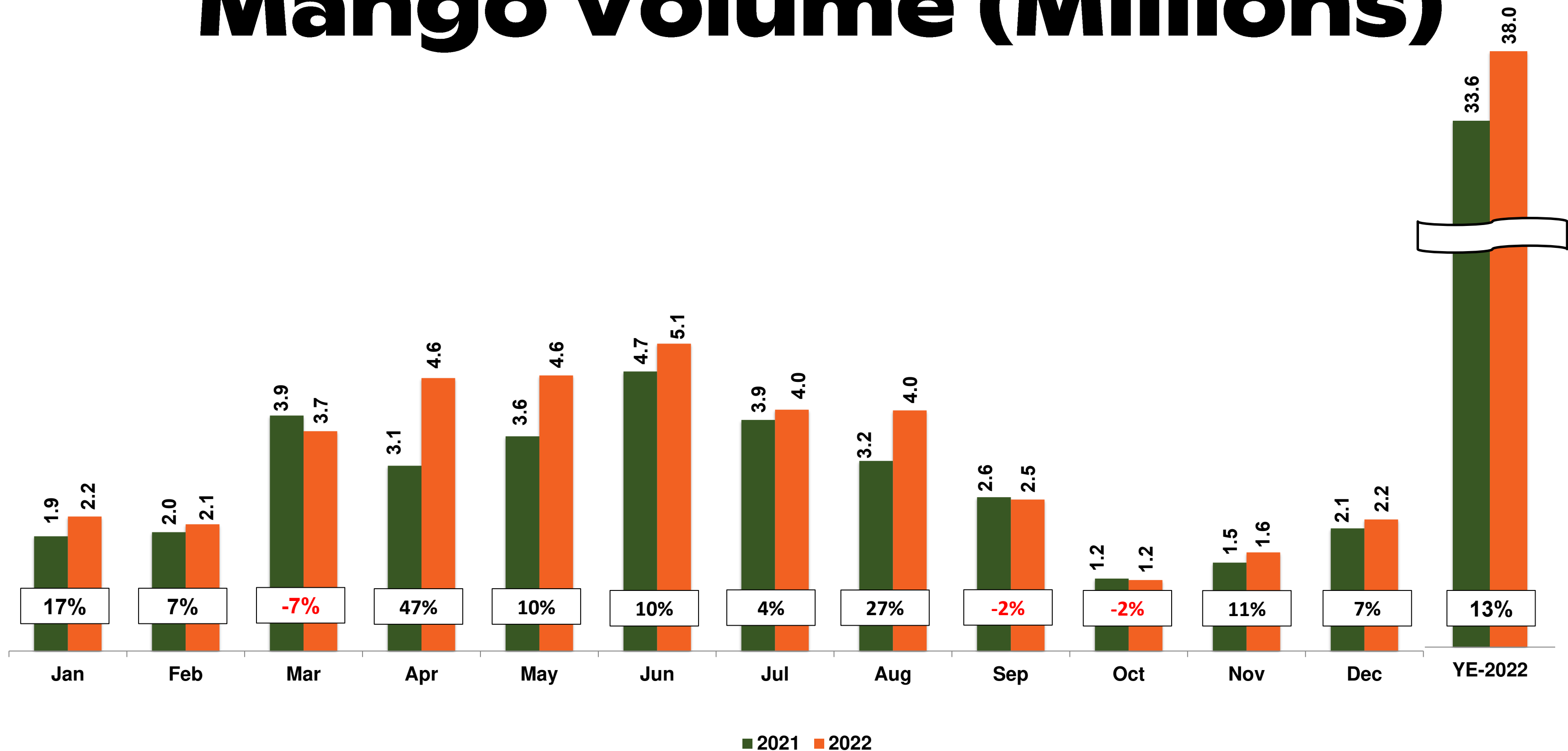
Illinois
Wisconsin
Michigan
Indiana
Ohio



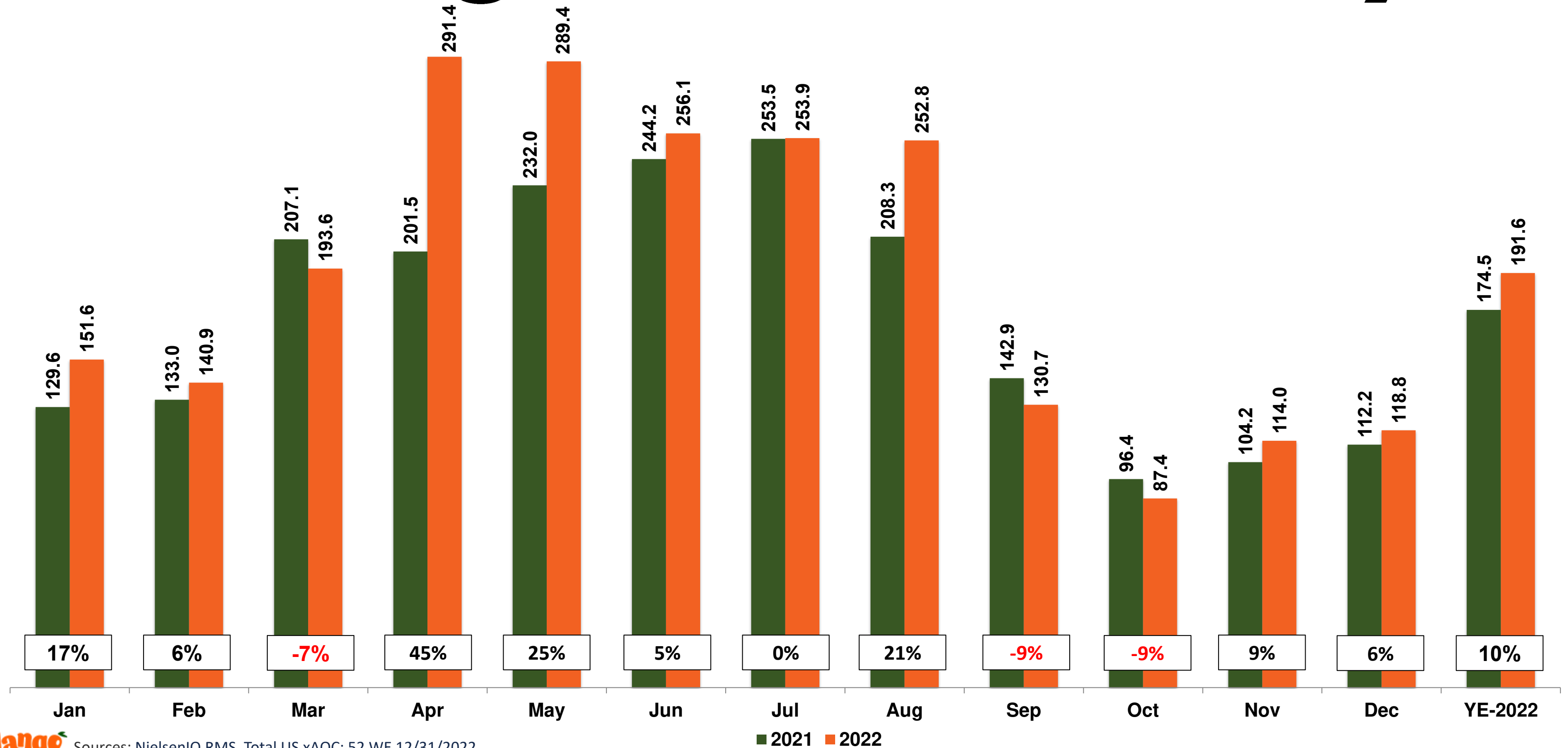
Legend	ENC
Dollars Contribution	0.45%
Dollar Velocity	\$242
Volume Velocity	192
Average Retail Price	\$1.26

U S Legend	Total US
Dollars Contribution	0.58%
Dollar Velocity	\$333
Volume Velocity	275
Average Retail Price	\$1.21

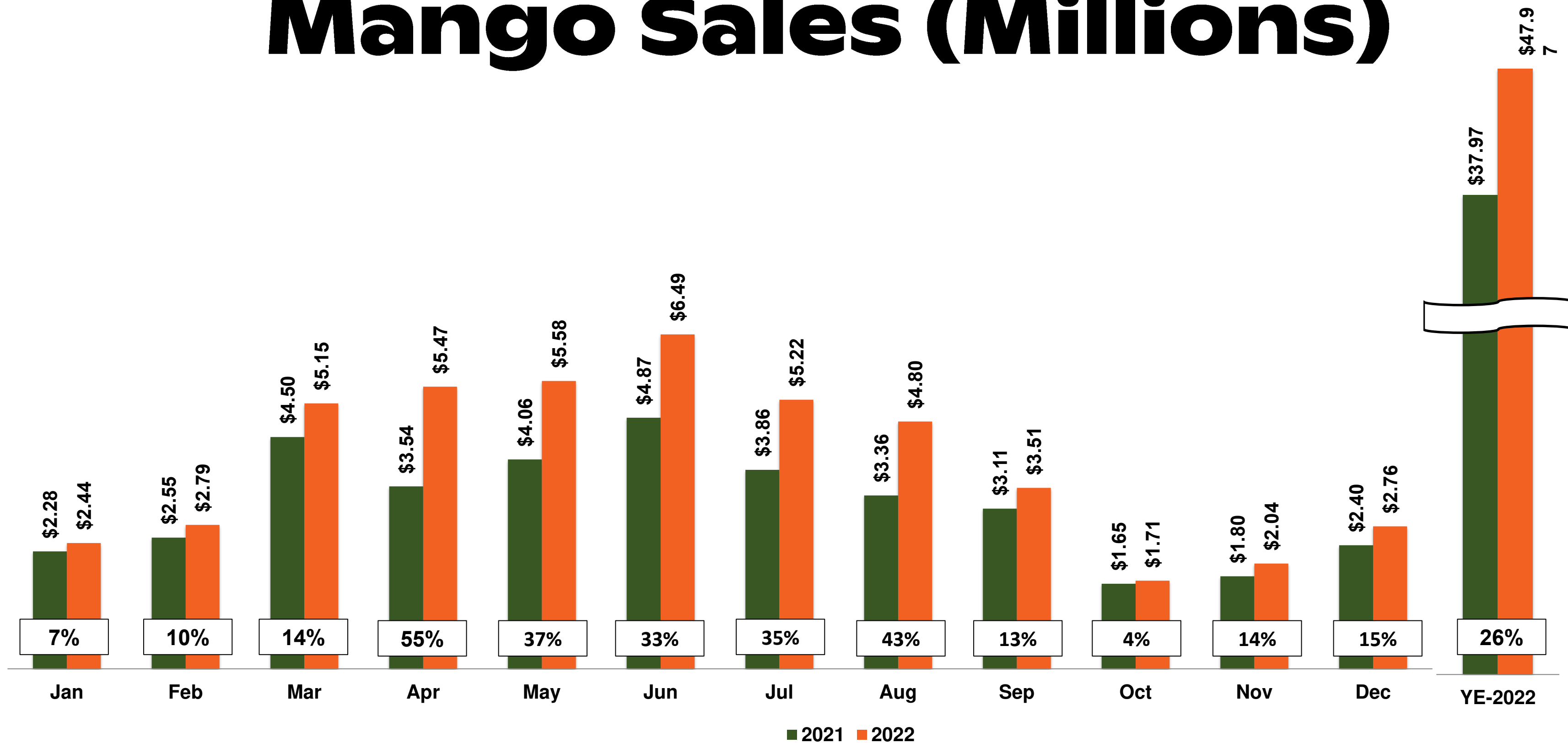
East North Central Monthly Mango Volume (Millions)



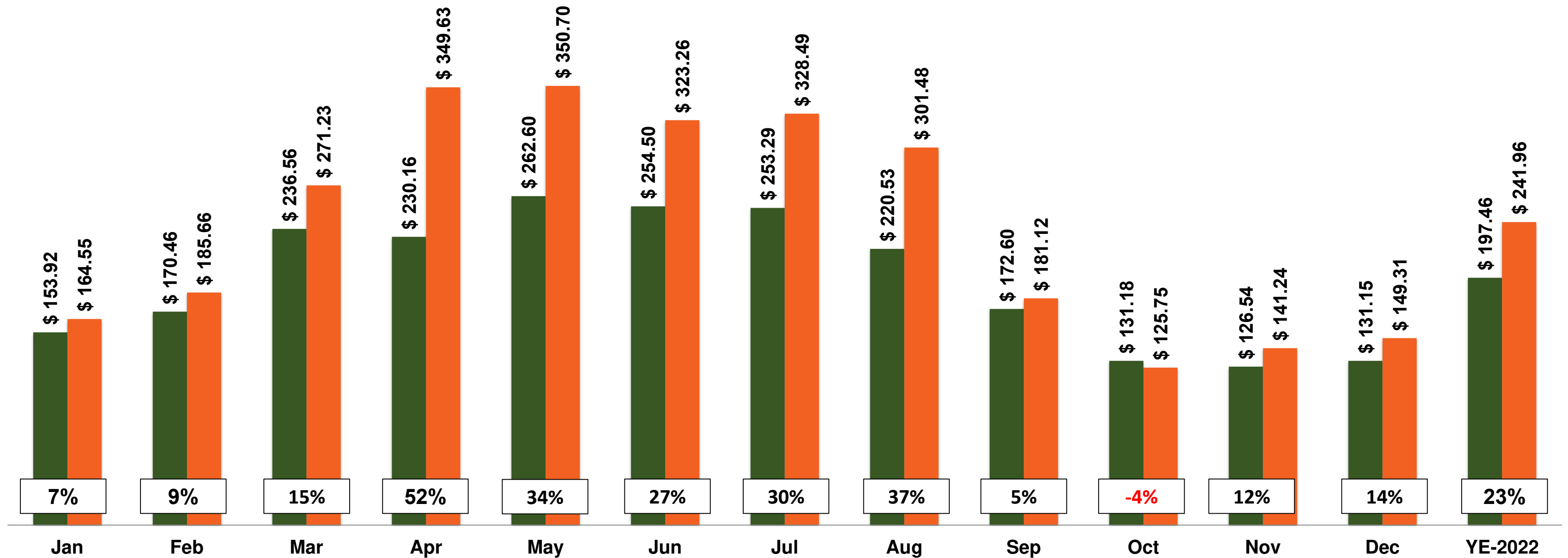
East North Central Monthly Mango Volume Velocity



East North Central Monthly Mango Sales (Millions)



East North Central Monthly Mango Dollar Velocity

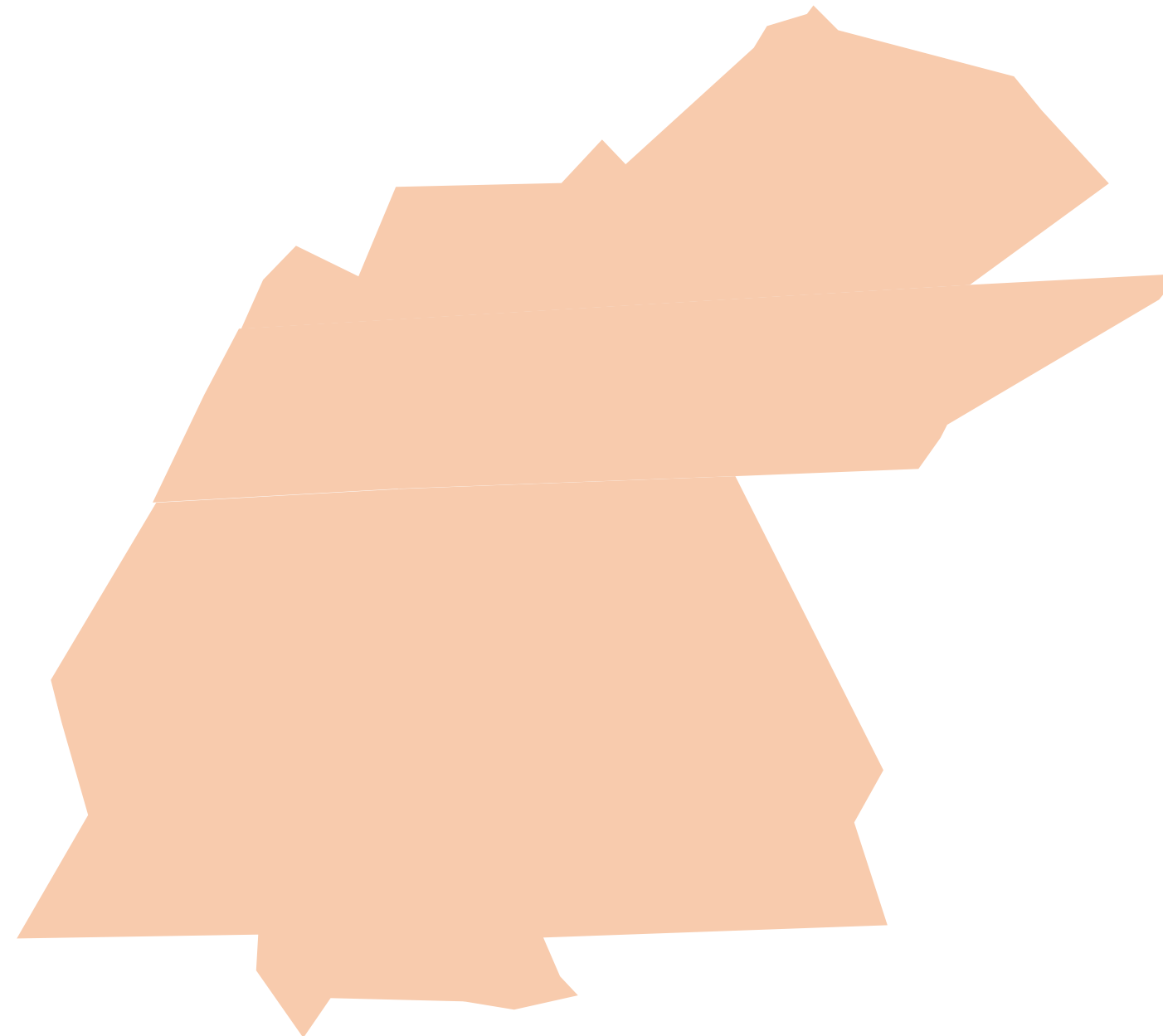


■ 2021 ■ 2022

Regional Overview 2022

East South Central

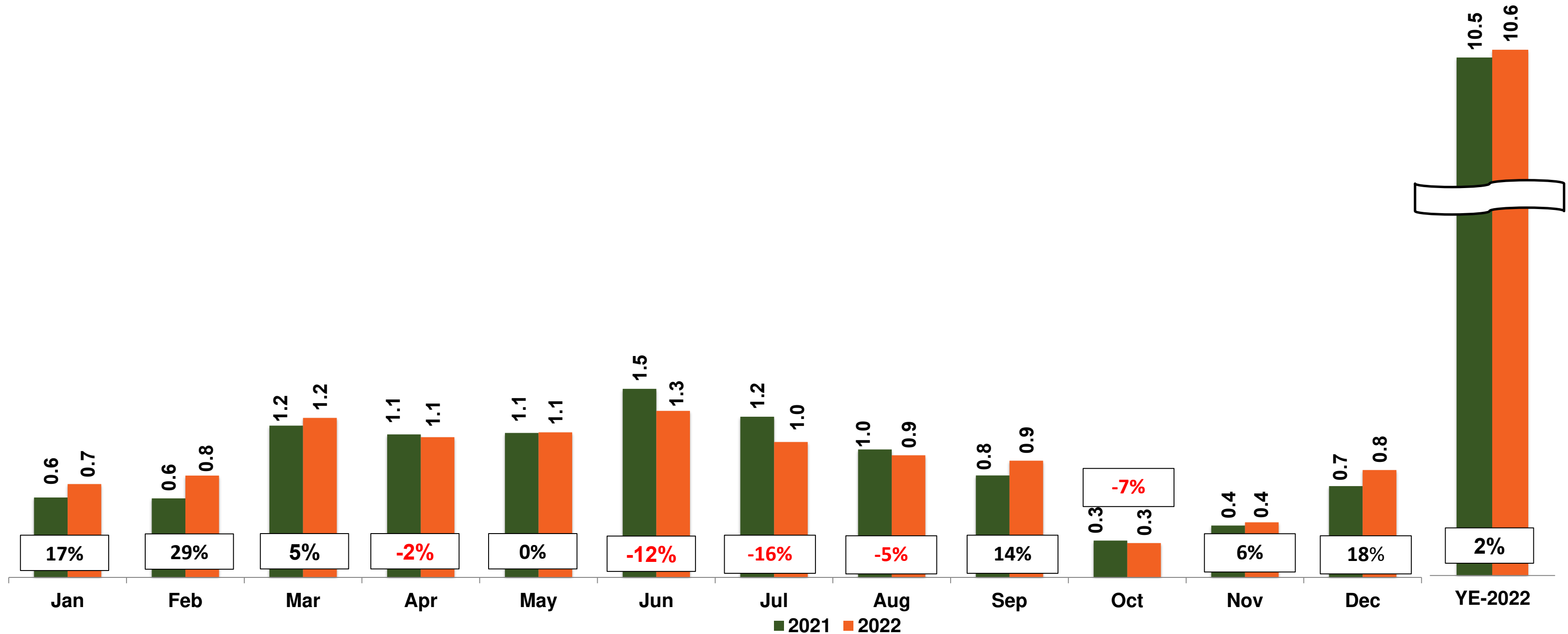
Mississippi
Alabama
Tennessee
Kentucky



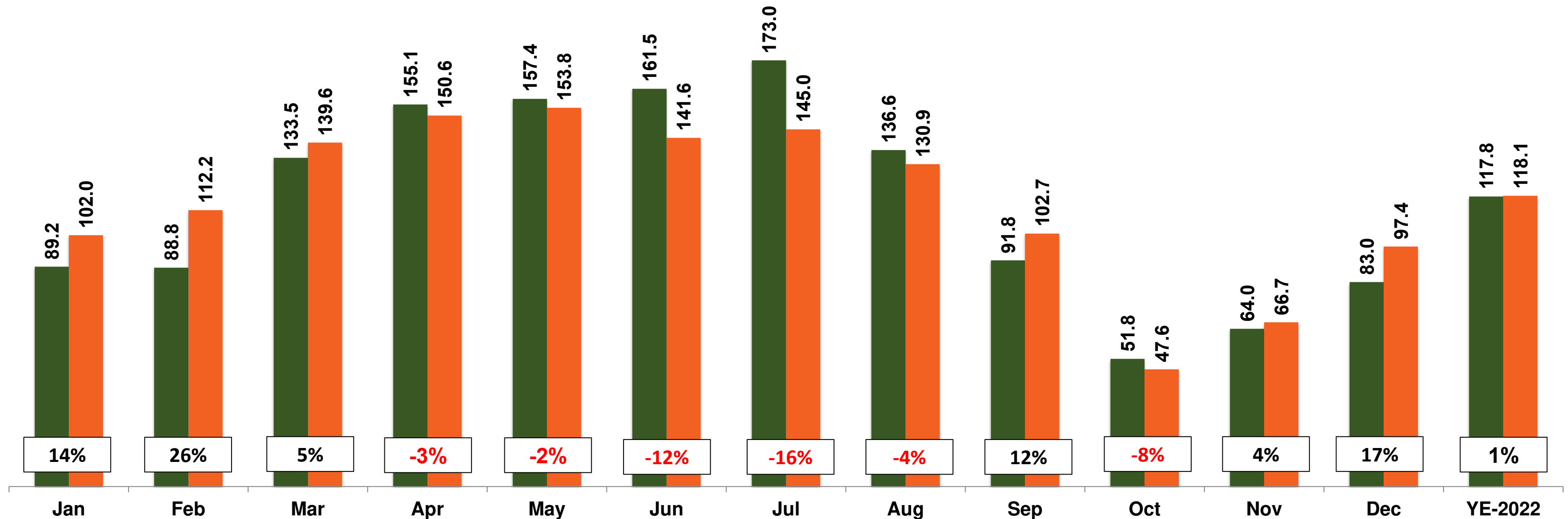
Legend	ESC
Dollars Contribution	0.36%
Dollar Velocity	\$160
Volume Velocity	118
Average Retail Price	\$1.36

U S Legend	Total US
Dollars Contribution	0.58%
Dollar Velocity	\$333
Volume Velocity	275
Average Retail Price	\$1.21

East South Central Monthly Mango Volume (Millions)

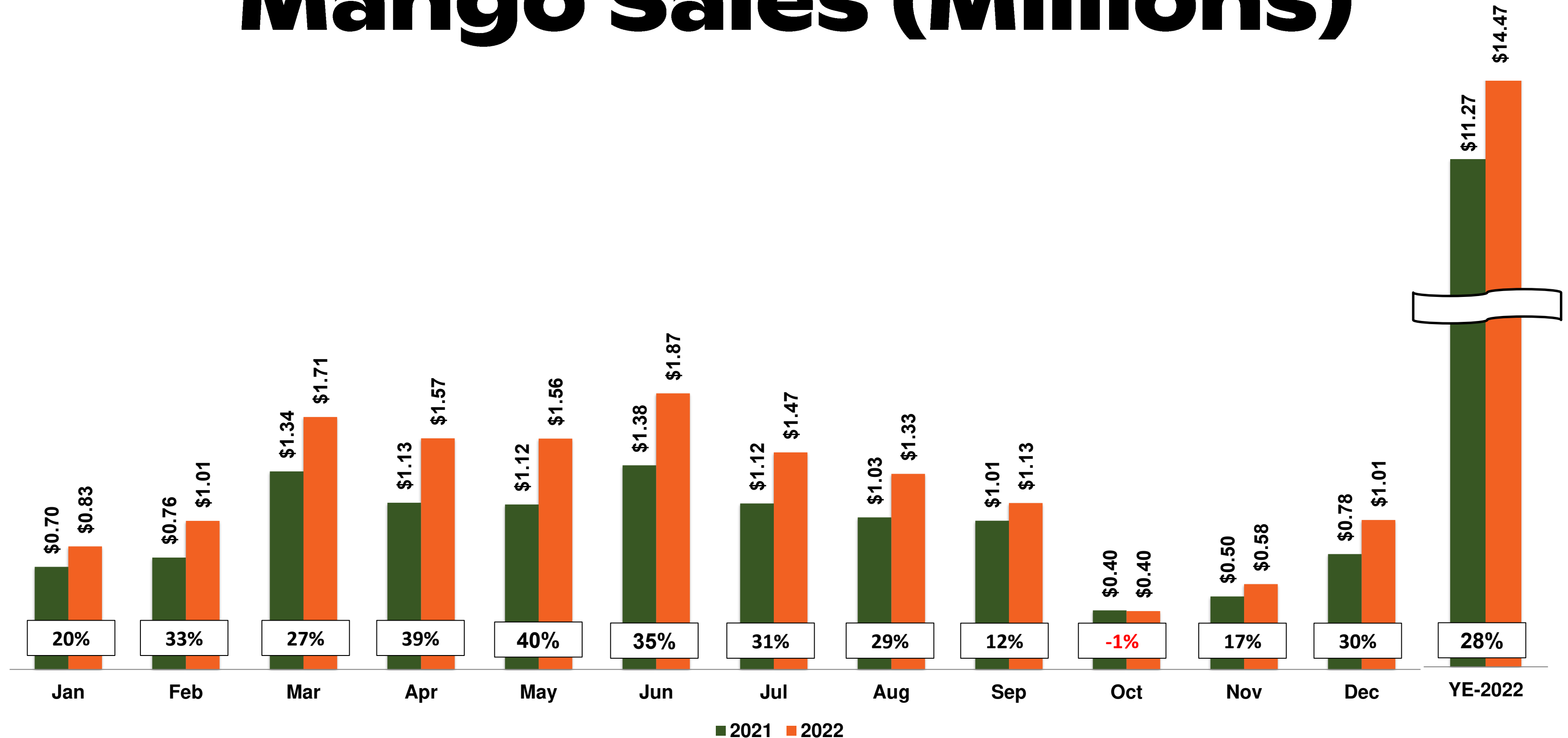


East South Central Monthly Mango Volume Velocity

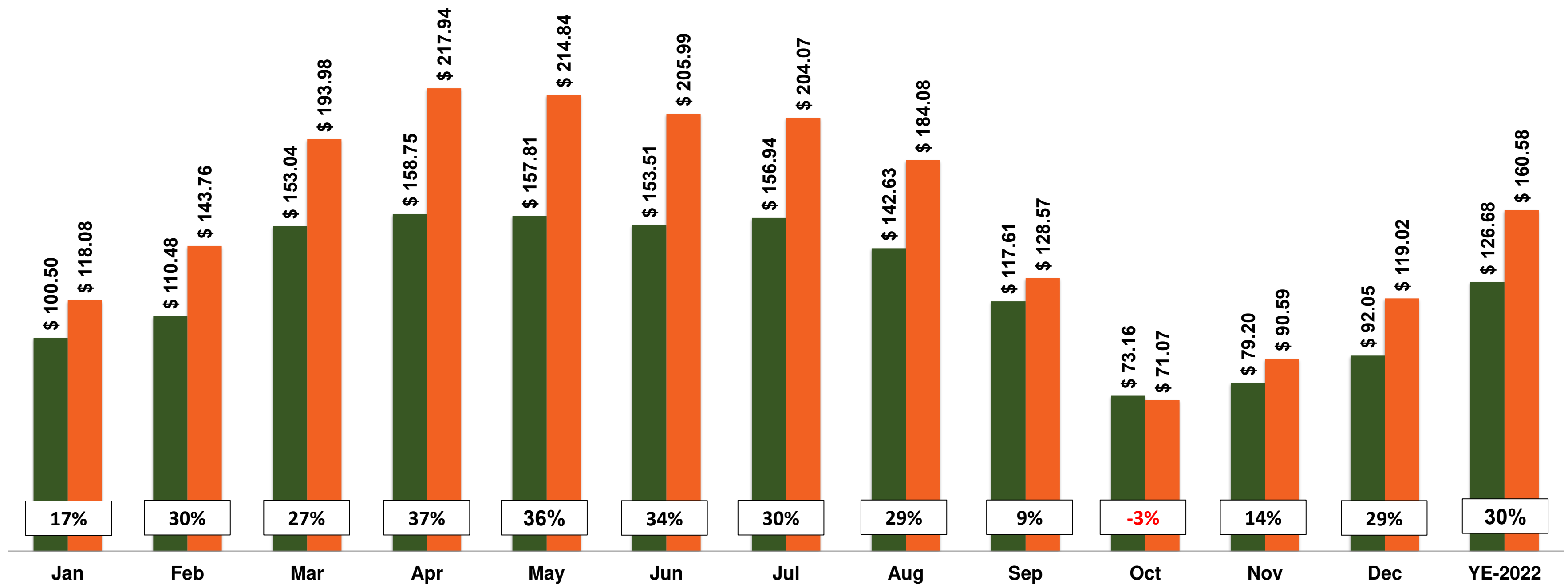


■ 2021 ■ 2022

East South Central Monthly Mango Sales (Millions)



East South Central Monthly Mango Dollar Velocity

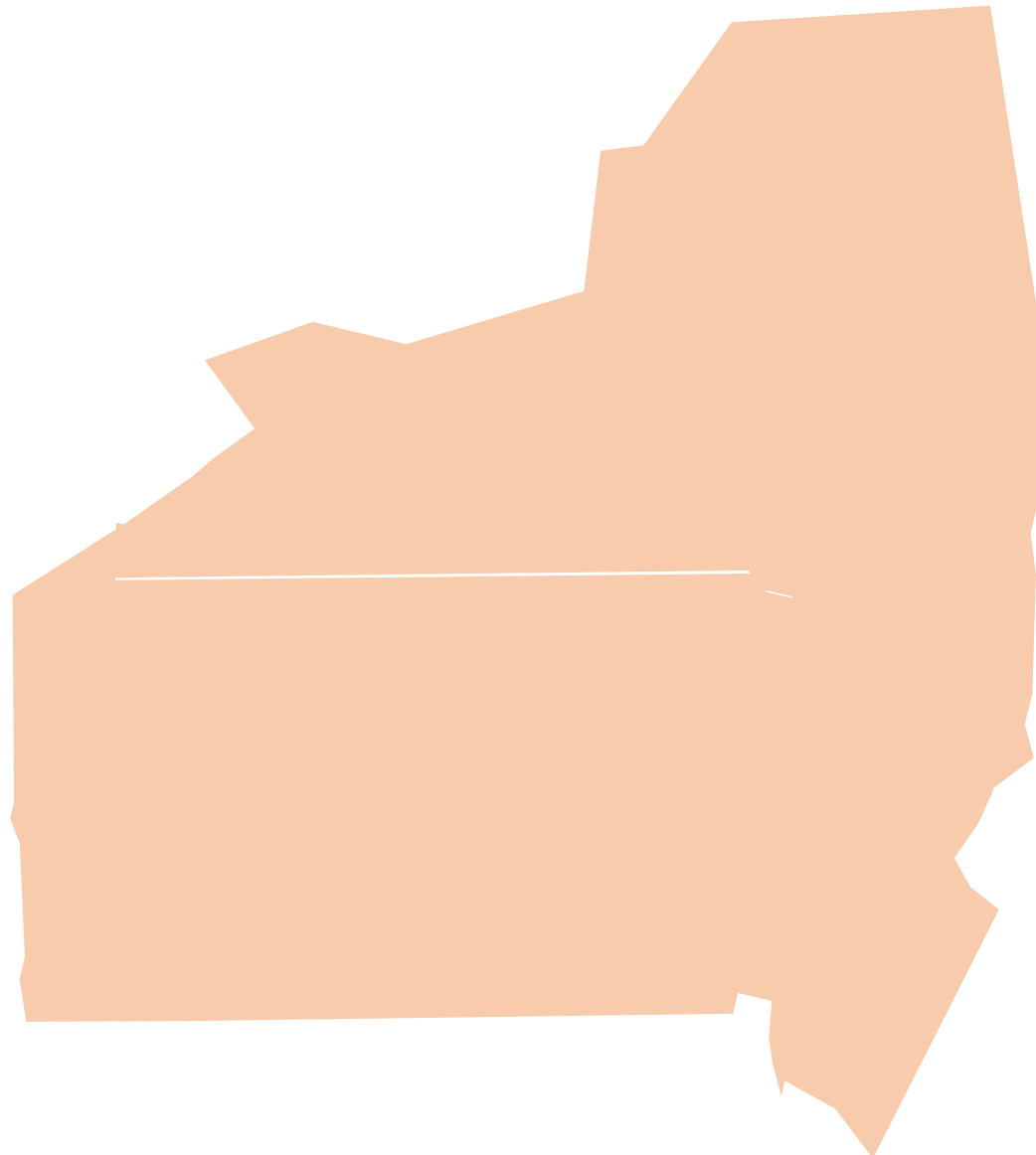


■ 2021 ■ 2022

Regional Overview 2022

Mid-Atlantic

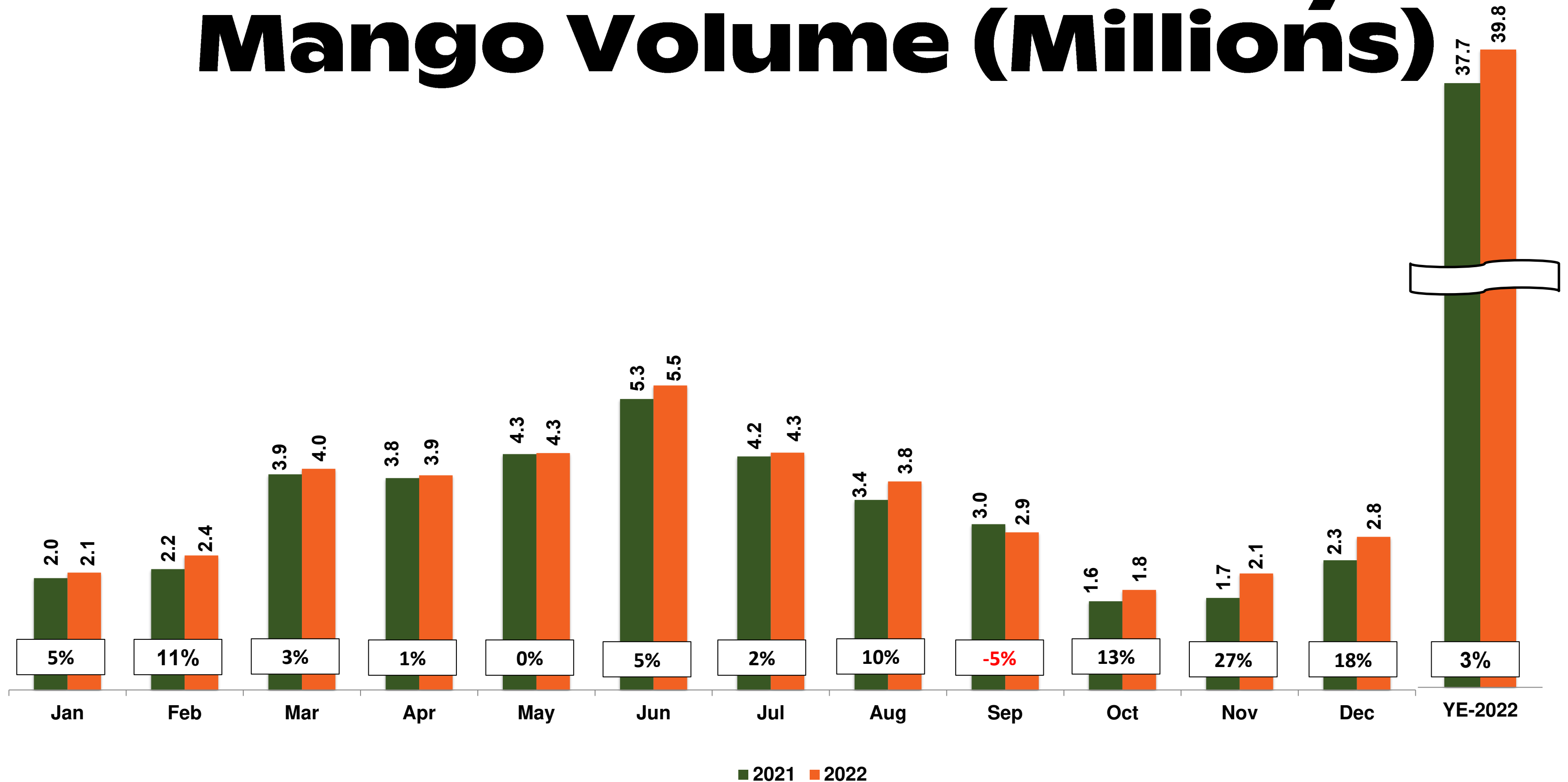
New York
Pennsylvania
New Jersey



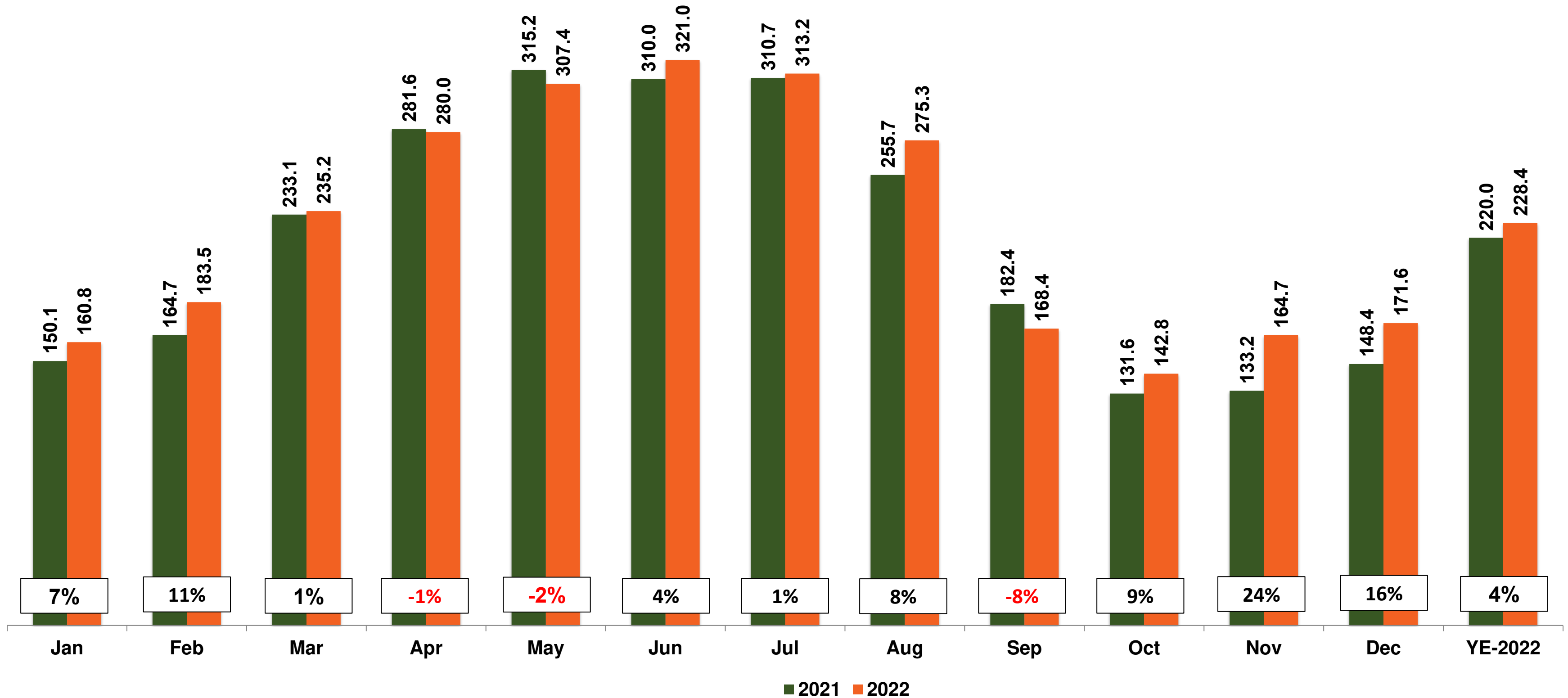
Legend	Mid-Atl
Dollars Contribution	0.57%
Dollar Velocity	\$324
Volume Velocity	228
Average Retail Price	\$1.42

U S Legend	Total US
Dollars Contribution	0.58%
Dollar Velocity	\$333
Volume Velocity	275
Average Retail Price	\$1.21

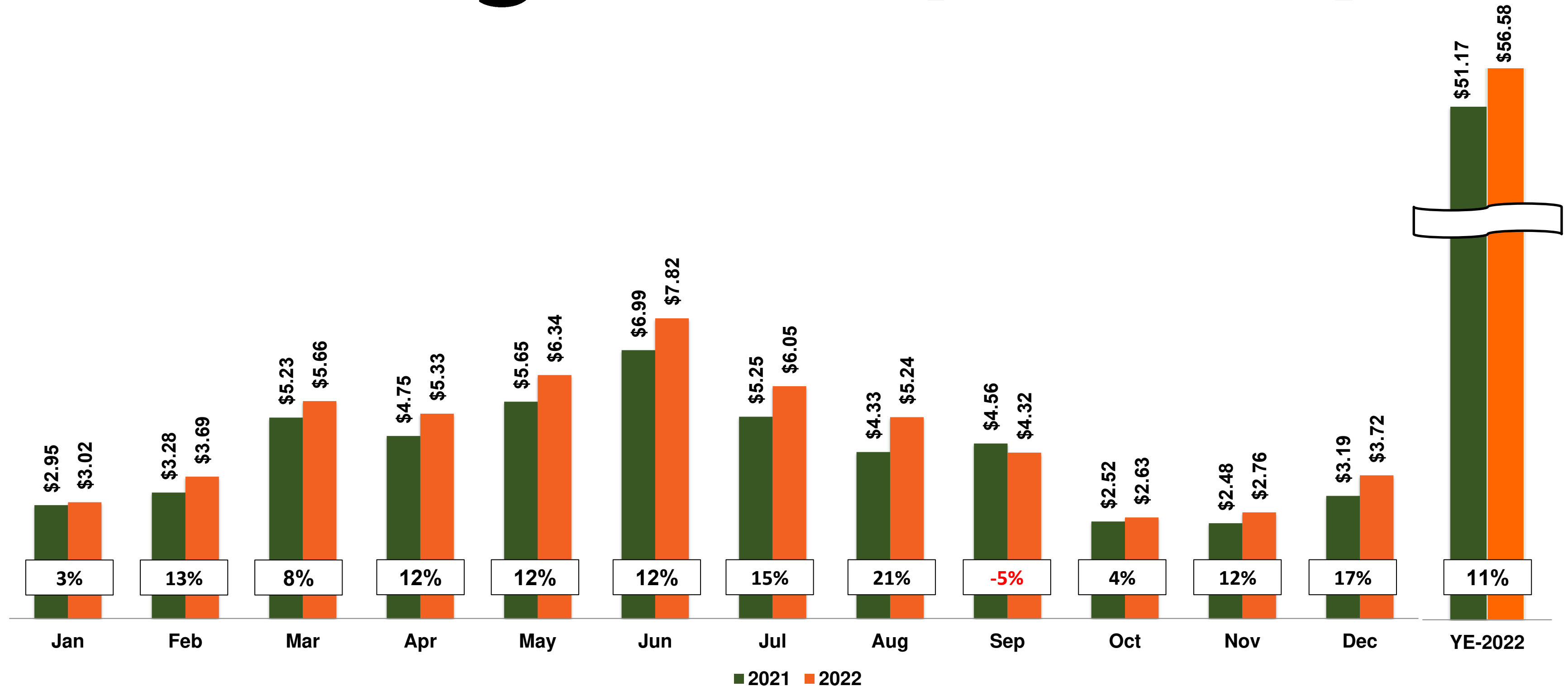
Mid-Atlantic Monthly Mango Volume (Millions)



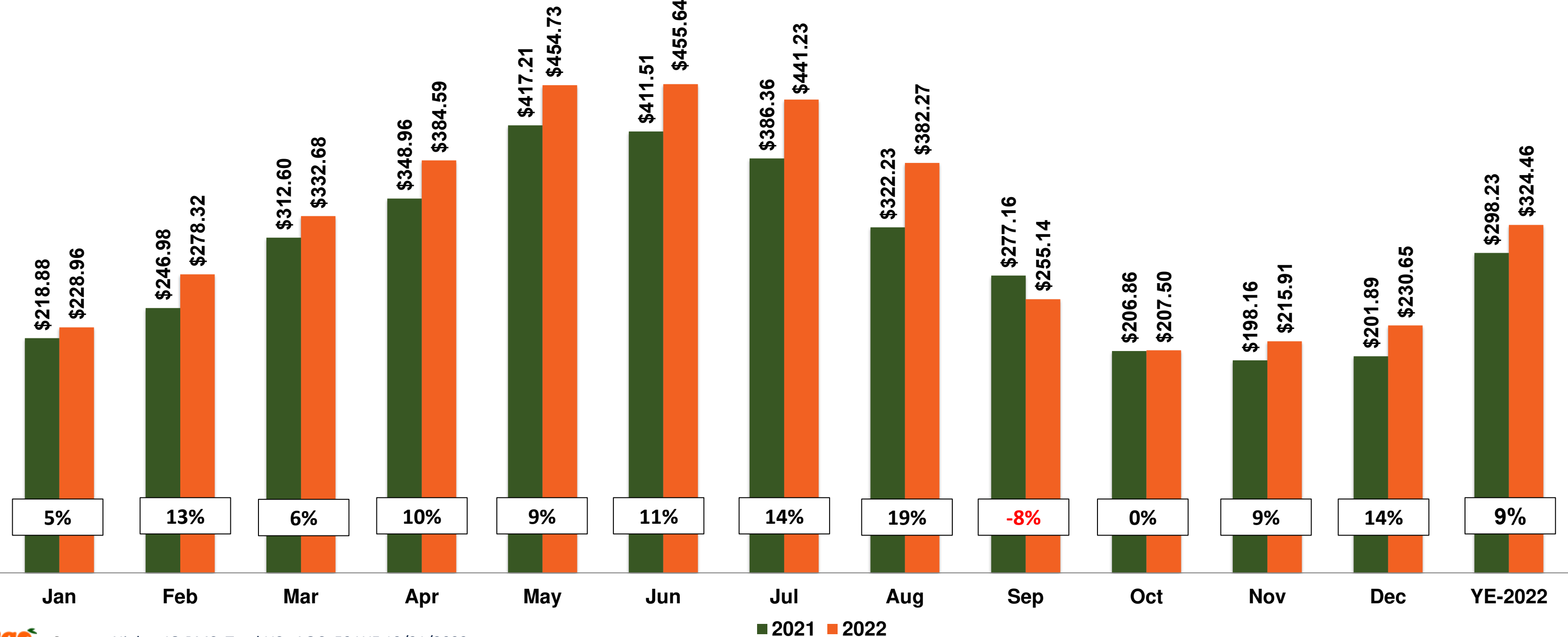
Mid-Atlantic Monthly Mango Volume Velocity



Mid-Atlantic Monthly Mango Sales (Millions)



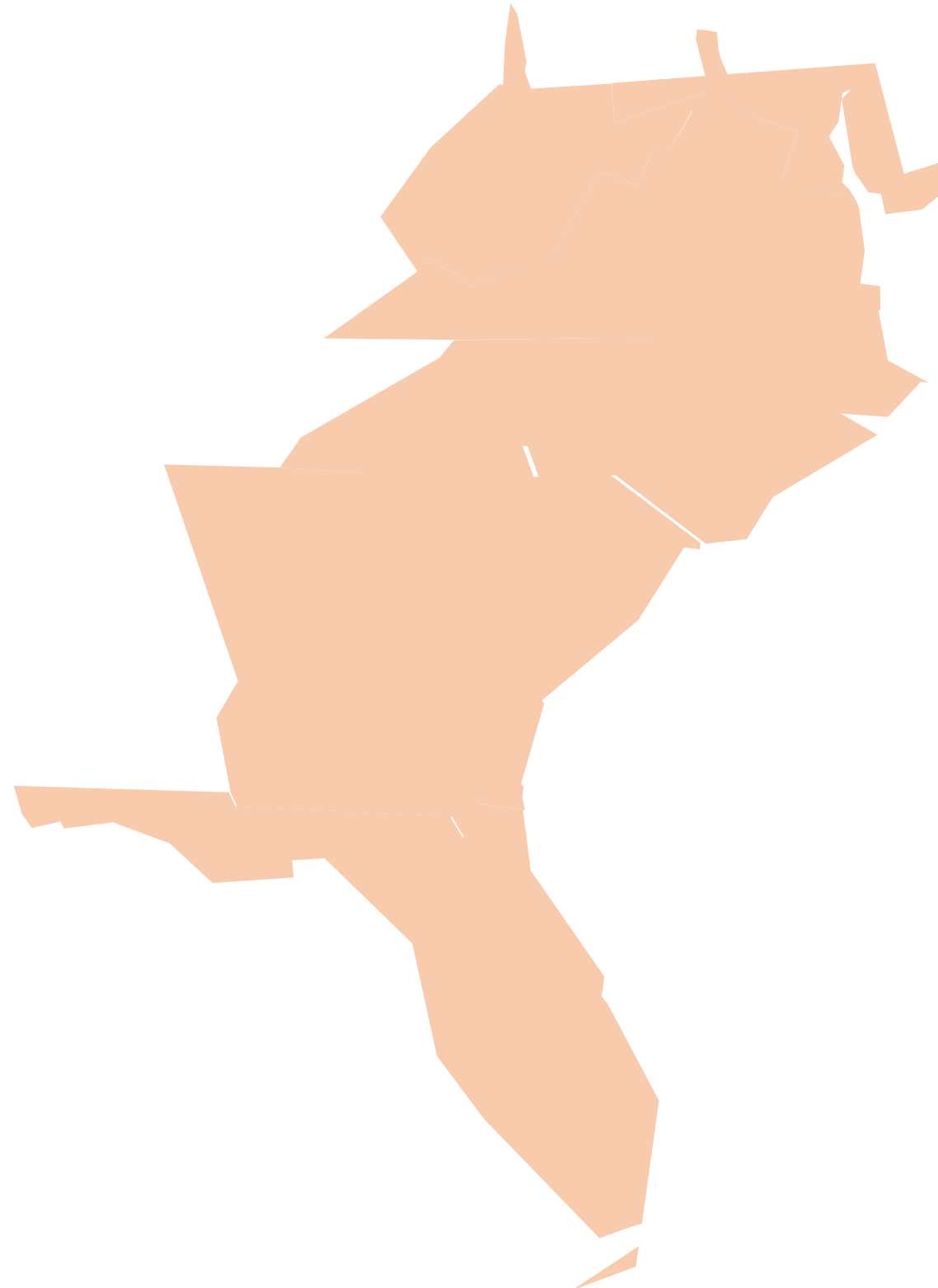
Mid-Atlantic Monthly Mango Dollar Velocity



Regional Overview 2022

South Atlantic

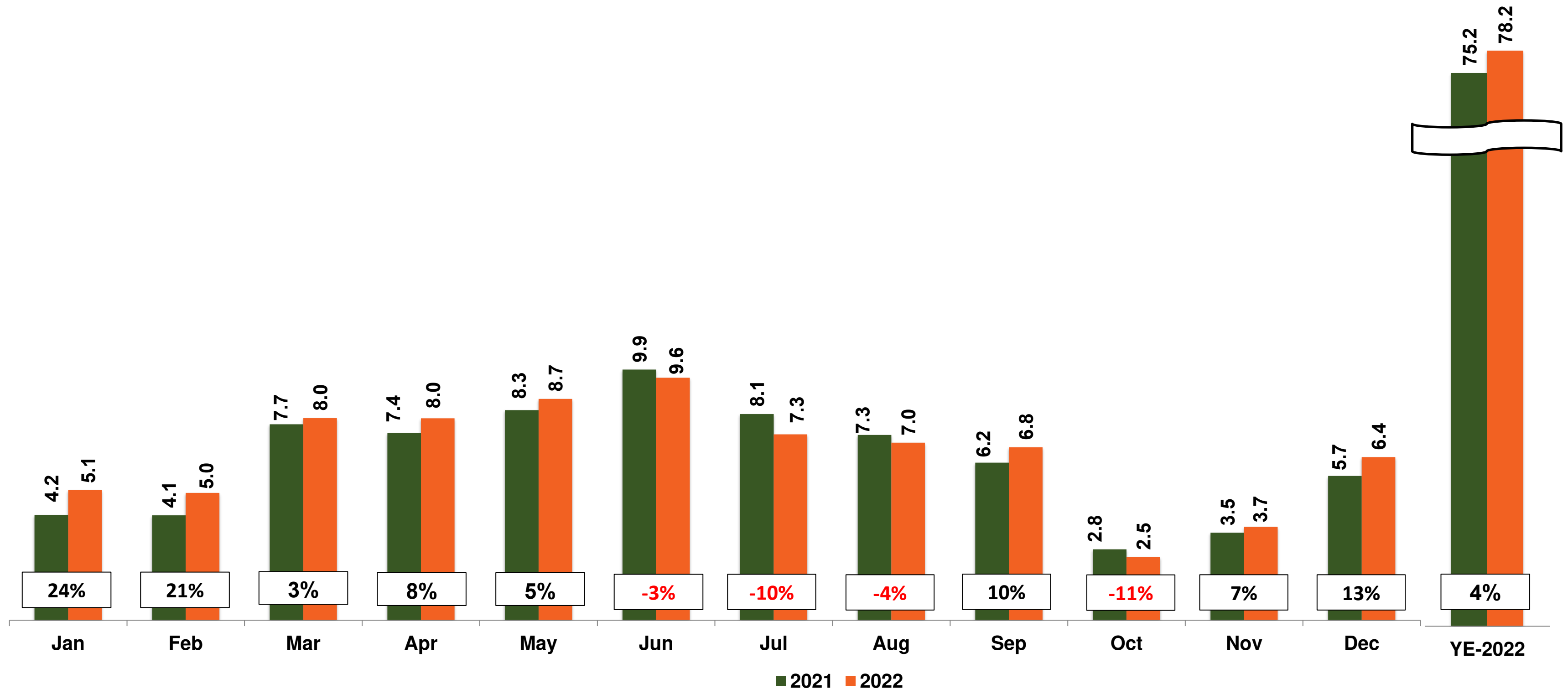
Florida
Georgia
South Carolina
North Carolina
West Virginia
Virginia
Maryland



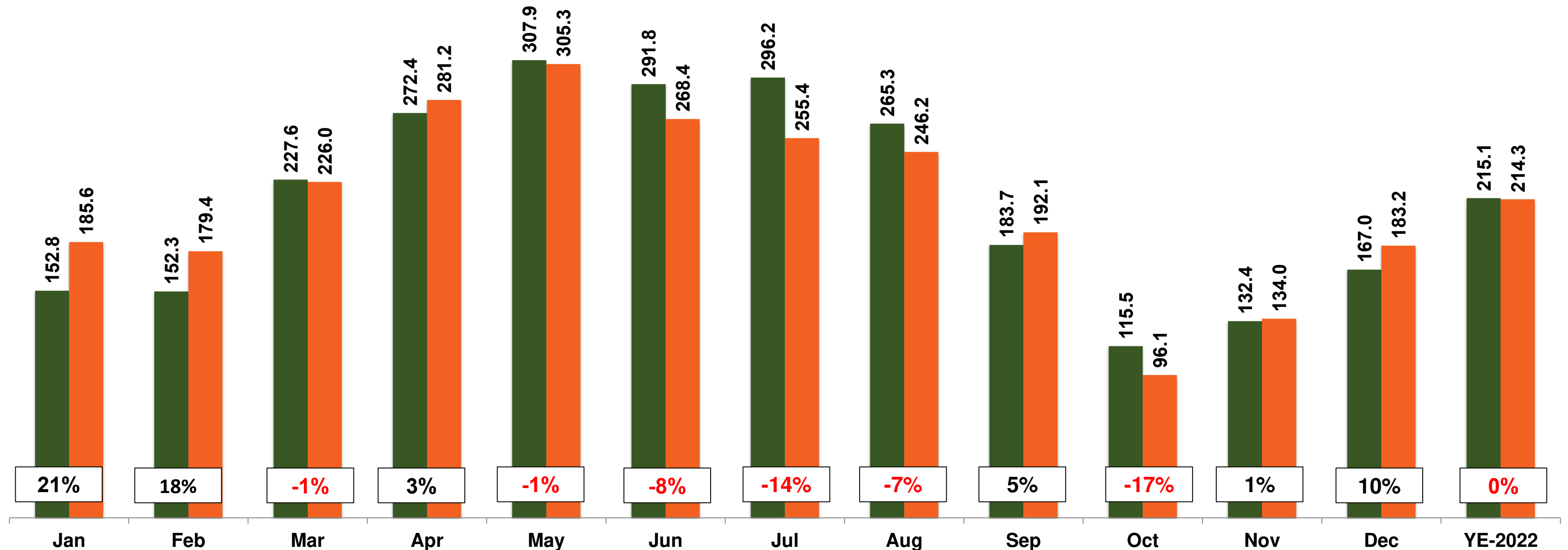
Legend	So Atl
Dollars Contribution	0.57%
Dollar Velocity	\$283
Volume Velocity	214
Average Retail Price	\$1.32

U S Legend	Total US
Dollars Contribution	0.58%
Dollar Velocity	\$333
Volume Velocity	275
Average Retail Price	\$1.21

South Atlantic Monthly Mango Volume (Millions)

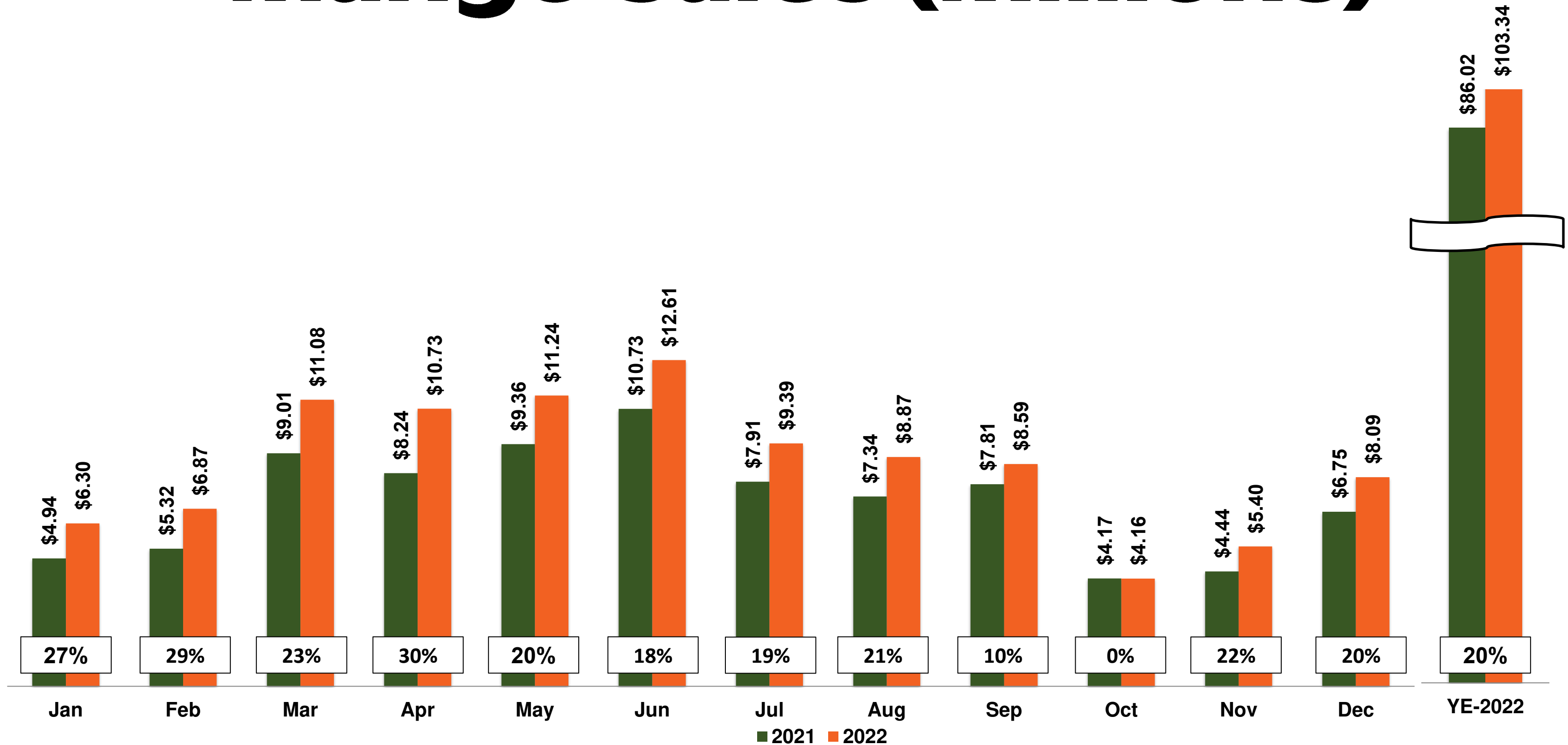


South Atlantic Monthly Mango Volume Velocity

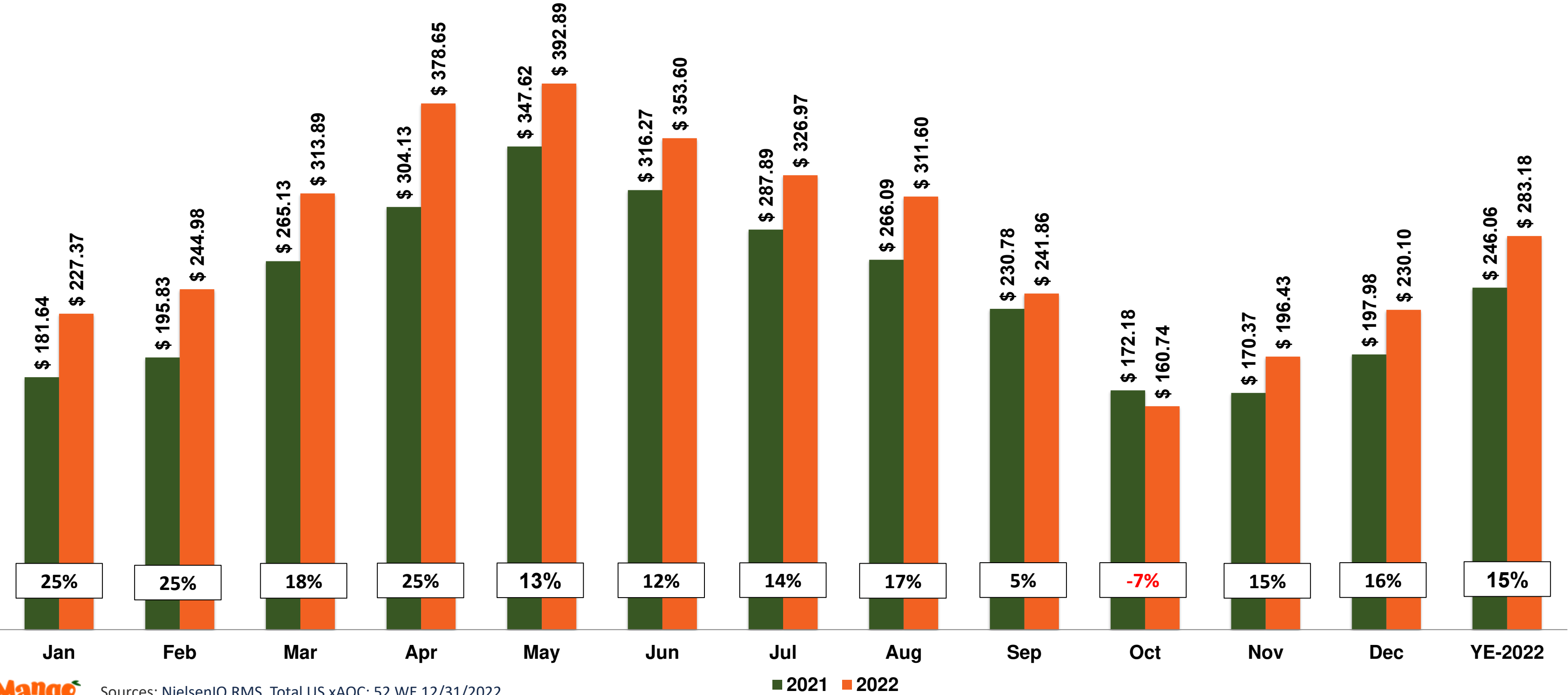


■ 2021 ■ 2022

South Atlantic Monthly Mango Sales (Millions)



South Atlantic Mango Dollar Velocity

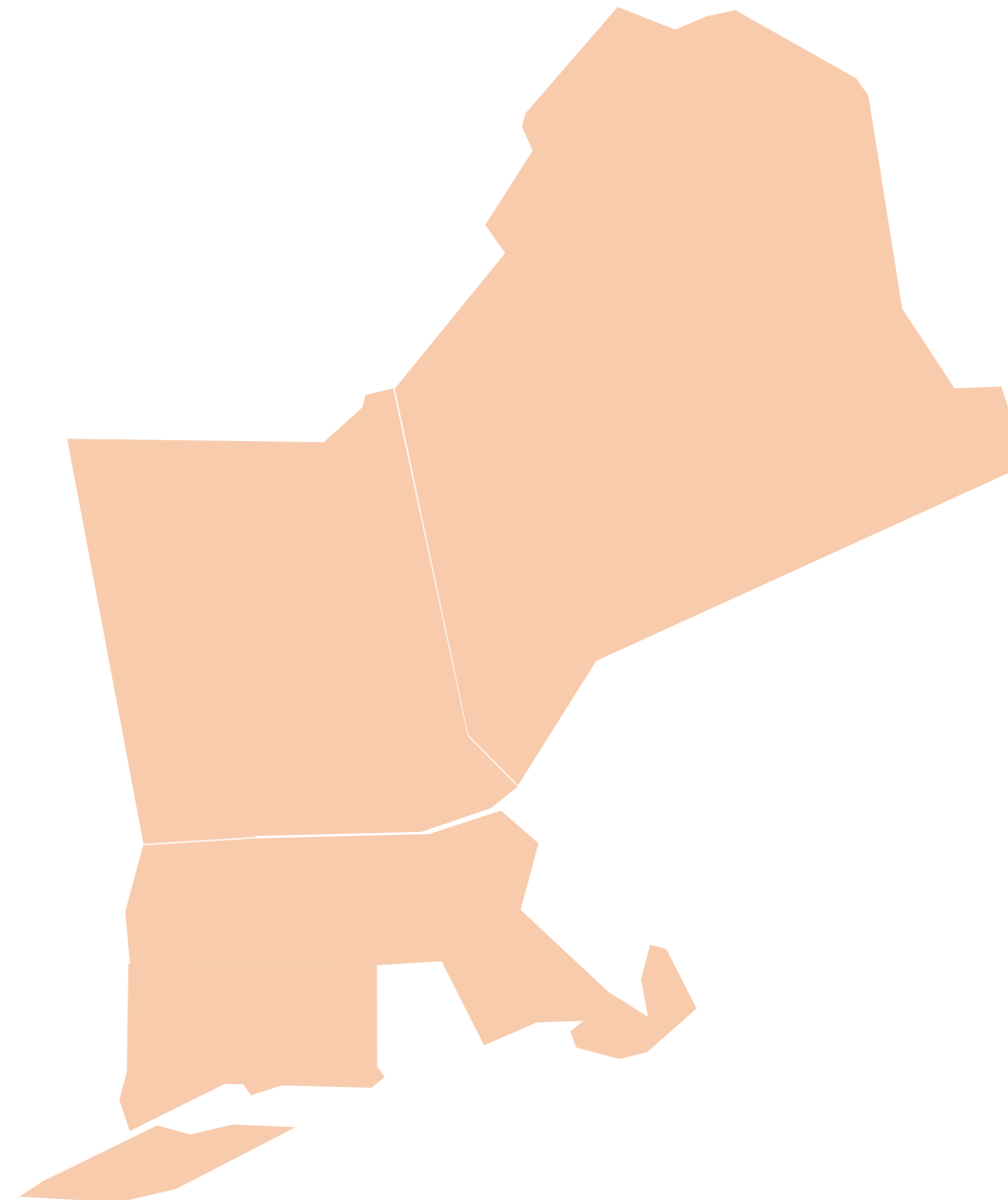


Regional Overview 2022

New England

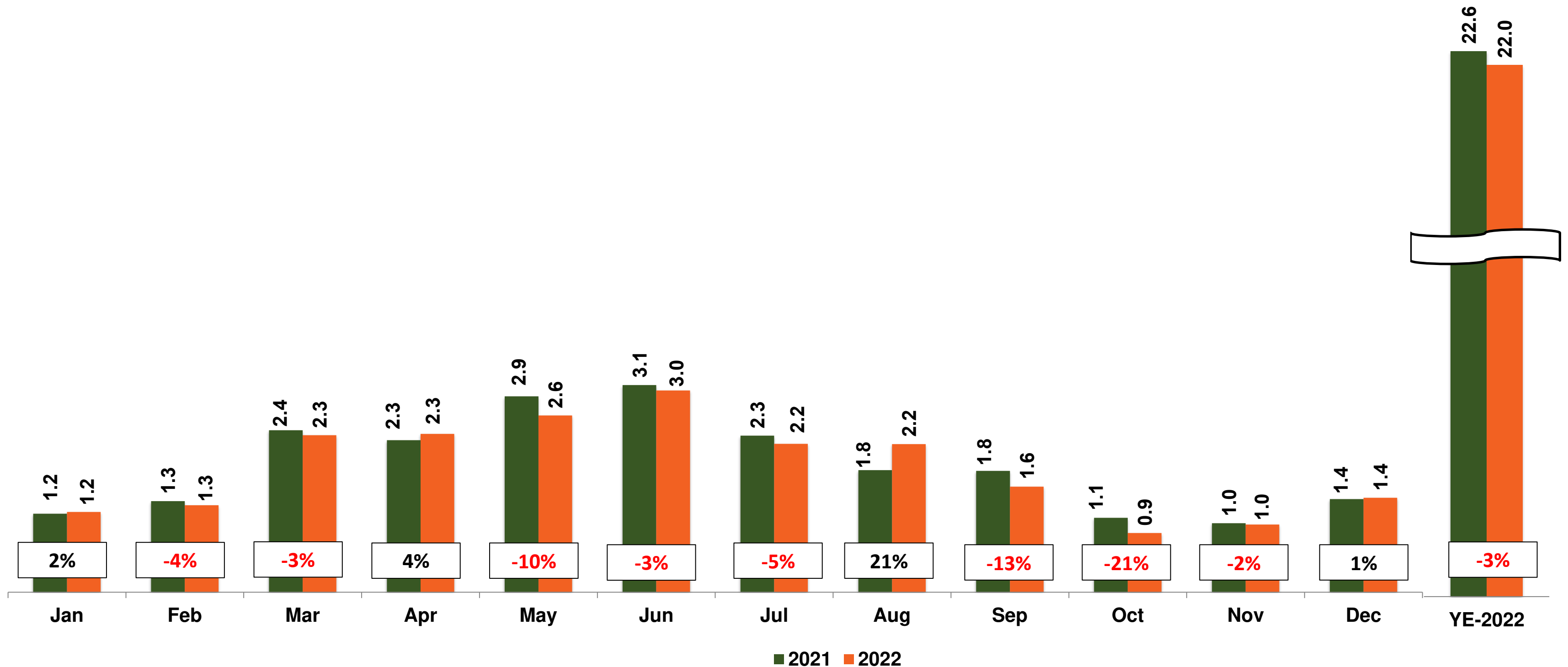
Maine
New Hampshire
Connecticut
Massachusetts
Vermont
Delaware
Rhode Island

U S Legend	Total US
Dollars Contribution	0.58%
Dollar Velocity	\$333
Volume Velocity	275
Average Retail Price	\$1.21

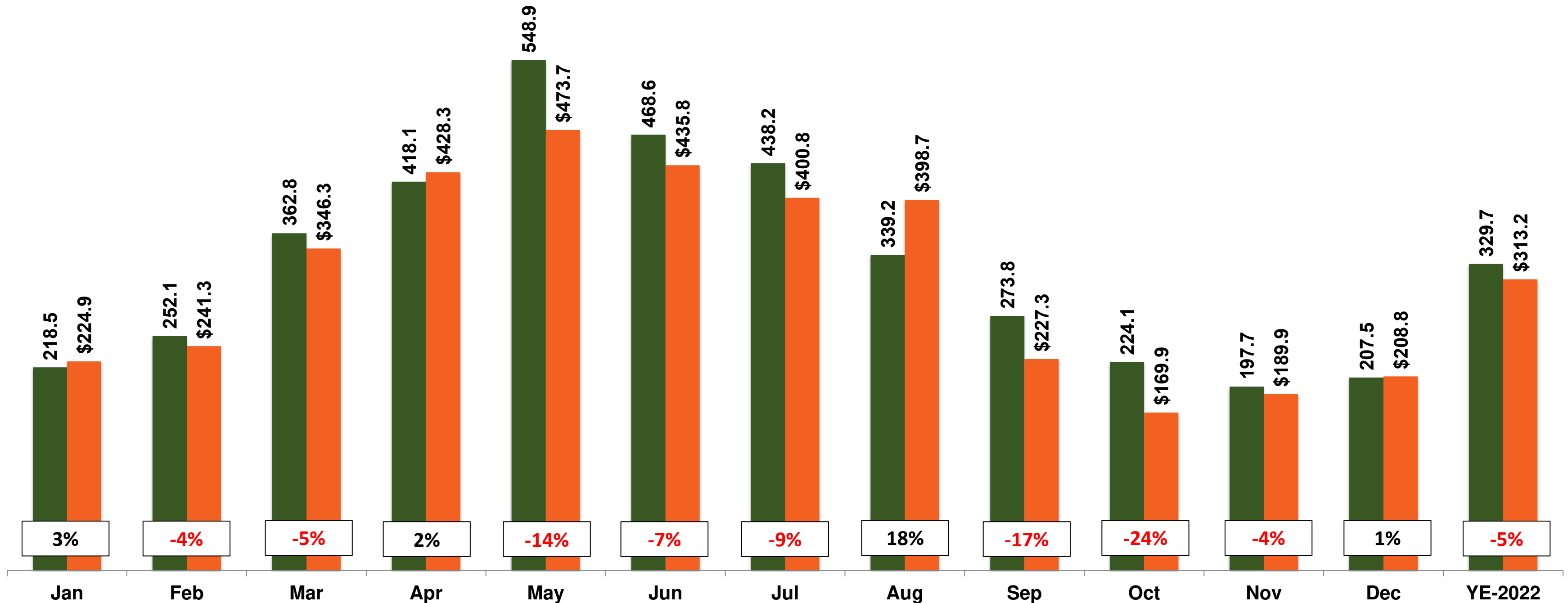


Legend	NE
Dollars Contribution	0.54%
Dollar Velocity	\$428
Volume Velocity	313
Average Retail Price	\$1.37

New England Monthly Mango Volume (Millions)

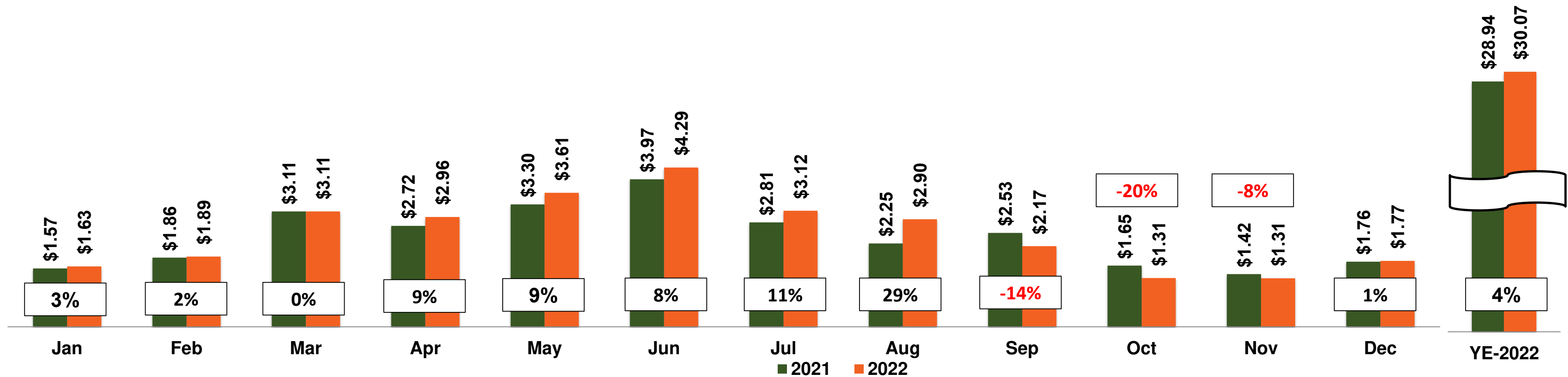


New England Monthly Mango Volume Velocity



■ 2021 ■ 2022

New England Monthly Mango Sales (Millions)



New England Monthly Mango Dollar Velocity

