

Mango  .org

3/11/2024

Category Development

YE 2023

YE 2023 Key Metrics

Whole Mango Volume Velocity

Volume Velocity increased by 0.1% vs YA

Contribution to Produce Dept

Volume 2.5%

Dollar 2.1%

Whole Mango Dollar Velocity

Dollar Velocity decreased by 2.5% vs YA

Average Retail Price Point

\$1.23 Each

Up +2% vs YA

Peak \$1.84 November

Low \$1.08 July

Fruit Ranking Based on Volume Velocity

Mango Ranked 9th Position

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

Fruit Ranking Based on Sales Velocity

Mango Ranked 17th Position

Strawberries #1 Bananas #2 Mandarins #3 Blueberries #4
Raspberries #5

Fresh Cut

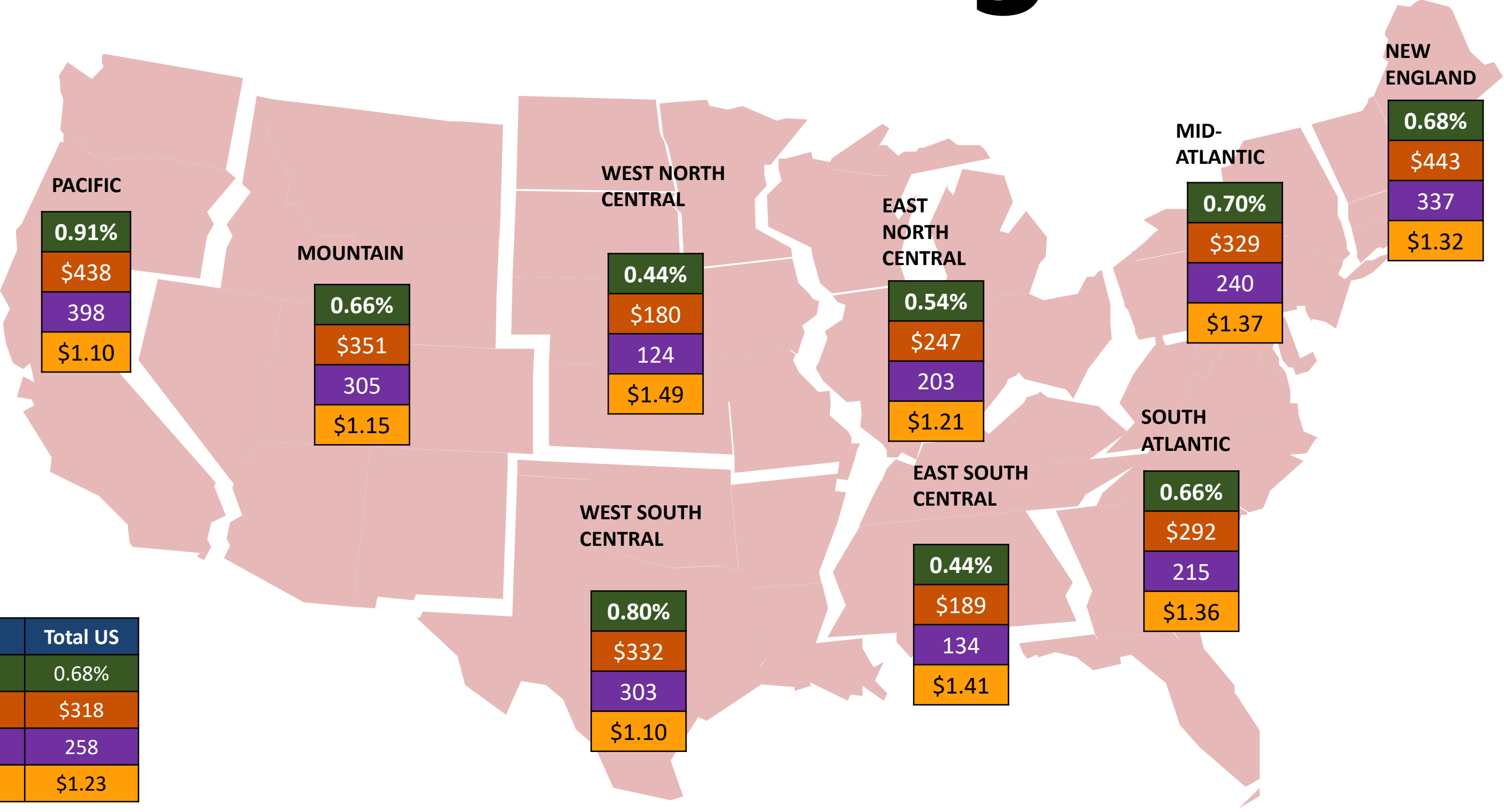
Total Dollars

Down -3.3% vs YA

Dollars Velocity

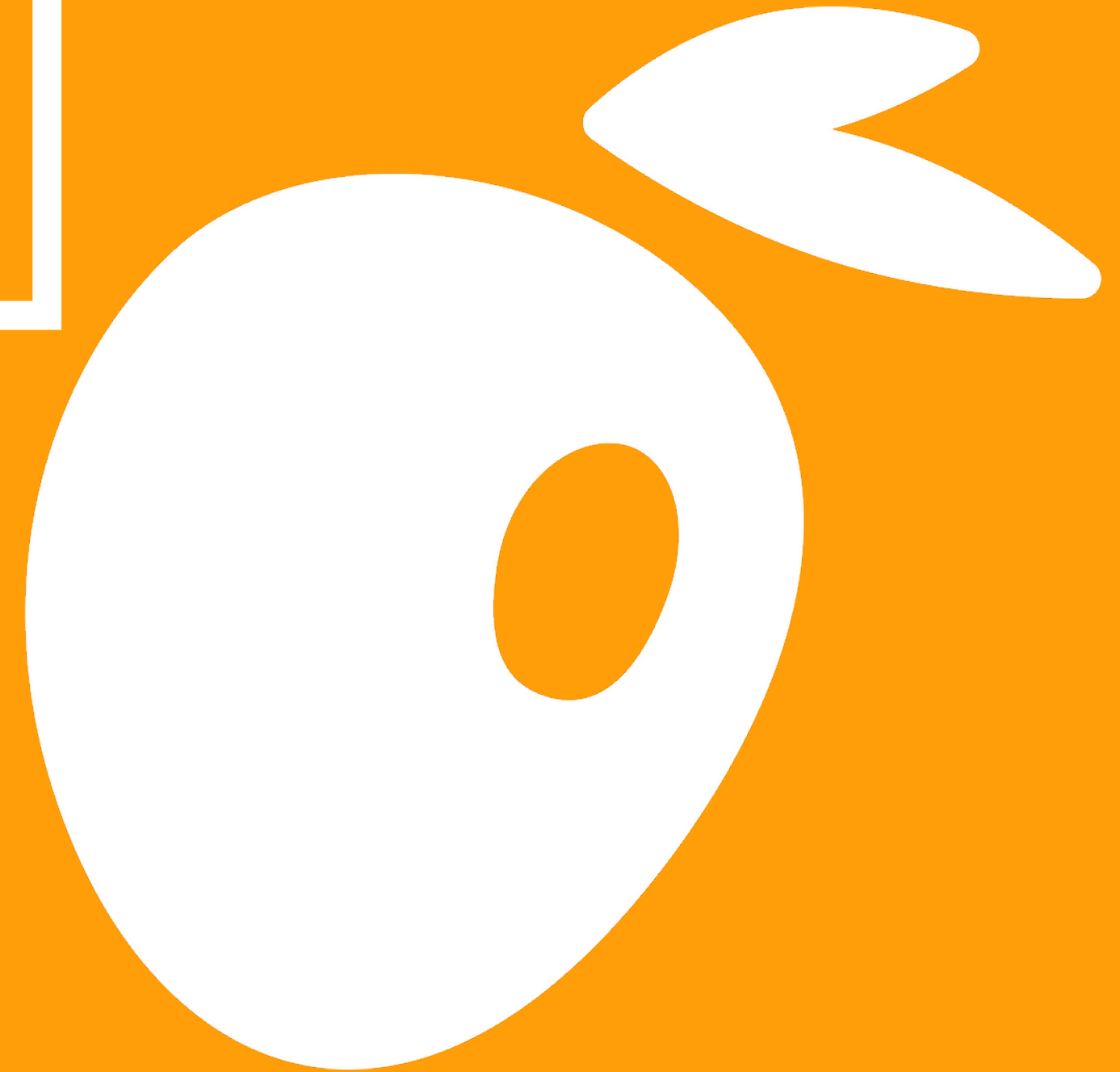
Up +2.3% vs YA

1H 2023 Performance by Region Whole Mango



Legend	Total US
Dollars Contribution	0.68%
Dollar Velocity	\$318
Volume Velocity	258
Average Retail Price	\$1.23

Fruit Category Performance



Whole Fruit Volume Velocity YOY Change and Contribution

Mangos ranked 9th among whole fruit sales, up from 10th last year

Fruit category decreased in volume velocity -4.7%

Mangos grew +0.1% in volume velocity versus year ago, and represented 2.5% of produce department volume sales

	Rank	Volume/ Store/Week	% Change YOY	Volume Contribution	% Change YOY
FRUIT		464,637.1	-4.7%		
BANANAS	1	137,968	-5.5%	29.7%	-0.3%
AVOCADOS	2	48,729	-4.4%	10.5%	0.0%
LIMES	3	37,494	3.8%	8.1%	0.7%
APPLES	4	34,572	-7.2%	7.4%	-0.2%
GRAPES	5	33,644	-8.2%	7.2%	-0.3%
STRAWBERRIES	6	23,392	-10.7%	5.0%	-0.3%
LEMONS	7	16,997	1.9%	3.7%	0.2%
BLUEBERRIES	8	15,302	-4.4%	3.3%	0.0%
MANGOS	9	11,488	0.1%	2.5%	0.1%
ORANGES	10	11,471	-9.8%	2.5%	-0.1%
WATERMELONS	11	10,470	-7.9%	2.3%	-0.1%
MANDARINS	12	9,767	5.1%	2.1%	0.2%
RASPBERRIES	13	9,340	-4.5%	2.0%	0.0%
BLACKBERRIES	14	7,186	2.7%	1.5%	0.1%
CHERRIES	15	6,270	14.1%	1.3%	0.2%
PEARS	16	6,189	-7.1%	1.3%	0.0%
PEACHES	17	5,783	-20.1%	1.2%	-0.2%
PINEAPPLES	18	5,726	0.1%	1.2%	0.1%
PAPAYAS	19	4,627	2.5%	1.0%	0.1%
CANTALOUPE	20	4,395	-5.7%	0.9%	0.0%
KIWI	21	3,255	-18.4%	0.7%	-0.1%
NECTARINES	22	3,010	-17.1%	0.6%	-0.1%
GRAPEFRUITS	23	2,643	-6.4%	0.6%	0.0%
SPECIALTY FRUITS	24	2,472	1.6%	0.5%	0.0%
PLUMS	25	2,281	0.7%	0.5%	0.0%

Whole Fruit Dollar Velocity YOY Change and Contribution

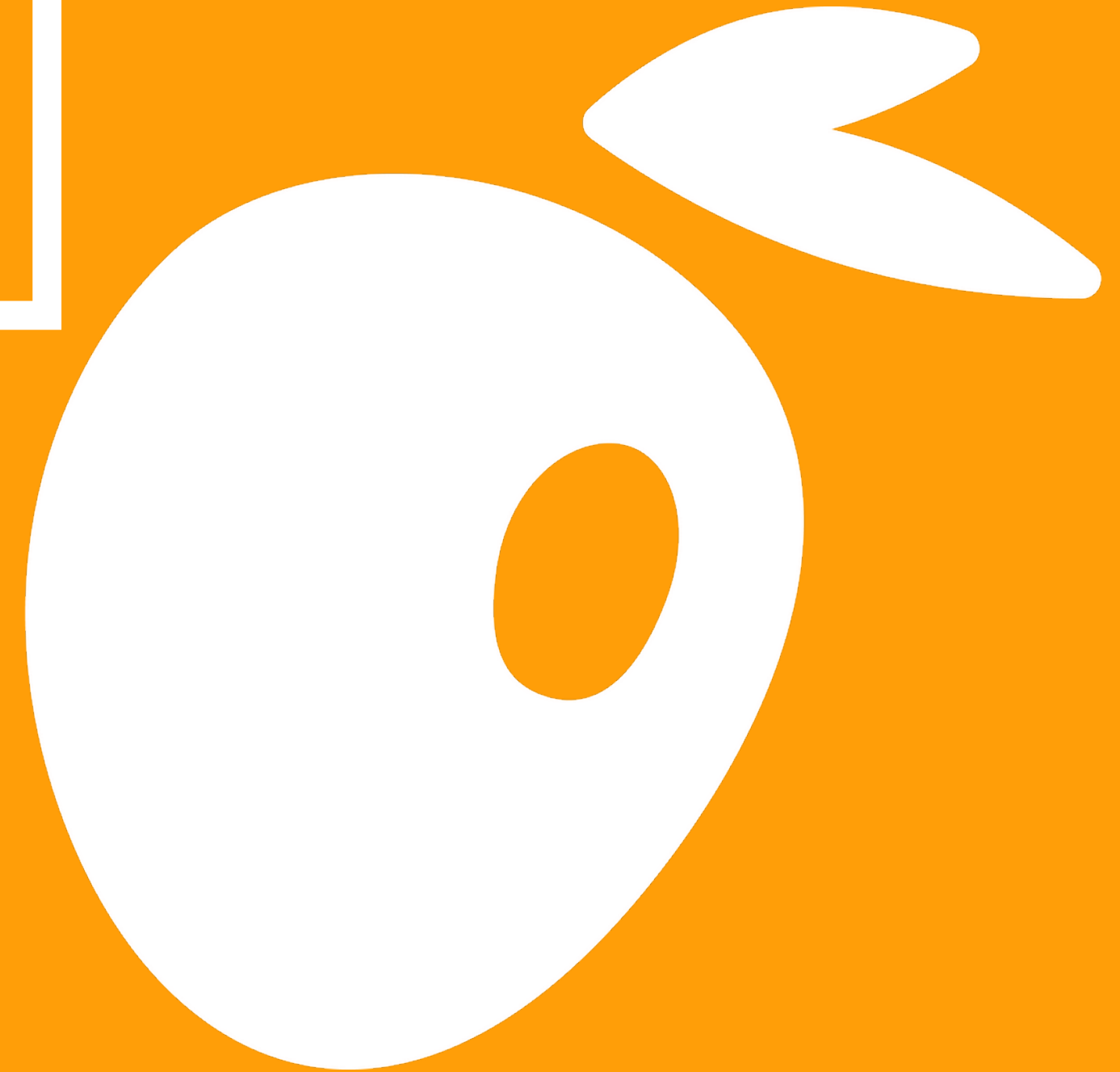
Mangos ranks 17th in dollar velocity in 2023 (was 17th LY)

Fruit category decreased in dollar velocity
-4.4%

Mangos decreased -2.5 % in dollar velocity
and department contribution was 2.1%

	Rank	Dollars/ Store/Week	% Change YOY	Dollar Contribution	% Change YOY
FRUIT		133,609.3	-4.4%		
STRAWBERRIES	1	14,084.5	-8.8%	10.5%	-0.5%
BANANAS	2	12,866.8	-3.5%	9.6%	0.1%
MANDARINS	3	12,101.1	0.5%	9.1%	0.4%
BLUEBERRIES	4	10,687.5	1.2%	8.0%	0.4%
RASPBERRIES	5	8,136.4	-2.3%	6.1%	0.1%
CHERRIES	6	8,086.2	-16.8%	6.1%	-0.9%
AVOCADOS	7	7,799.8	-18.5%	5.8%	-1.0%
GRAPES	8	6,657.0	-3.5%	5.0%	0.0%
BLACKBERRIES	9	6,015.4	-4.3%	4.5%	0.0%
LIMES	10	5,395.6	-6.9%	4.0%	-0.1%
WATERMELONS	11	5,328.9	-5.3%	4.0%	0.0%
PINEAPPLES	12	3,795.2	11.6%	2.8%	0.4%
MIXED BERRIES	13	3,468.6	11.0%	2.6%	0.4%
CANTALOUPE	14	3,379.2	-1.9%	2.5%	0.1%
LEMONS	15	3,065.0	-0.6%	2.3%	0.1%
ORANGES	16	2,838.1	-11.7%	2.1%	-0.2%
MANGOS	17	2,813.6	-2.5%	2.1%	0.0%
PEACHES	18	2,788.0	-3.0%	2.1%	0.0%
APPLES	19	2,579.7	-5.8%	1.9%	0.0%
KIWI	20	2,376.2	13.1%	1.8%	0.3%
REMAINING FRUIT	21	2,147.6	-16.4%	1.6%	-0.2%
PAPAYAS	22	2,120.7	12.0%	1.6%	0.2%
NECTARINES	23	1,775.4	-10.9%	1.3%	-0.1%
PLUMS	24	1,725.4	4.1%	1.3%	0.1%
POMEGRANATE	25	1,577.4	26.9%	1.2%	0.3%

Fresh Cut Category Performance



Fresh Cut Fruit Dollar Velocity and Contribution

Mango Mix ranks 13th (down from 12th) and VA Mango Only ranks 9th (9th LY) in 2023

Fresh Cut fruit category increased in dollar velocity +7.0%

Mangos Mix dollar velocity was up +29.6% and Fresh Cut Mango was up +2.3%

	Rank	Dollars/ Store/Week	% Change YOY	Dollar Contribution To Cut Fruit	% Change YOY
FRUIT		\$2,090	7.0 %		
WATERMELONS	1	\$794	7.5%	14.7%	0.1%
MIXED FRUIT	2	\$638	-0.2%	11.8%	-0.9%
PINEAPPLES	3	\$357	0.4%	6.6%	-0.4%
SPECIALTY MELONS	4	\$248	3.5%	4.6%	-0.2%
CANTALOUPE	5	\$228	3.5%	4.2%	-0.1%
FRUIT SALAD	6	\$199	26.7%	3.7%	0.6%
MIXED BERRIES	7	\$150	1.7%	2.8%	-0.1%
MANGOS	8	\$116	2.3%	2.2%	-0.1%
VA Mango Only	9	\$116	2.3%	2.2%	-0.1%
STRAWBERRIES	10	\$110	-2.9%	2.0%	-0.2%
APPLES	11	\$108	0.3%	2.0%	-0.1%
TROPICAL FRUIT MIXES	12	\$89	11.1%	1.6%	0.1%
VA Mango Mix	13	\$74	29.6%	1.4%	0.2%
NECTARINES	14	\$67	72.9%	1.2%	0.5%
GRAPEFRUITS	15	\$63	-13.1%	1.2%	-0.3%

Fresh Cut Fruit Dollar and Contribution

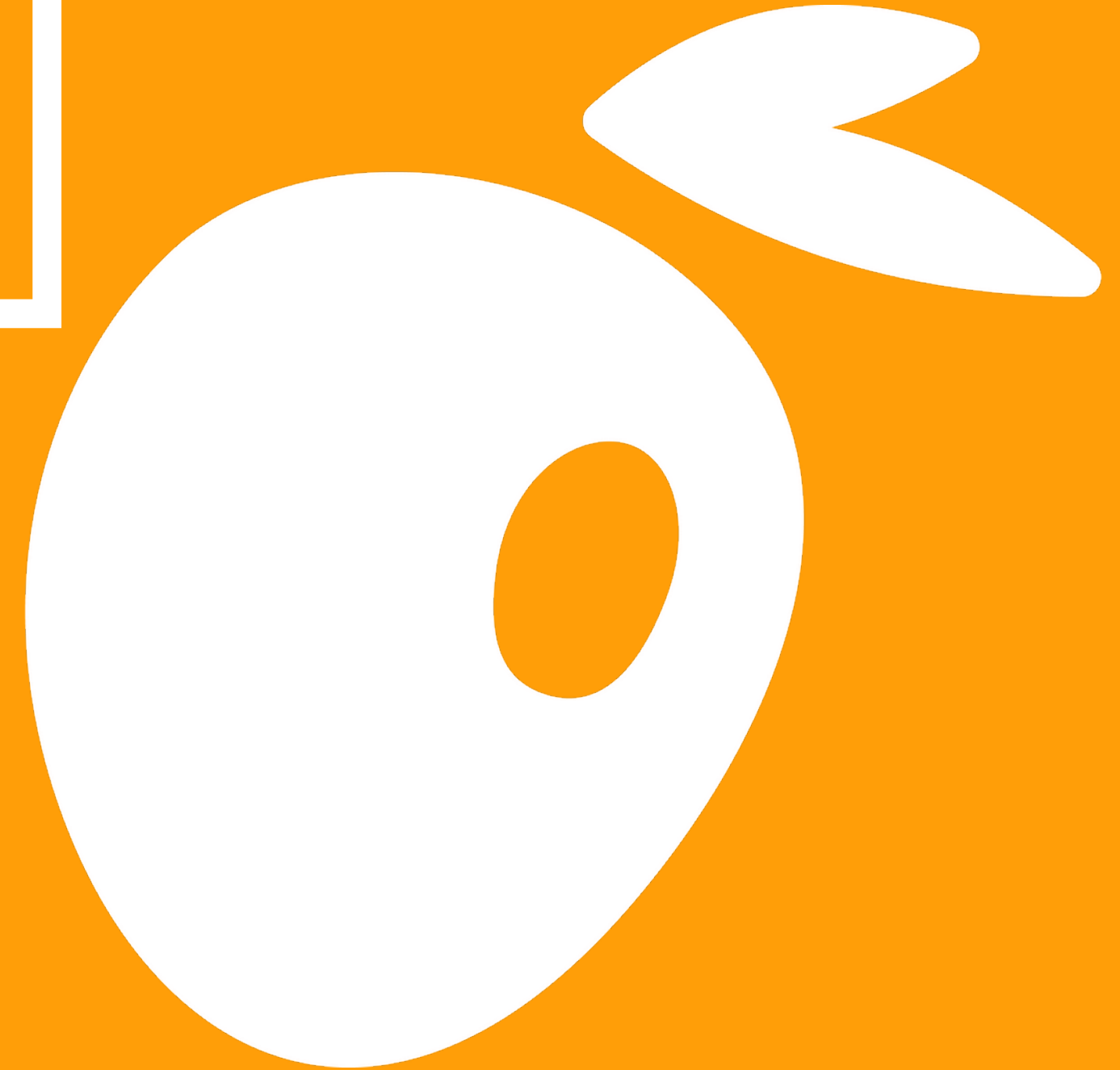
Cut Mango's and VA Mango Only were down 1 spot and Mango Mix stayed the same

The entire cut fruit category's dollar sales were up 3.4% versus year ago

Cut Mango sales were down **-3.3%** and Mango Mix sales were up 451%

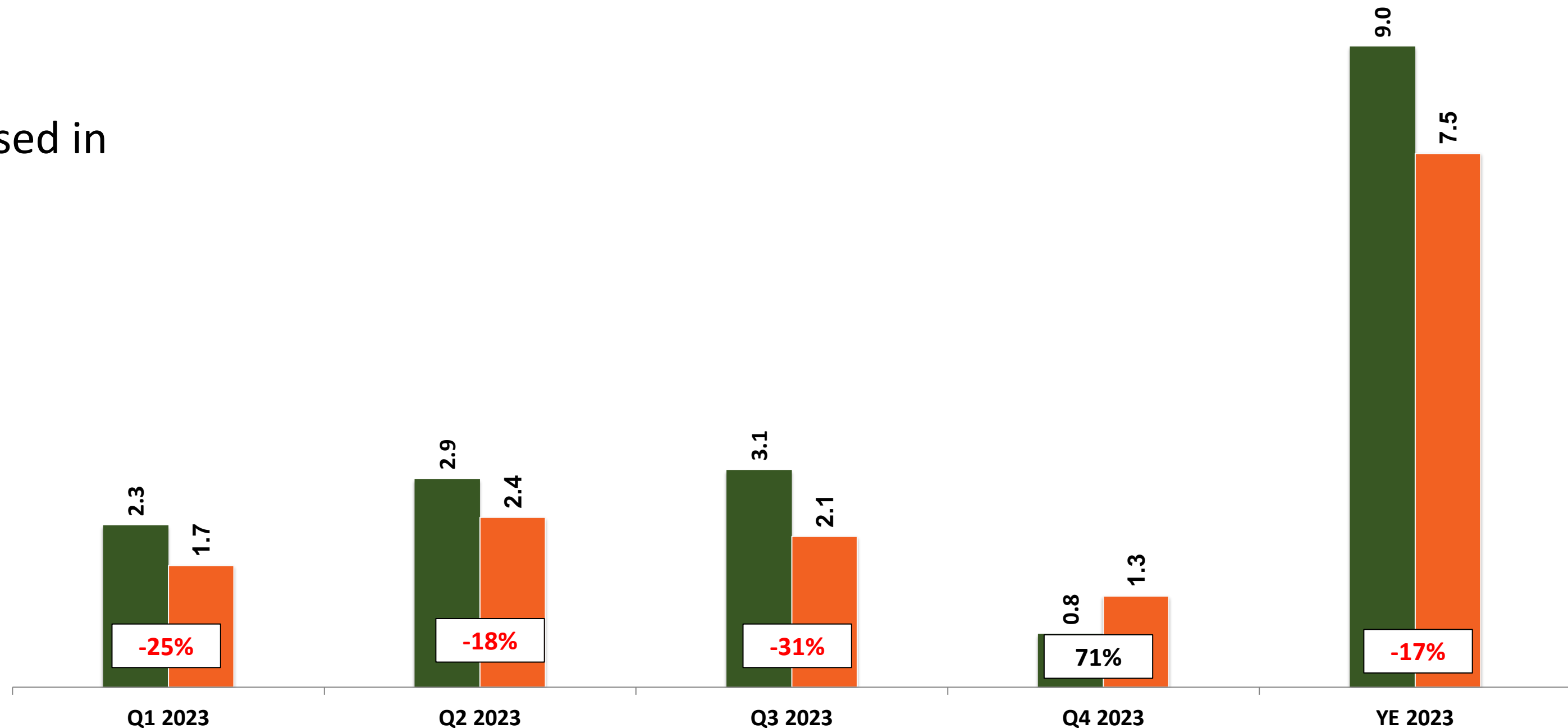
	Rank	Dollars	% Change YOY	Dollar Contribution To Cut Fruit	% Change YOY
FRUIT		\$4,536,695,777	3.4 %		
MIXED FRUIT	1	\$1,210,014,914	1.8%	26.7%	-0.4%
WATERMELONS	2	\$1,164,868,787	7.4%	25.7%	0.9%
PINEAPPLES	3	\$573,808,614	1.2%	12.6%	-0.3%
CANTALOUPE	4	\$291,895,782	0.5%	6.4%	-0.2%
SPECIALTY MELONS	5	\$142,058,983	23.2%	3.1%	0.5%
FRUIT SALAD	6	\$137,216,402	-1.8%	3.0%	-0.2%
MANGOS	7	\$131,401,873	-3.3%	2.9%	-0.2%
VA Mango Only	8	\$131,390,293	-3.3%	2.9%	-0.2%
MIXED BERRIES	9	\$117,508,683	9.1%	2.6%	0.1%
APPLES	10	\$116,448,929	-4.3%	2.6%	-0.2%
TROPICAL FRUIT MIXES	11	\$88,710,402	6.7%	2.0%	0.1%
GRAPEFRUITS	12	\$76,463,756	-17.5%	1.7%	-0.4%
STRAWBERRIES	13	\$65,813,409	2.7%	1.5%	0.0%
SPECIALTY CITRUS	14	\$14,392	-42.7%	0.0%	0.0%
VA Mango Mix	15	\$11,580	451.0%	0.0%	0.0%

Organic Performance



Quarterly Organic Volume Whole Mango

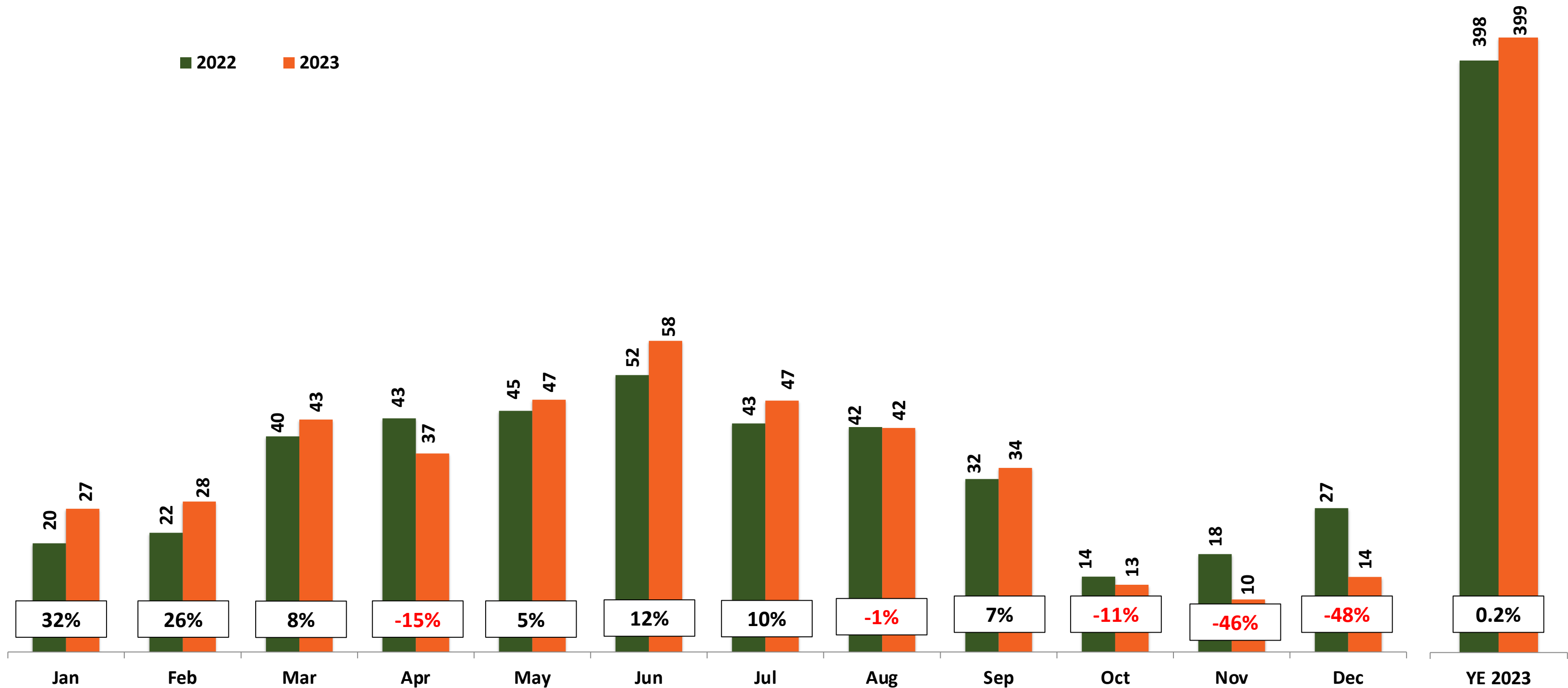
Organic volume increased in
Q3 2023



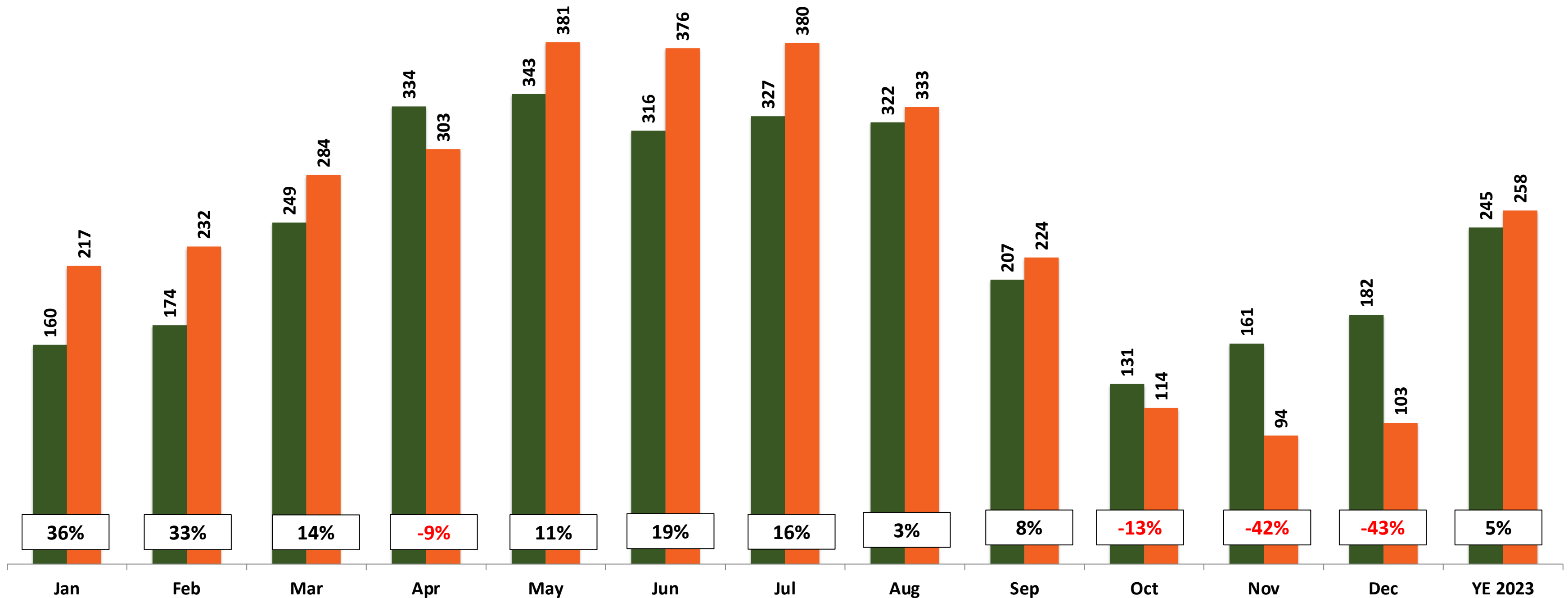
Whole Mango



Monthly Volume (Millions) Whole Mango

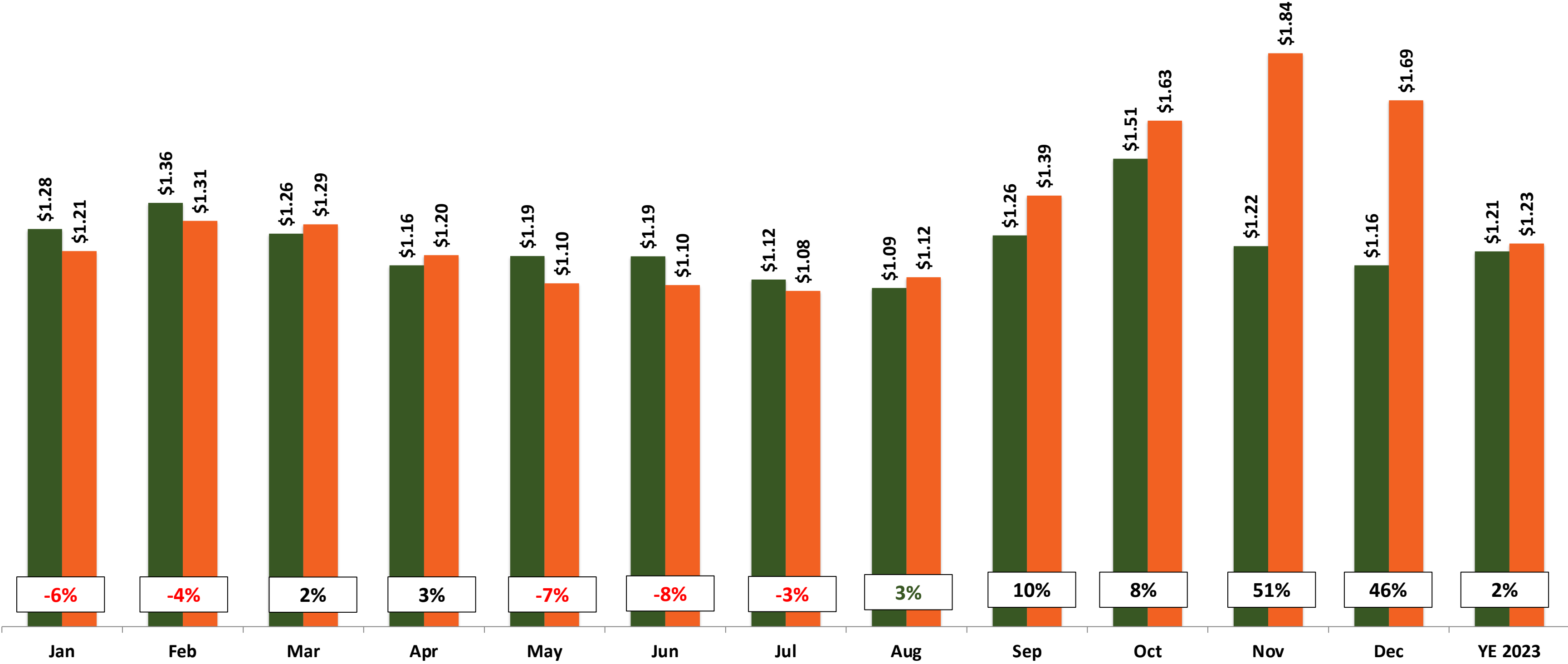


Monthly Volume Velocity Whole Mango



■ 2022 ■ 2023

Monthly Avg Unit Price Whole Mango

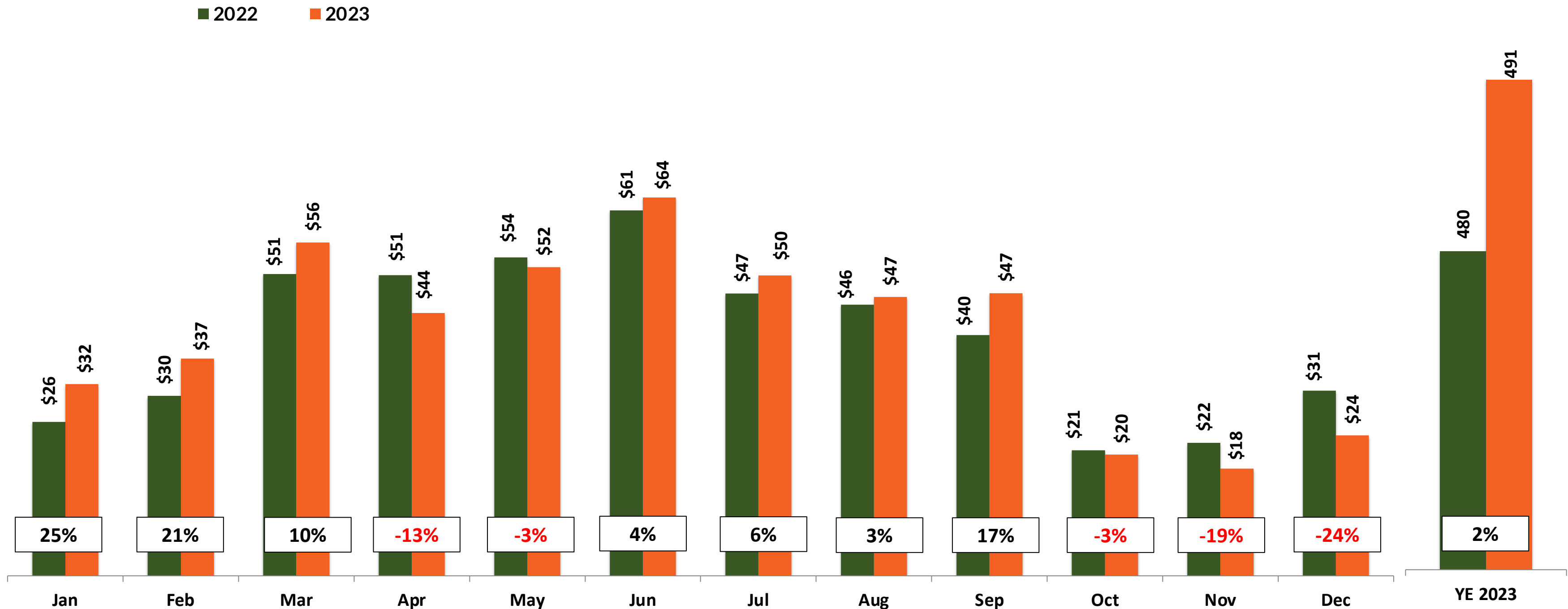


■ 2022 ■ 2023

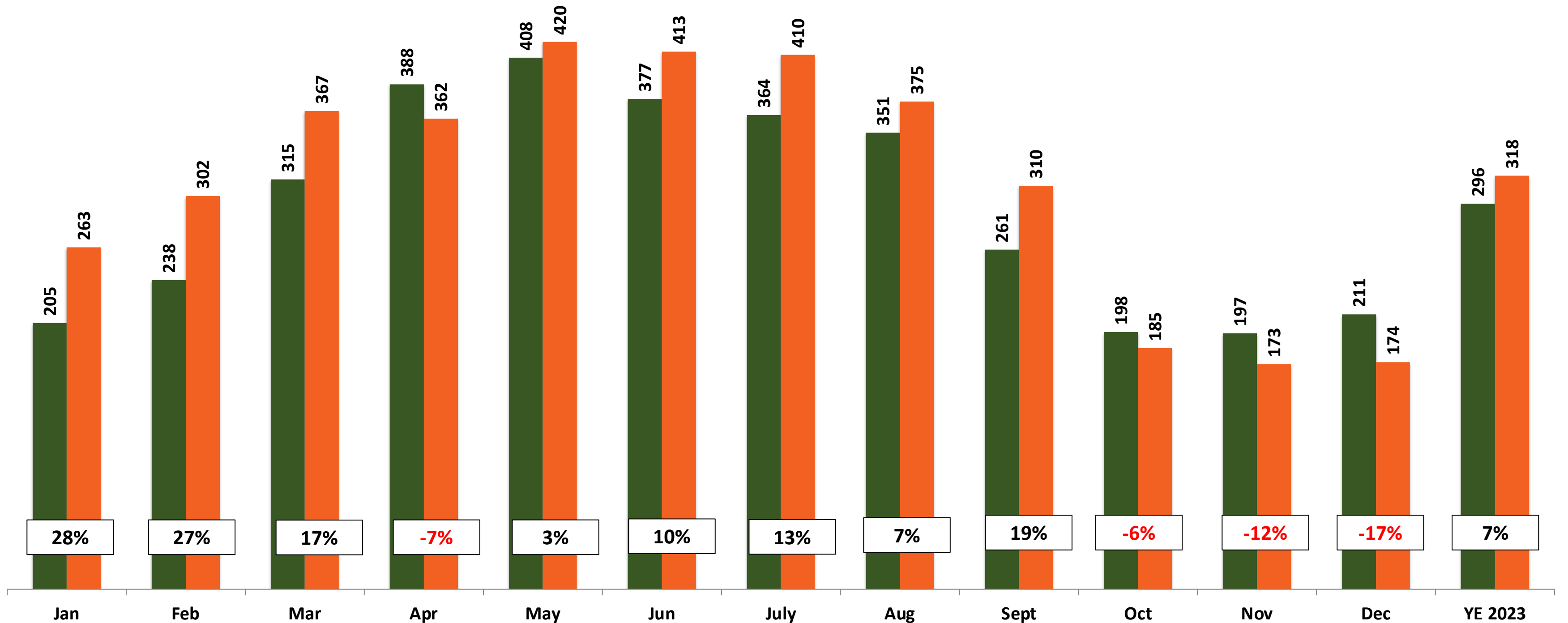


Sources: Nielsen Answers on Demand® Total US xAOC; 52 WE 12/30/2023

Monthly Dollars (Millions) Whole Mango

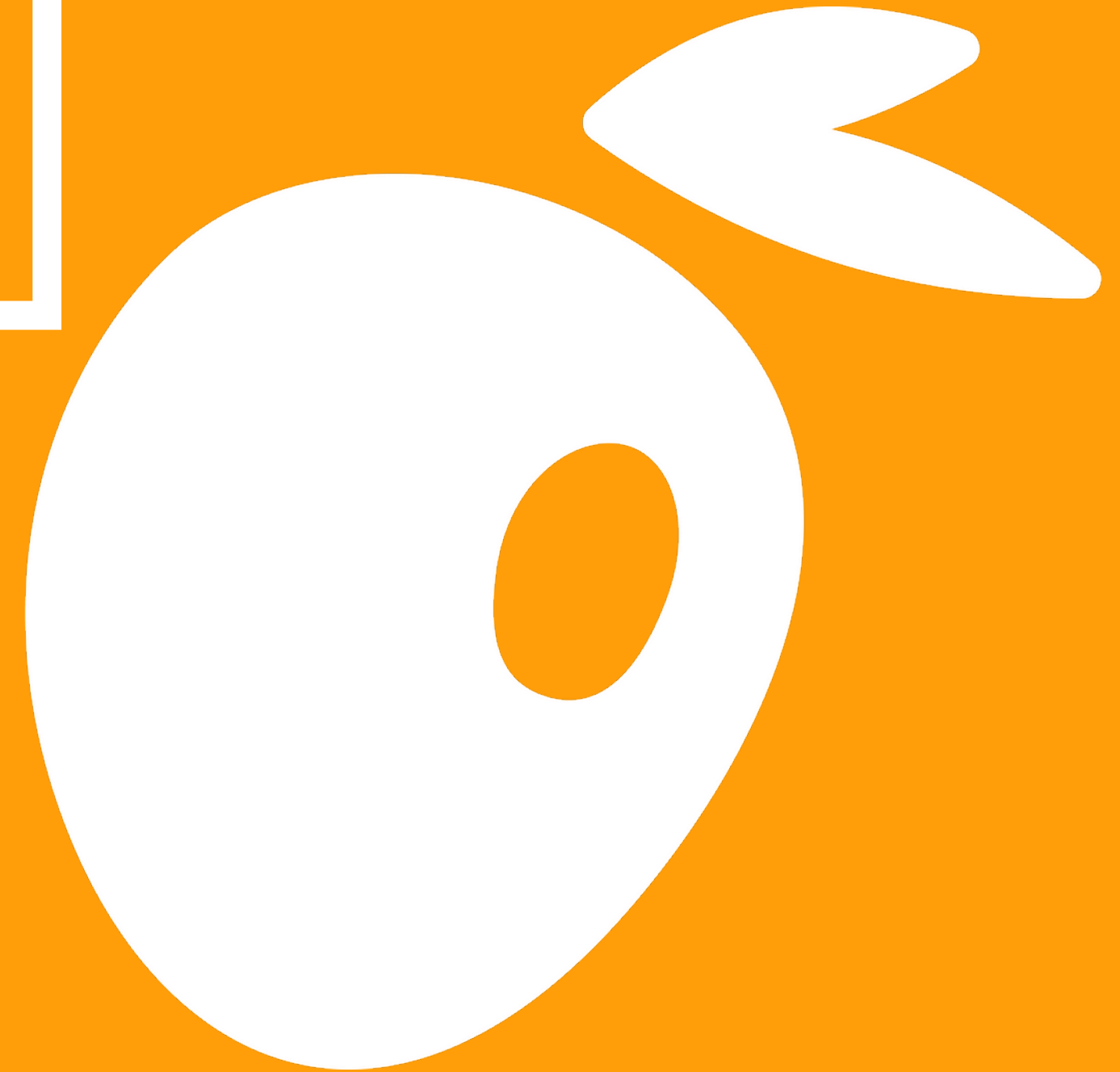


Monthly Dollar Velocity Whole Mango

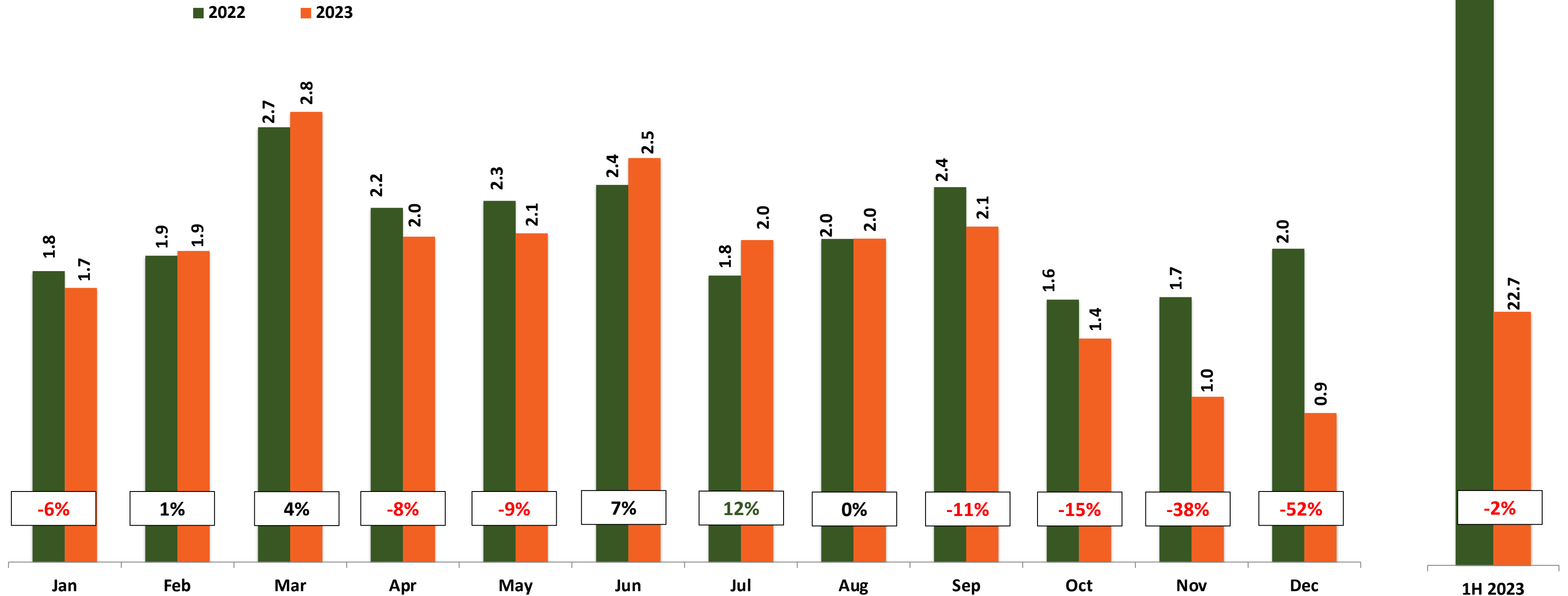


■ 2022 ■ 2023

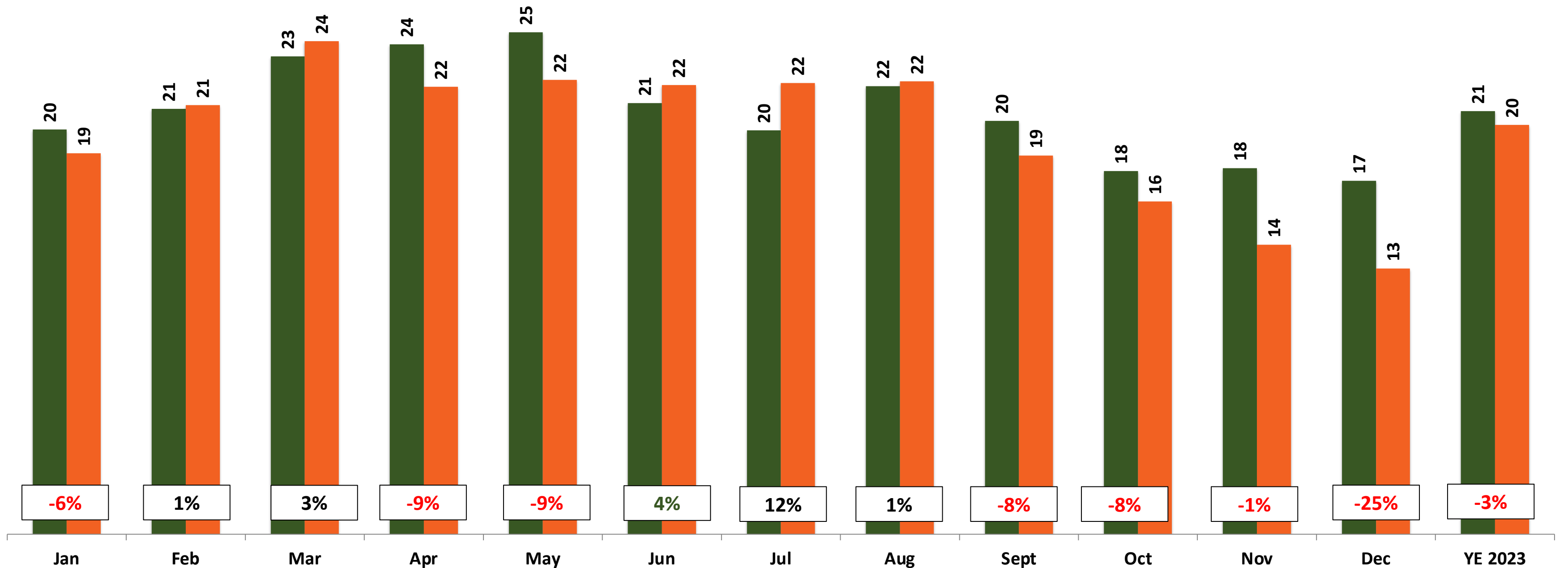
Fresh Cut Mango



Monthly Volume (Millions) Fresh Cut Mango



Monthly Volume Velocity Fresh Cut Mango

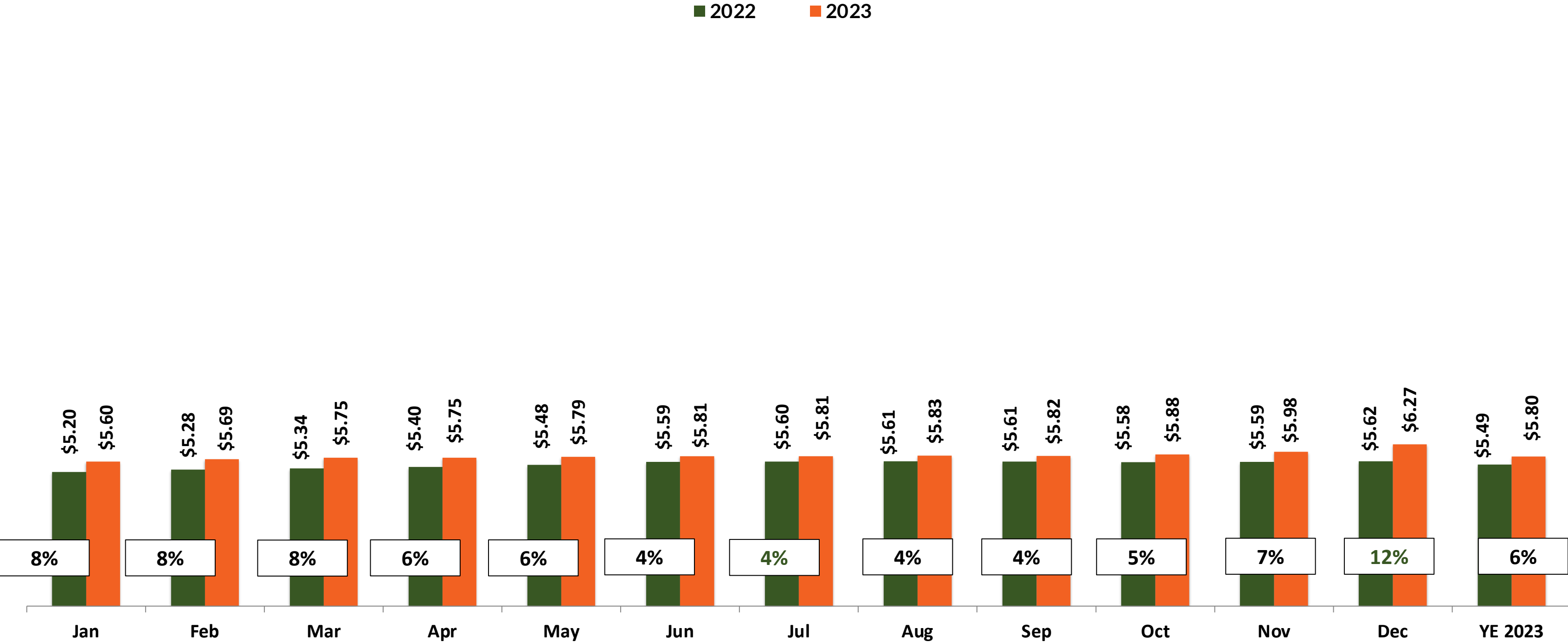


■ 2022 ■ 2023



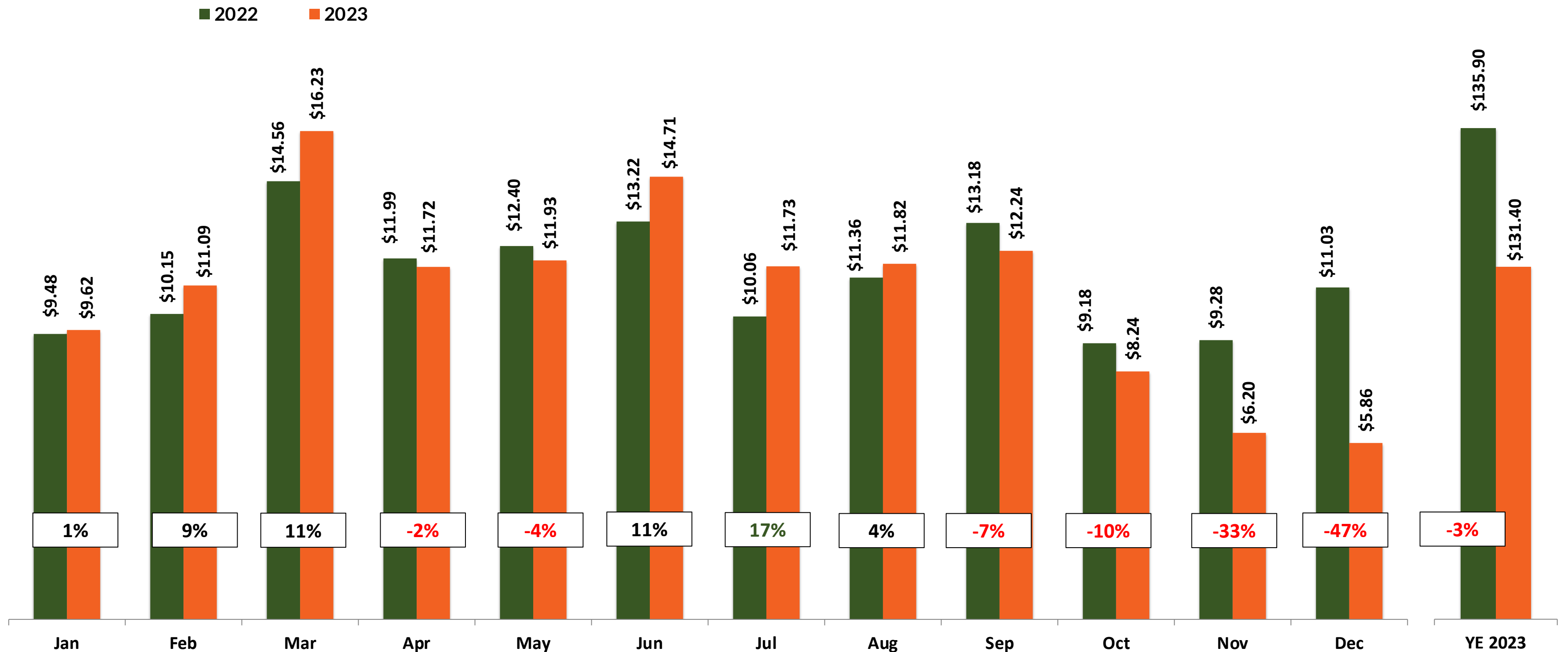
Sources: Nielsen Answers on Demand® Total US xAOC; 52 WE 12/30/2023

Monthly Avg Unit Price Fresh Cut Mango

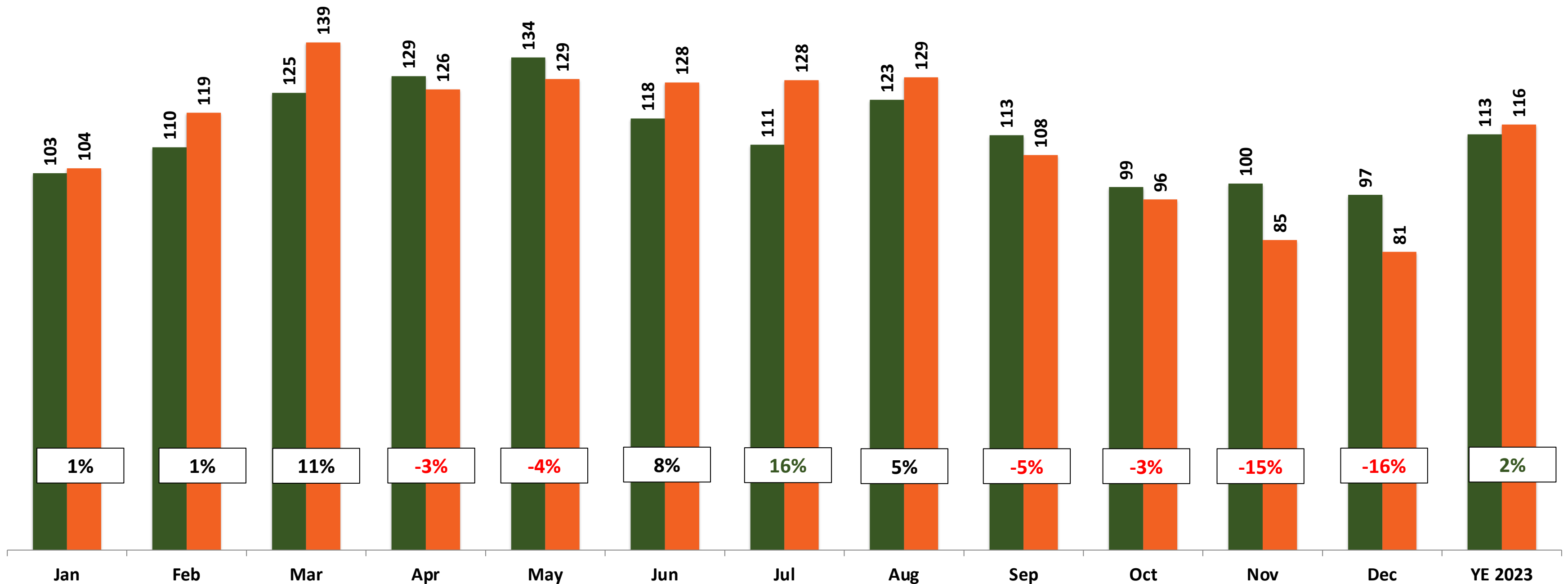


Sources: Nielsen Answers on Demand® Total US xAOC; 52 WE 12/30/2023

Monthly Dollars (Millions) Fresh Cut Mango



Monthly Dollar Velocity Fresh Cut Mango

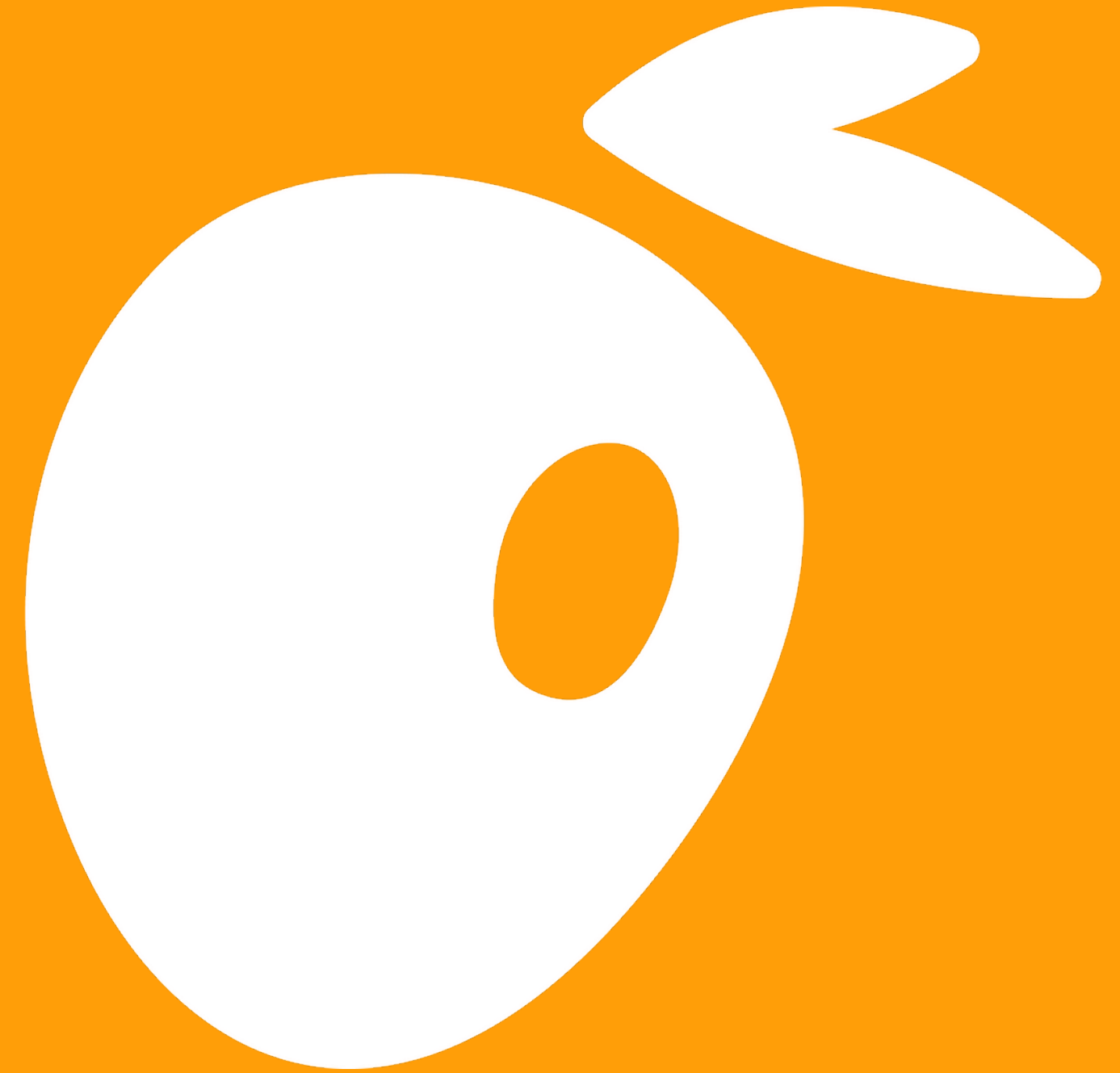


■ 2022 ■ 2023

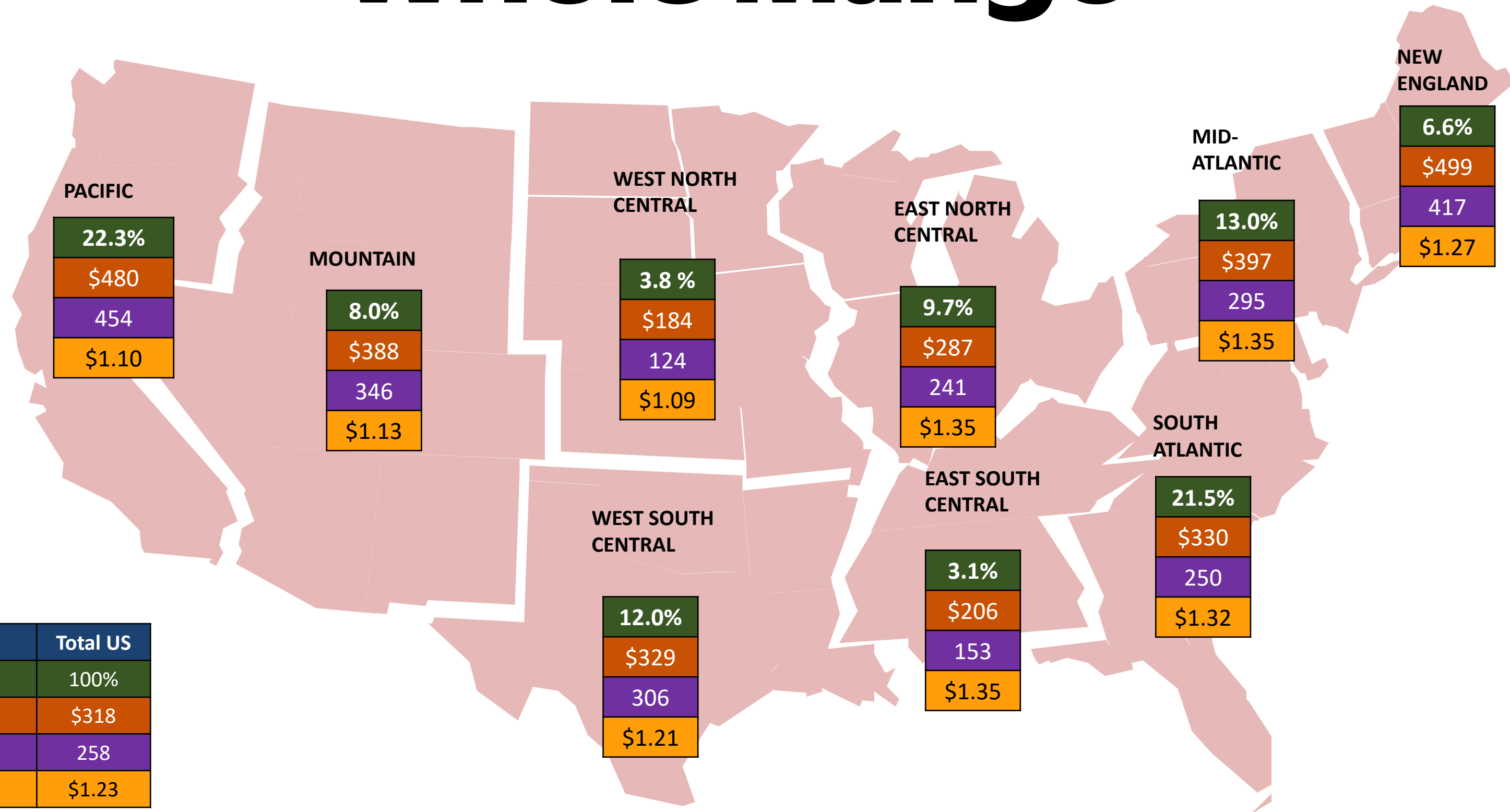


Sources: Nielsen Answers on Demand® Total US xAOC; 52 WE 12/30/2023

Regional Data



YE 2023 Performance by Region Whole Mango



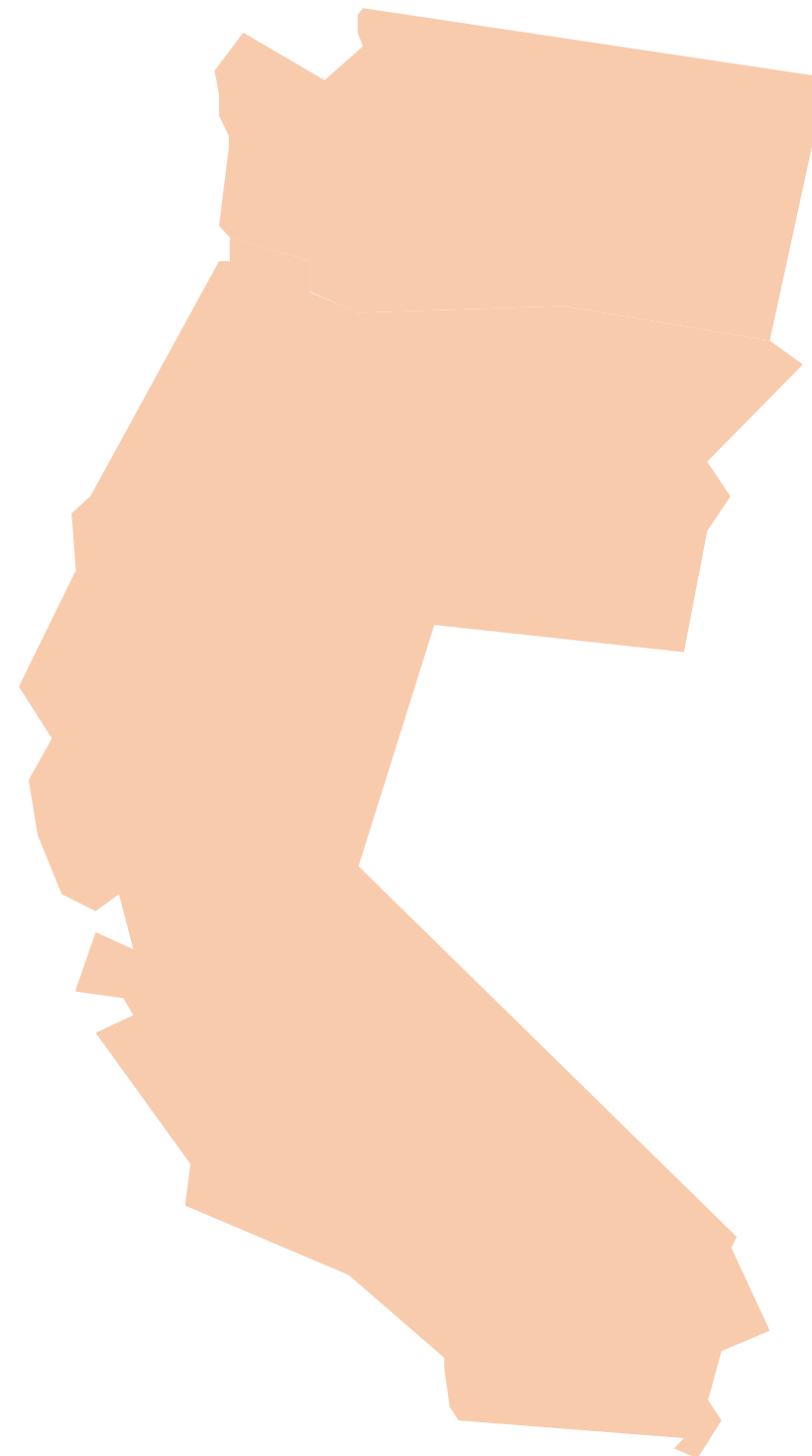
Legend	Total US
Dollars Contribution	100%
Dollar Velocity	\$318
Volume Velocity	258
Average Retail Price	\$1.23

Regional Overview YE 2023

Legend	Total US
Dollars Contribution	100 %
Dollar Velocity	\$318
Volume Velocity	258
Average Retail Price	\$1.23

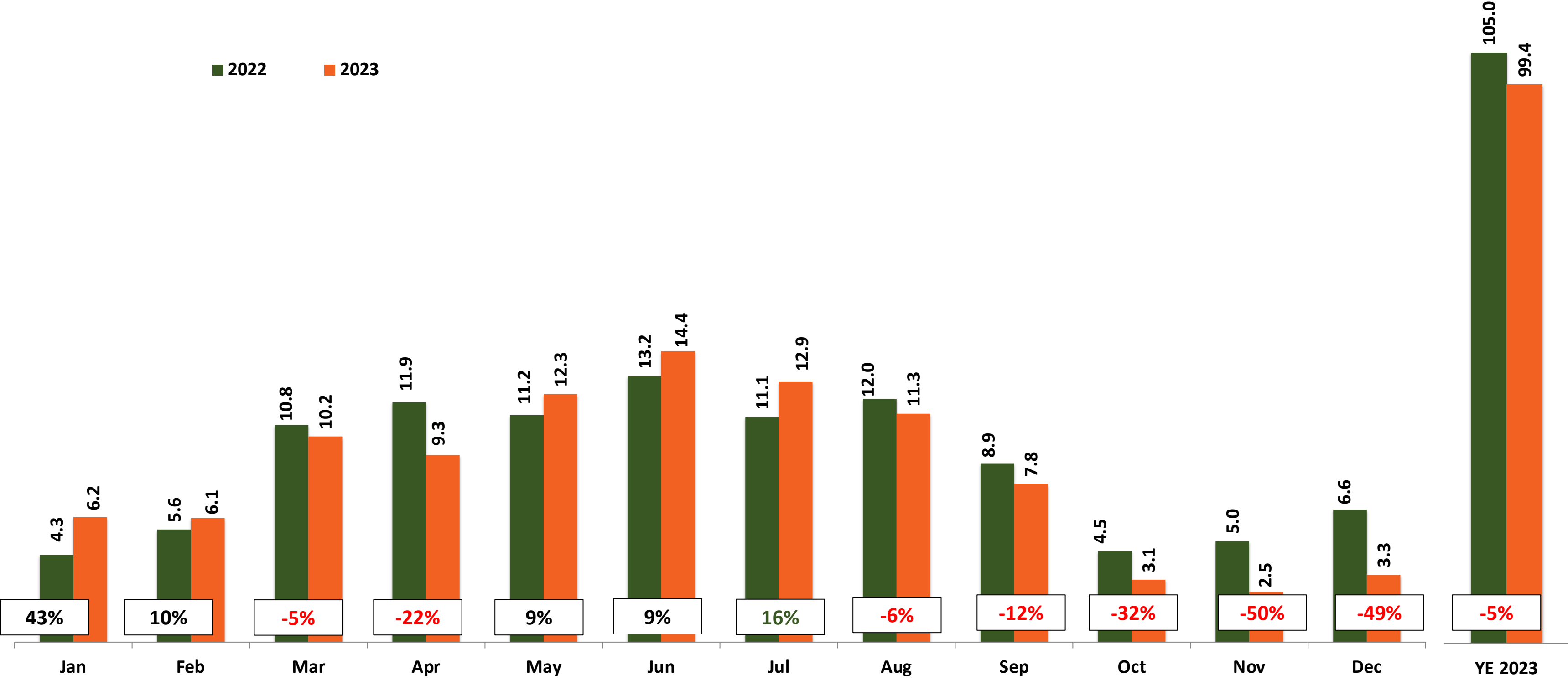
PACIFIC

California
Oregon
Washington



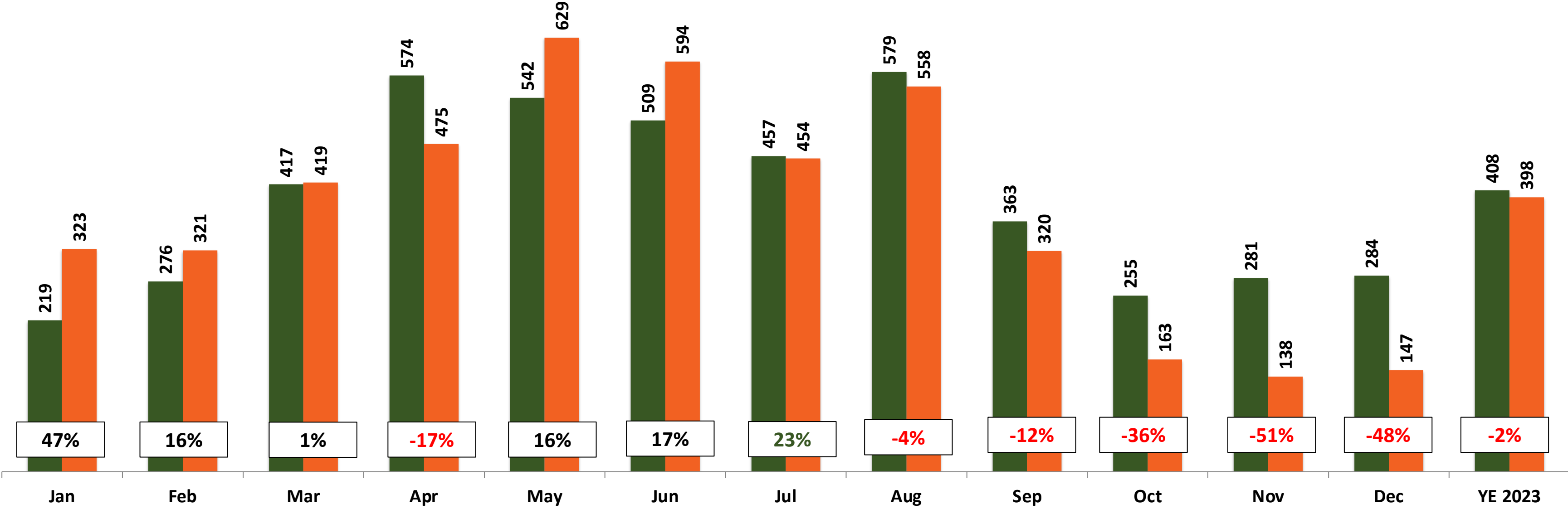
Legend	Pacific
Dollars Contribution	22.3%
Dollar Velocity	\$438
Volume Velocity	398
Average Retail Price	\$1.10

Pacific Monthly Mango Volume (Millions)



Sources: Nielsen Answers on Demand® Total US xAOC; 52 WE 12/30/2023

Pacific Monthly Mango Volume Velocity



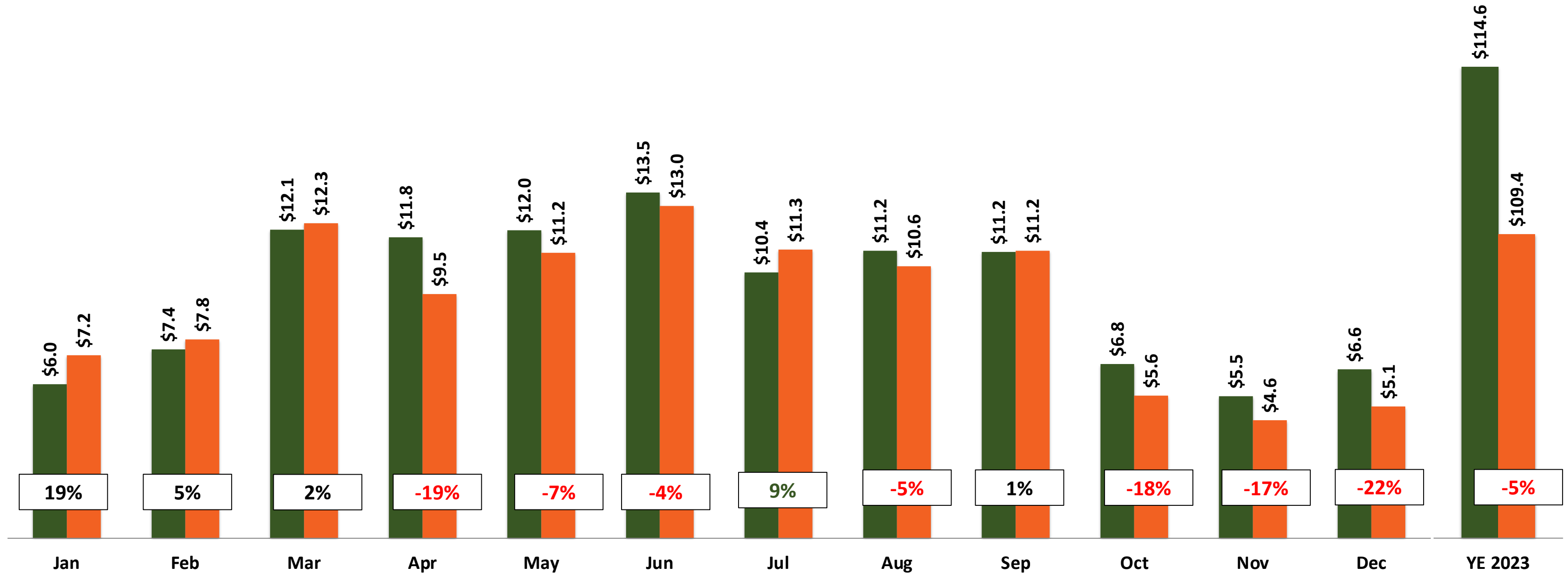
■ 2022 ■ 2023



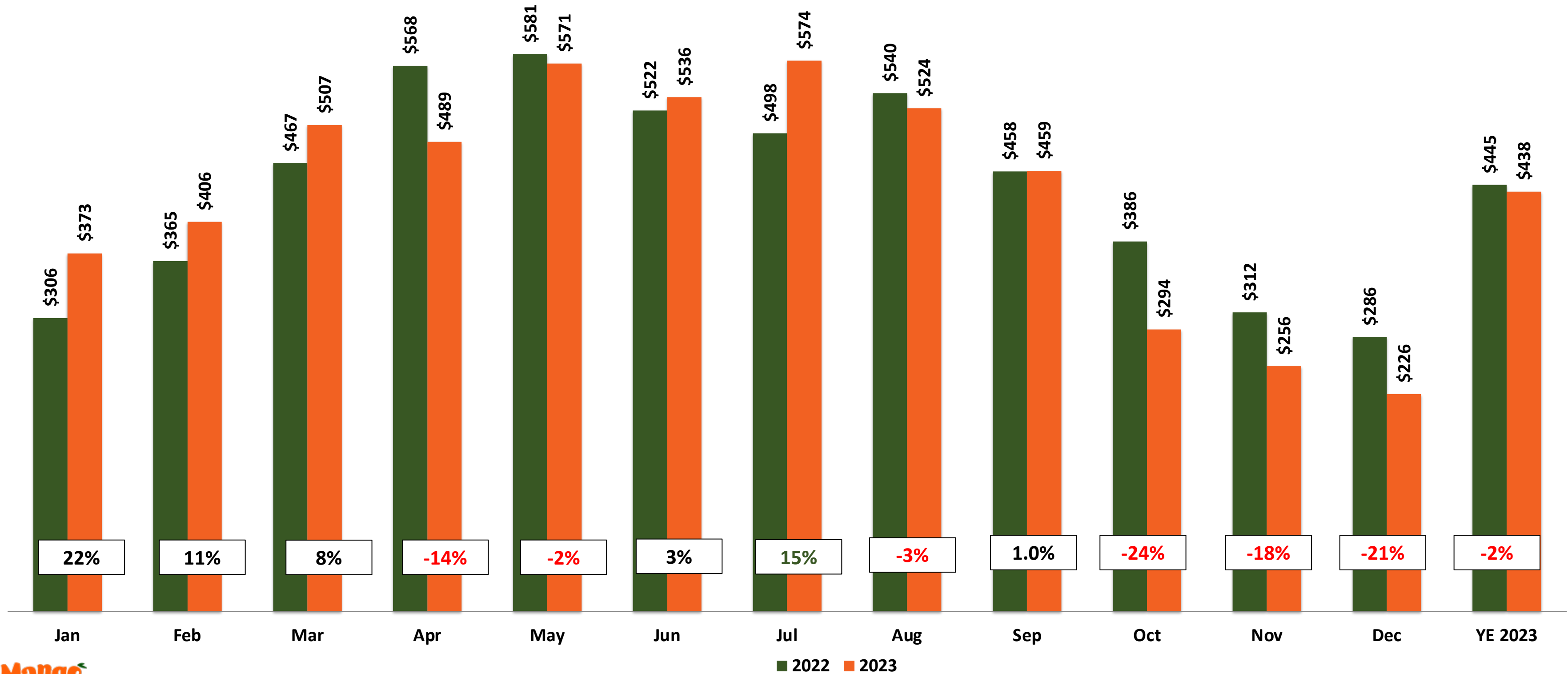
Sources: Nielsen Answers on Demand® Total US xAOC; 52 WE 12/30/2023

Pacific Monthly Mango Sales (Millions)

■ 2022 ■ 2023



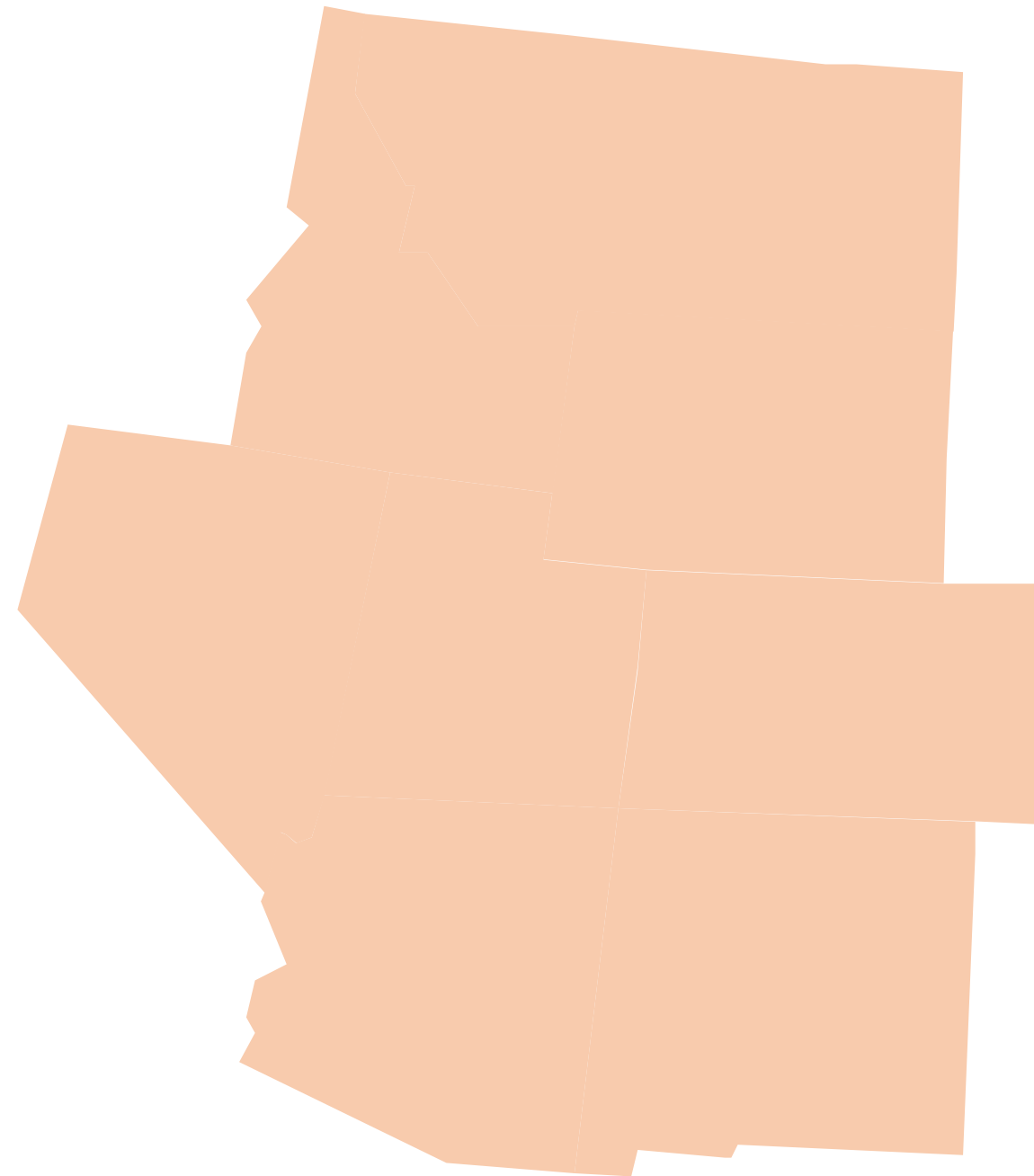
Pacific Monthly Mango Dollar Velocity



Regional Overview YE 2023

Mountain

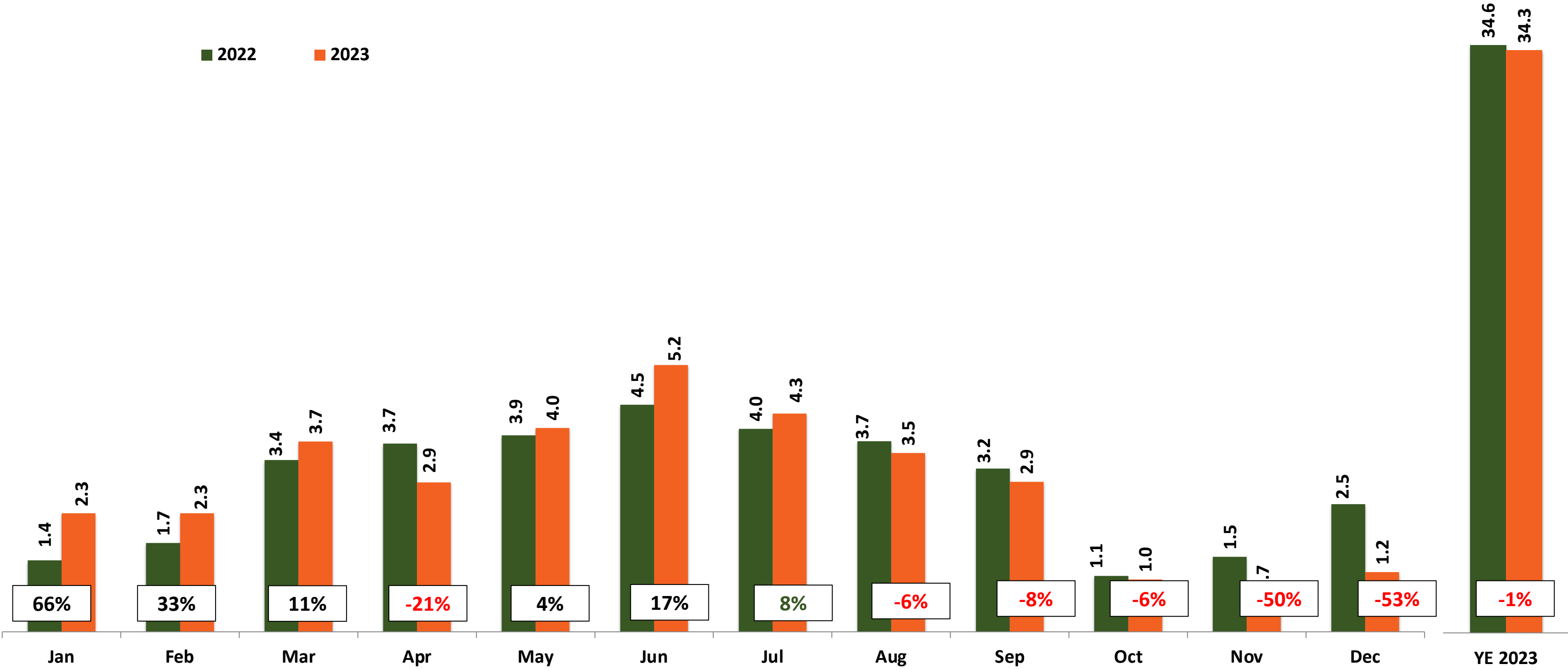
Nevada Montana
 Idaho Colorado
 Utah Wyoming
 Arizona New Mexico



Legend	Total US
Dollars Contribution	100%
Dollar Velocity	\$318
Volume Velocity	258
Average Retail Price	\$1.23

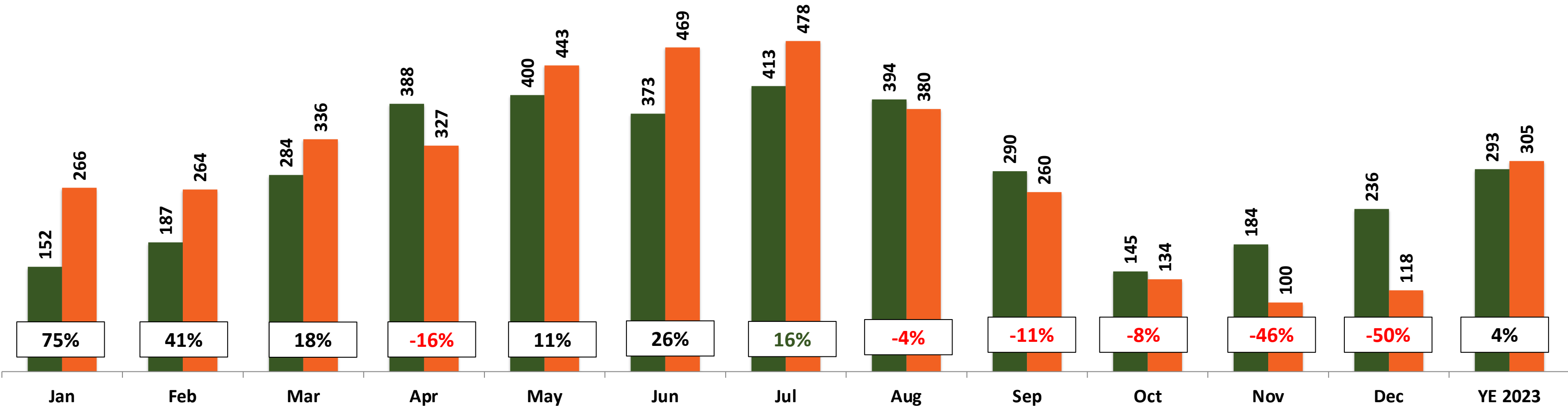
Legend	Mtn
Dollars Contribution	8.0%
Dollar Velocity	\$351
Volume Velocity	305
Average Retail Price	\$1.15

Mountain Monthly Mango Volume (Millions)



Sources: Nielsen Answers on Demand® Total US xAOC; 52 WE 12/30/2023

Mountain Monthly Mango Volume Velocity

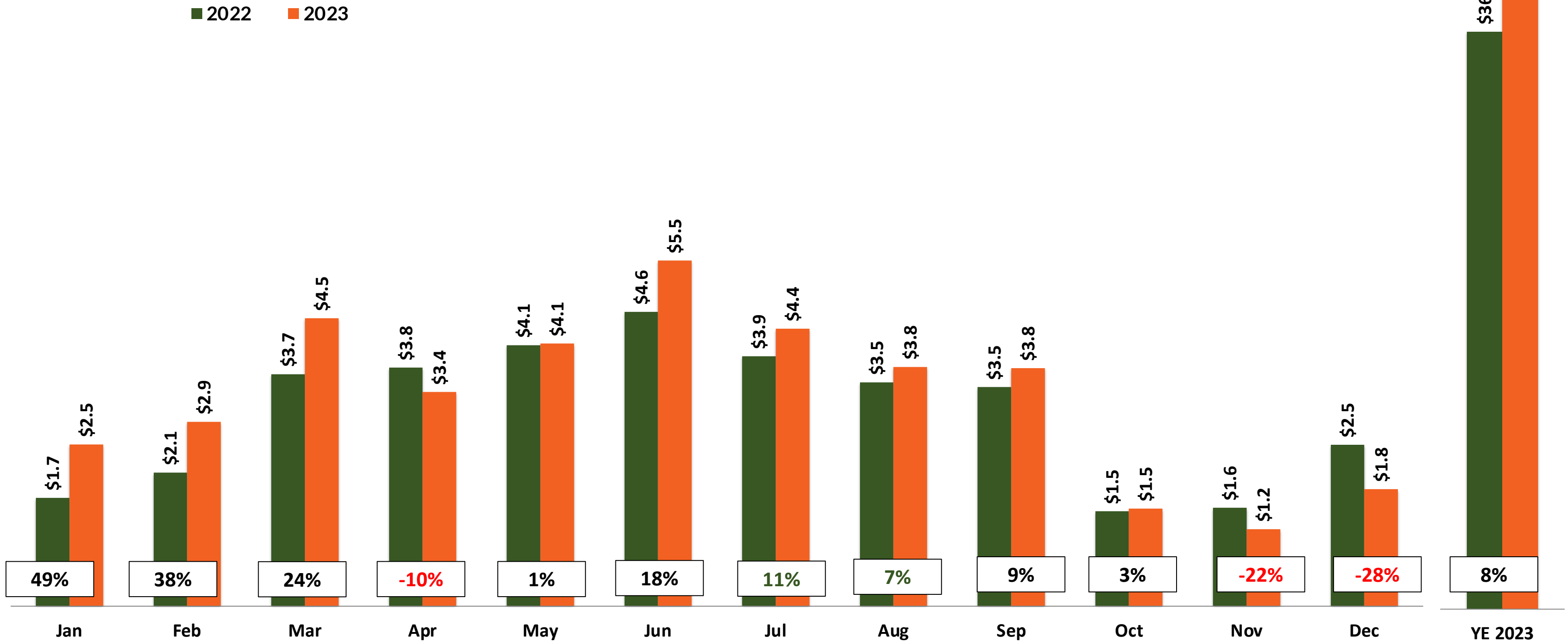


■ 2022 ■ 2023

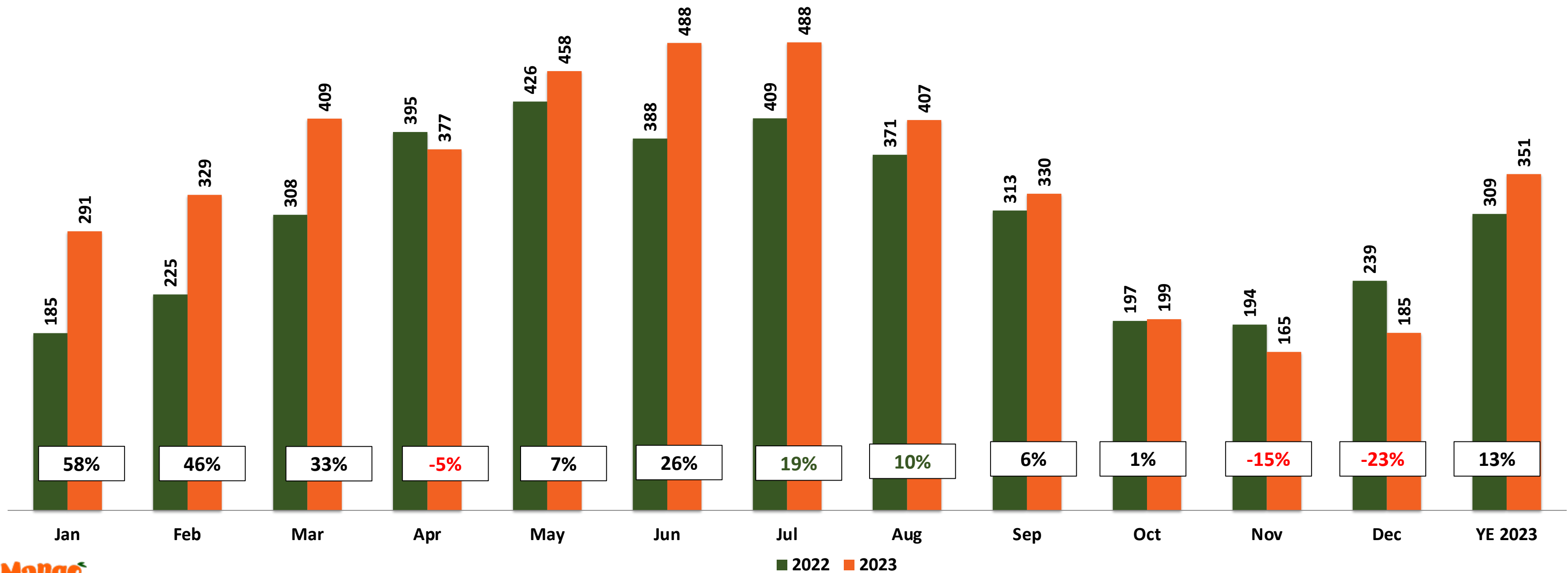


Sources: Nielsen Answers on Demand® Total US xAOC; 52 WE 12/30/2023

Mountain Monthly Mango Sales (Millions)



Mountain Monthly Mango Dollar Velocity



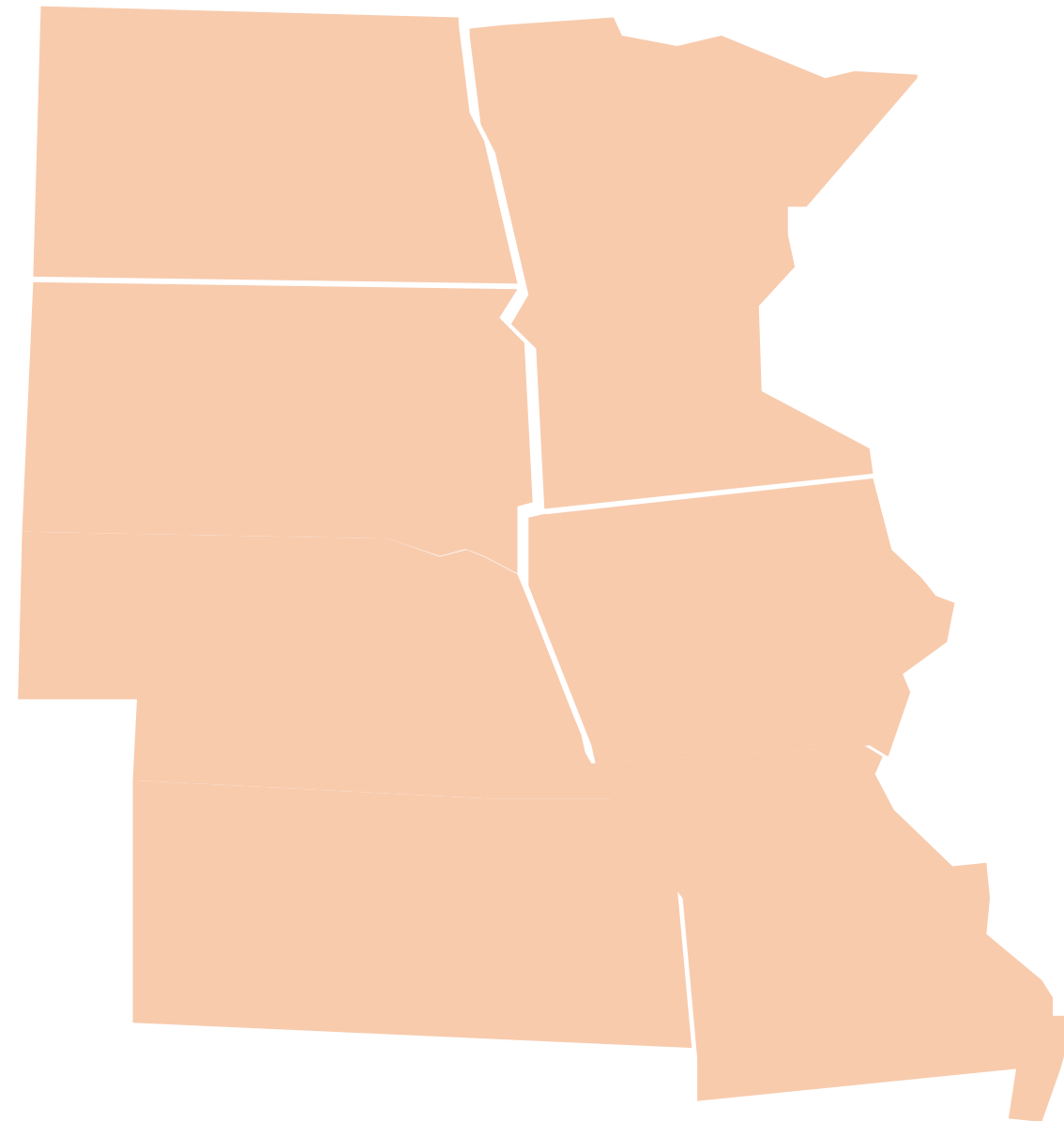
■ 2022 ■ 2023

Regional Overview YE 2023

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Volume Velocity	258
Average Retail Price	\$1.23

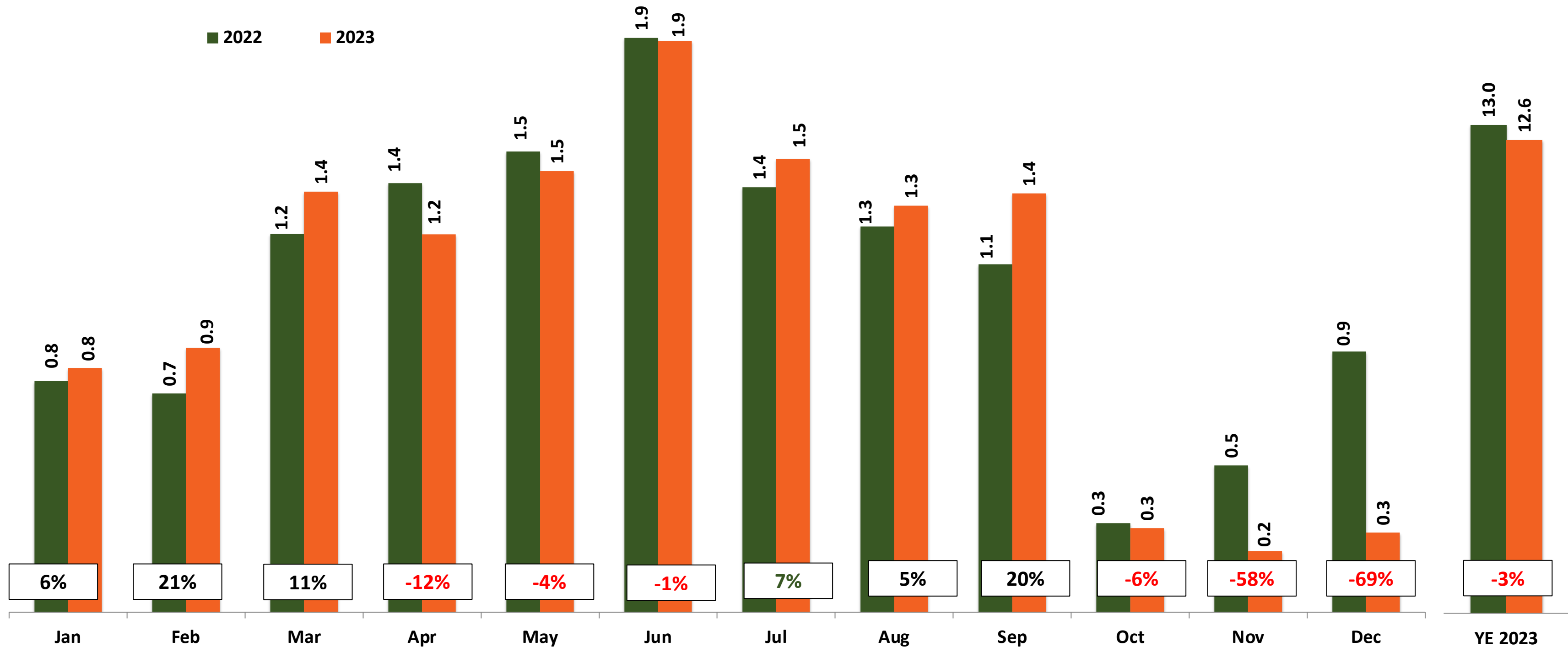
West North Central

North Dakota
 South Dakota
 Nebraska
 Kansas
 Minnesota
 Iowa
 Missouri

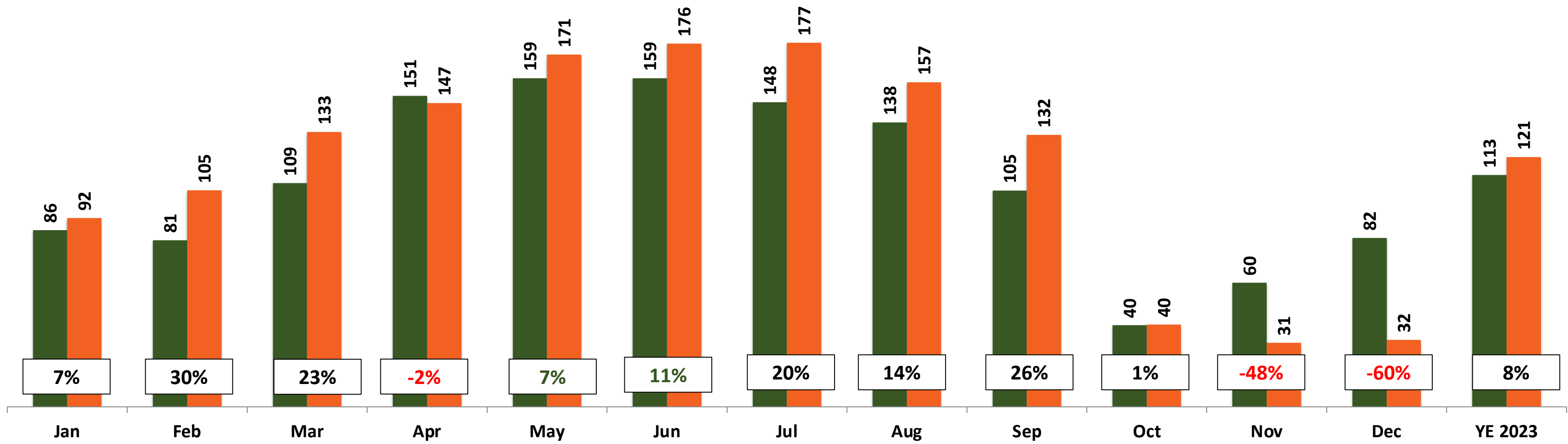


Legend	WNC
Dollars Contribution	3.8%
Dollar Velocity	\$180
Volume Velocity	121
Average Retail Price	\$1.49

West North Central Monthly Mango Volume (Millions)



West North Central Monthly Mango Volume Velocity

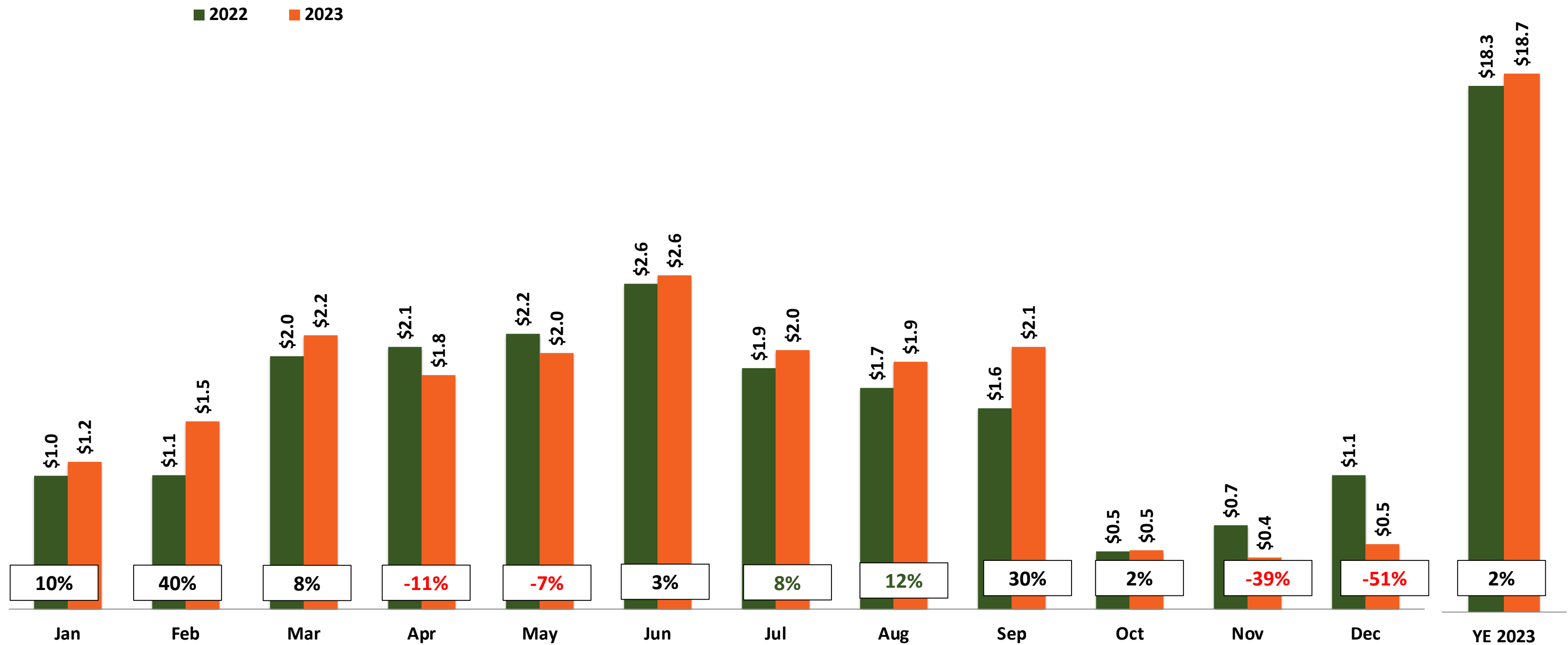


■ 2022 ■ 2023

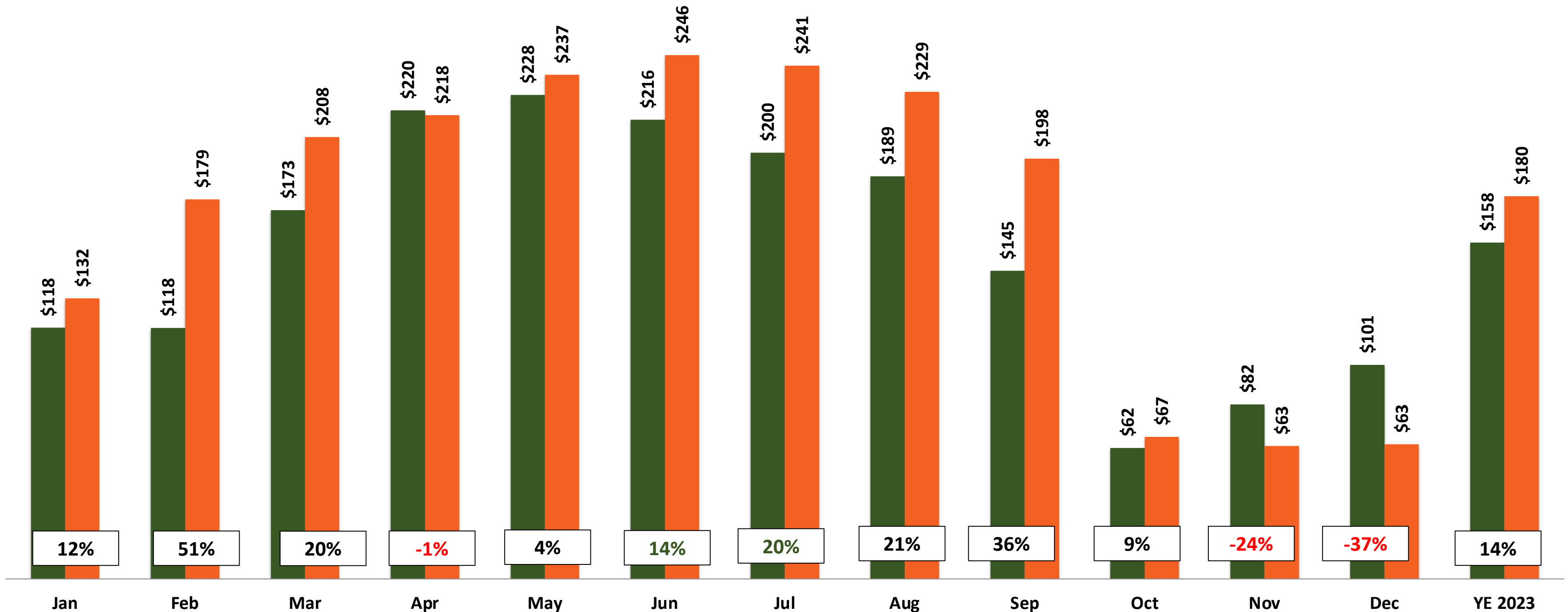


Sources: Nielsen Answers on Demand® Total US xAOC; 52 WE 12/30/2023

West North Central Monthly Mango Sales (Millions)



West North Central Monthly Mango Dollar Velocity

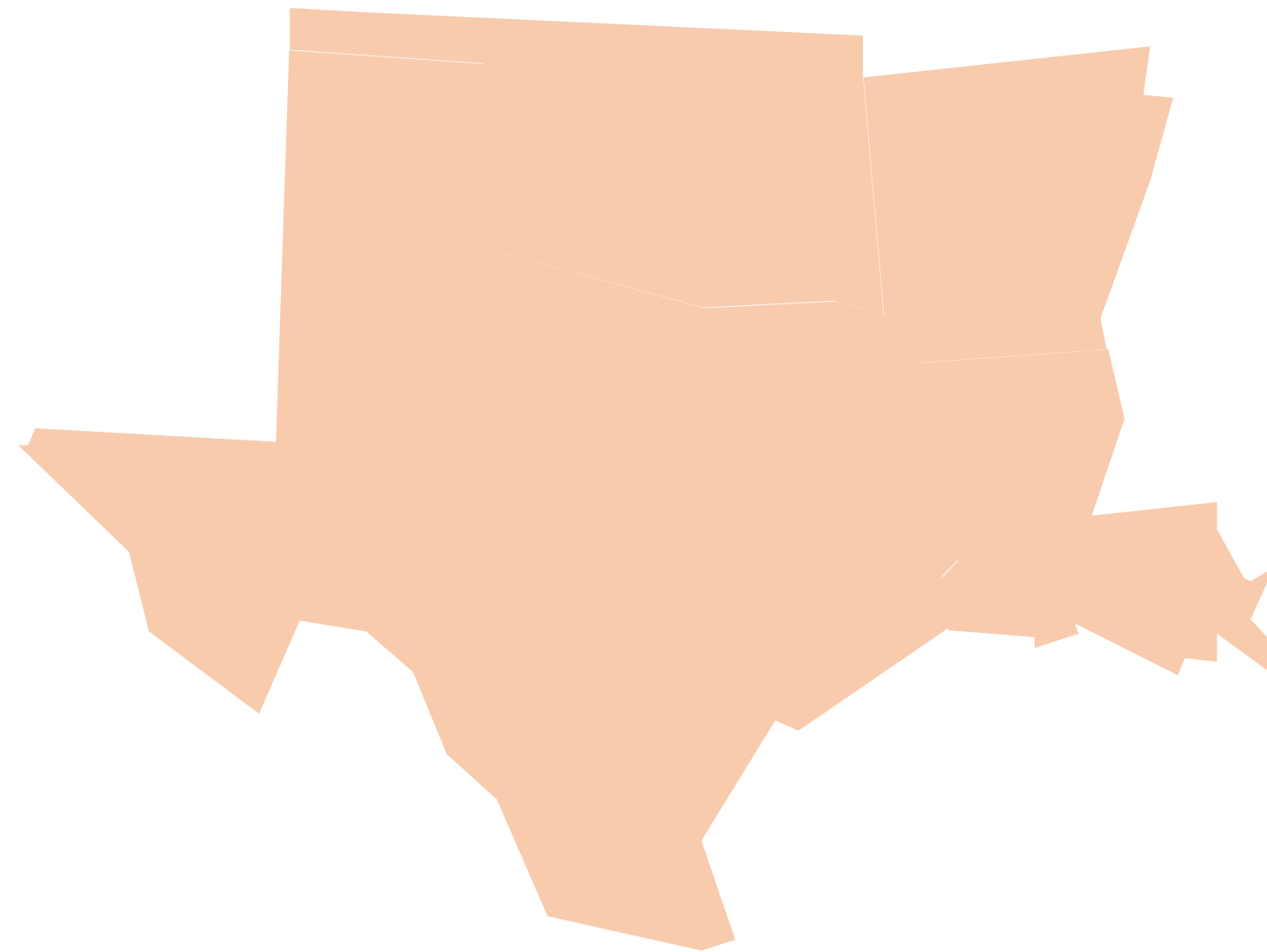


■ 2022 ■ 2023

Regional Overview YE 2023

West South Central

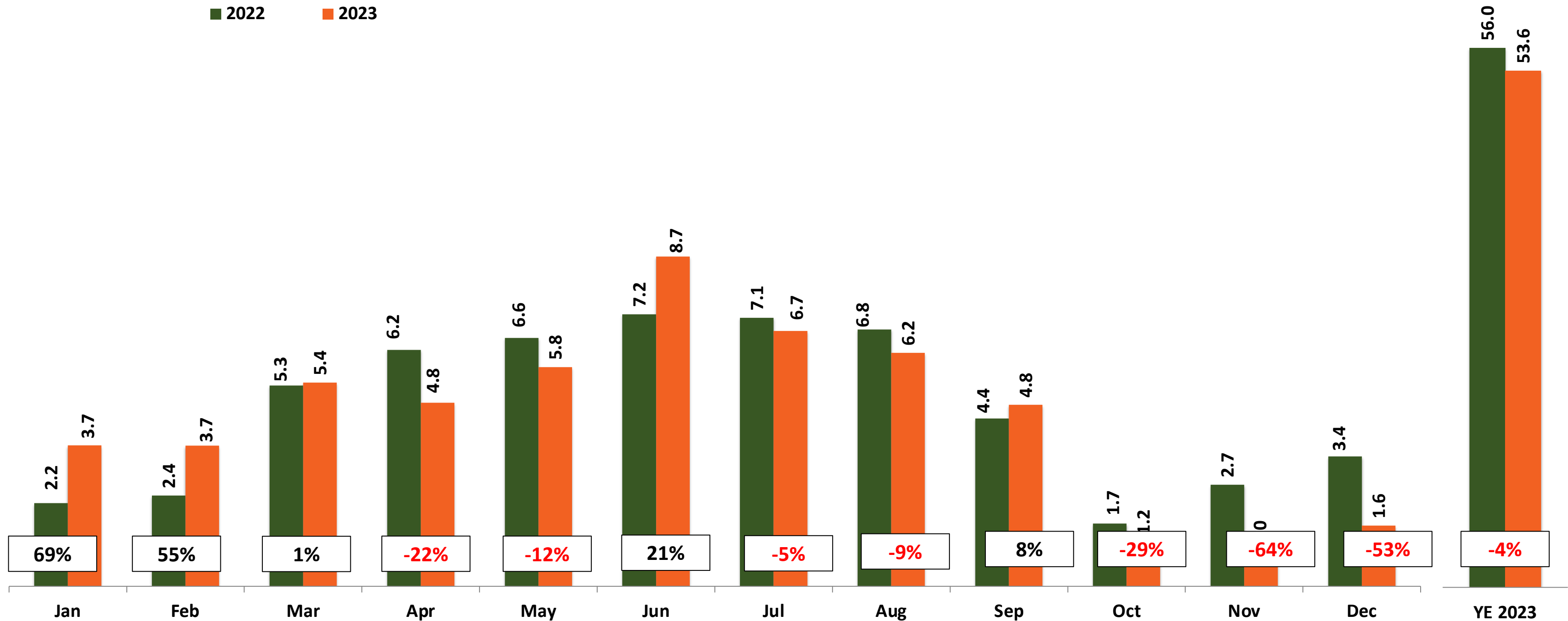
Oklahoma
Texas
Arkansas
Louisiana



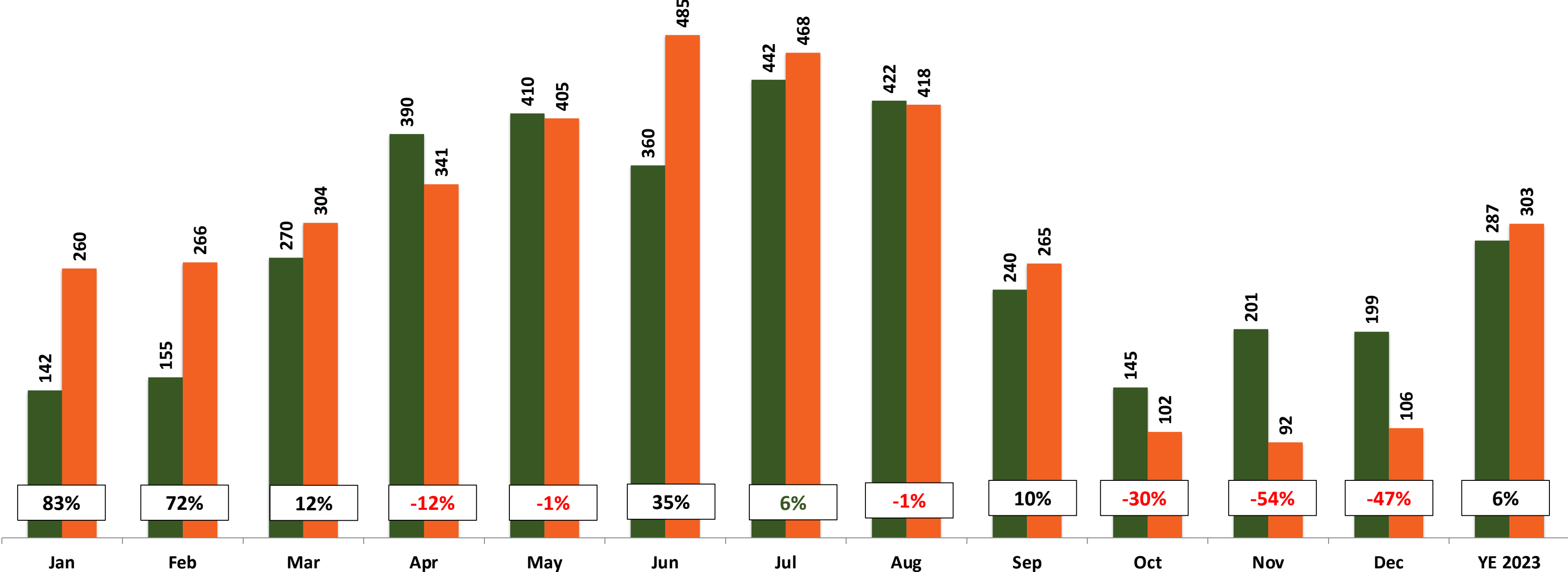
Legend	Total US
Dollars Contribution	100 %
Dollar Velocity	\$318
Volume Velocity	258
Average Retail Price	\$1.23

Legend	WSC
Dollars Contribution	12.0%
Dollar Velocity	\$332
Volume Velocity	303
Average Retail Price	\$1.10

West South Central Monthly Mango Volume (Millions)



West South Central Monthly Mango Volume Velocity

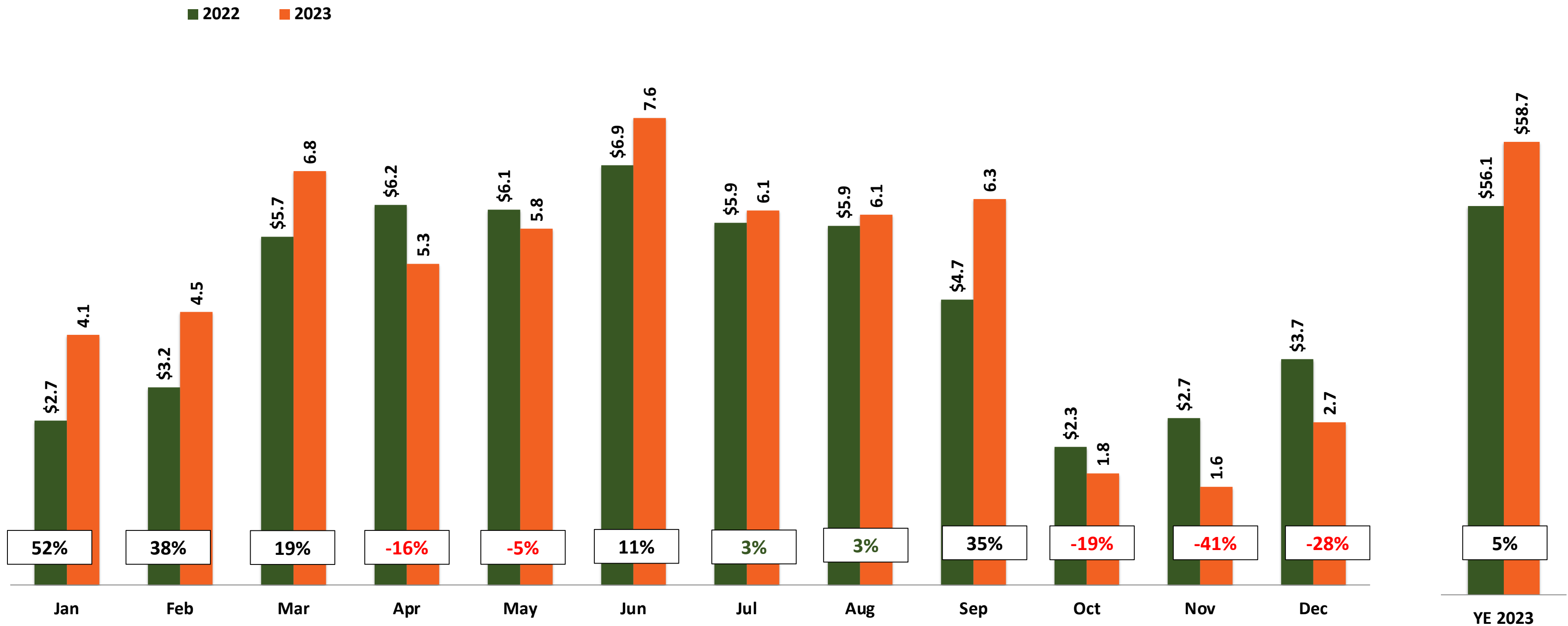


■ 2022 ■ 2023

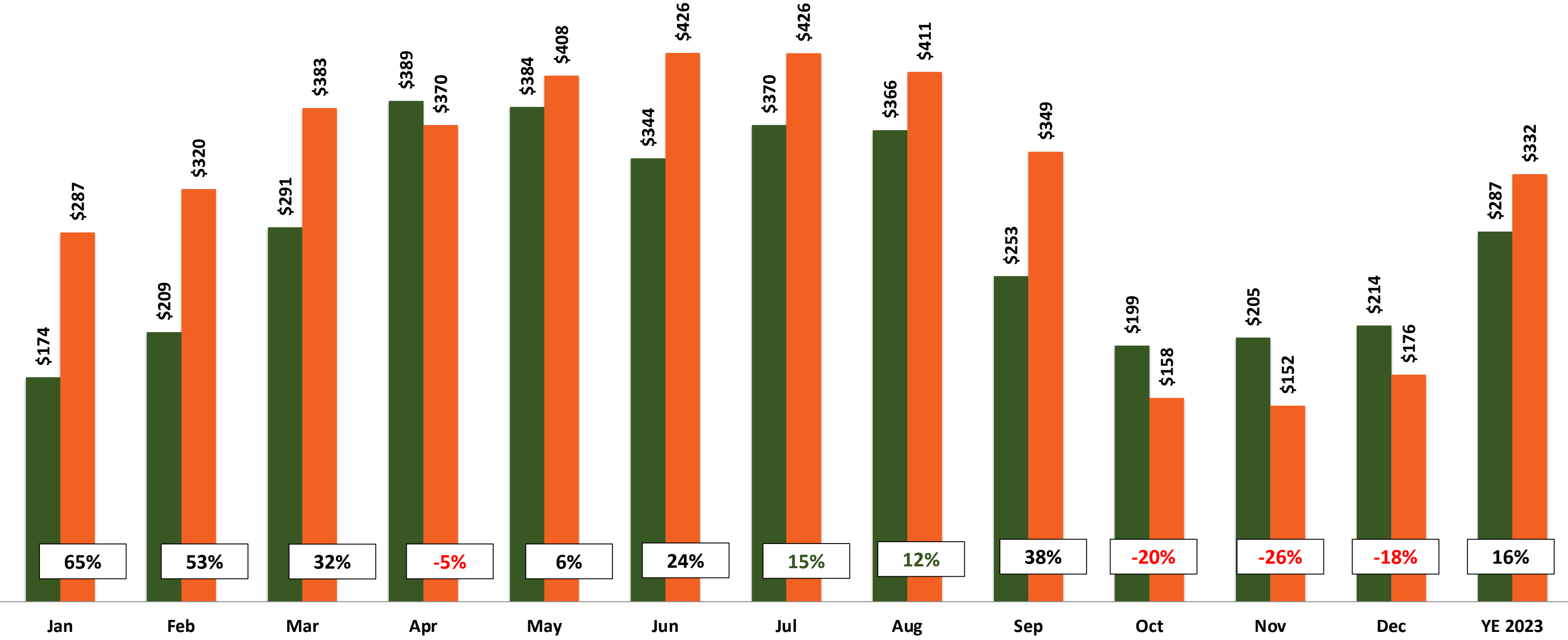


Sources: Nielsen Answers on Demand® Total US xAOC; 52 WE 12/30/2023

West South Central Monthly Mango Sales (Millions)



West South Central Monthly Mango Dollar Velocity



■ 2022 ■ 2023



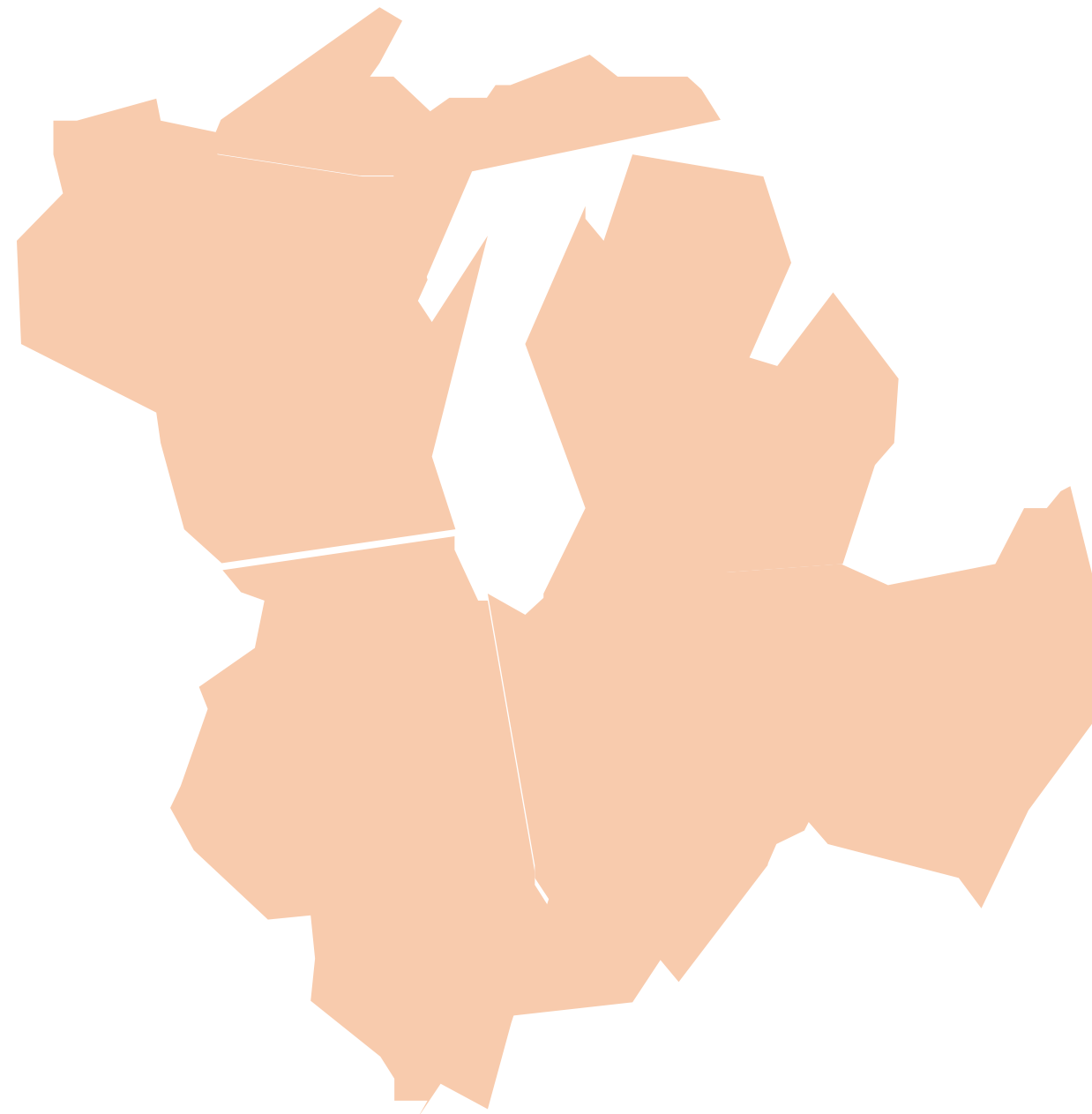
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Regional Overview YE 2023

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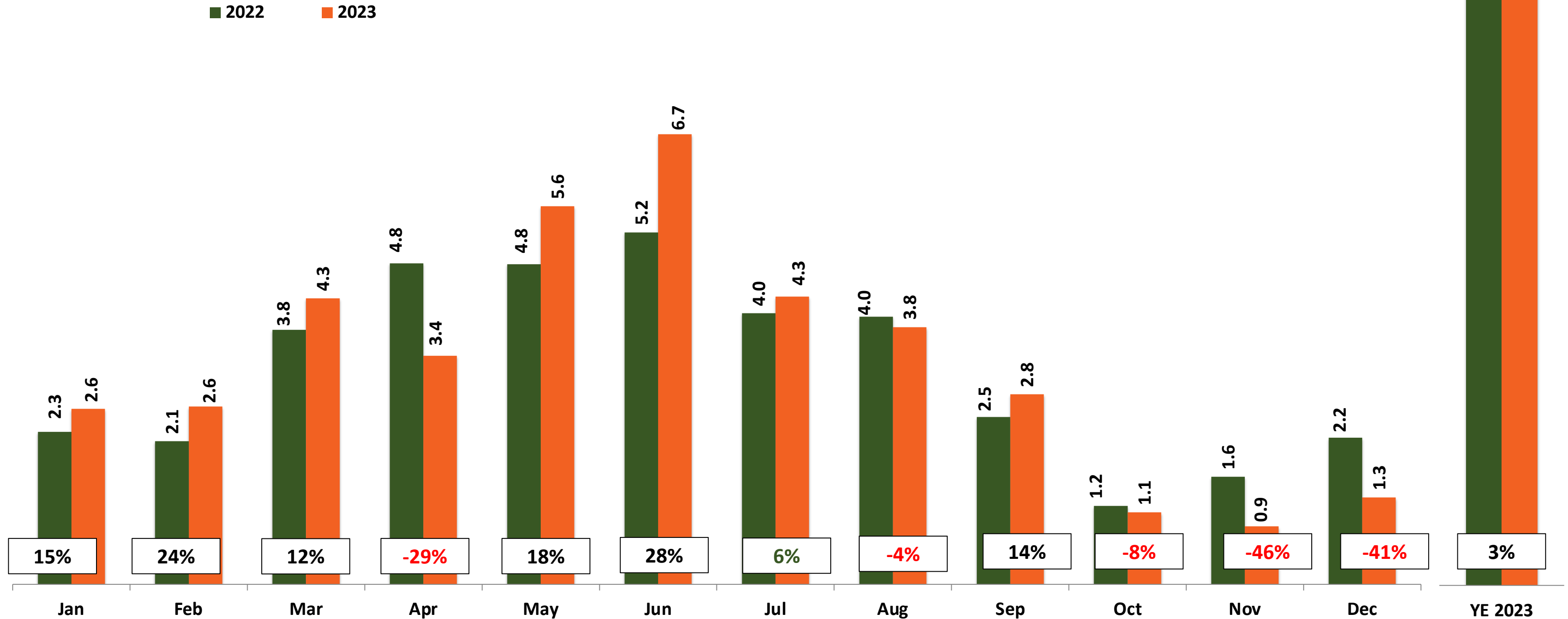
East North Central

Oklahoma
Texas
Arkansas
Louisiana

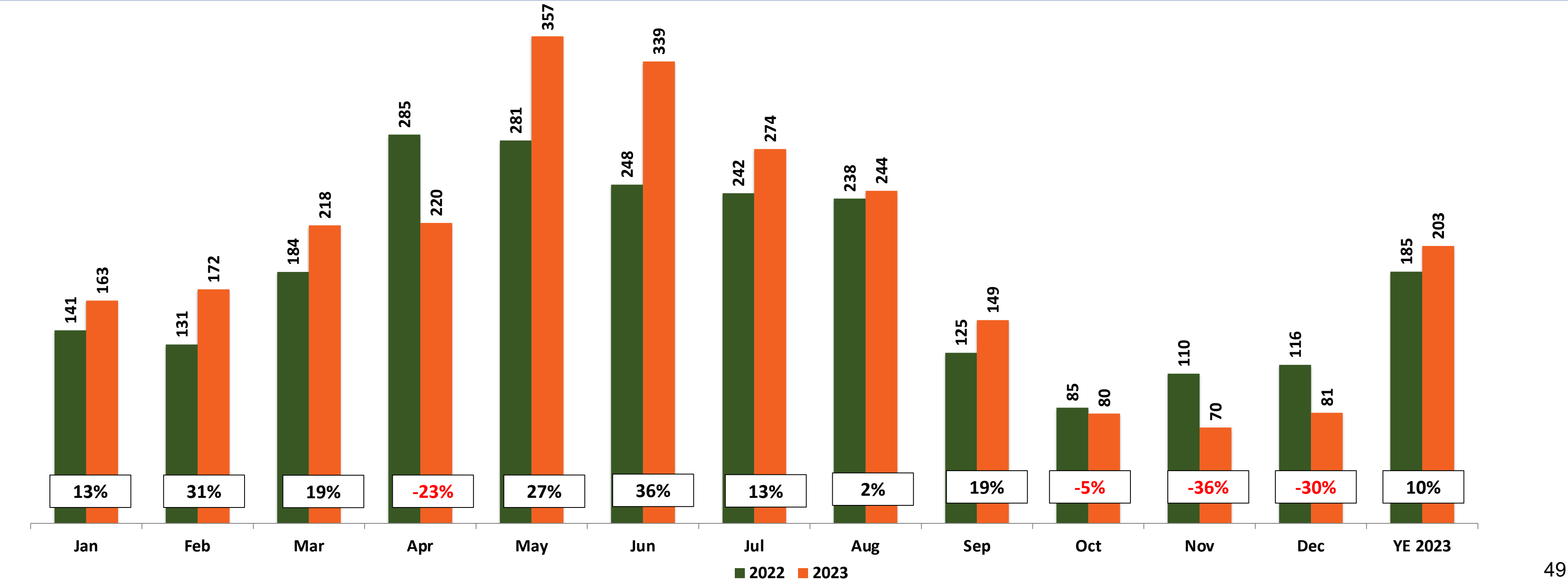


Legend	ENC
Dollars Contribution	9.7%
Dollar Velocity	\$247
Volume Velocity	203
Average Retail Price	\$1.21

East North Central Monthly Mango Volume (Millions)

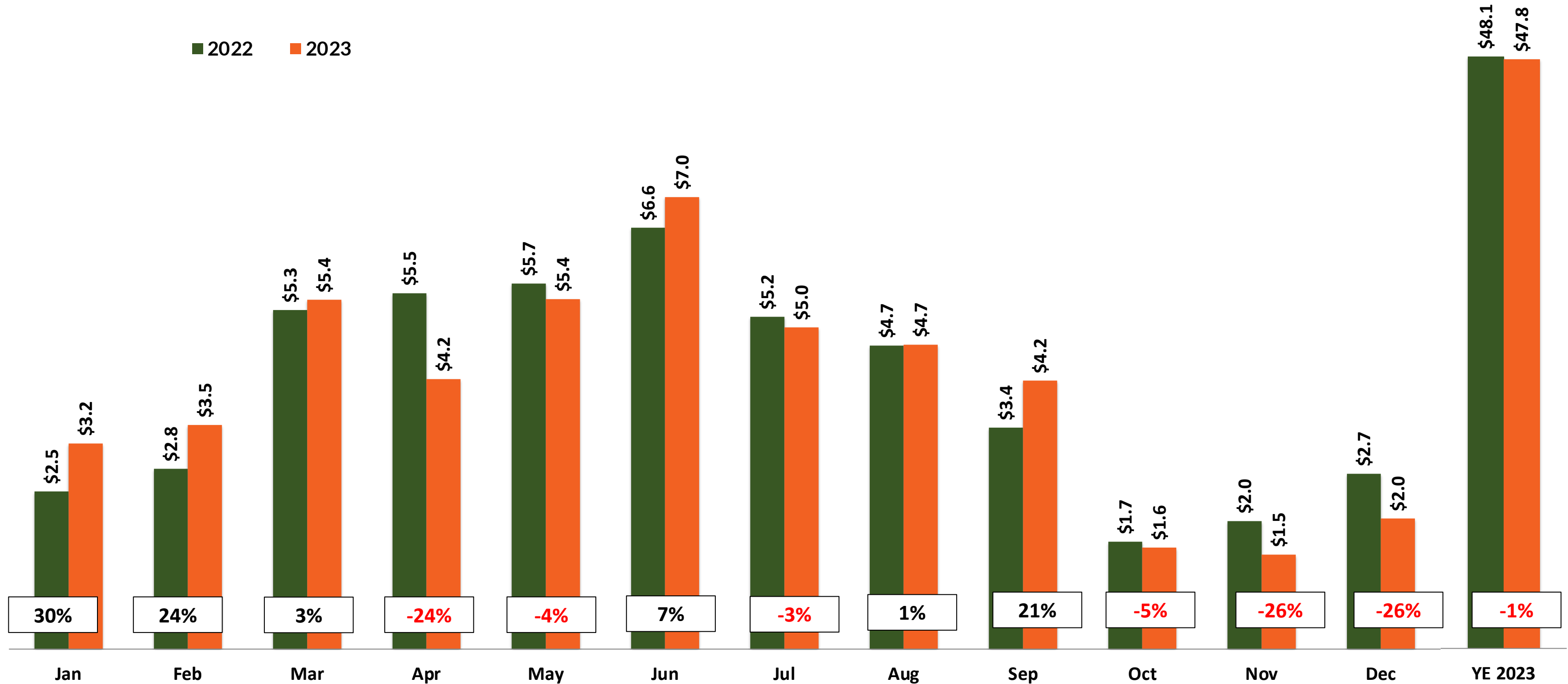


East North Central Monthly Mango Volume Velocity

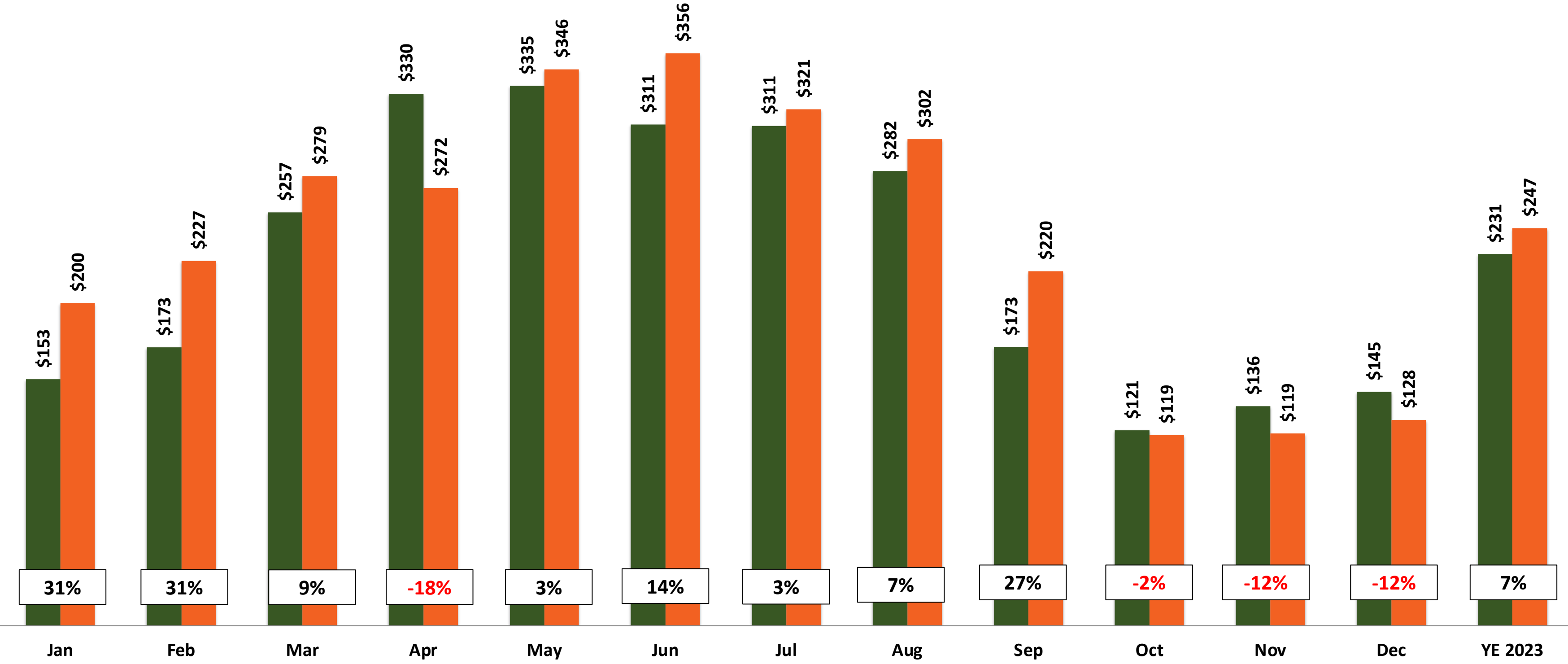


Sources: Nielsen Answers on Demand® Total US xAOC; 52 WE 12/30/2023

East North Central Monthly Mango Sales (Millions)



East North Central Monthly Mango Dollar Velocity



Sources: Nielsen Answers on Demand® Total US xAOC; 52 WE 12/30/2023

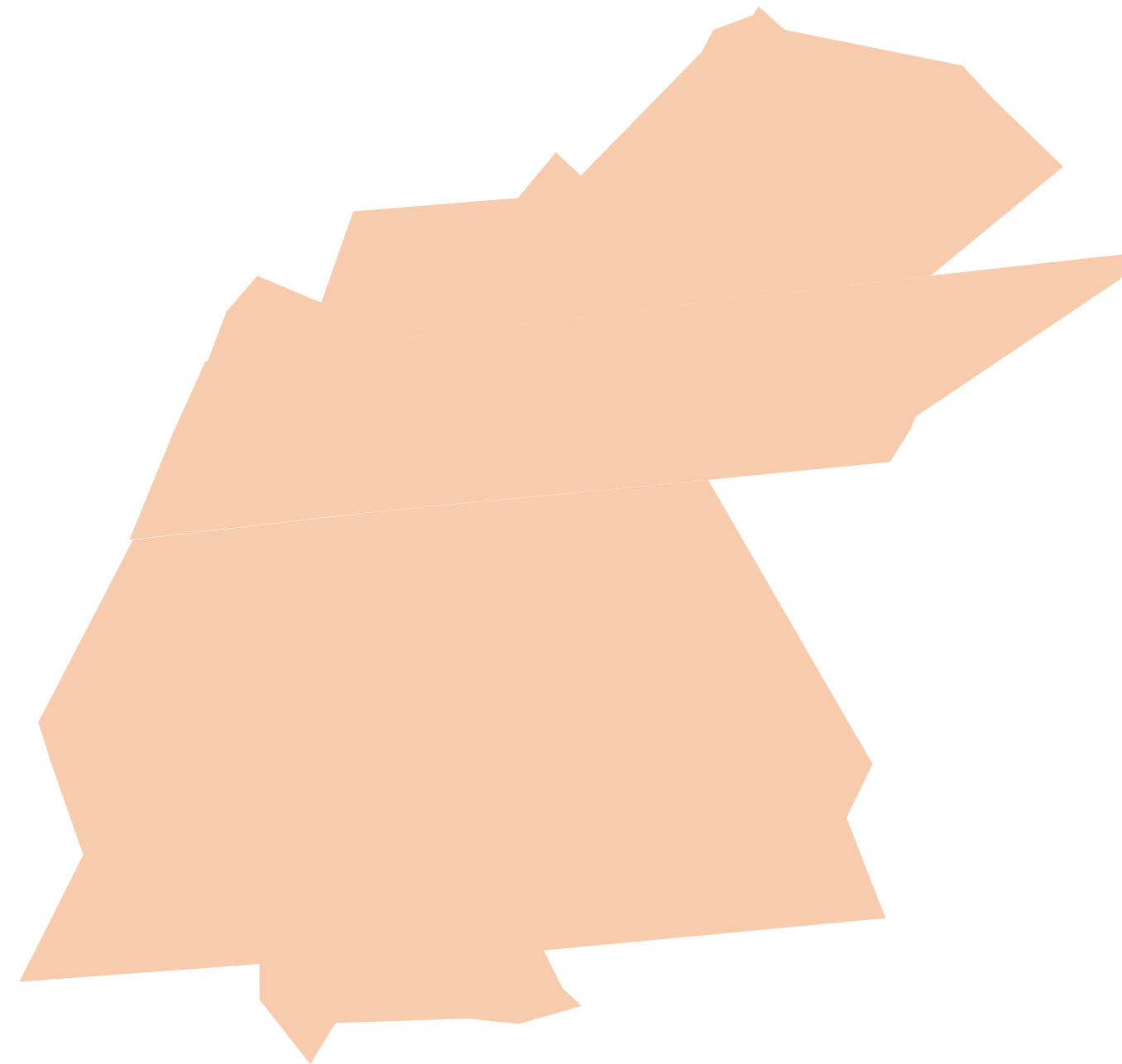
■ 2022 ■ 2023

Regional Overview 1H 2023

East South Central

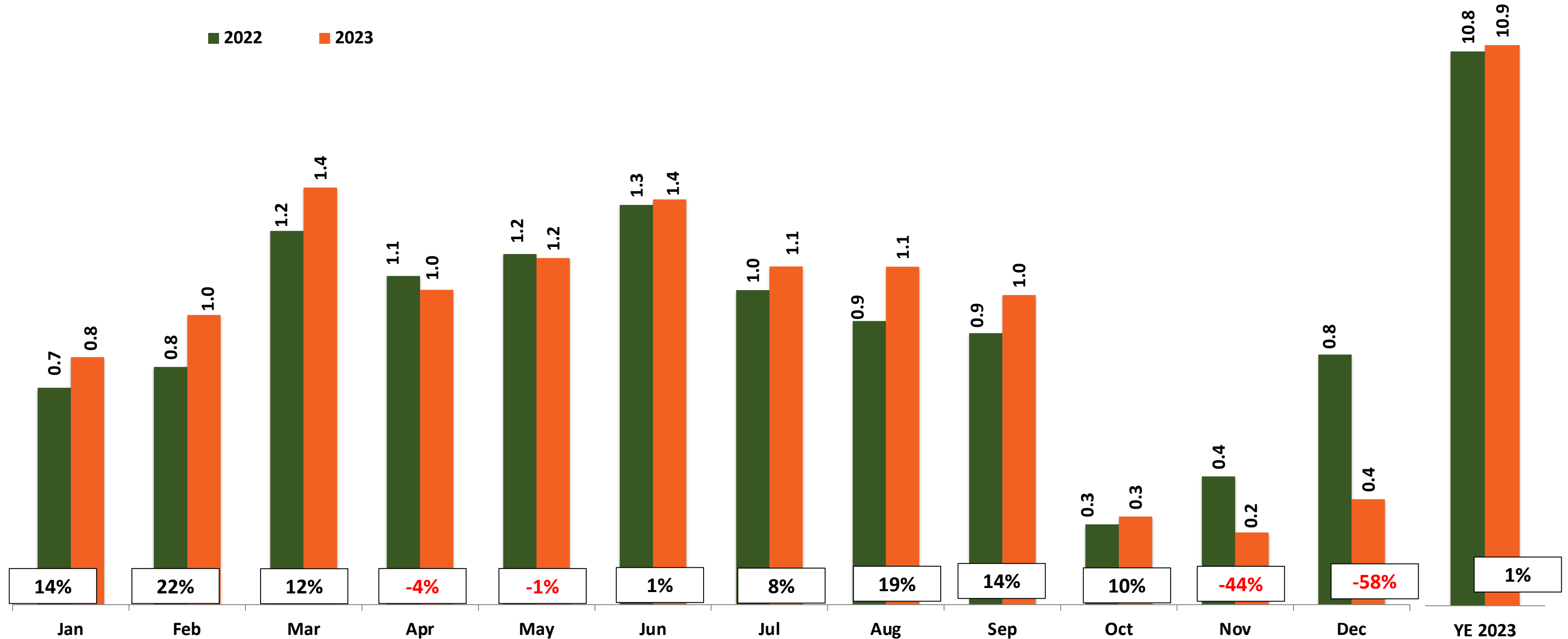
Mississippi
Alabama
Tennessee
Kentucky

Legend	ESC
Dollars Contribution	3.1%
Dollar Velocity	\$189
Volume Velocity	134
Average Retail Price	\$1.41

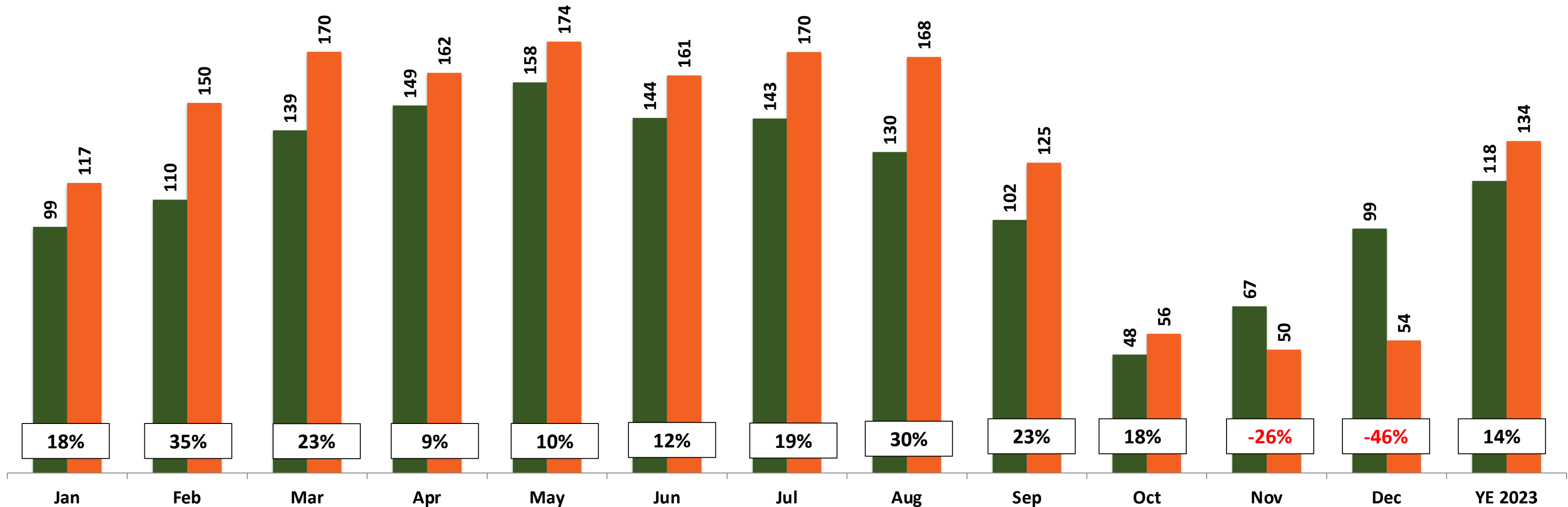


Legend	Total US
Dollars Contribution	100%
Dollar Velocity	\$318
Volume Velocity	258
Average Retail Price	\$1.23

East South Central Monthly Mango Volume (Millions)



East South Central Monthly Mango Volume Velocity



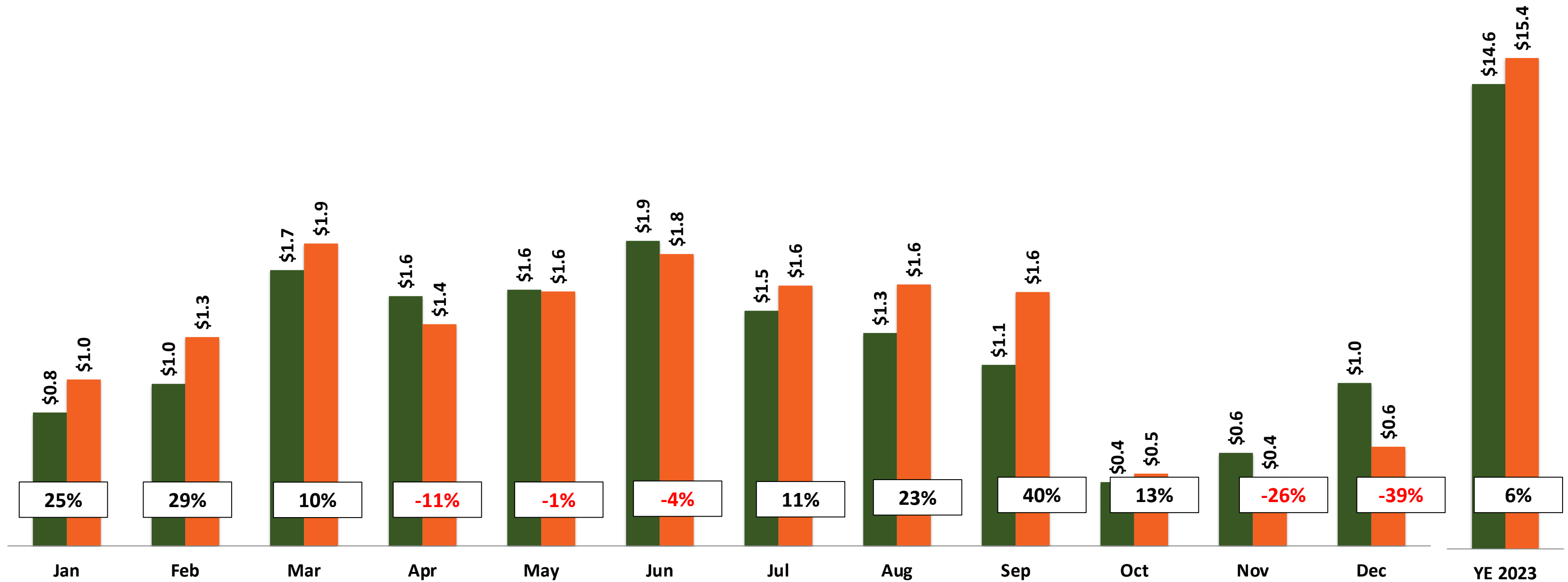
■ 2022 ■ 2023



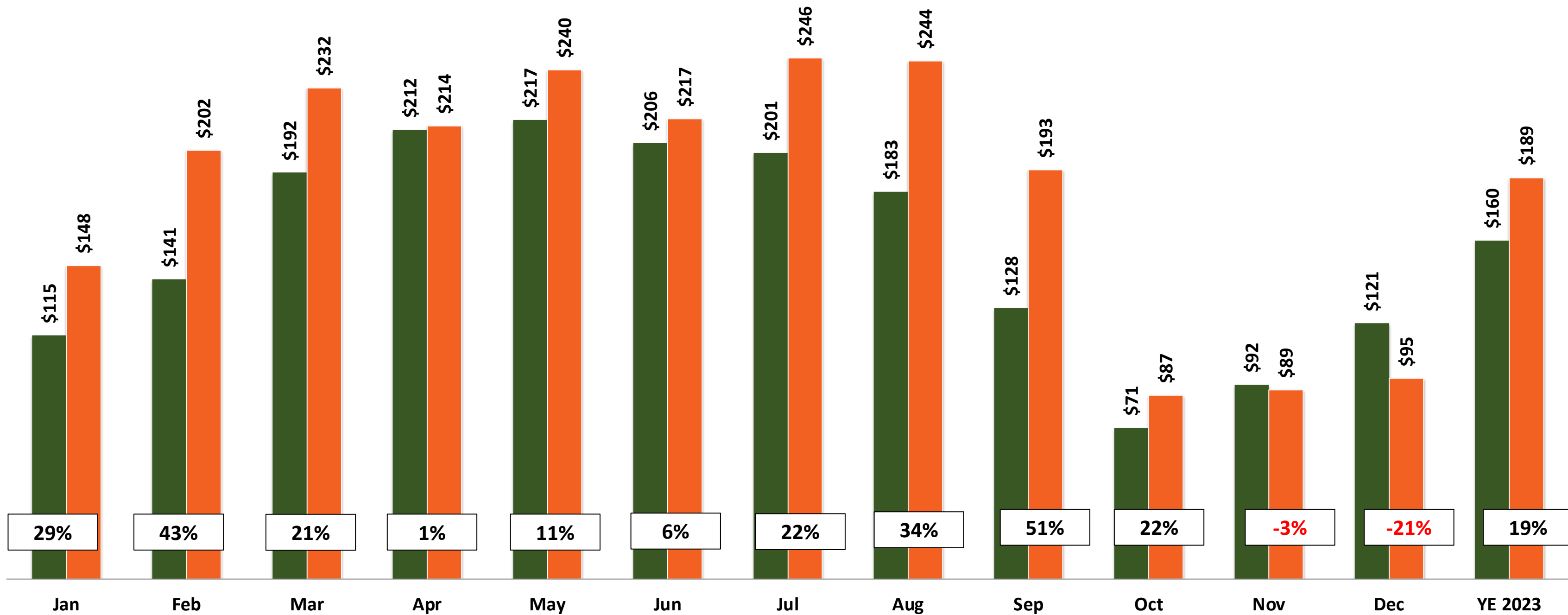
Sources: Nielsen Answers on Demand® Total US xAOC; 52 WE 12/30/2023

East South Central Monthly Mango Sales (Millions)

■ 2022 ■ 2023

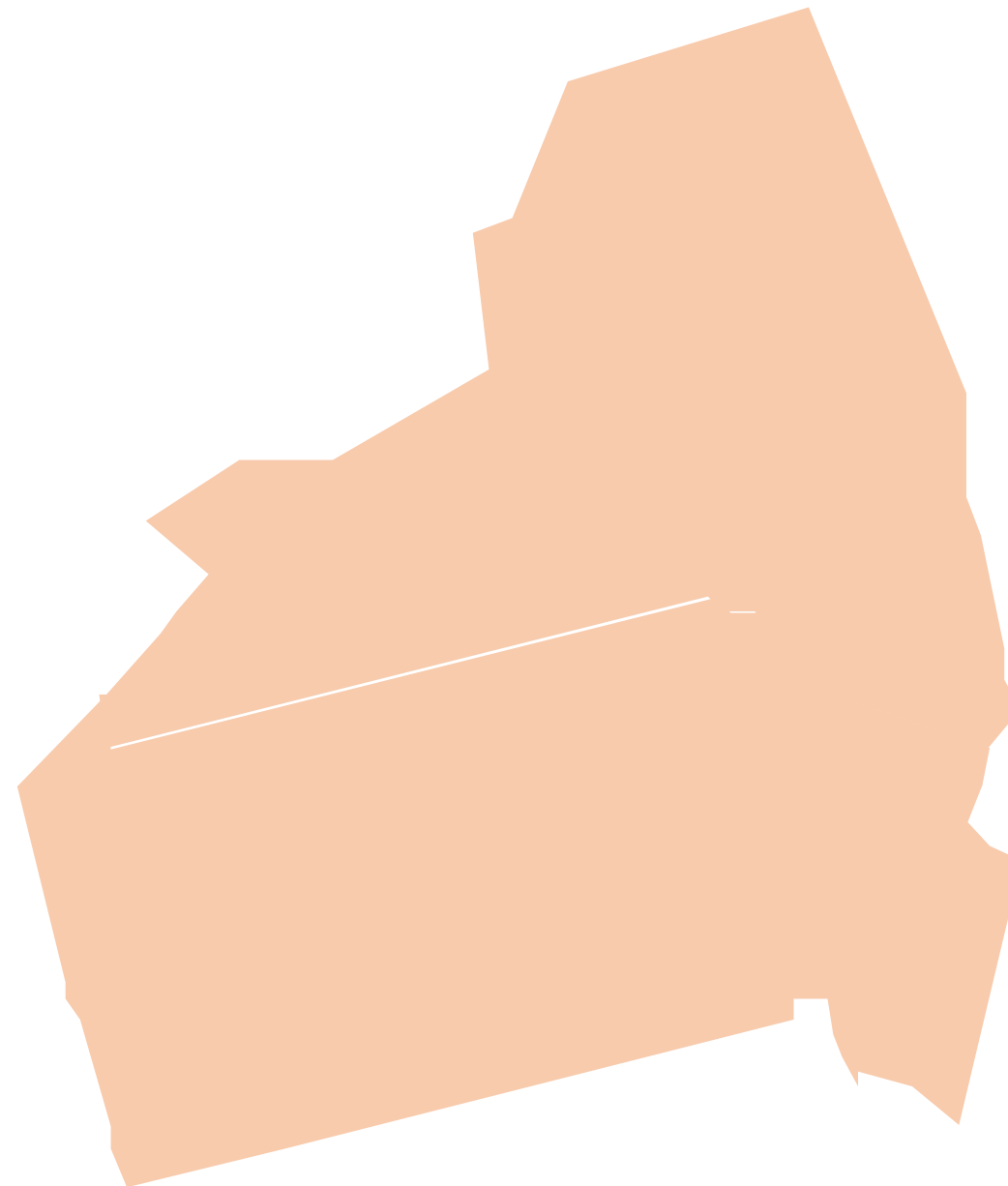


East South Central Monthly Mango Dollar Velocity



Regional Overview 1H 2023

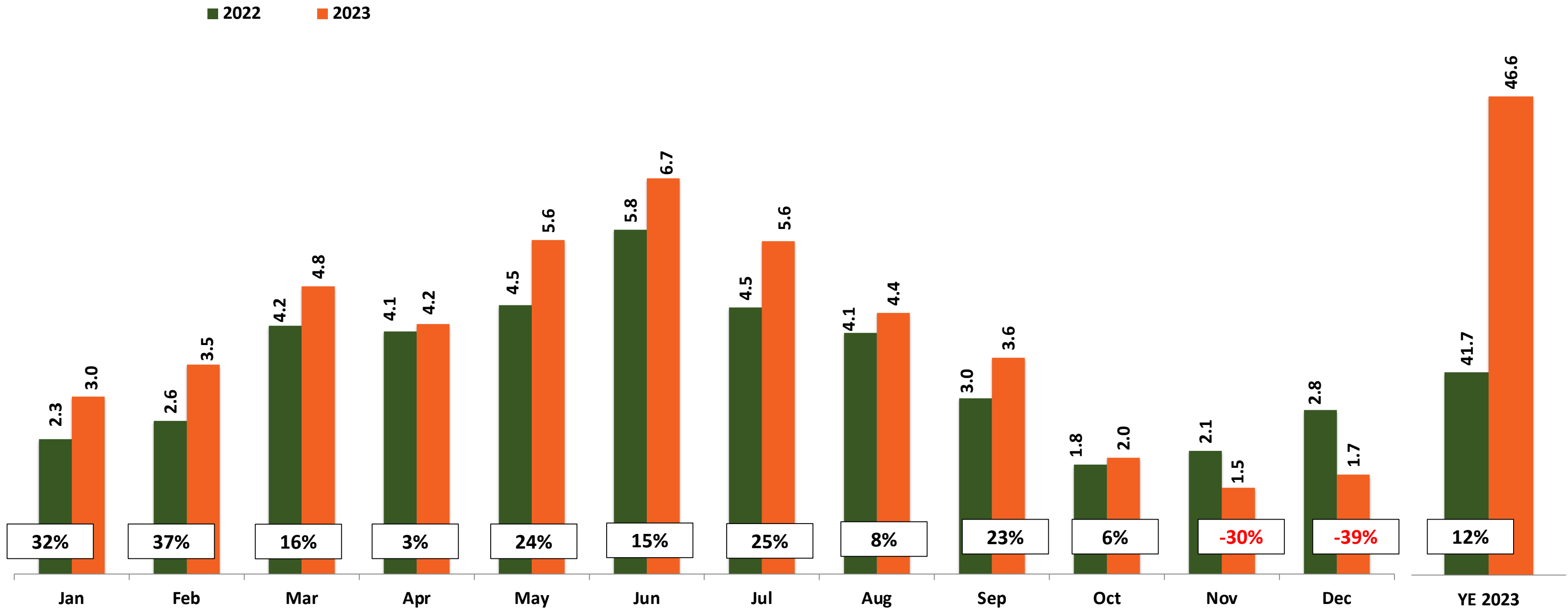
Mid-Atlantic
 New York
 Pennsylvania
 New Jersey



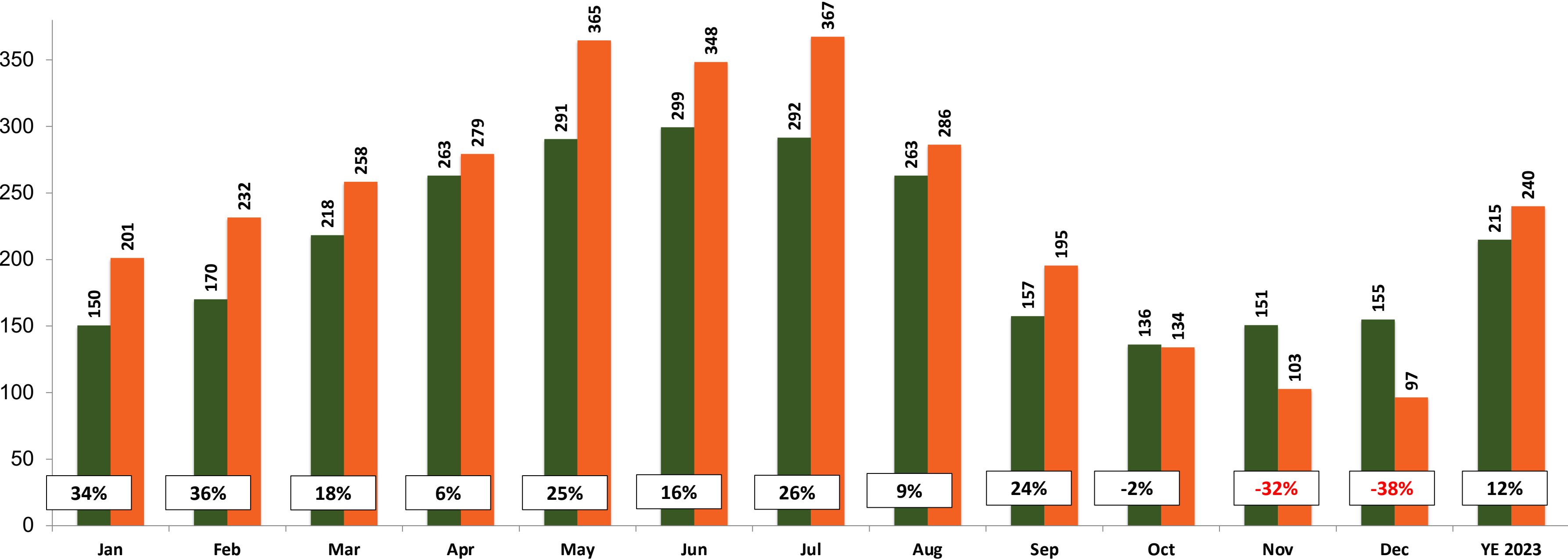
Legend	Total US
Dollars Contribution	100%
Dollar Velocity	\$318
Volume Velocity	258
Average Retail Price	\$1.23

Legend	Mid-Atl
Dollars Contribution	13.0%
Dollar Velocity	\$329
Volume Velocity	240
Average Retail Price	\$1.37

Mid-Atlantic Monthly Mango Volume (Millions)



Mid-Atlantic Monthly Mango Volume Velocity



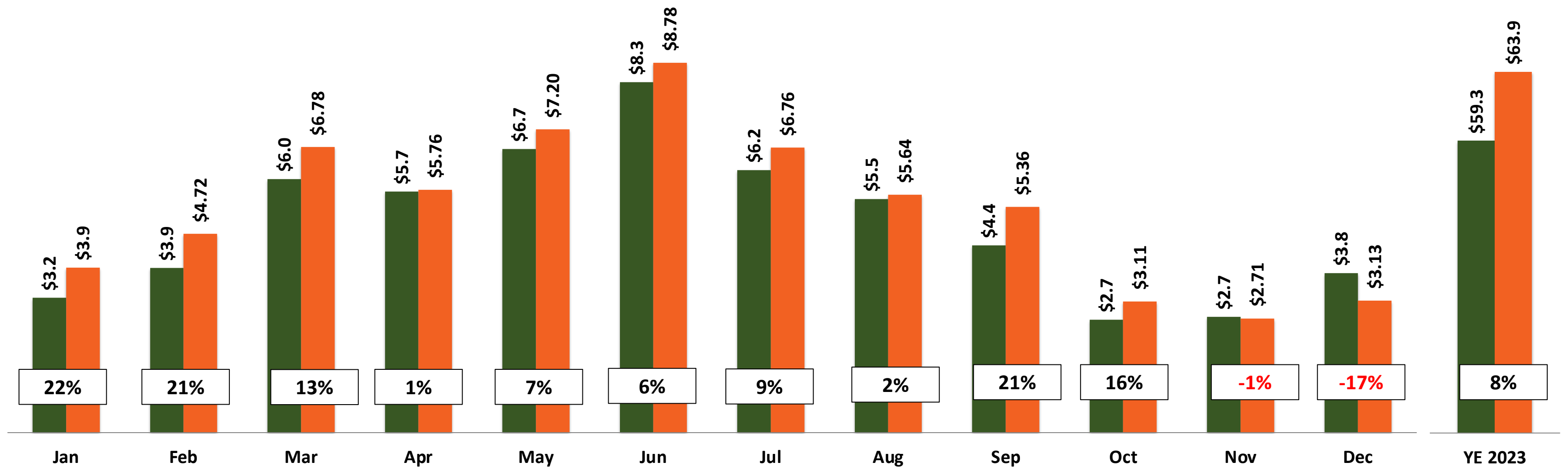
■ 2022 ■ 2023



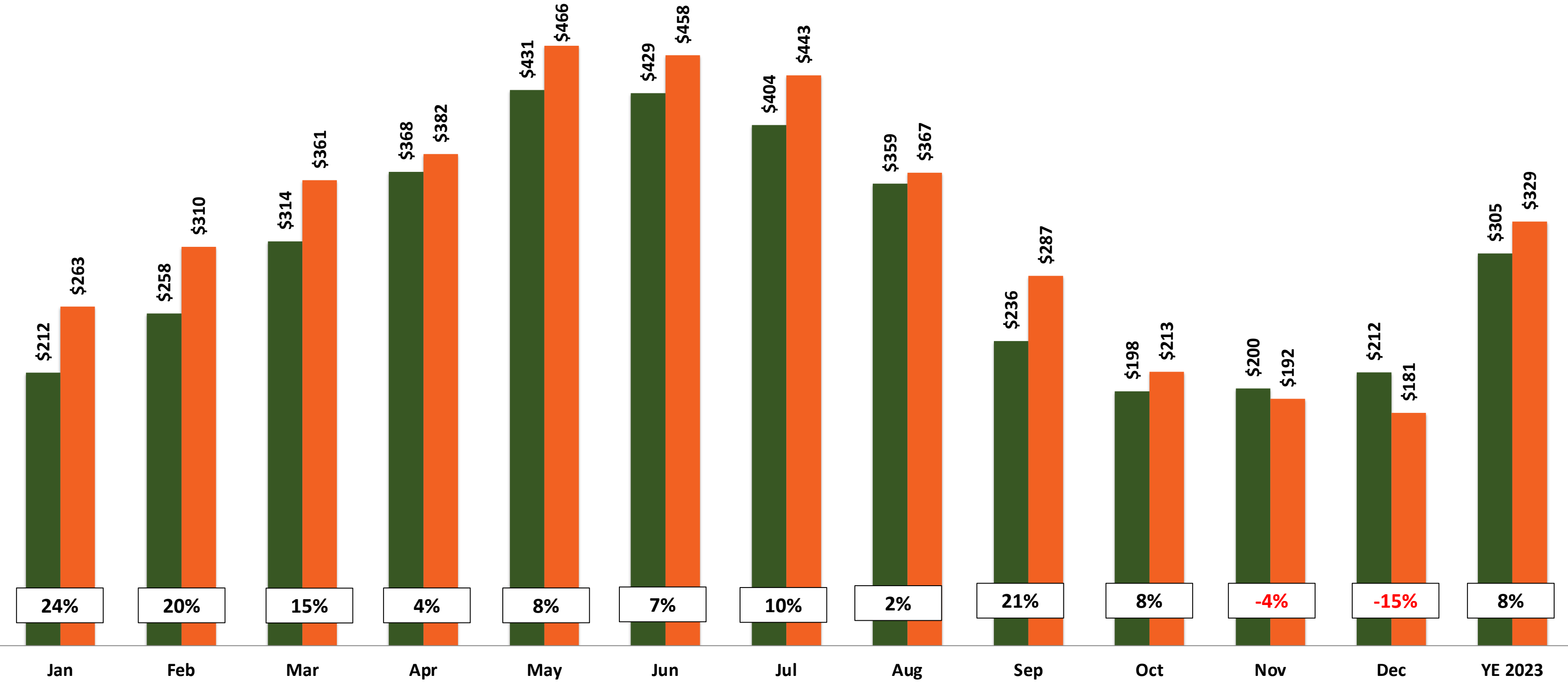
Sources: Nielsen Answers on Demand® Total US xAOC; 52 WE 12/30/2023

Mid-Atlantic Monthly Mango Sales (Millions)

■ 2022 ■ 2023



Mid-Atlantic Monthly Mango Dollar Velocity



■ 2022 ■ 2023

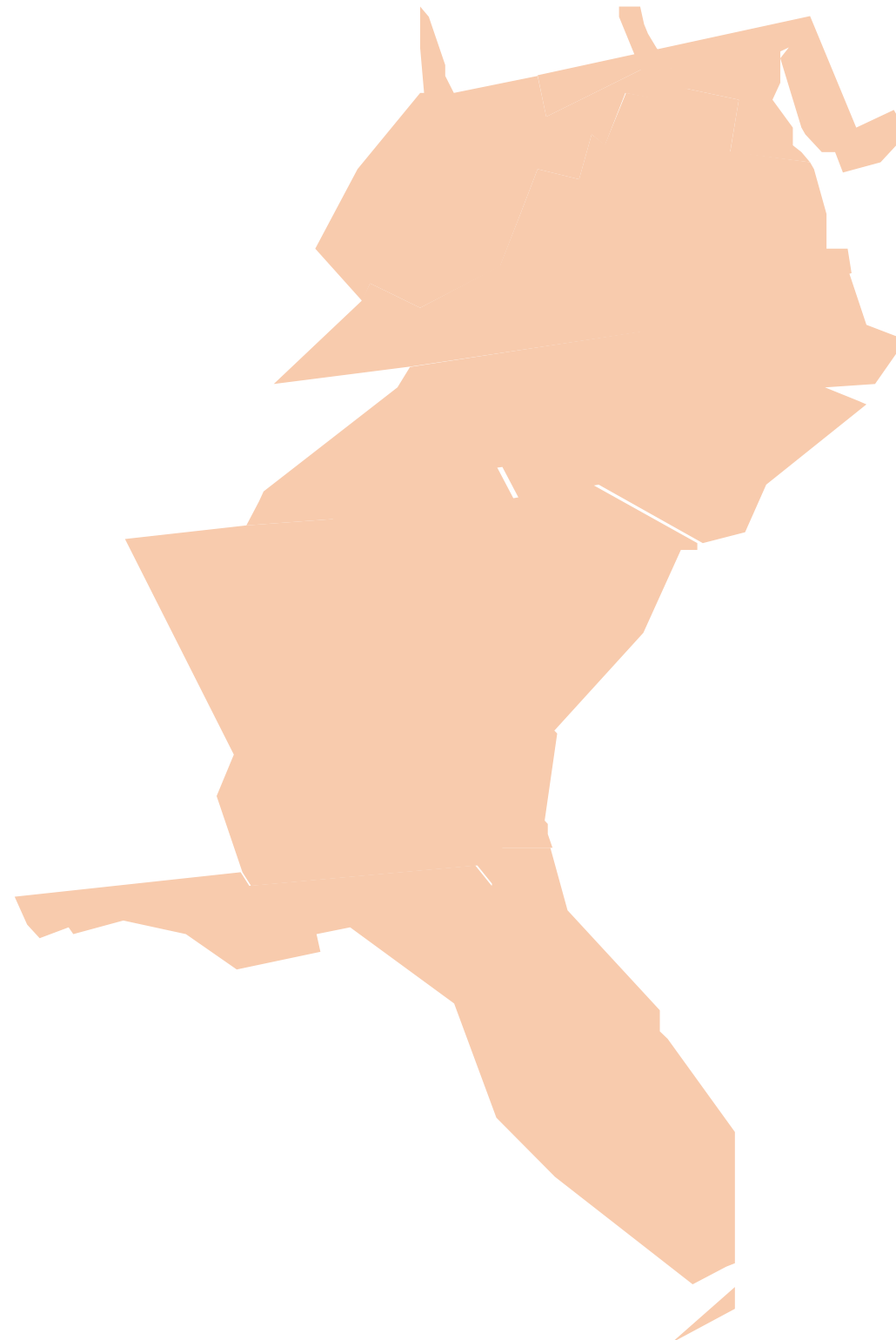


Sources: Nielsen Answers on Demand® Total US xAOC; 52 WE 12/30/2023

Regional Overview 1H 2023

South Atlantic

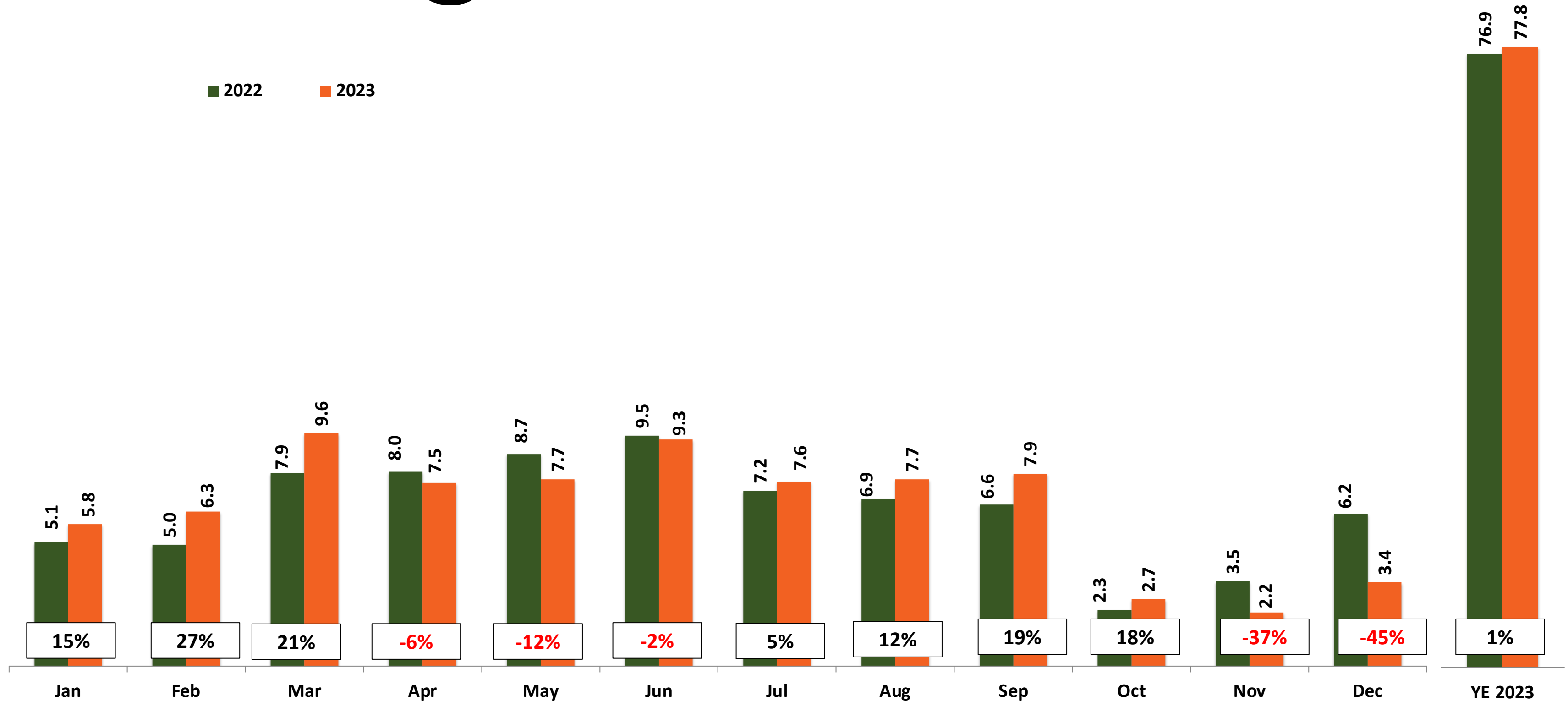
Florida
 Georgia
 South Carolina
 North Carolina
 West Virginia
 Virginia
 Maryland



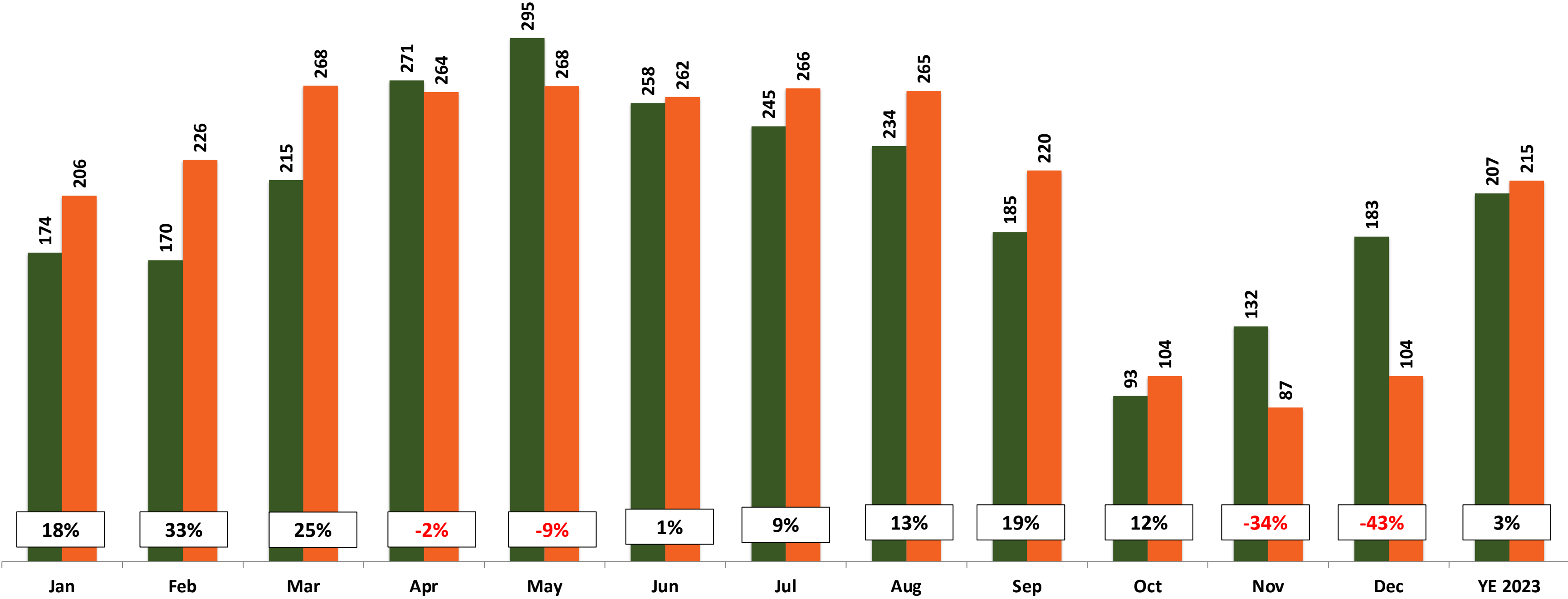
Legend	Total US
Dollars Contribution	100%
Dollar Velocity	\$318
Volume Velocity	258
Average Retail Price	\$1.23

Legend	So Atl
Dollars Contribution	21.5%
Dollar Velocity	\$292
Volume Velocity	215
Average Retail Price	\$1.36

South Atlantic Monthly Mango Volume (Millions)



South Atlantic Monthly Mango Volume Velocity

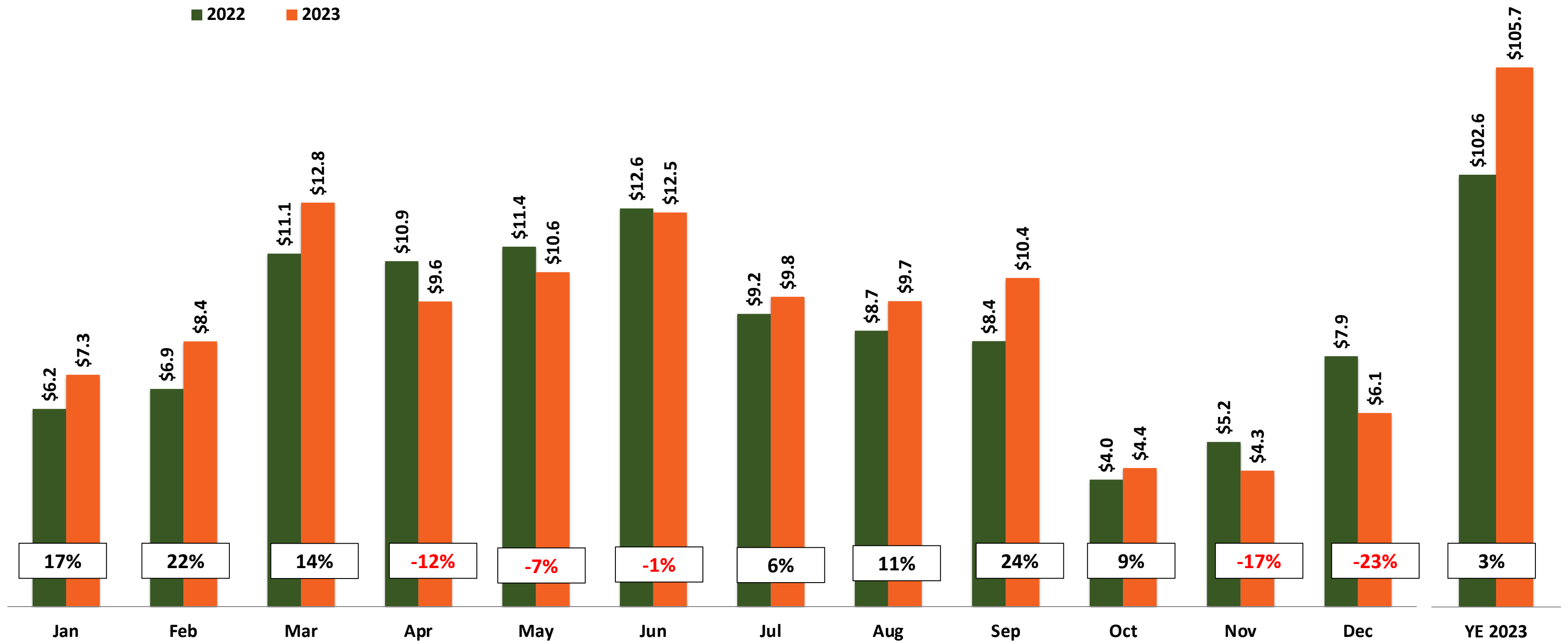


■ 2022 ■ 2023

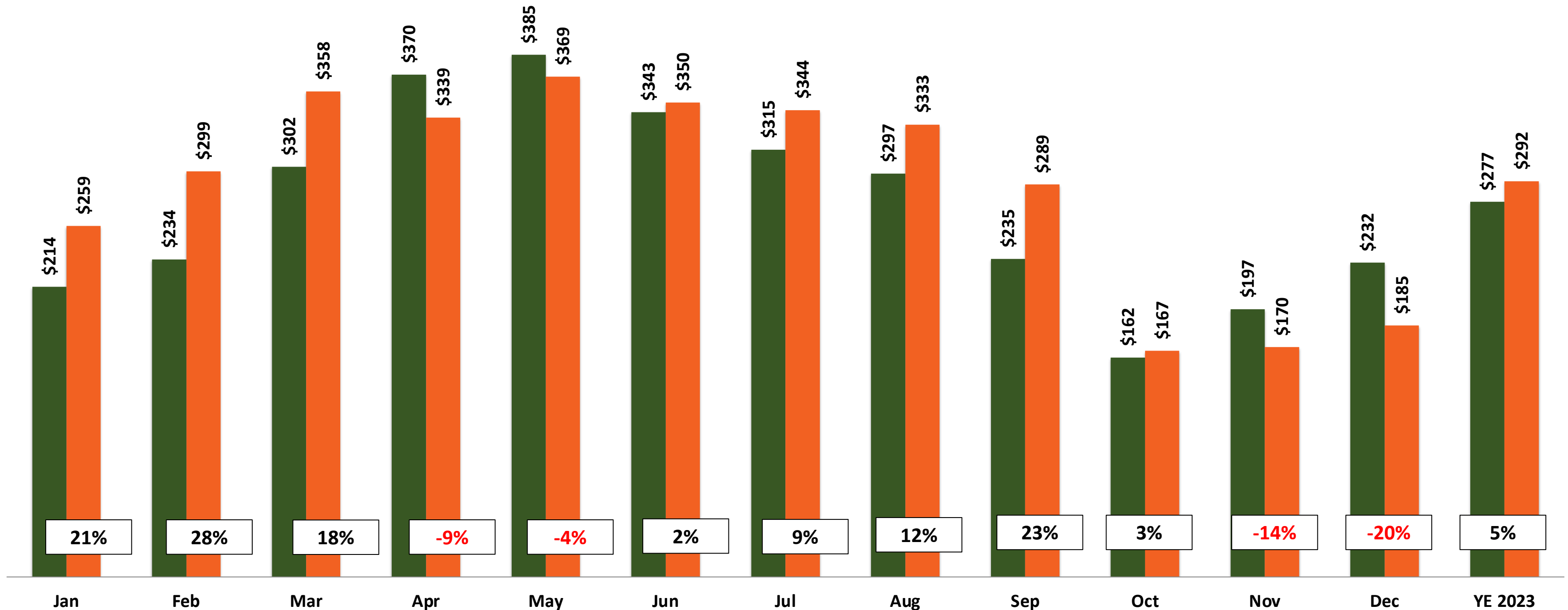


Sources: Nielsen Answers on Demand® Total US xAOC; 52 WE 12/30/2023

South Atlantic Monthly Mango Sales (Millions)



South Atlantic Monthly Mango Dollar Velocity

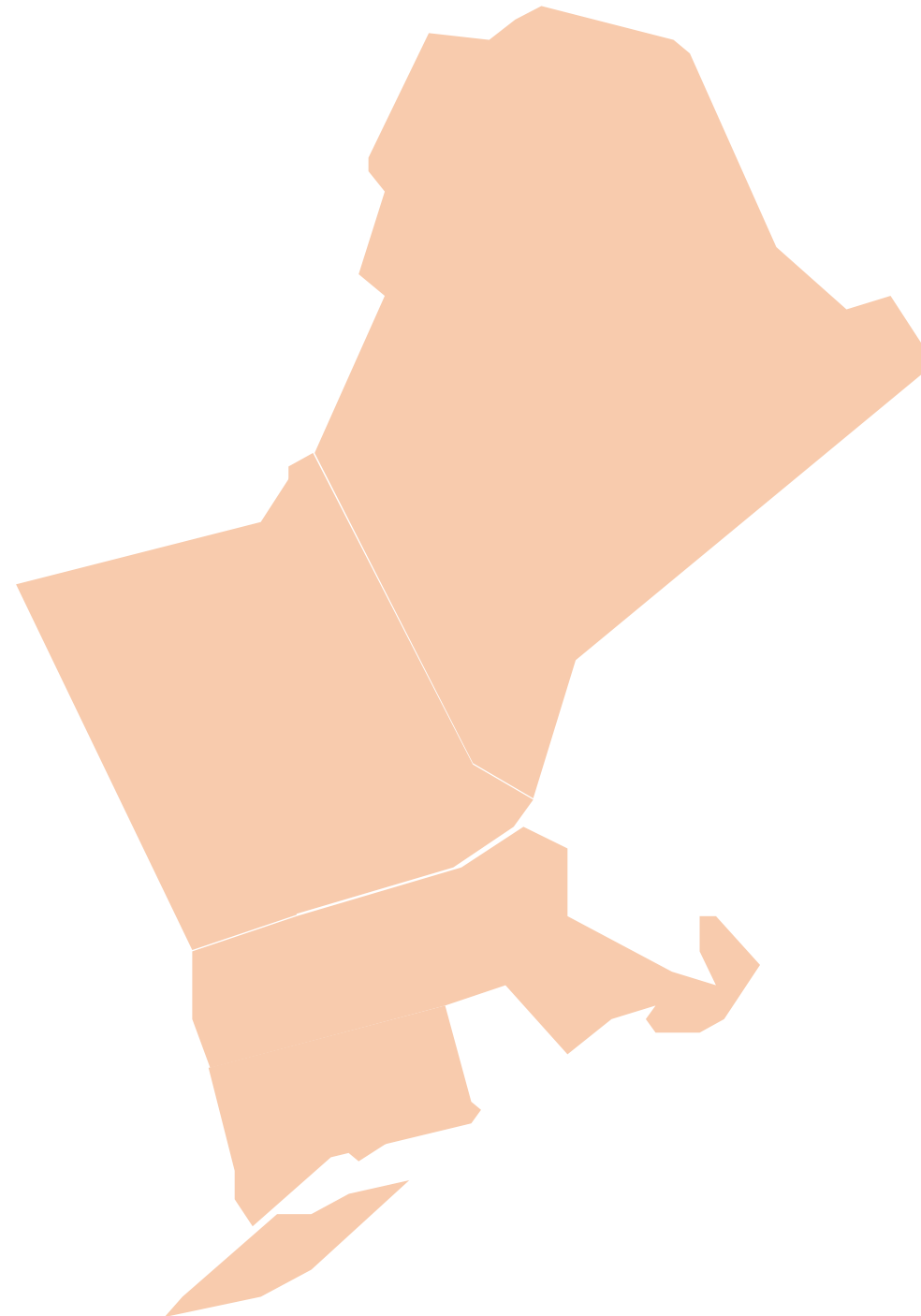


■ 2022 ■ 2023

Regional Overview 1H 2023

New England

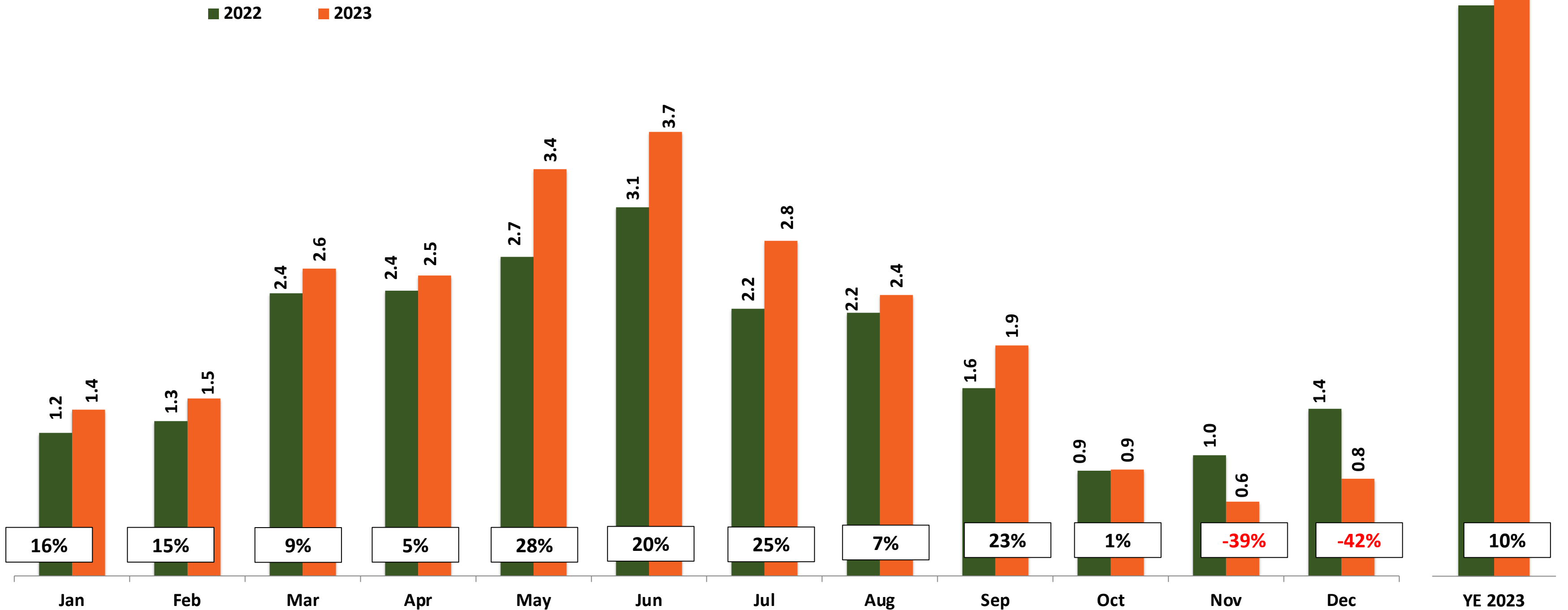
- Maine
- New Hampshire
- Connecticut
- Massachusetts
- Vermont
- Delaware
- Rhode Island



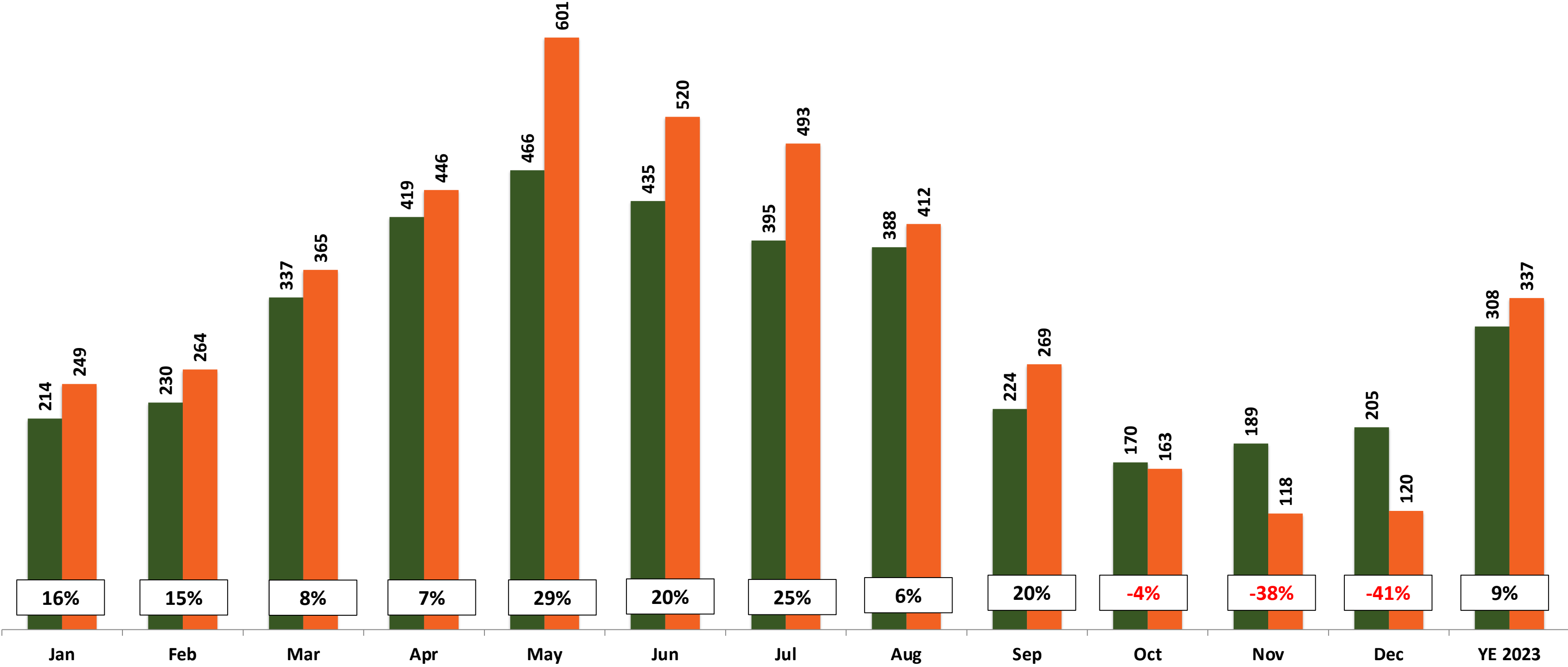
Legend	NE
Dollars Contribution	6.6%
Dollar Velocity	\$443
Volume Velocity	337
Average Retail Price	\$1.32

Legend	Total US
Dollars Contribution	100%
Dollar Velocity	\$318
Volume Velocity	258
Average Retail Price	\$1.23

New England Monthly Mango Volume (Millions)



New England Monthly Mango Volume Velocity



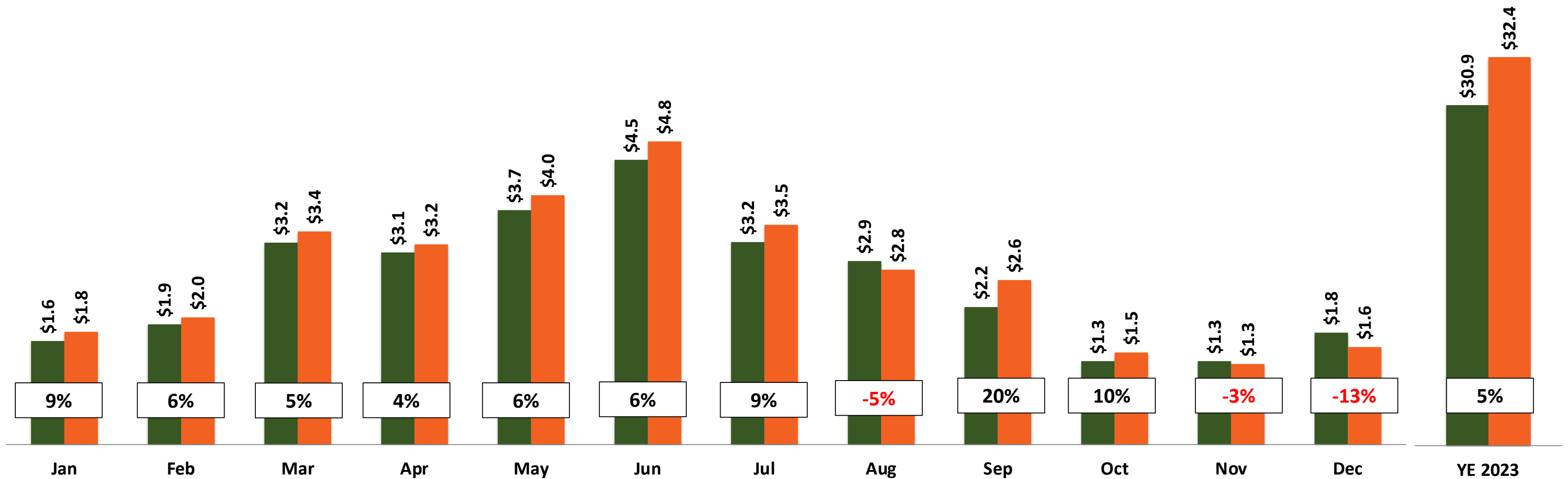
■ 2022 ■ 2023



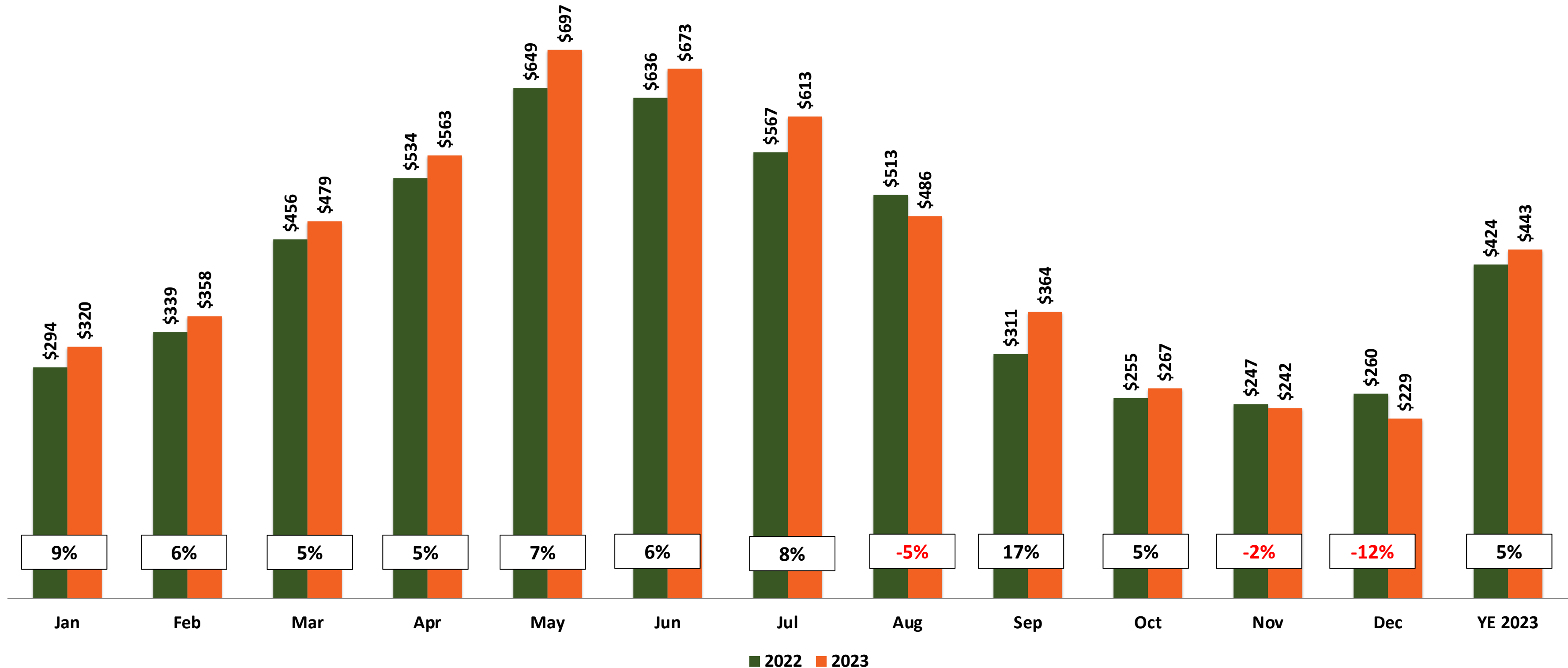
Sources: Nielsen Answers on Demand® Total US xAOC; 52 WE 12/30/2023

New England Monthly Mango Sales (Millions)

■ 2022 ■ 2023



New England Monthly Mango Dollar Velocity



■ 2022 ■ 2023