

Mango[🍌]
.org

3/11/2025

Category Development

YE 2024

YE 2024 Key Metrics

Whole Mango Volume Velocity

Volume Velocity decreased by 10% vs YA

Contribution to Produce Dept

Volume 1.1%

Dollar 0.6%

Fruit Ranking Based on Volume Velocity

Mango Ranked 12th Position

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

Whole Mango Dollar Velocity

Dollar Velocity increased by 1% vs YA

Average Retail Price Point (17)

\$1.38 Each

Up +12% vs YA

Peak \$2.29 February

Low \$1.14 July

Fruit Ranking Based on Sales Velocity

Mango Ranked 14th Position

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

Fresh Cut Mango

Total Dollars

Down 16.4% vs YA

Dollars Velocity

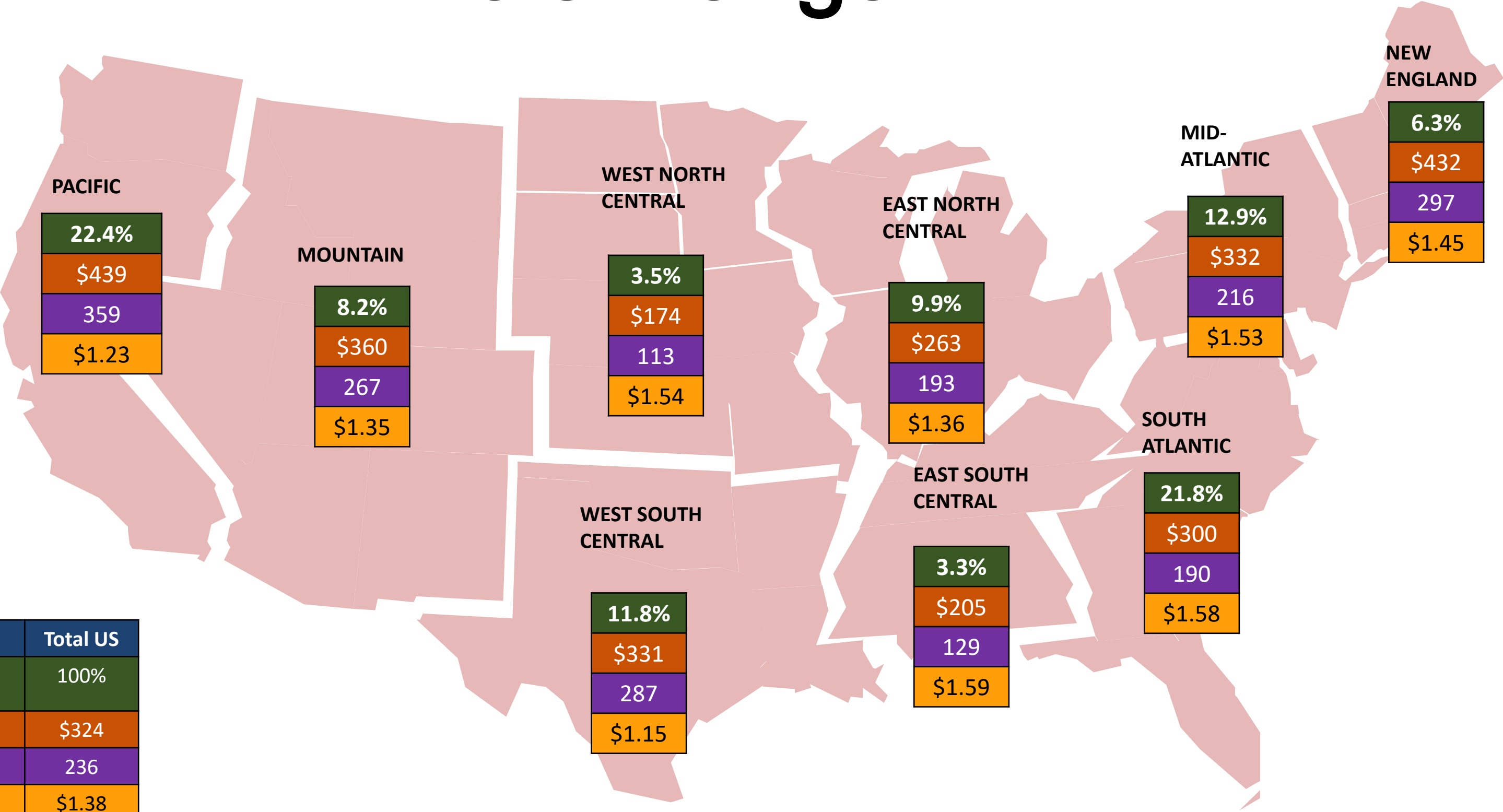
Down 10.0% vs YA



Sources: Nielsen Answers on Demand® Total US xAOC; 52 WE 12/28/2024

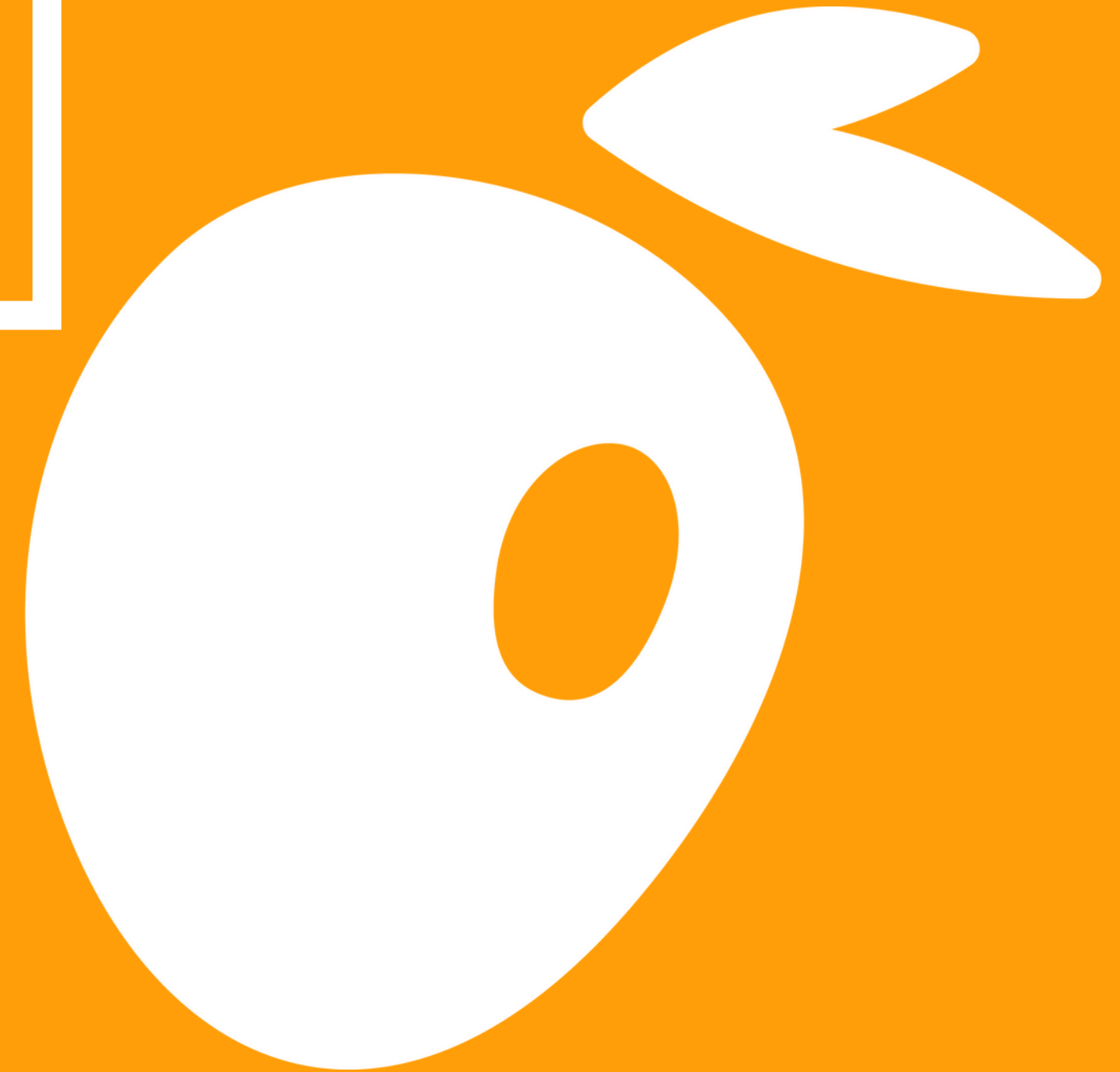
YE 2024 Performance by Region

Whole Mango



Legend	Total US
Dollars Contribution (Total Mangos)	100%
Dollar Velocity	\$324
Volume Velocity	236
Average Retail Price	\$1.38

Fruit Category Performance



Whole Fruit Volume Velocity YOY Change and Contribution

*Mangos remained ranked 12th
among whole fruit sales, the same
as last year*

Fruit category decreased in volume
velocity **-2.5%**

Mangos declined **9.5%** in volume velocity
versus year ago, and represented 2.3% of
produce department volume sales

	Rank	Volume/ Store/Week	% Change YOY	Volume Contribution	% Change YOY
FRUIT		7,791	-2.5%		
BANANAS	1	2,657	-5.5%	29.4%	-0.7%
AVOCADOS	2	1,002	-4.5%	10.3%	-0.1%
LIMES	3	870	8.8%	8.8%	0.9%
GRAPES	4	700	0.3%	8.0%	0.0%
APPLES	5	689	-6.5%	7.5%	0.3%
STRAWBERRIES	6	520	2.1%	5.6%	0.3%
LEMONS	7	397	-3.9%	4.4%	-0.2%
BLUEBERRIES	8	323	1.2%	3.4%	0.1%
ORANGES	9	281	-7.3%	3.0%	-0.2%
CHERRIES	10	260	-2.7%	1.3%	0.0%
WATERMELONS	11	243	1.8%	1.9%	-0.2%
MANGOS	12	236	-9.5%	2.3%	0.1%
MANDARINS	13	210	2.2%	2.2%	0.1%
PEACHES	14	192	-0.8%	1.6%	-0.1%
RASPBERRIES	15	184	-5.6%	1.3%	0.1%
BLACKBERRIES	16	144	-3.2%	1.3%	-0.1%
PAPAYAS	17	140	3.9%	1.1%	-0.1%
PINEAPPLES	18	124	0.3%	0.7%	0.0%
PEARS	19	120	-11.5%	1.1%	0.0%
CANTALOUPE	20	100	1.4%	0.6%	0.0%
NECTARINES	21	96	-12.8%	0.9%	0.0%
KIWI	22	76	6.9%	0.5%	0.0%
SPECIALTY FRUITS	23	69	-4.6%	0.6%	0.0%
PLUMS	24	65	-6.5%	0.5%	0.0%
CRANBERRIES	25	60	13.1%	0.4%	0.0%

Whole Fruit Dollar Velocity YOY Change and Contribution

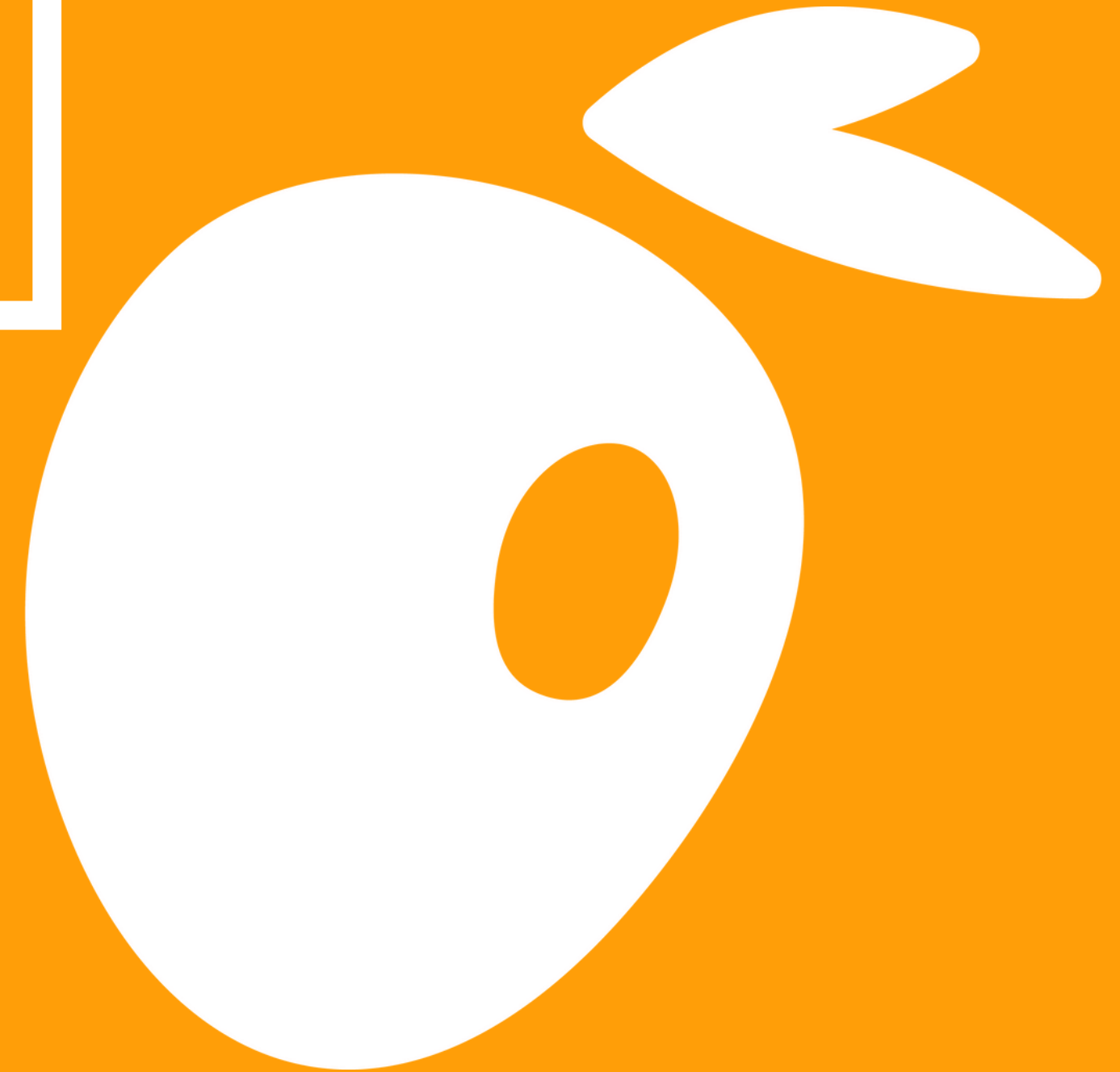
Mangos remained ranked 16th in dollar velocity in 2024, the same as LY

Fruit category decreased in dollar velocity
0.5%

Mangos increased 1.0% in dollar velocity
and department contribution was 2.5%

	Rank	Dollars/ Store/Week	% Change YOY	Dollar Contribution	% Change YOY
FRUIT		\$14,927	-0.5%		
GRAPES	1	\$2,090	3.5%	9.5%	0.3%
STRAWBERRIES	2	\$1,988	-1.1%	8.4%	-0.7%
APPLES	3	\$1,790	-12.8%	2.5%	0.1%
BANANAS	4	\$1,649	-4.7%	10.9%	0.9%
AVOCADOS	5	\$1,575	8.6%	11.7%	-0.5%
BLUEBERRIES	6	\$1,473	3.9%	11.3%	0.0%
CHERRIES	7	\$1,070	2.7%	2.6%	0.1%
MANDARINS	8	\$1,055	4.9%	8.1%	-0.4%
WATERMELONS	9	\$767	-1.6%	3.4%	0.1%
RASPBERRIES	10	\$757	-2.4%	2.8%	-0.2%
ORANGES	11	\$603	-2.0%	1.4%	0.0%
BLACKBERRIES	12	\$537	1.7%	3.7%	0.1%
PEACHES	13	\$500	-3.0%	5.8%	-0.3%
LIMES	14	\$479	-4.7%	3.4%	0.2%
LEMONS	15	\$442	-2.6%	1.7%	0.0%
MANGOS	16	\$324	1.0%	2.5%	0.0%
PINEAPPLES	17	\$299	5.2%	1.3%	0.2%
NECTARINES	18	\$288	-7.5%	0.5%	0.0%
PEARS	19	\$271	-10.3%	1.4%	0.0%
CANTALOUPE	20	\$241	-2.0%	0.9%	0.0%
KIWI	21	\$222	22.1%	1.1%	0.1%
DIPPED / COVERED FRUIT	22	\$208	-6.8%	0.7%	0.0%
PLUMS	23	\$204	-2.6%	0.9%	-0.1%
SPECIALTY FRUITS	24	\$196	-3.2%	0.8%	0.0%
PAPAYAS	25	\$191	7.1%	0.5%	0.0%

Fresh Cut Category Performance



Fresh Cut Fruit Dollar Velocity and Contribution

Mango Mix ranks 15th (down from 13th) and VA Mango Only ranks 13th (9th LY) in 2024

Fresh Cut fruit category decreased in dollar velocity **1.9%**

Fresh Cut Mango dollar velocity was down **10%** and Mangos Mix was down **100%**

	Rank	Dollars/ Store/Week	% Change YOY	Dollar Contribution To Cut Fruit	% Change YOY
FRUIT		\$1,887	-1.9 %		
WATERMELONS	1	\$777	-1.3%	25.1%	-0.3%
BLUEBERRIES	2	\$649	47.9%	1.4%	1.3%
MIXED FRUIT	3	\$611	-4.4%	26.3%	-0.3%
PINEAPPLES	4	\$359	0.9%	13.1%	0.5%
REMAINING BERRIES	5	\$315	-0.8%	0.3%	0.0%
SPECIALTY MELONS	6	\$280	3.2%	3.6%	0.2%
CANTALOUPE	7	\$219	-1.1%	6.2%	-0.1%
FRUIT SALAD	8	\$193	1.7%	2.9%	-0.2%
REMAINING FRUIT	9	\$189	2.8%	1.4%	0.2%
BLACKBERRIES	10	\$163	-22.1%	0.1%	0.0%
MIXED BERRIES	11	\$147	5.4%	2.9%	0.2%
FRUIT COCKTAIL	12	\$129	-73.9%	0.1%	0.0%
VA Mango Only	13	\$105	-10.0%	2.4%	-0.5%
MANGOS	14	\$105	-10.0%	2.4%	-0.5%
VA Mango Mix	15	\$8	-100.0%	0.1%	0.0%

Fresh Cut Fruit Dollar and Contribution

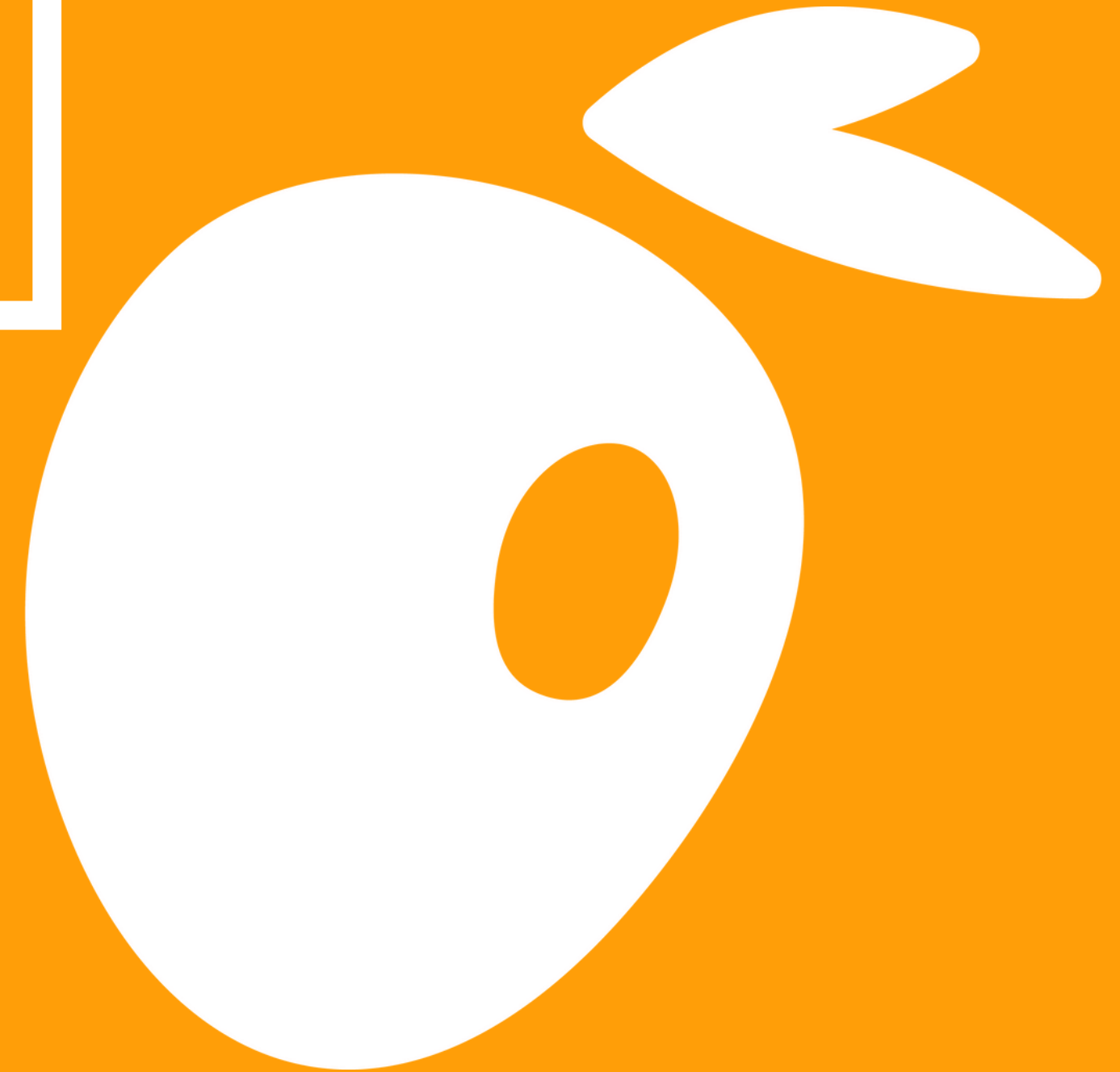
*Cut Mango's and VA Mango Only
were down 1 spot and Mango Mix
stayed the same*

The entire cut fruit category's dollar sales
were up 1.1% versus year ago

Cut Mango sales were down **16%** and
Mango Mix sales were down **100%**

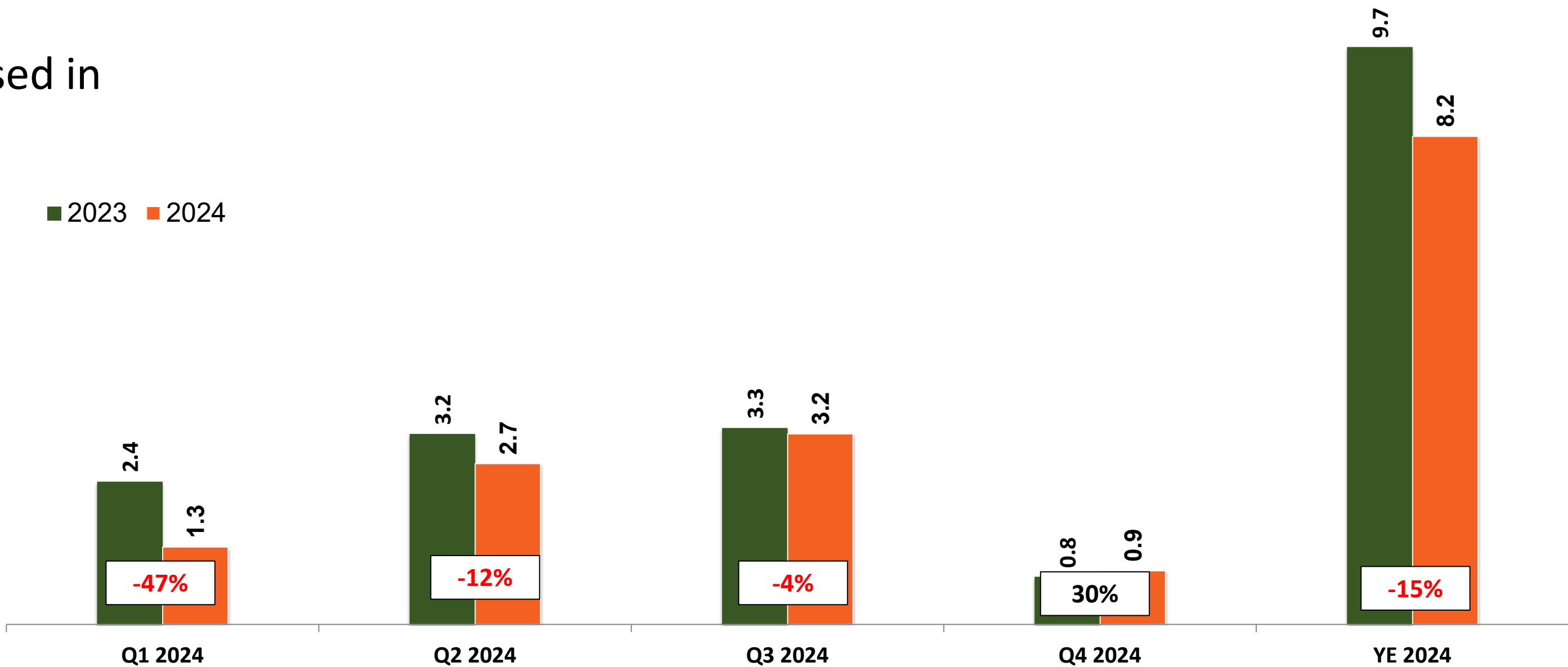
	Rank	Dollars	% Change YOY	Dollar Contribution To Cut Fruit	% Change YOY
FRUIT		\$4,016,934,679	1.1 %		
MIXED FRUIT	1	\$1,196,919,012	-1.1%	26.3%	-0.3%
WATERMELONS	2	\$1,142,737,179	-1.1%	25.1%	-0.3%
PINEAPPLES	3	\$594,699,322	3.9%	13.1%	0.5%
CANTALOUPE	4	\$279,504,939	-1.6%	6.2%	-0.1%
SPECIALTY MELONS	5	\$164,726,647	5.7%	3.6%	0.2%
FRUIT SALAD	6	\$131,643,665	-5.1%	2.9%	-0.2%
MIXED BERRIES	7	\$131,331,922	5.8%	2.9%	0.2%
APPLES	8	\$118,992,051	2.2%	2.6%	0.1%
MANGOS	9	\$110,021,732	-16.4%	2.4%	-0.5%
VA Mango Only	10	\$110,020,818	-16.4%	2.4%	-0.5%
TROPICAL FRUIT MIXES	11	\$91,316,358	-0.2%	2.0%	0.0%
POMEGRANATE	12	\$66,495,029	9.6%	1.5%	0.1%
BLUEBERRIES	13	\$65,815,947	704.8%	1.4%	1.3%
REMAINING FRUIT	14	\$64,884,151	12.1%	1.4%	0.2%
VA Mango Mix	15	\$1,114	-100.0	0.1%	0.0%

Organic Performance

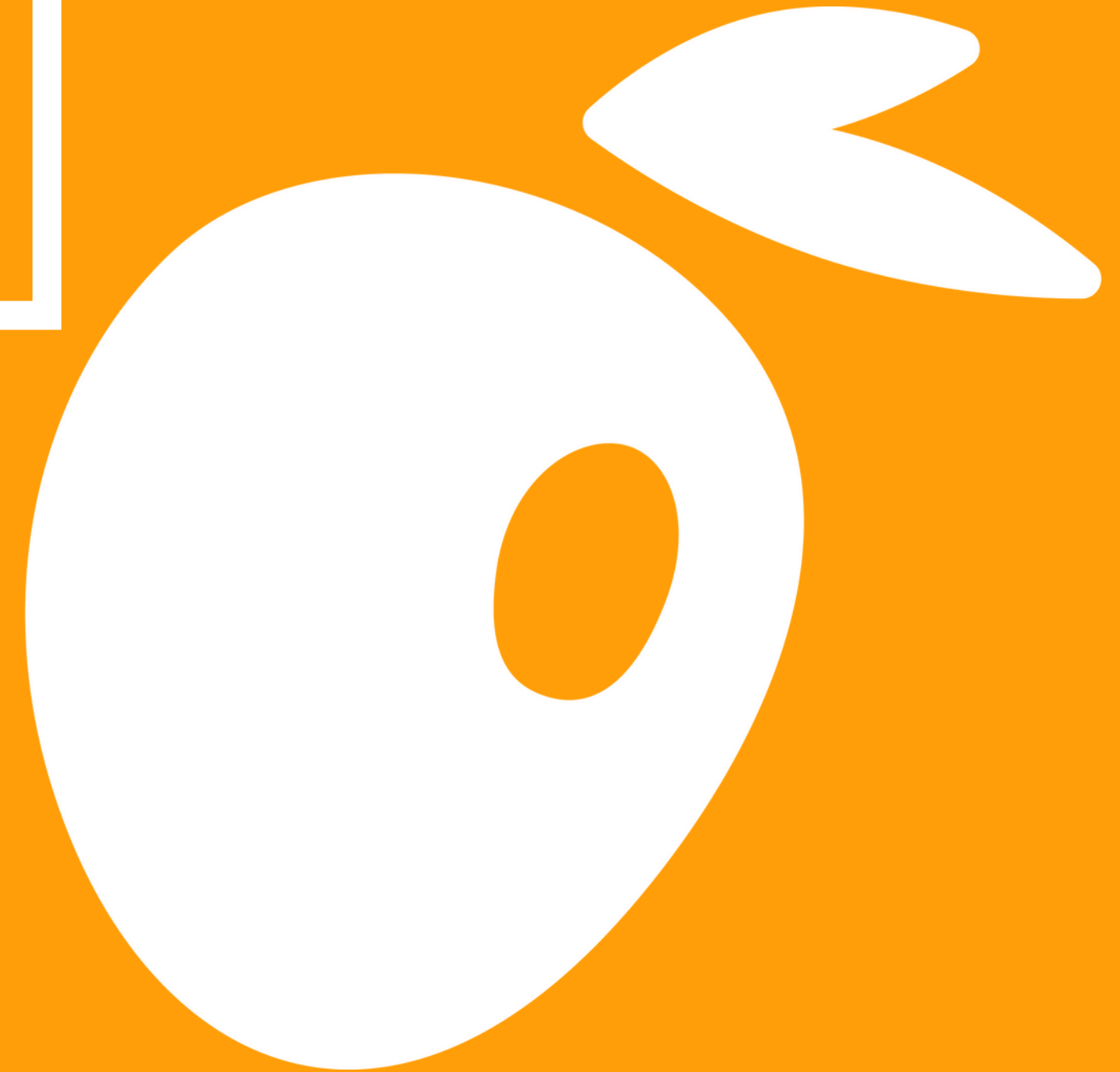


Quarterly Organic Volume (Millions) Whole Mango

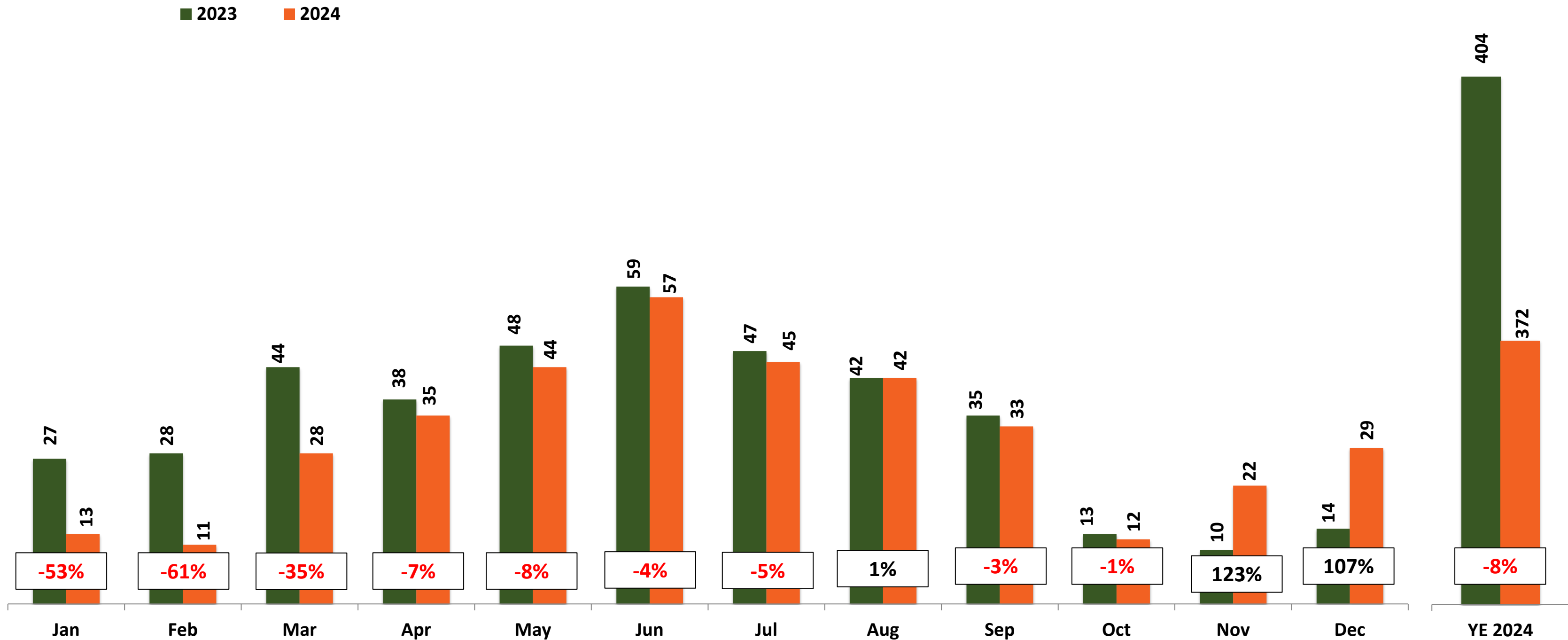
Organic volume increased in
Q4 2024



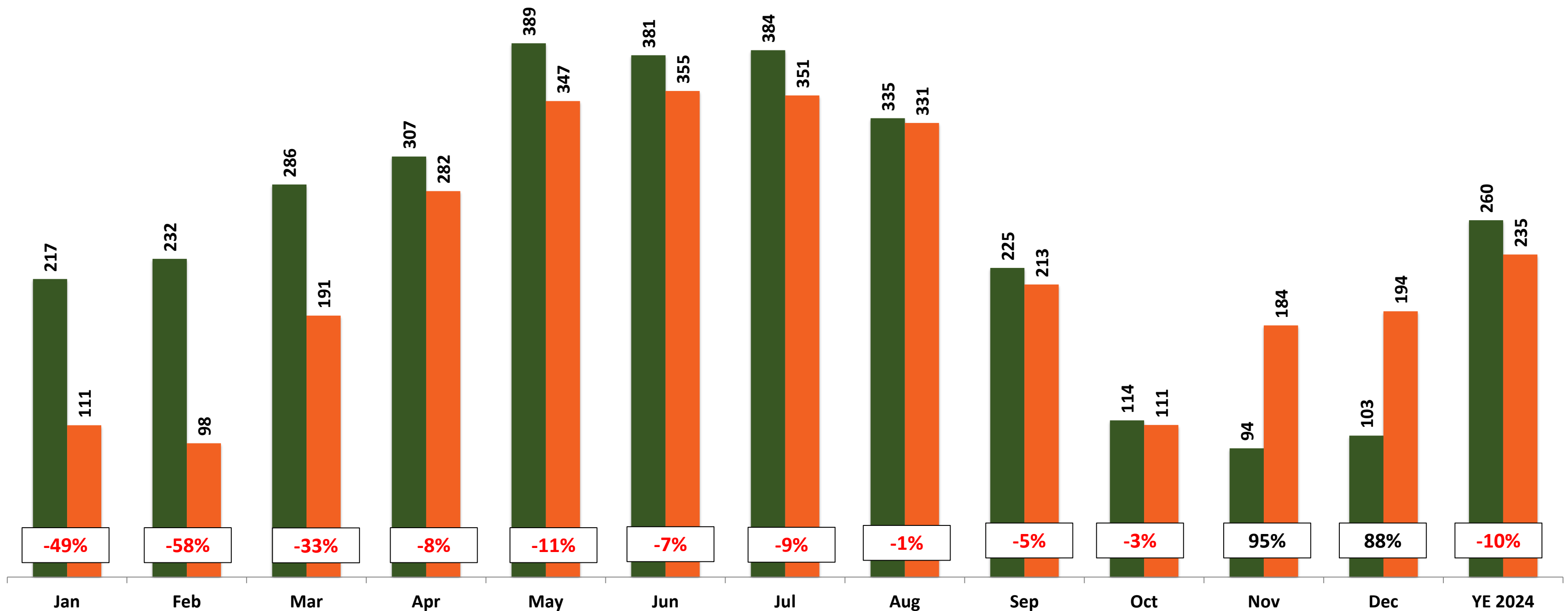
Whole Mango



Monthly Volume (Millions) Whole Mango

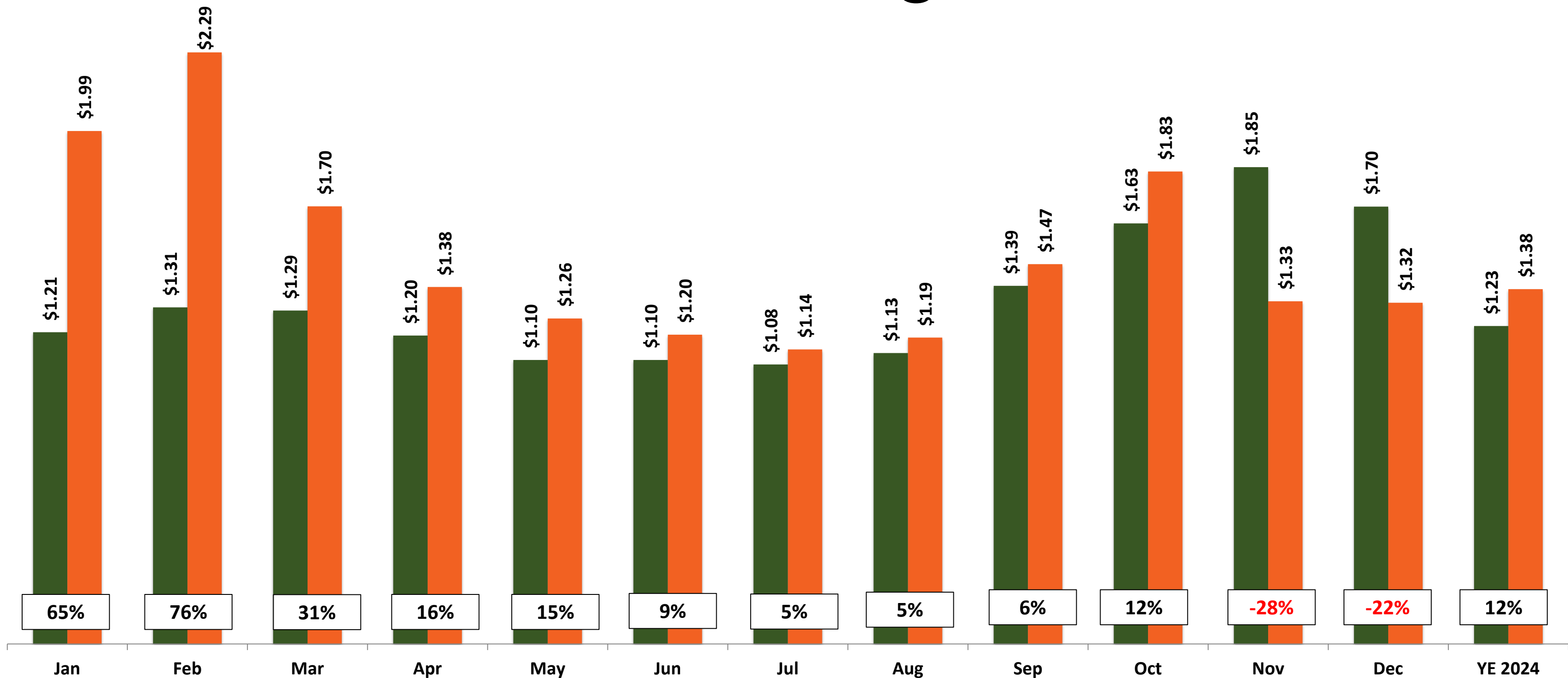


Monthly Volume Velocity Whole Mango



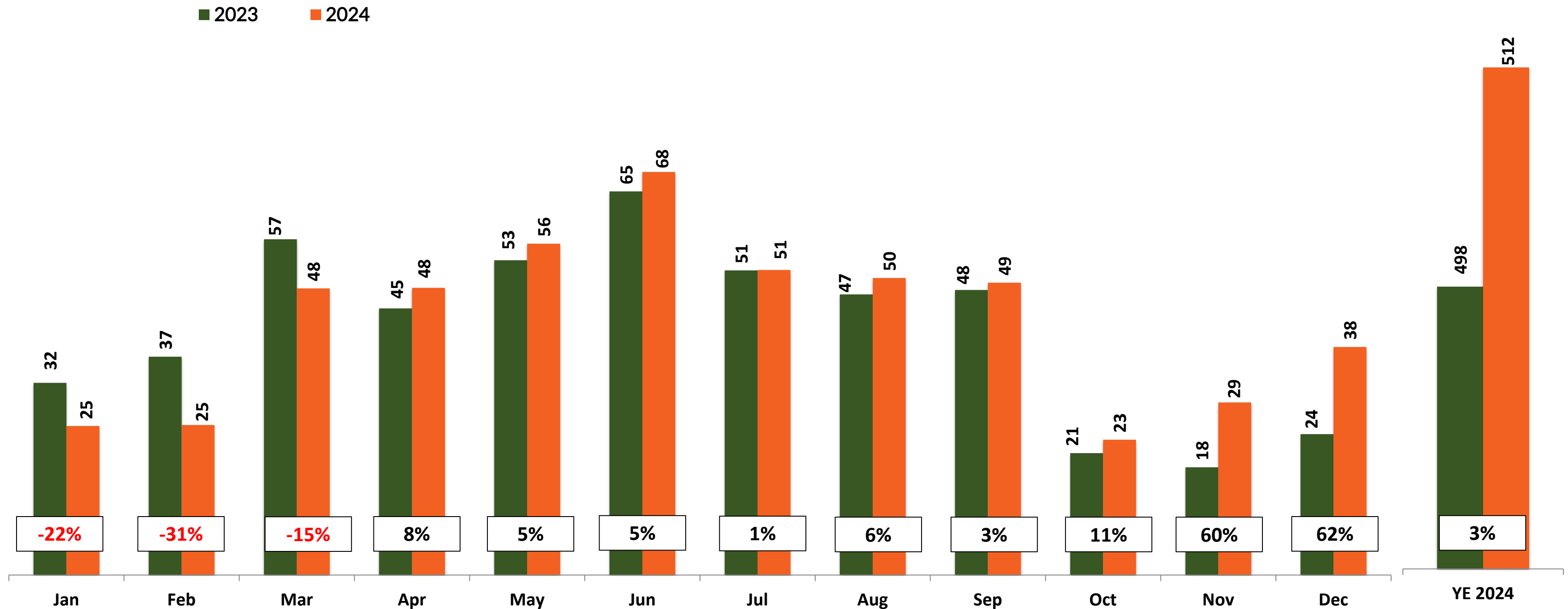
■ 2023 ■ 2024

Monthly Avg Unit Price Whole Mango

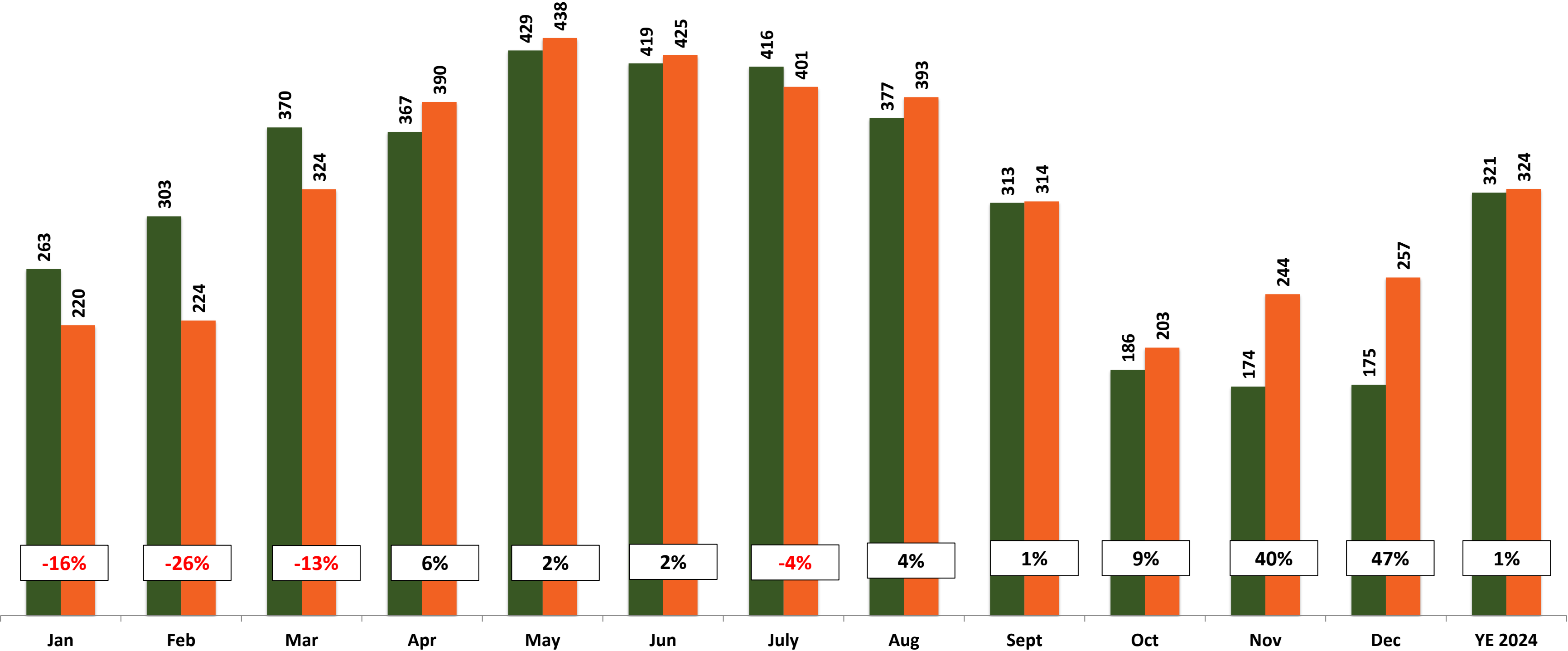


■ 2023 ■ 2024

Monthly Dollars (Millions) Whole Mango

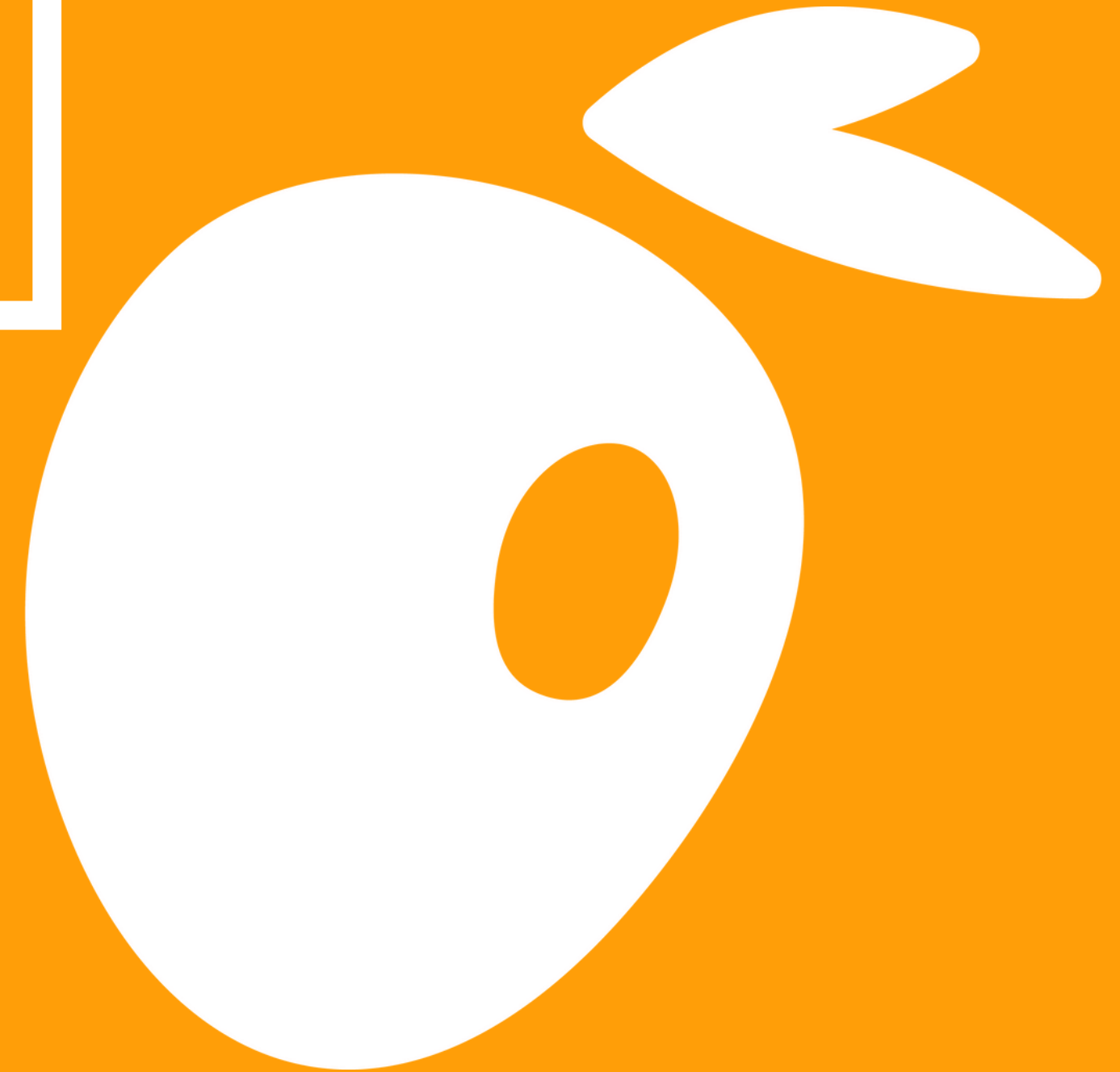


Monthly Dollar Velocity Whole Mango

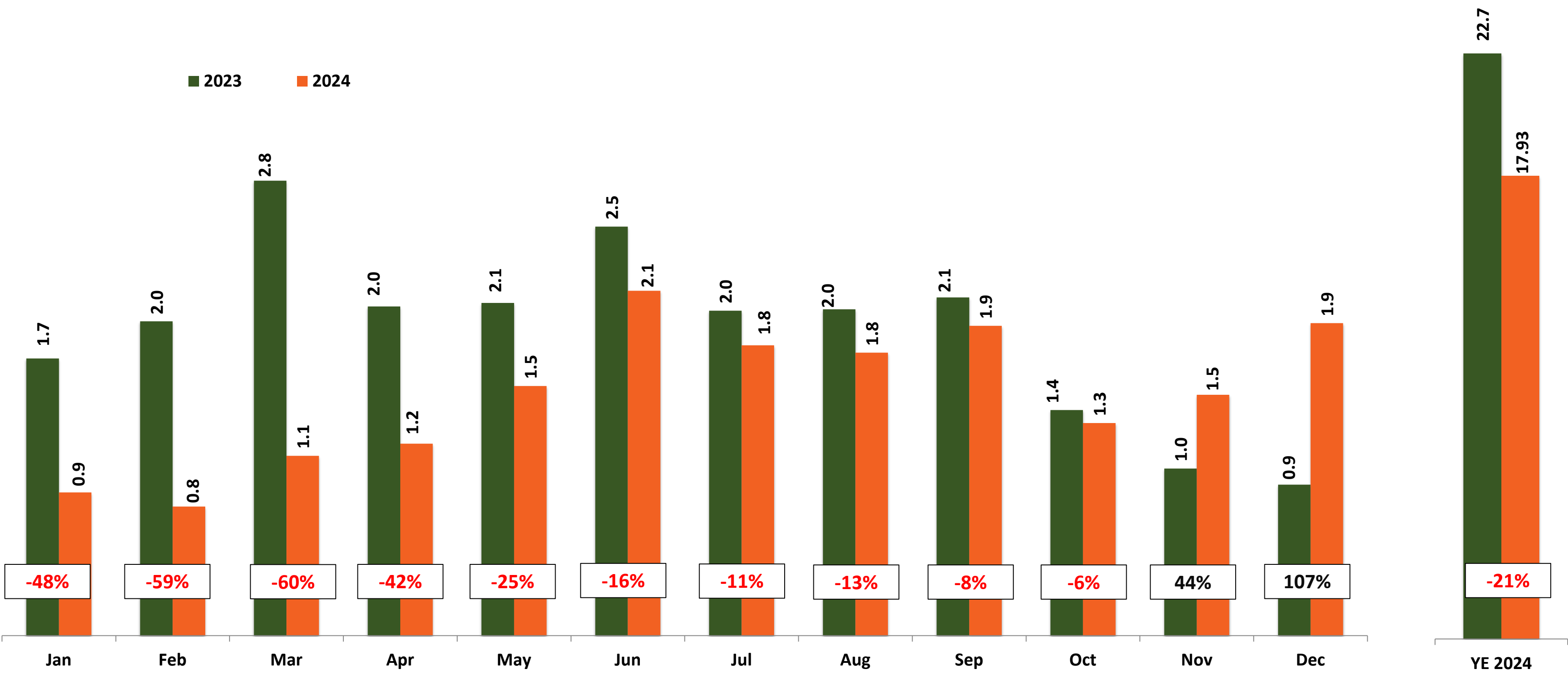


■ 2023 ■ 2024

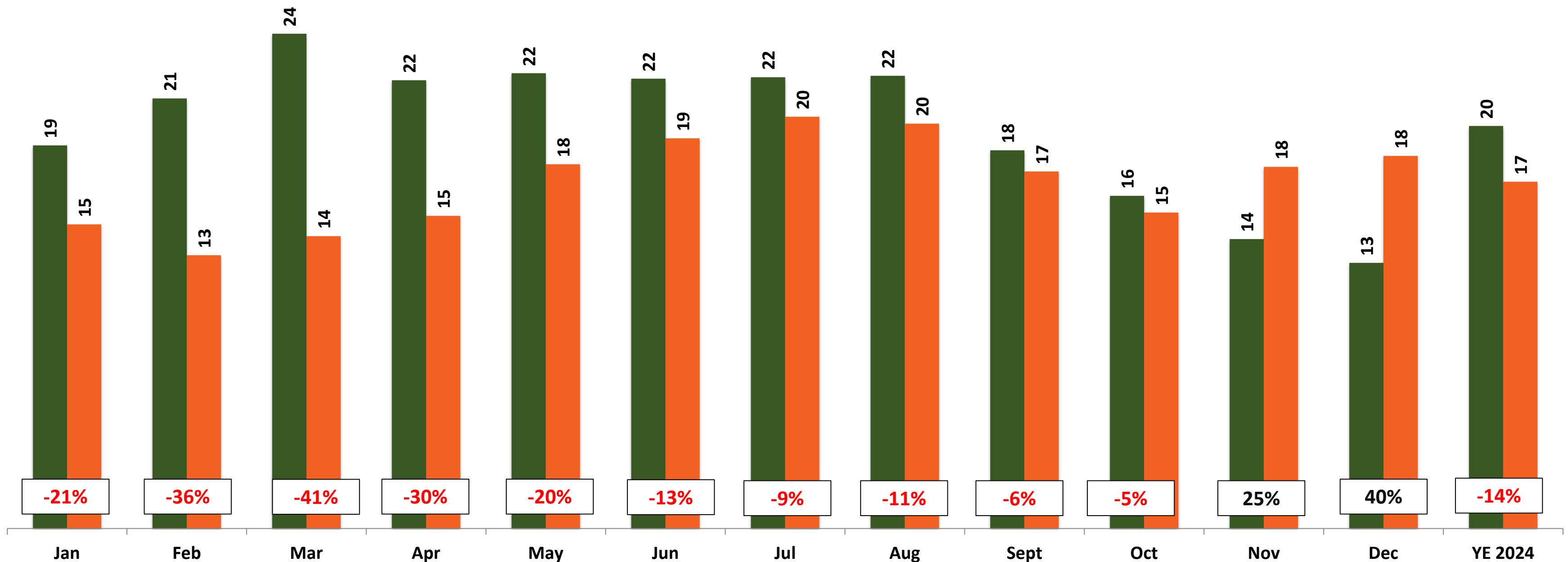
Fresh Cut Mango



Monthly Volume (Millions) Fresh Cut Mango

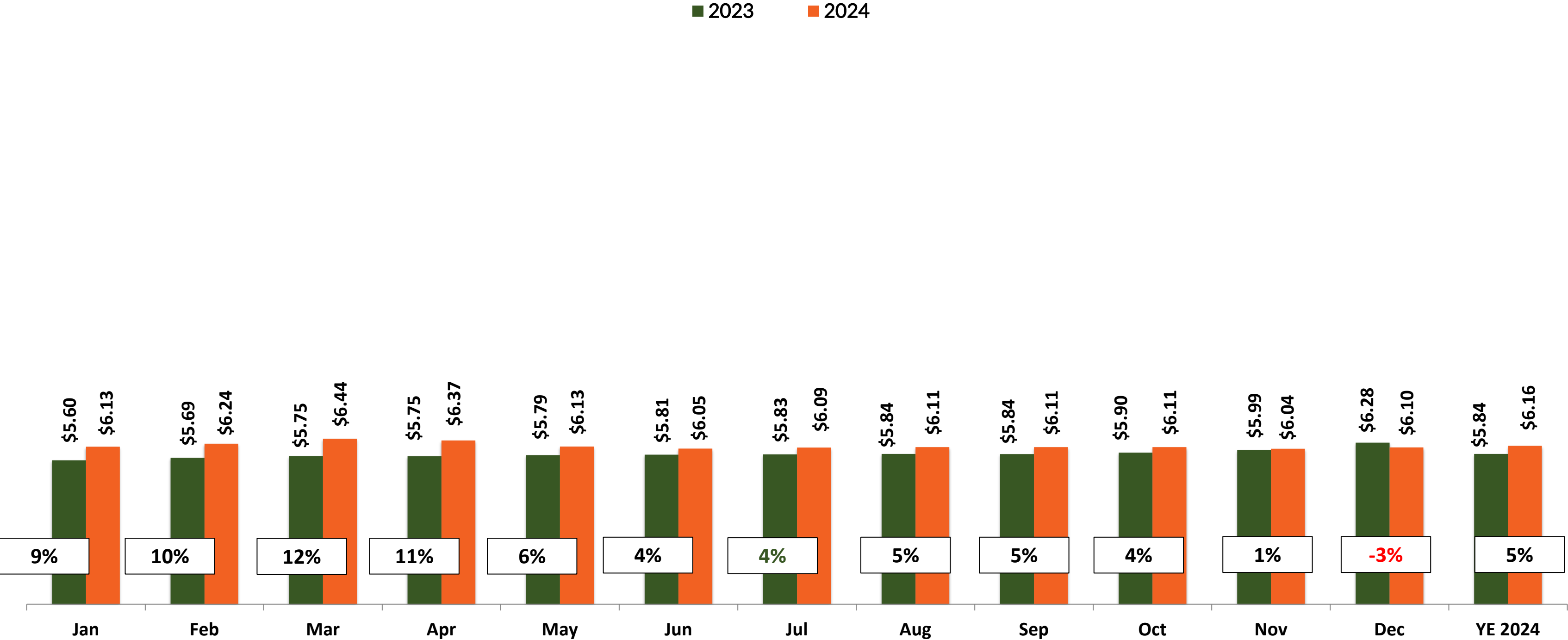


Monthly Volume Velocity Fresh Cut Mango



■ 2023 ■ 2024

Monthly Avg Unit Price Fresh Cut Mango

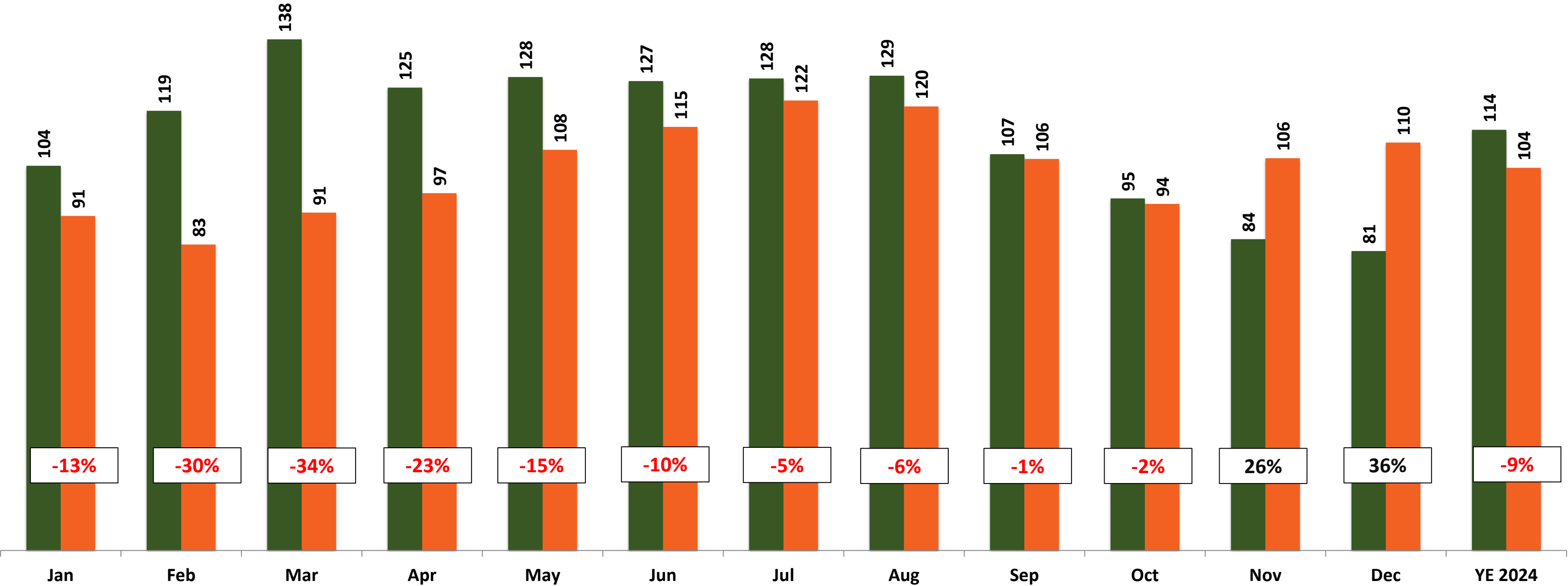


Sources: Nielsen Answers on Demand® Total US xAOC; 52 WE 12/28/2024

Monthly Dollars (Millions) Fresh Cut Mango



Monthly Dollar Velocity Fresh Cut Mango



■ 2023 ■ 2024



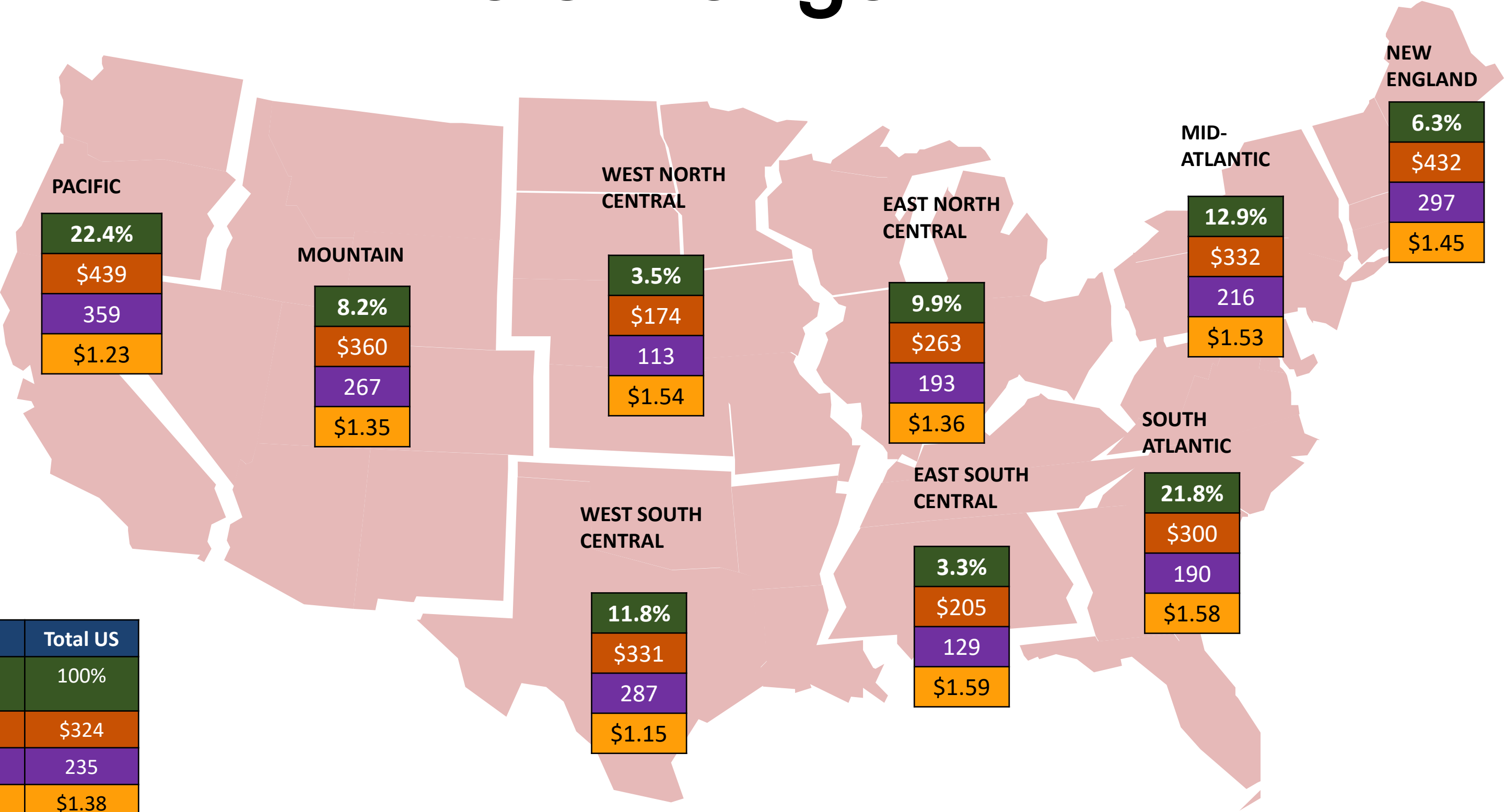
Sources: Nielsen Answers on Demand® Total US xAOC; 52 WE 12/28/2024

Regional Data



YE 2024 Performance by Region

Whole Mango

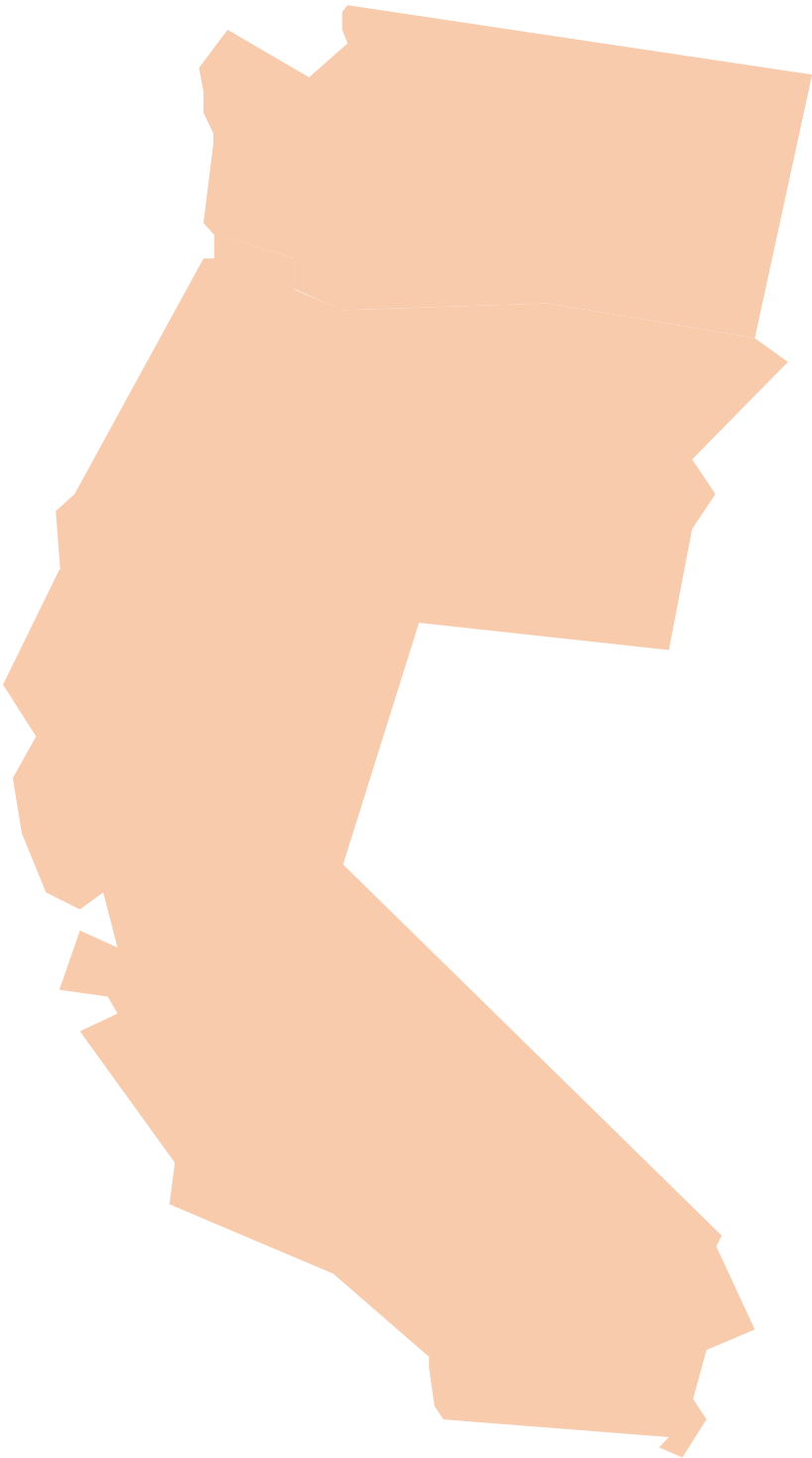


Legend	Total US
Dollars Contribution (Total Mangos)	100%
Dollar Velocity	\$324
Volume Velocity	235
Average Retail Price	\$1.38

Regional Overview YE 2024

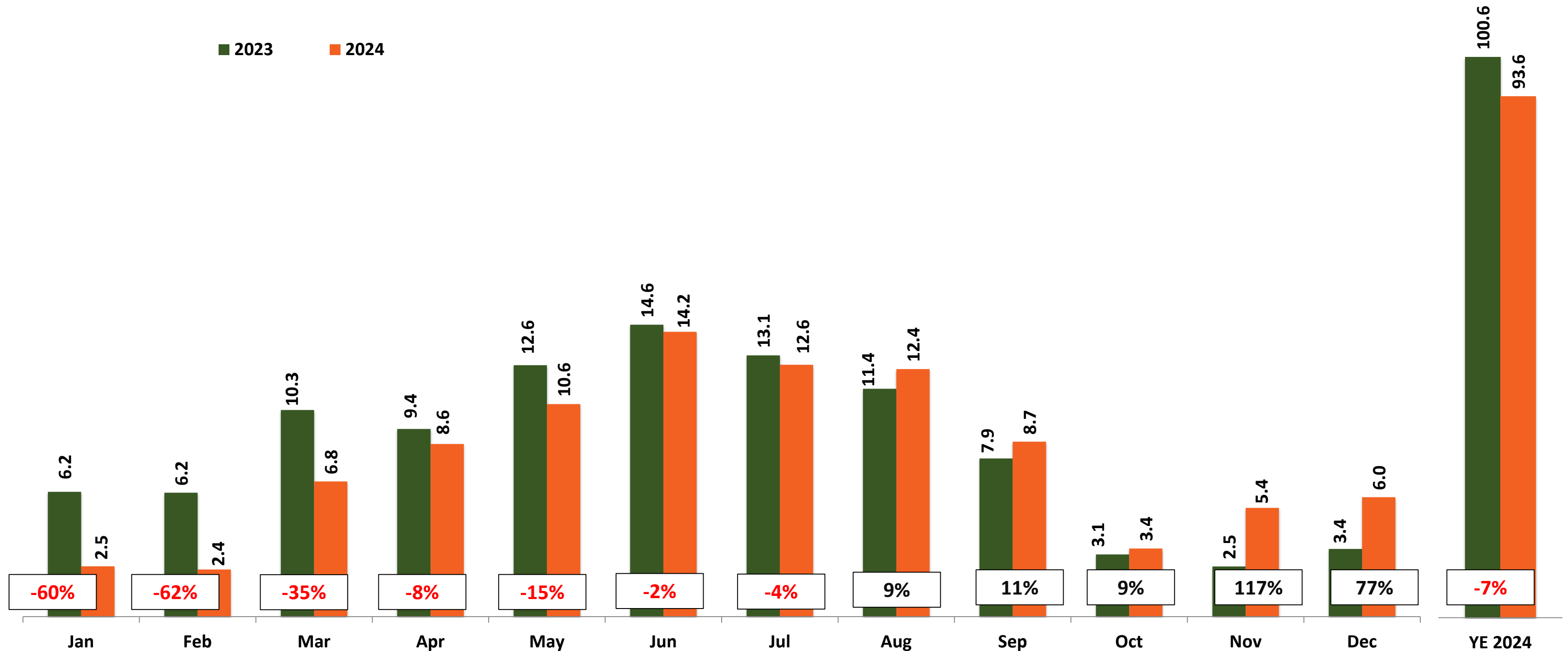
PACIFIC
California
Oregon
Washington

Legend	Pacific
Dollars Contribution	22.4%
Dollar Velocity	\$439
Volume Velocity	359
Average Retail Price	\$1.23

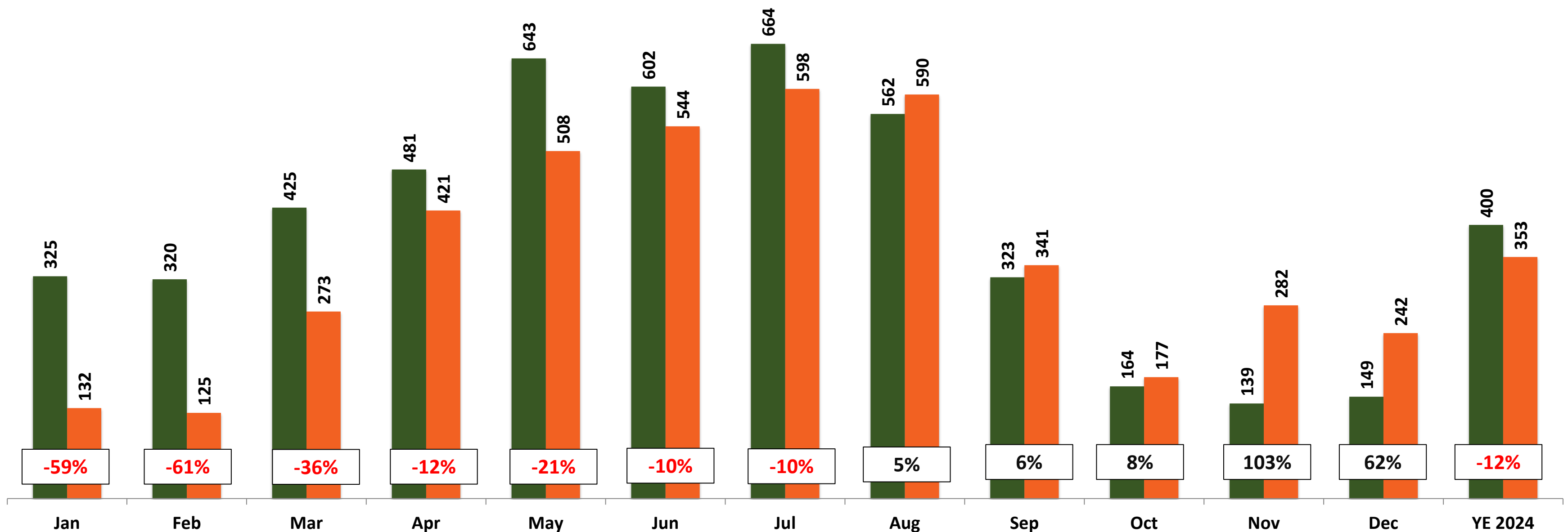


Legend	Total US
Dollars Contribution	100%
Dollar Velocity	\$324
Volume Velocity	235
Average Retail Price	\$1.38

Pacific Monthly Mango Volume (Millions)

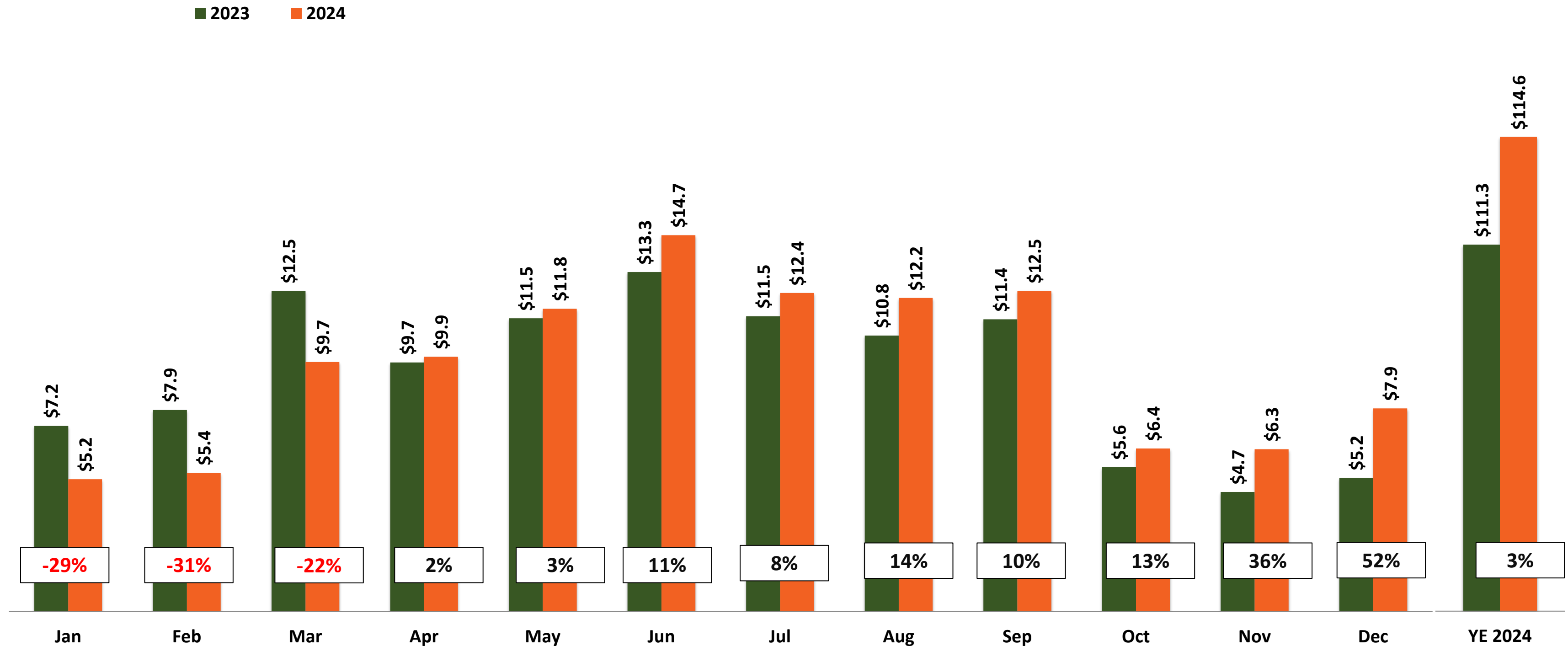


Pacific Monthly Mango Volume Velocity

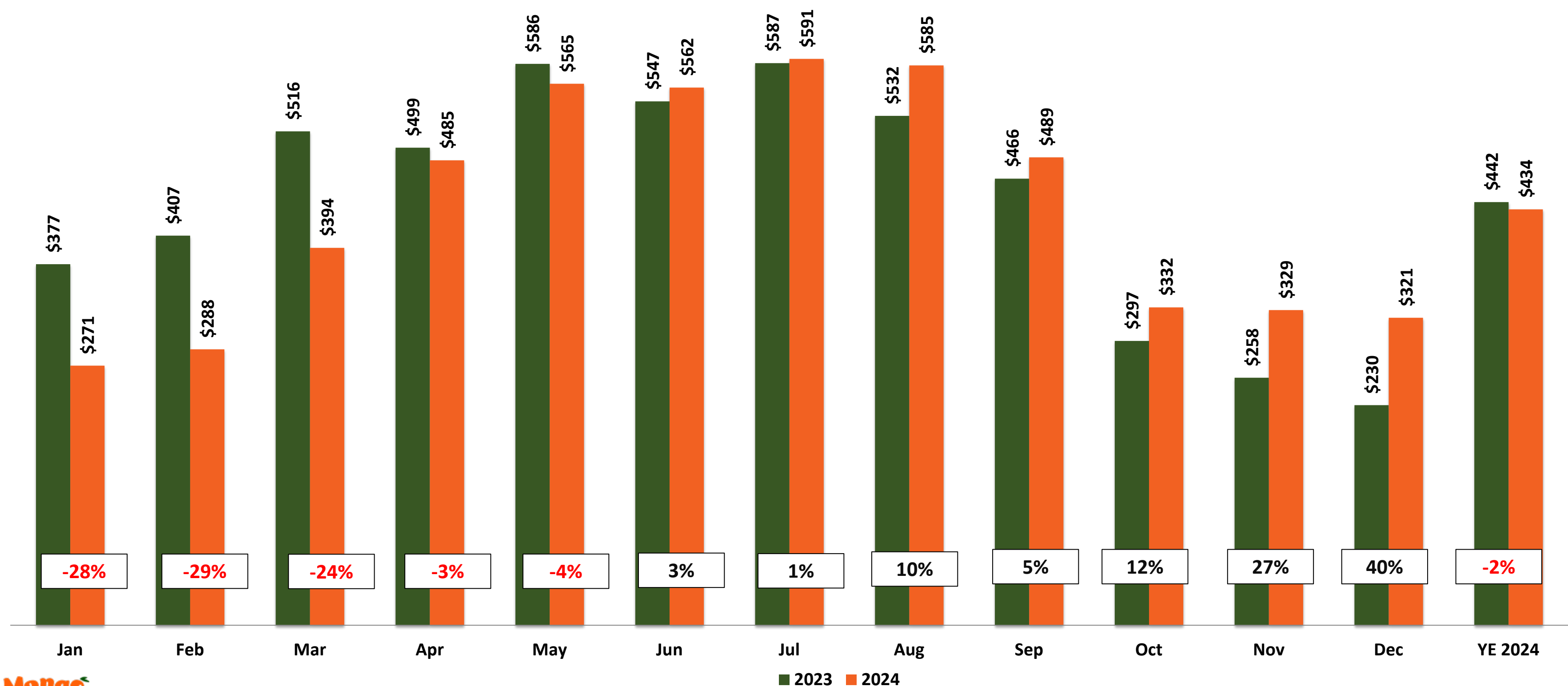


■ 2023 ■ 2024

Pacific Monthly Mango Sales (Millions)



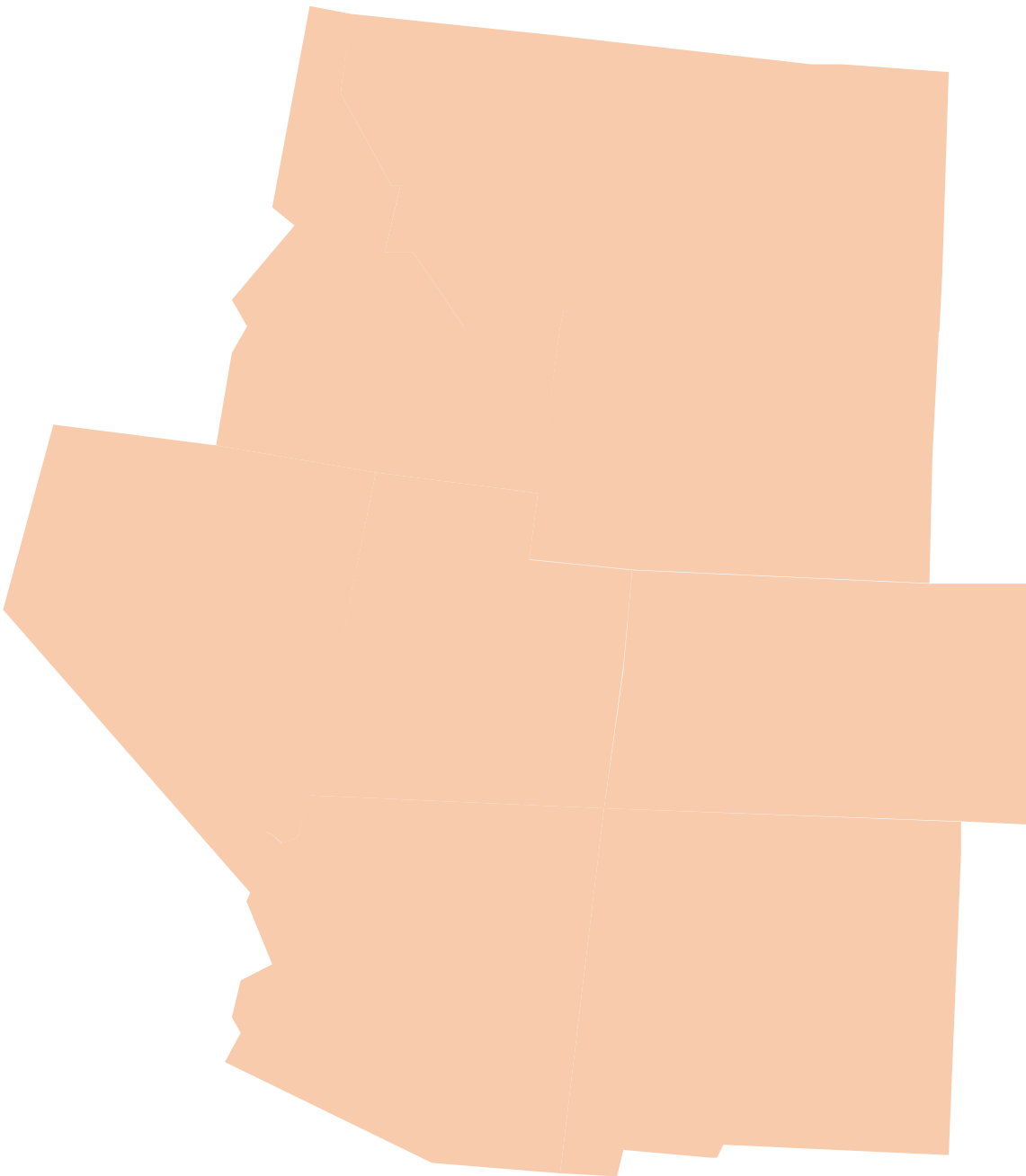
Pacific Monthly Mango Dollar Velocity



Regional Overview YE 2024

Mountain

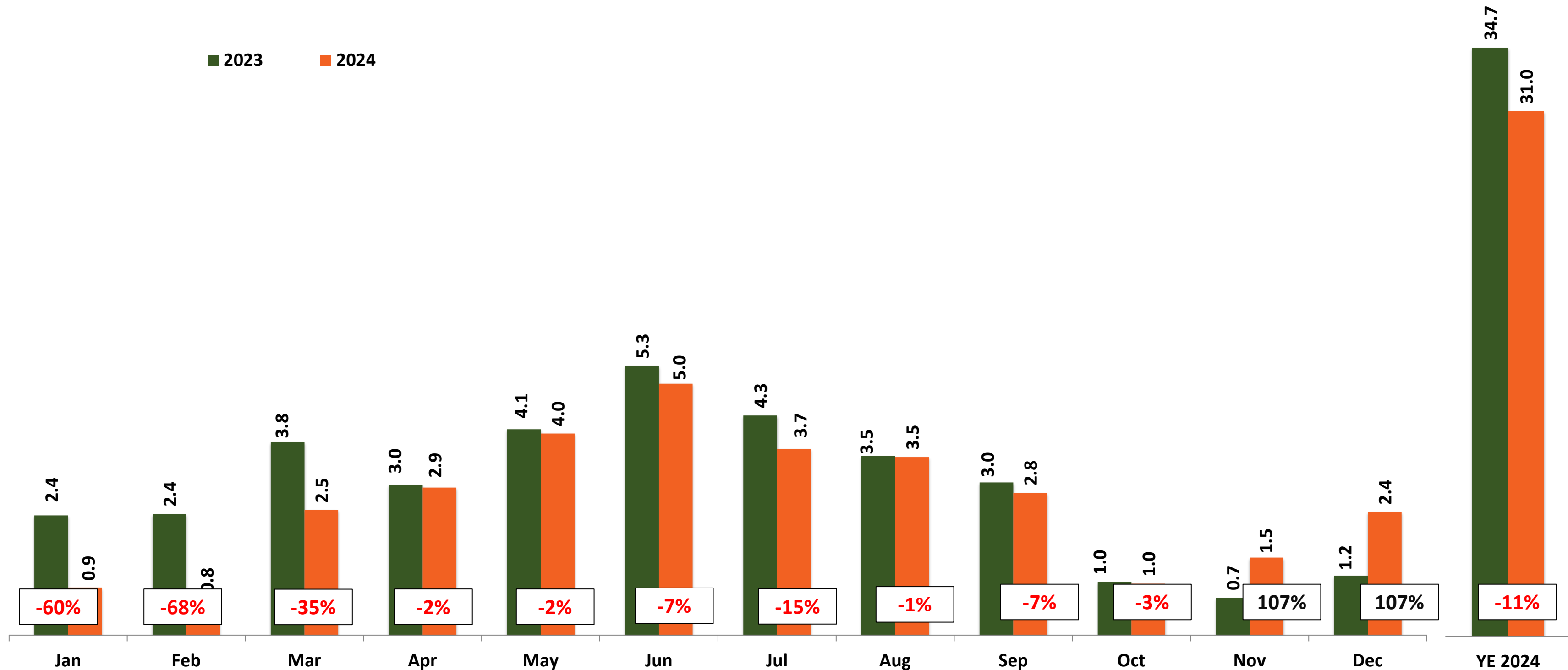
Nevada Montana
Idaho Colorado
Utah Wyoming
Arizona New Mexico



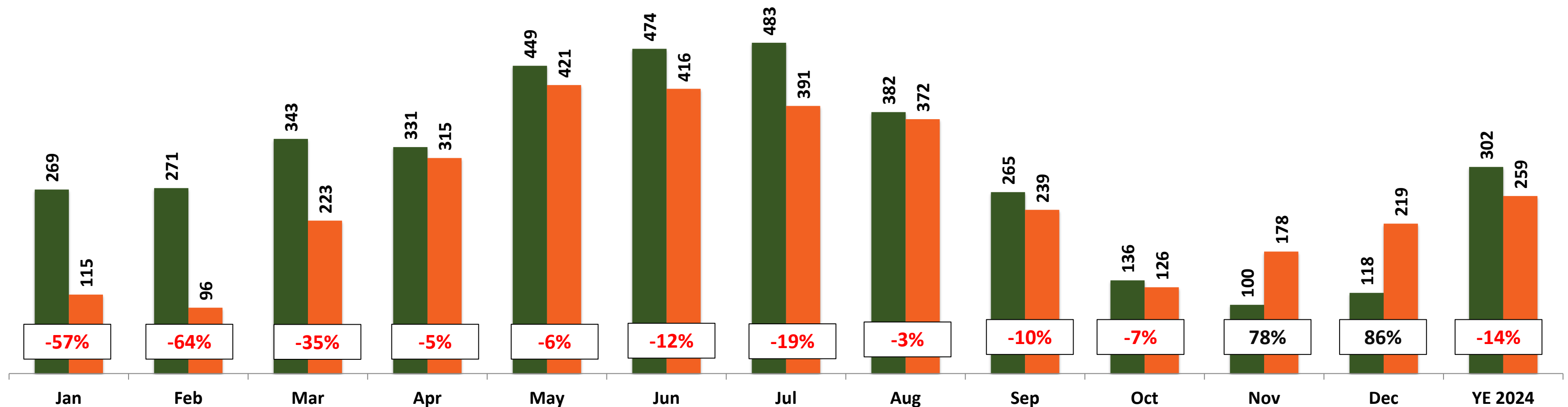
Legend	Total US
Dollars Contribution	100%
Dollar Velocity	\$324
Volume Velocity	235
Average Retail Price	\$1.38

Legend	Mtn
Dollars Contribution	8.2%
Dollar Velocity	\$360
Volume Velocity	267
Average Retail Price	\$1.35

Mountain Monthly Mango Volume (Millions)

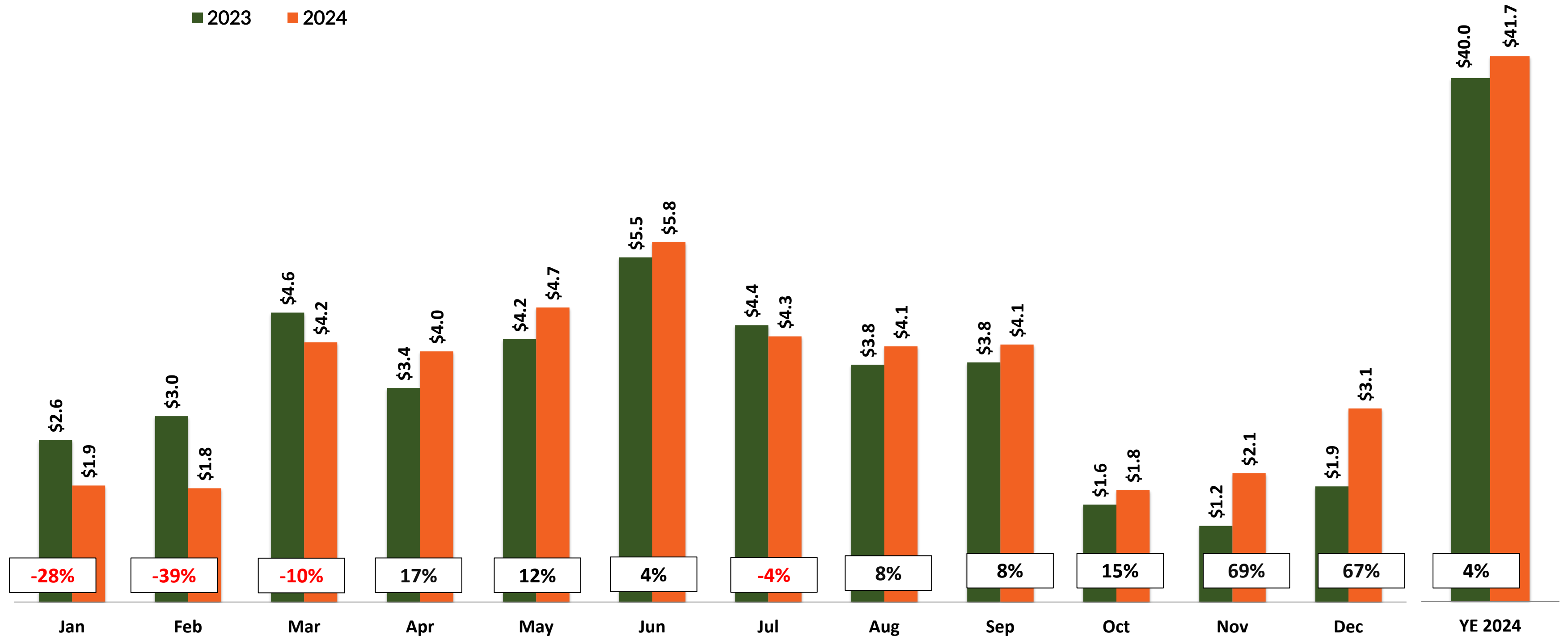


Mountain Monthly Mango Volume Velocity

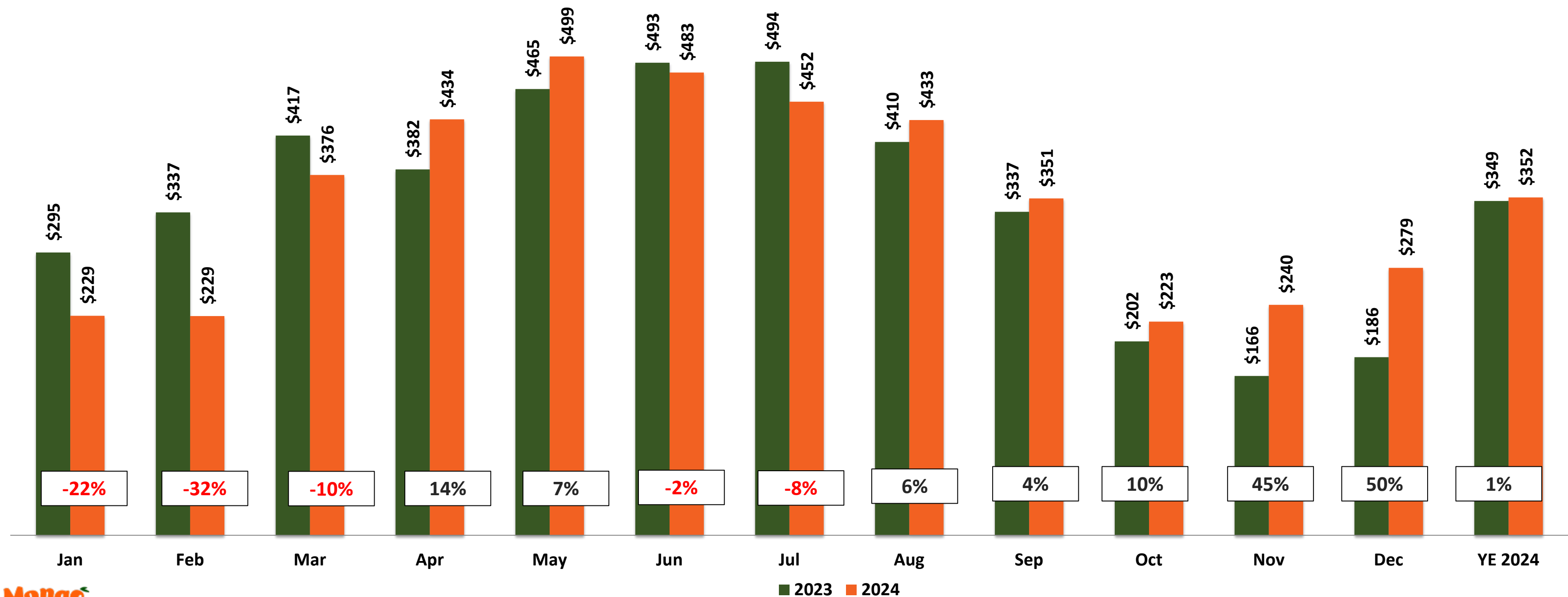


■ 2023 ■ 2024

Mountain Monthly Mango Sales (Millions)



Mountain Monthly Mango Dollar Velocity

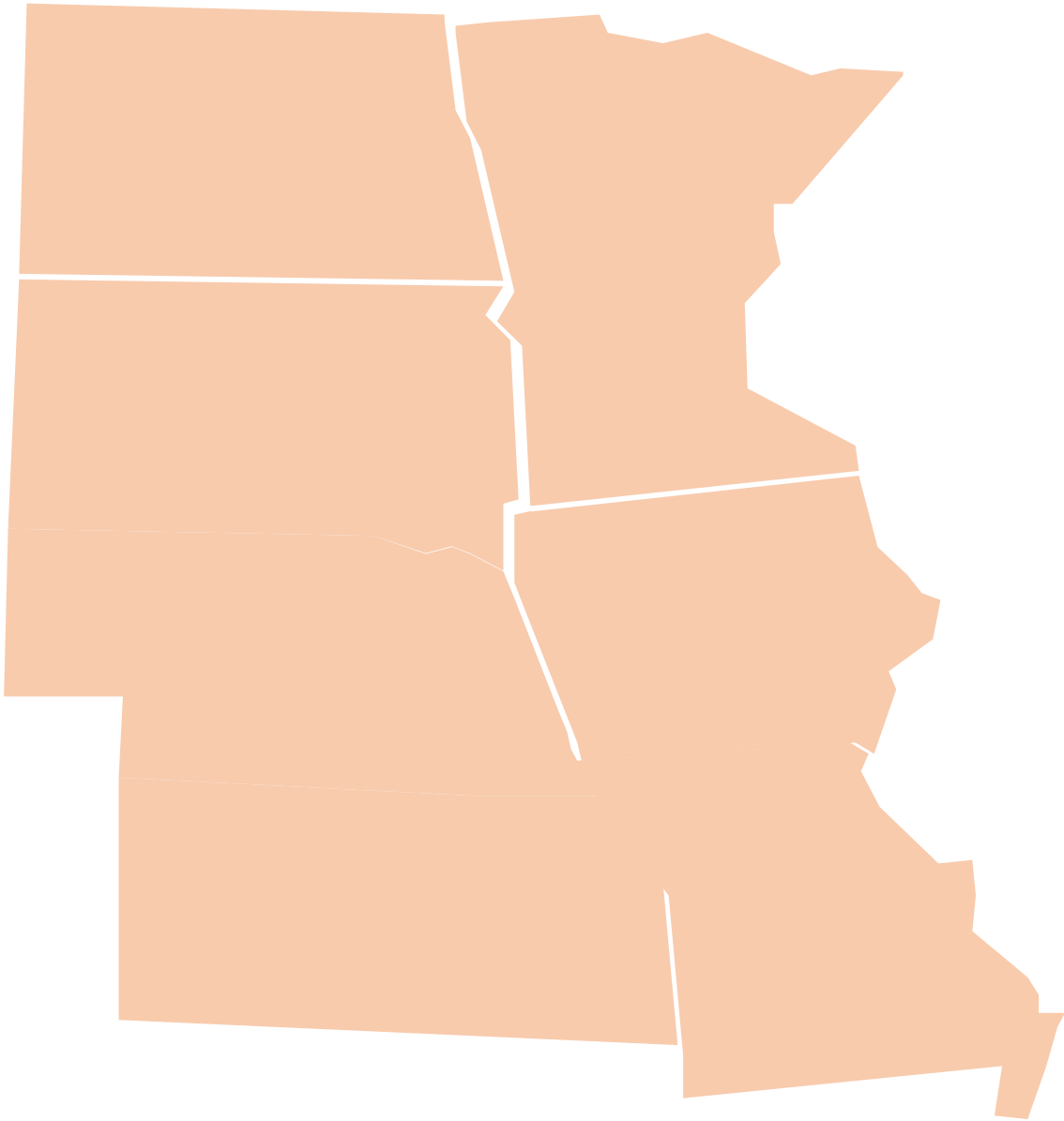


Regional Overview YE 2024

West North Central

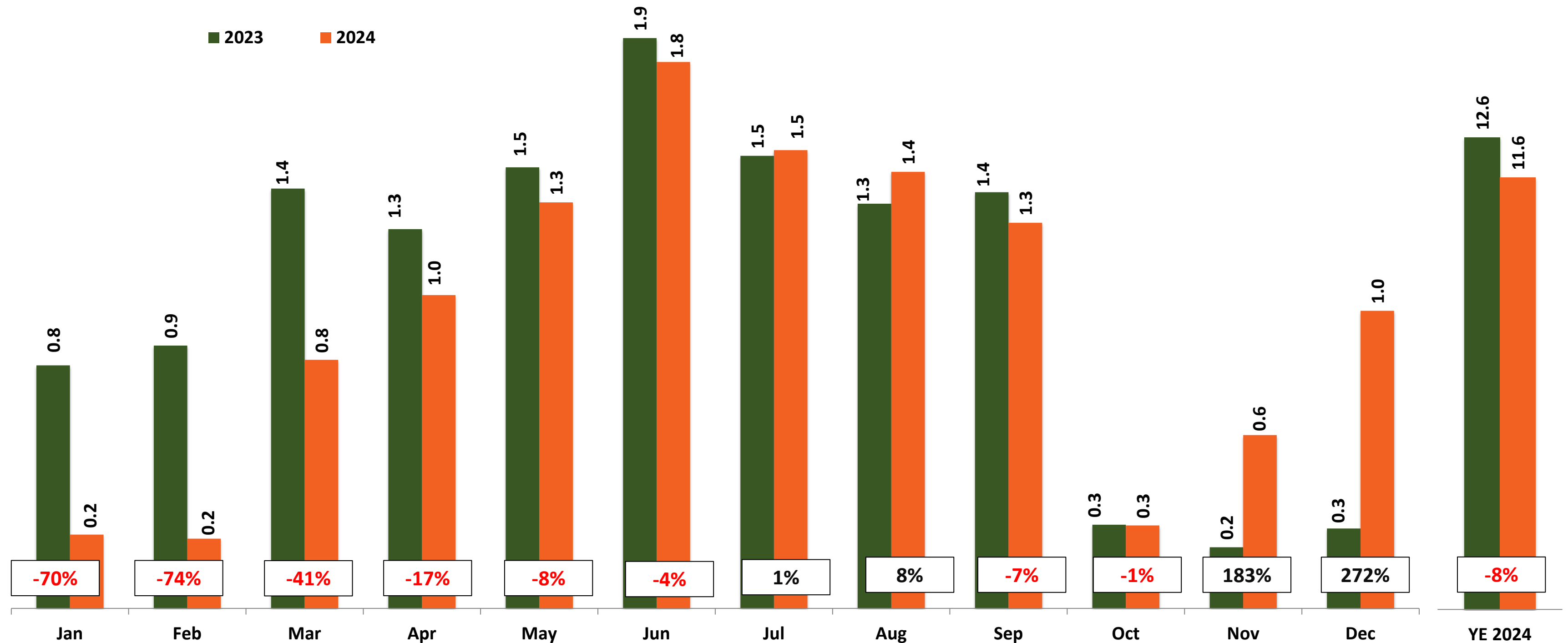
North Dakota
South Dakota
Nebraska
Kansas
Minnesota
Iowa
Missouri

Legend	WNC
Dollars Contribution	3.5%
Dollar Velocity	\$174
Volume Velocity	113
Average Retail Price	\$1.54

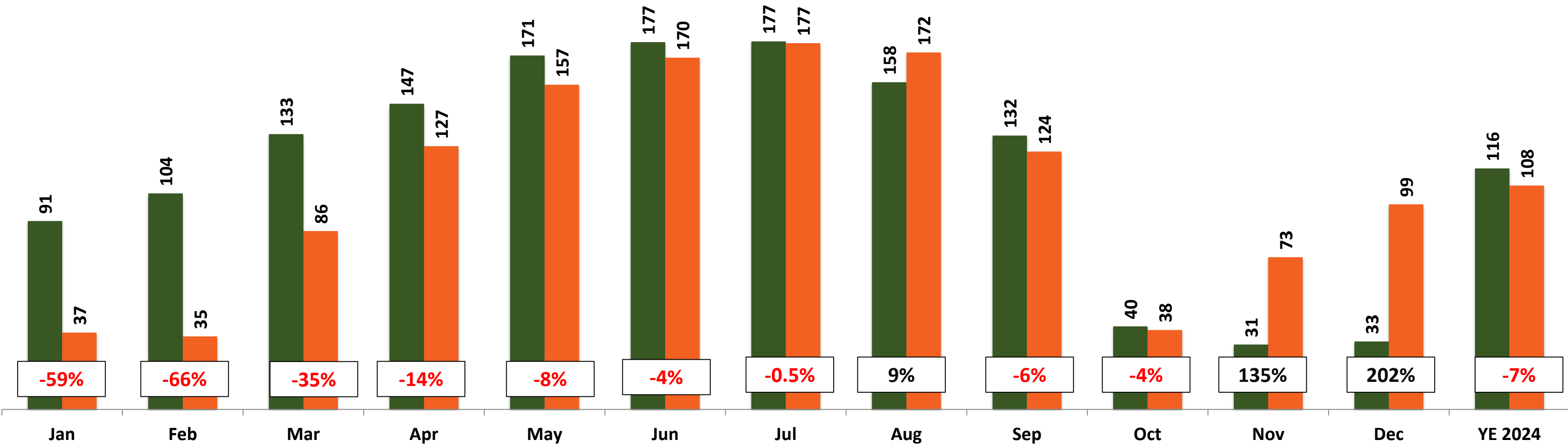


Legend	Total US
Dollars Contribution	100%
Dollar Velocity	\$324
Volume Velocity	235
Average Retail Price	\$1.38

West North Central Monthly Mango Volume (Millions)



West North Central Monthly Mango Volume Velocity

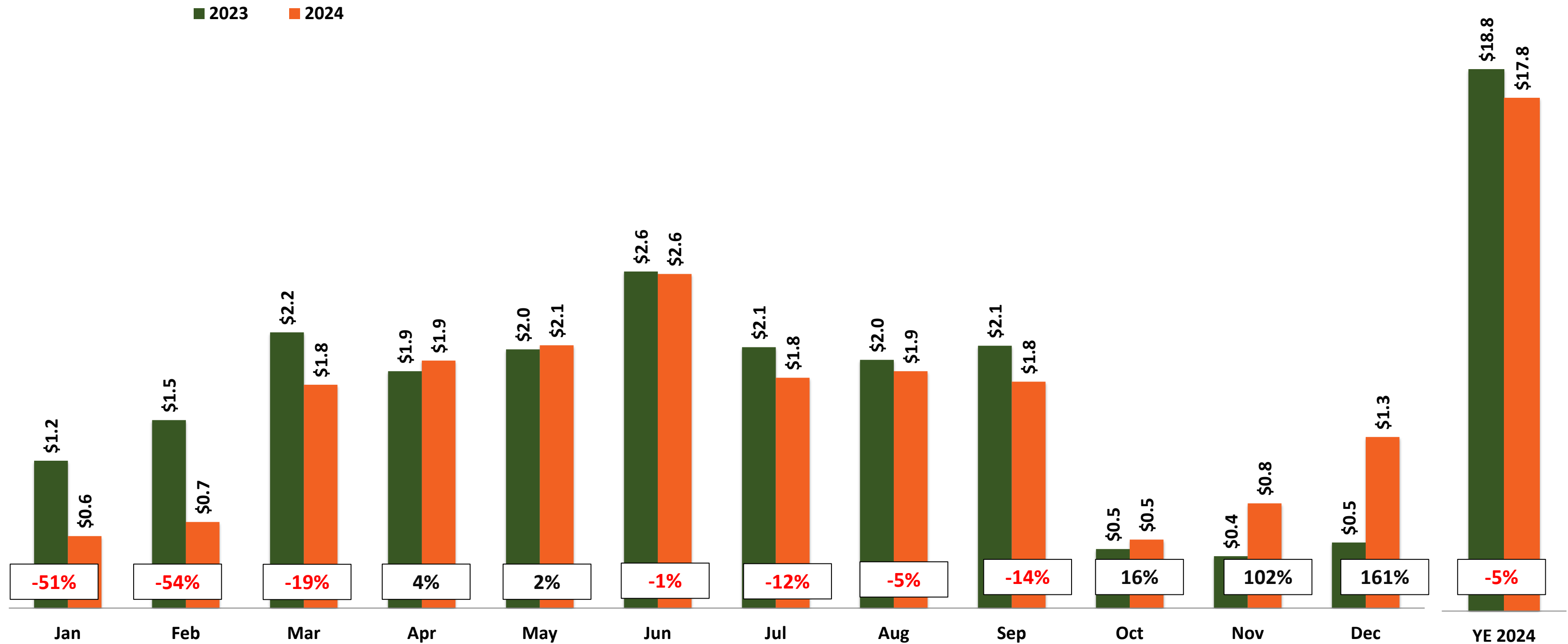


■ 2023 ■ 2024

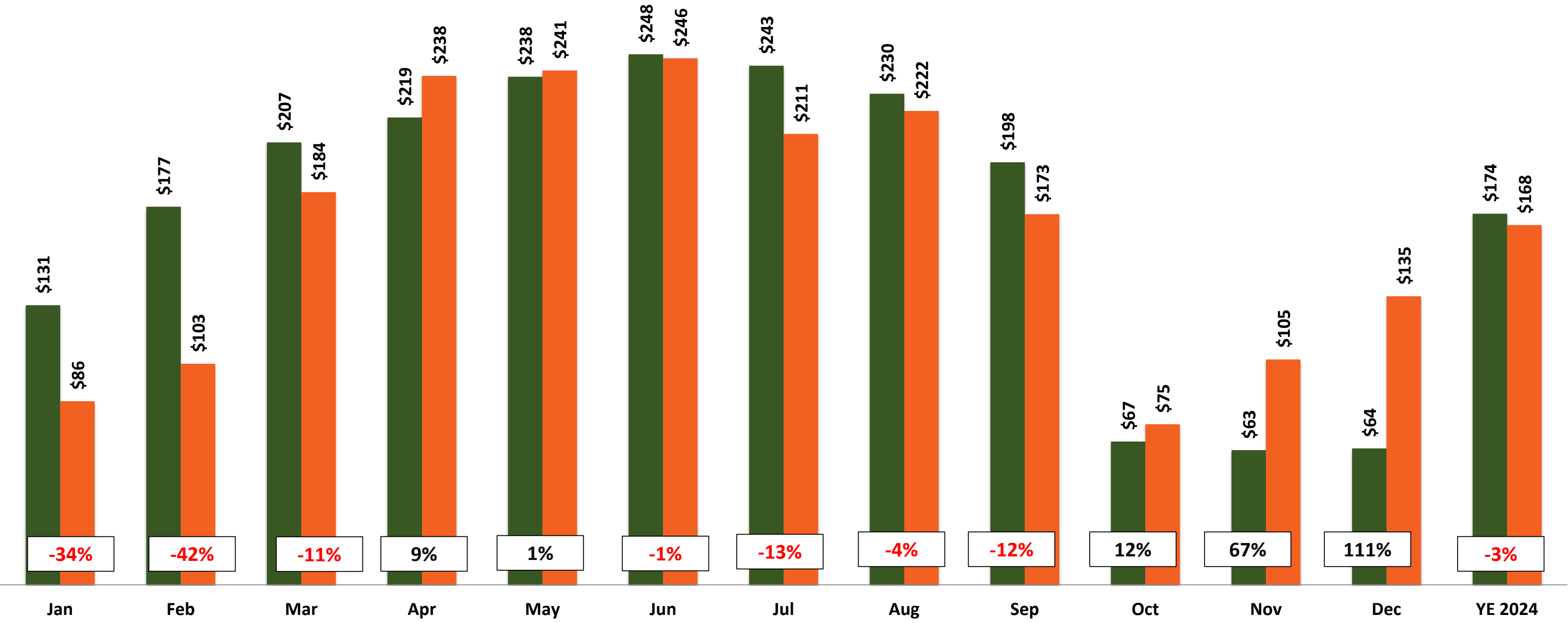


Sources: Nielsen Answers on Demand® Total US xAOC; 52 WE 12/28/2024

West North Central Monthly Mango Sales (Millions)



West North Central Monthly Mango Dollar Velocity

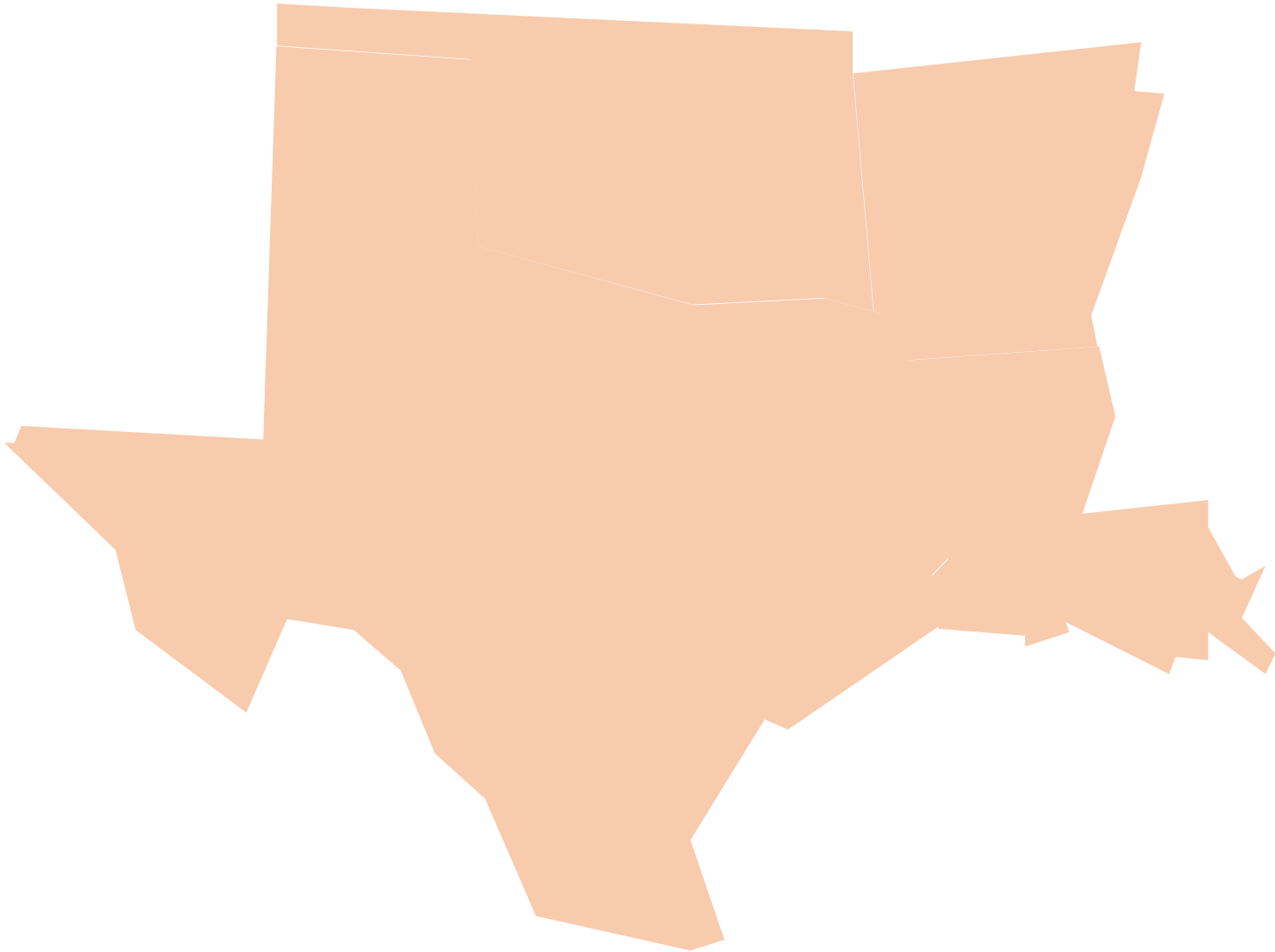


Sources: Nielsen Answers on Demand® Total US xAOC; 52 WE 12/28/2024

Regional Overview YE 2024

West South Central

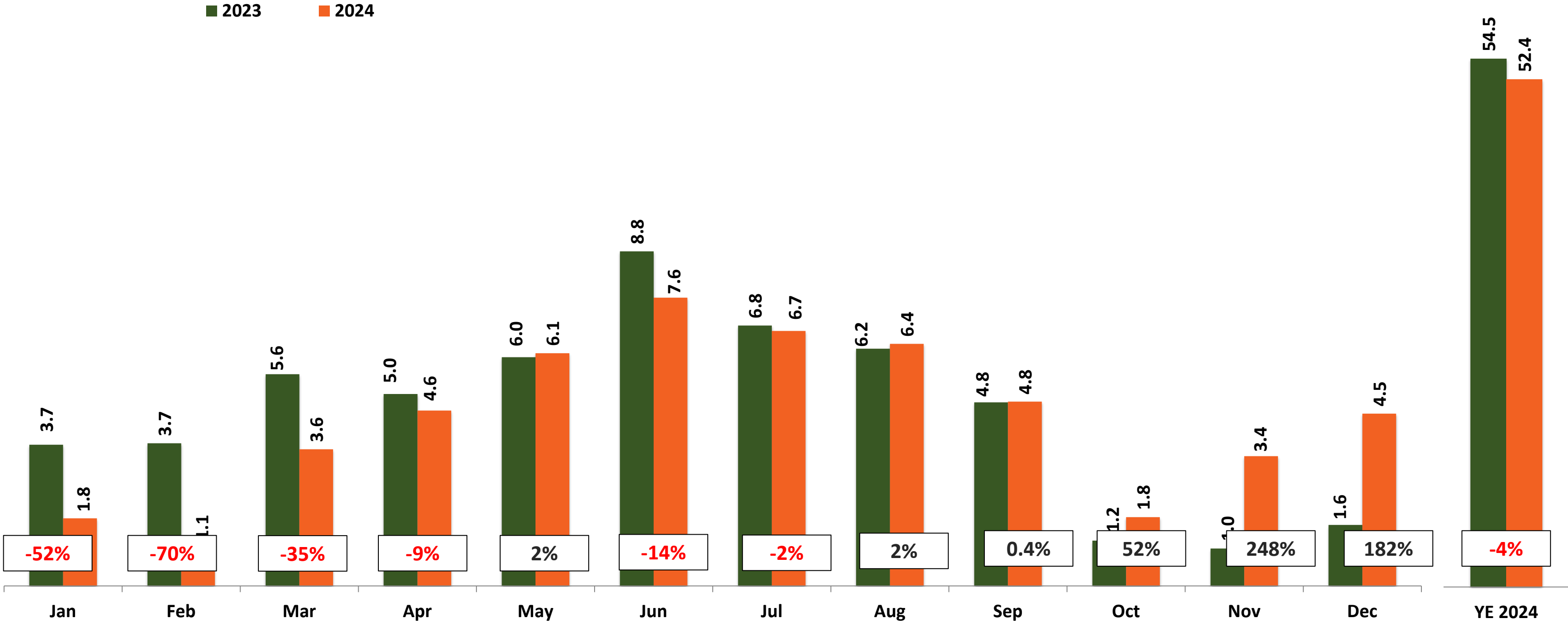
Oklahoma
Texas
Arkansas
Louisiana



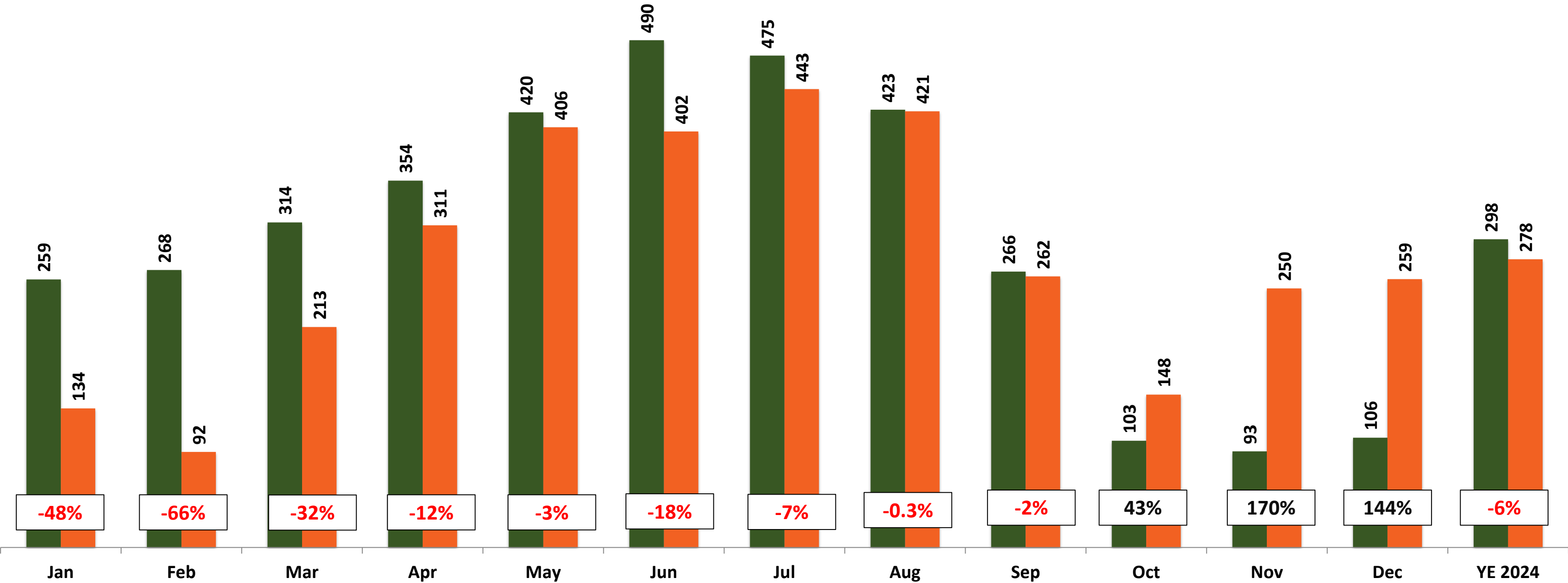
Legend	Total US
Dollars Contribution	100%
Dollar Velocity	\$324
Volume Velocity	235
Average Retail Price	\$1.38

Legend	WSC
Dollars Contribution	11.8%
Dollar Velocity	\$331
Volume Velocity	287
Average Retail Price	\$1.15

West South Central Monthly Mango Volume (Millions)



West South Central Monthly Mango Volume Velocity

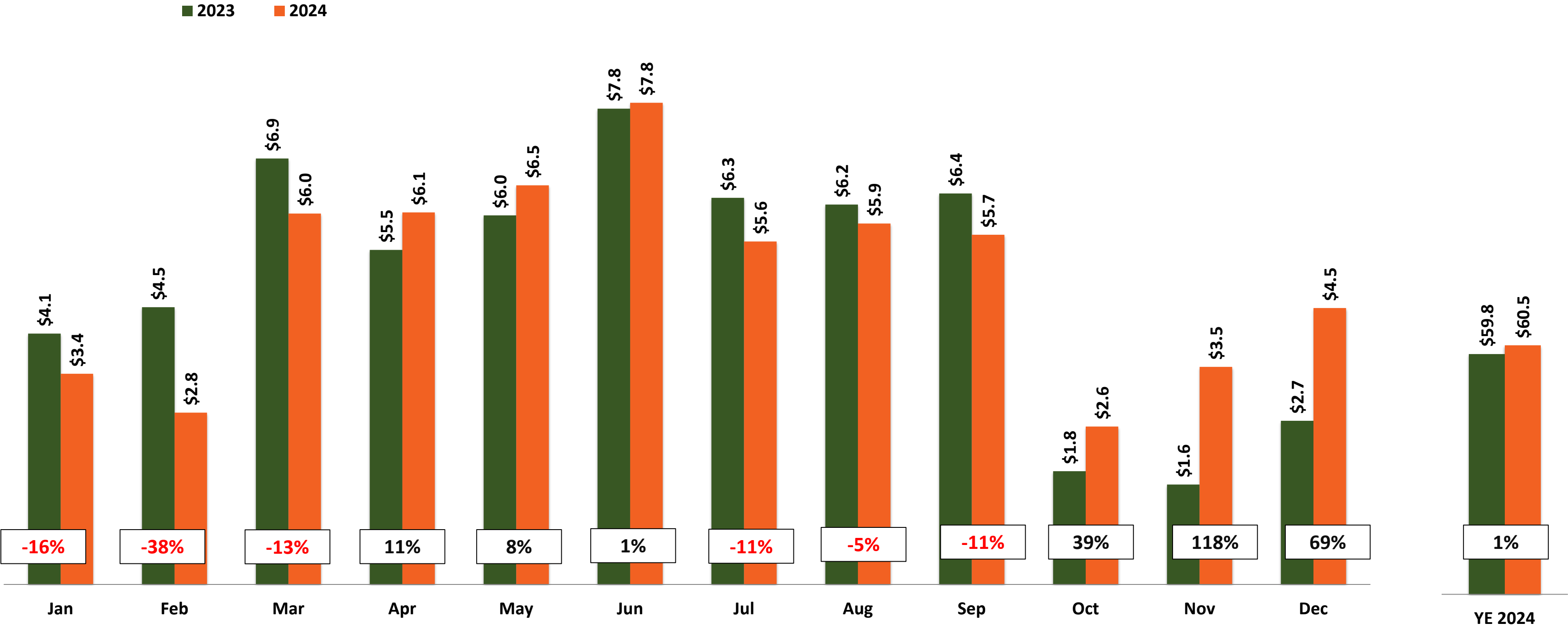


■ 2023 ■ 2024

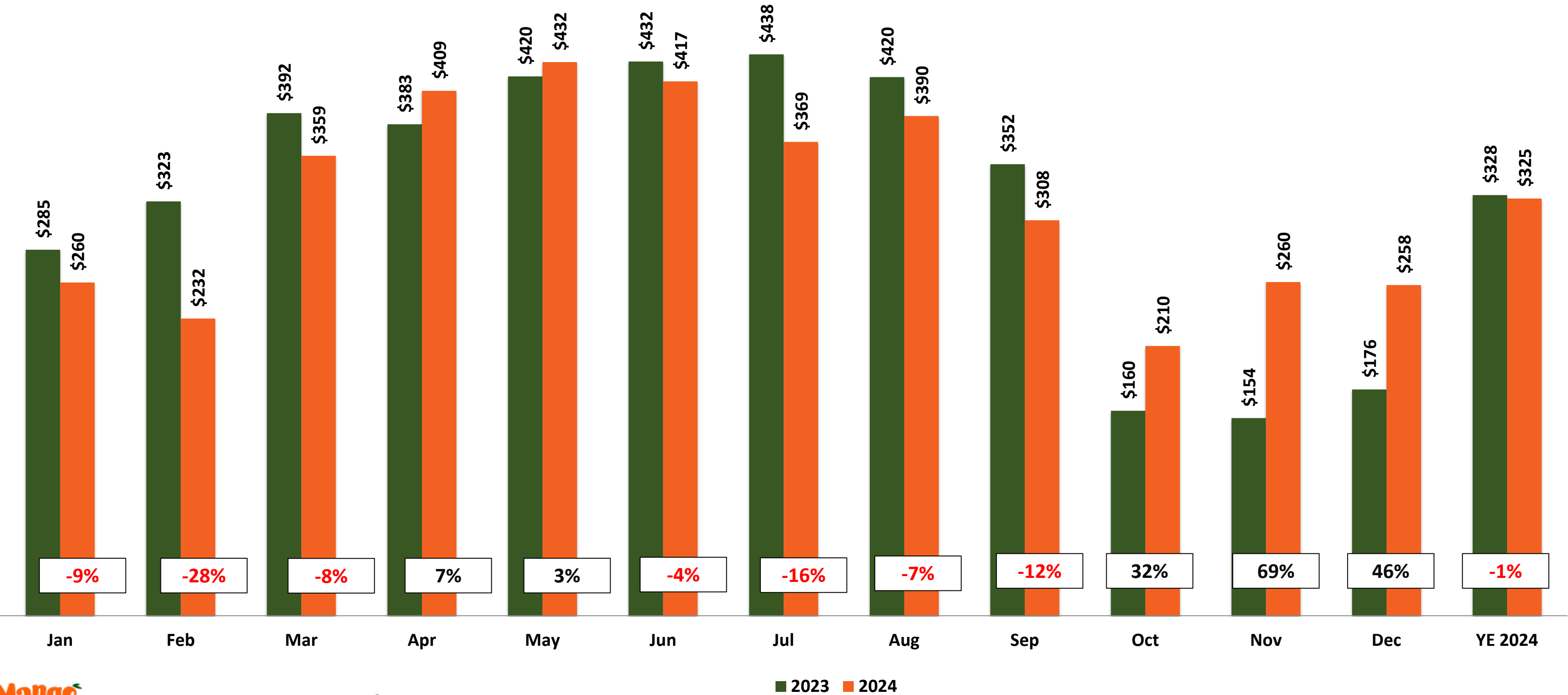


Sources: Nielsen Answers on Demand® Total US xAOC; 52 WE 12/28/2024

West South Central Monthly Mango Sales (Millions)



West South Central Monthly Mango Dollar Velocity

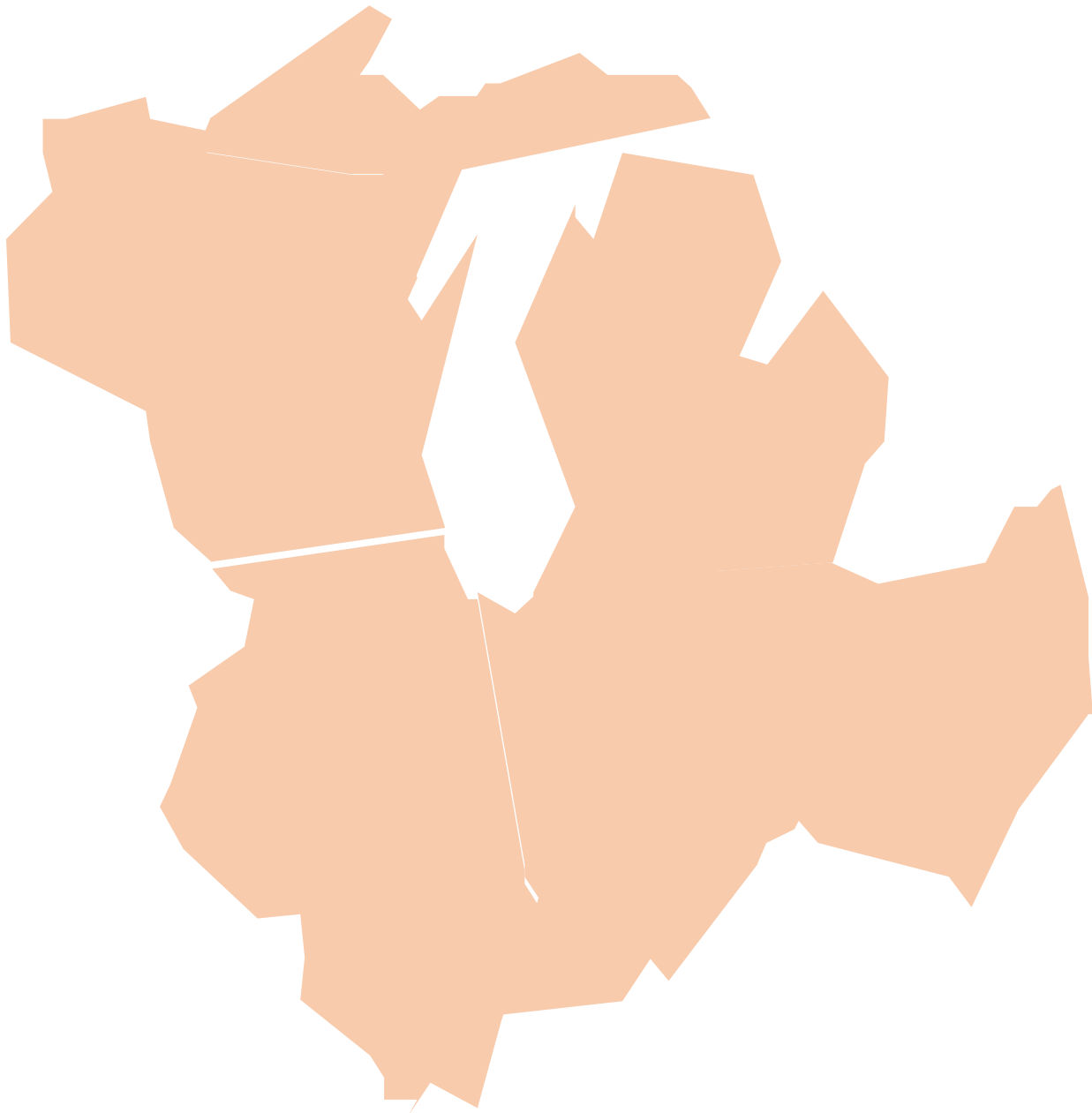


Regional Overview YE 2024

East North Central

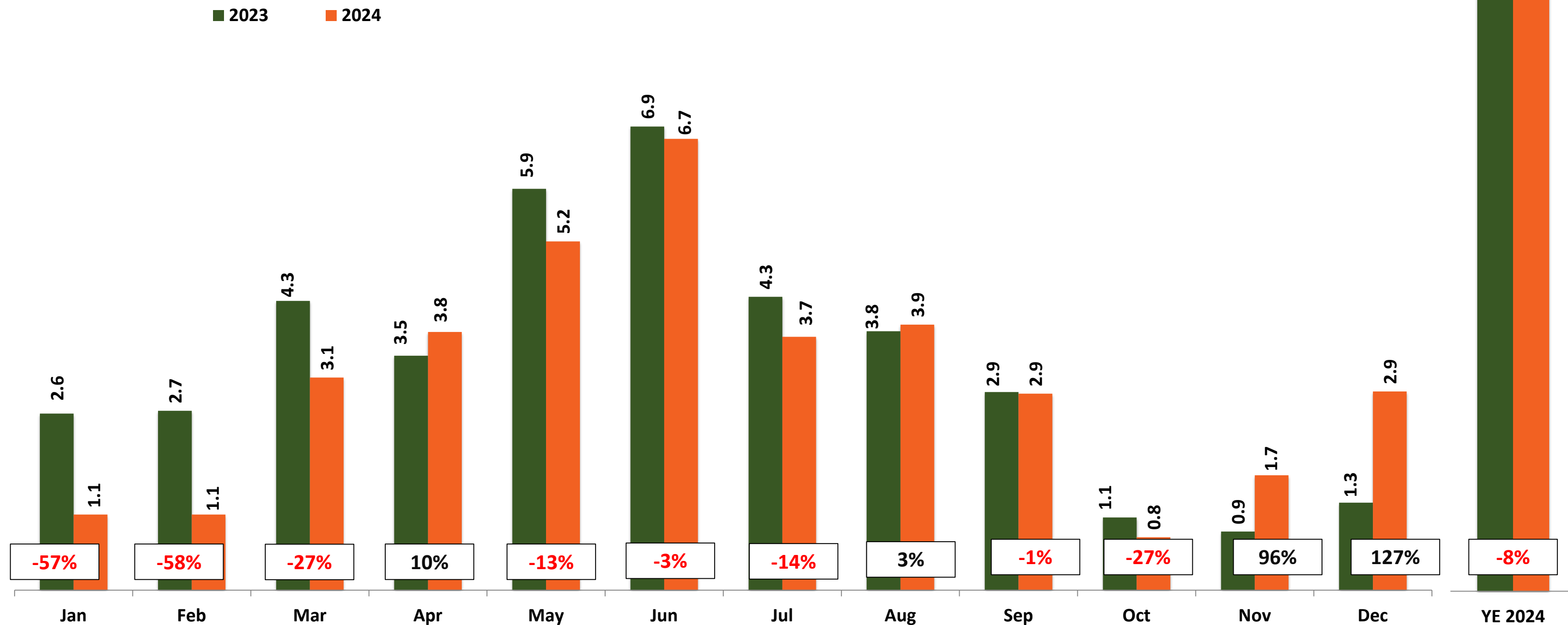
Oklahoma
Texas
Arkansas
Louisiana

Legend	ENC
Dollars Contribution	9.9%
Dollar Velocity	\$263
Volume Velocity	193
Average Retail Price	\$1.36

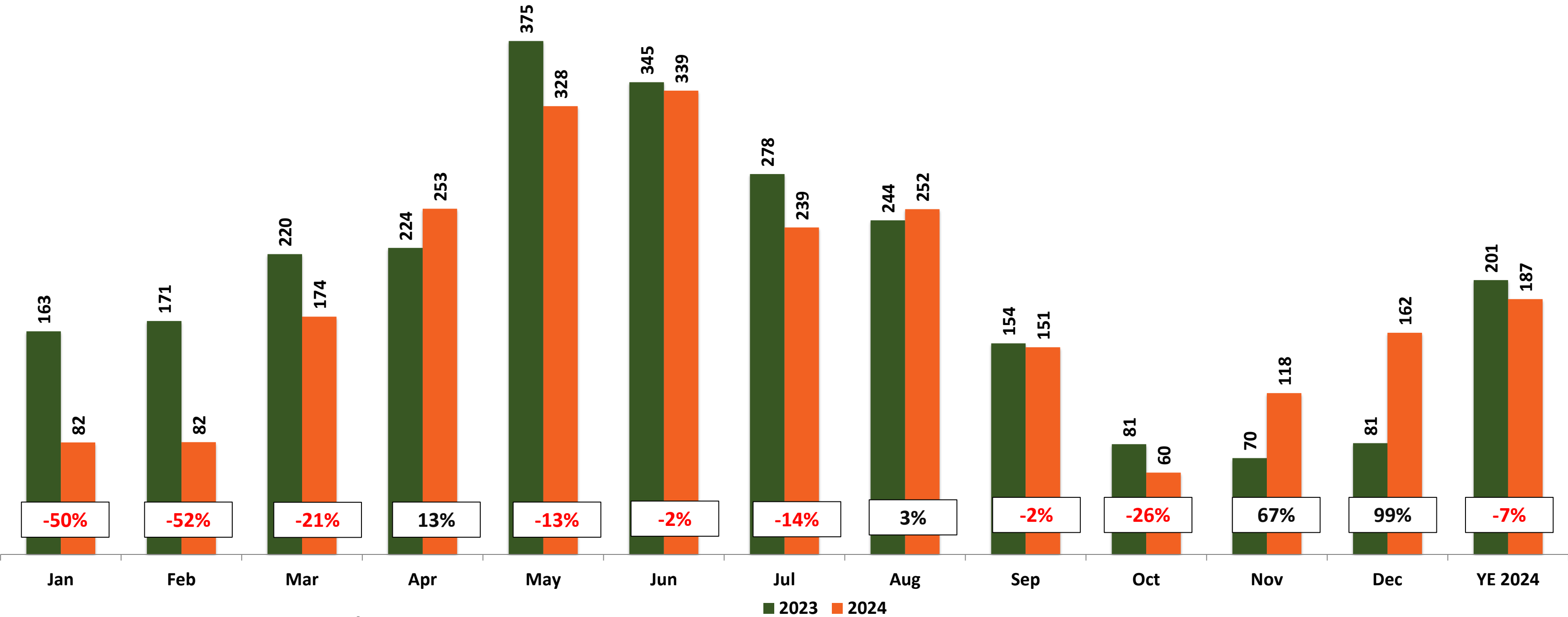


Legend	Total US
Dollars Contribution	100%
Dollar Velocity	\$324
Volume Velocity	235
Average Retail Price	\$1.38

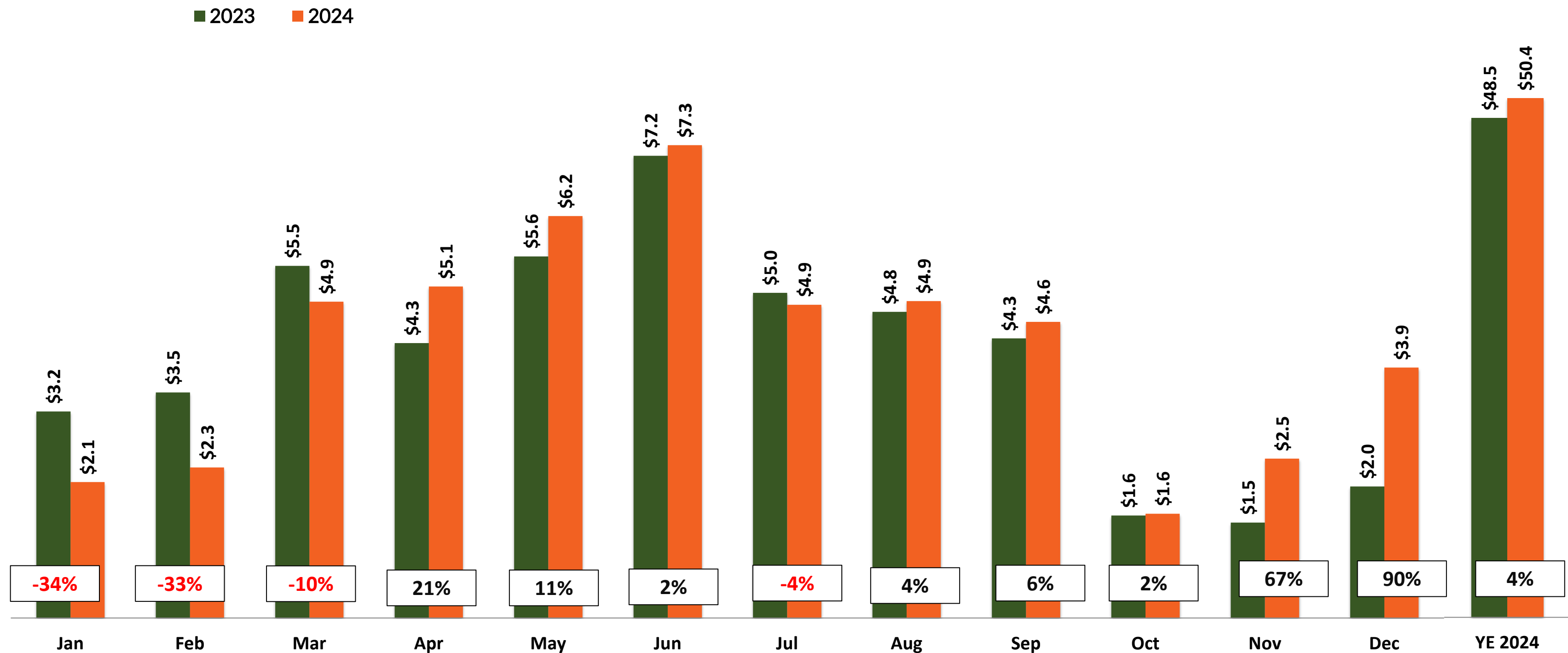
East North Central Monthly Mango Volume (Millions)



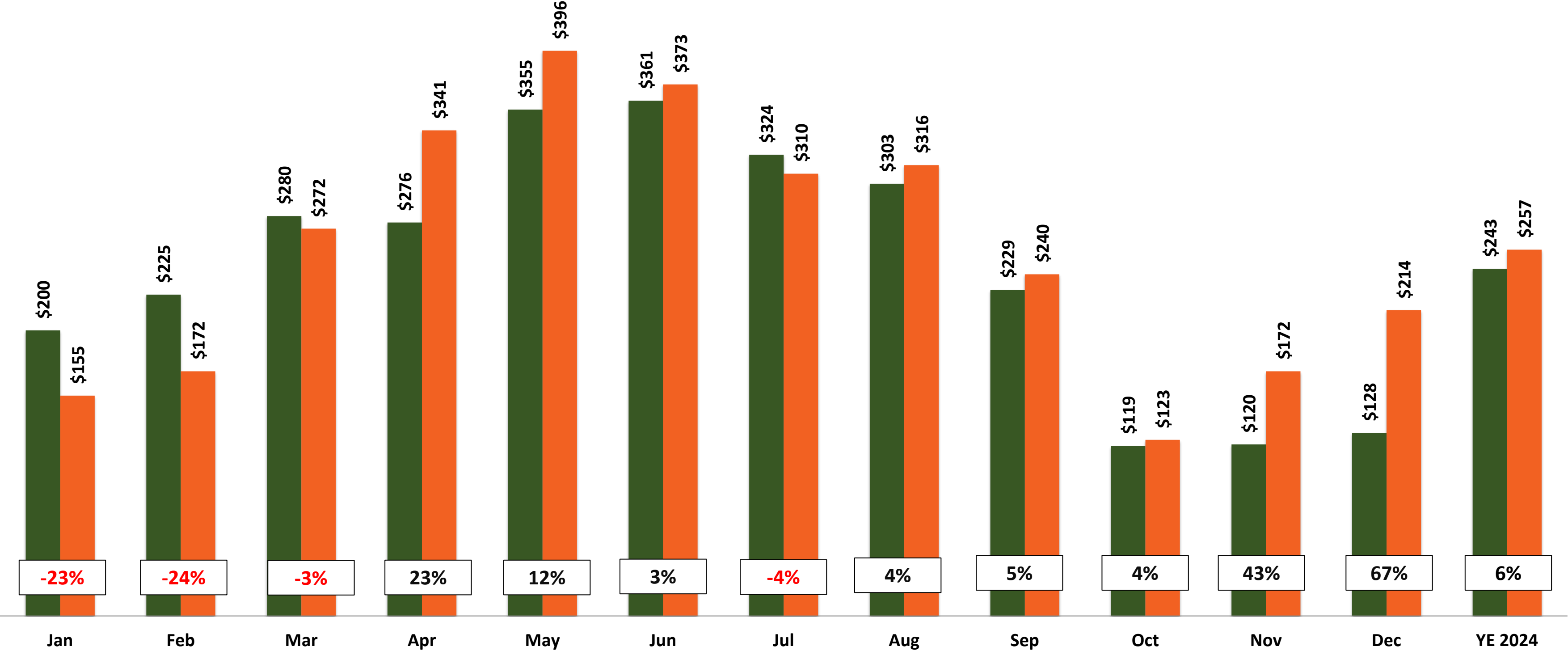
East North Central Monthly Mango Volume Velocity



East North Central Monthly Mango Sales (Millions)



East North Central Monthly Mango Dollar Velocity

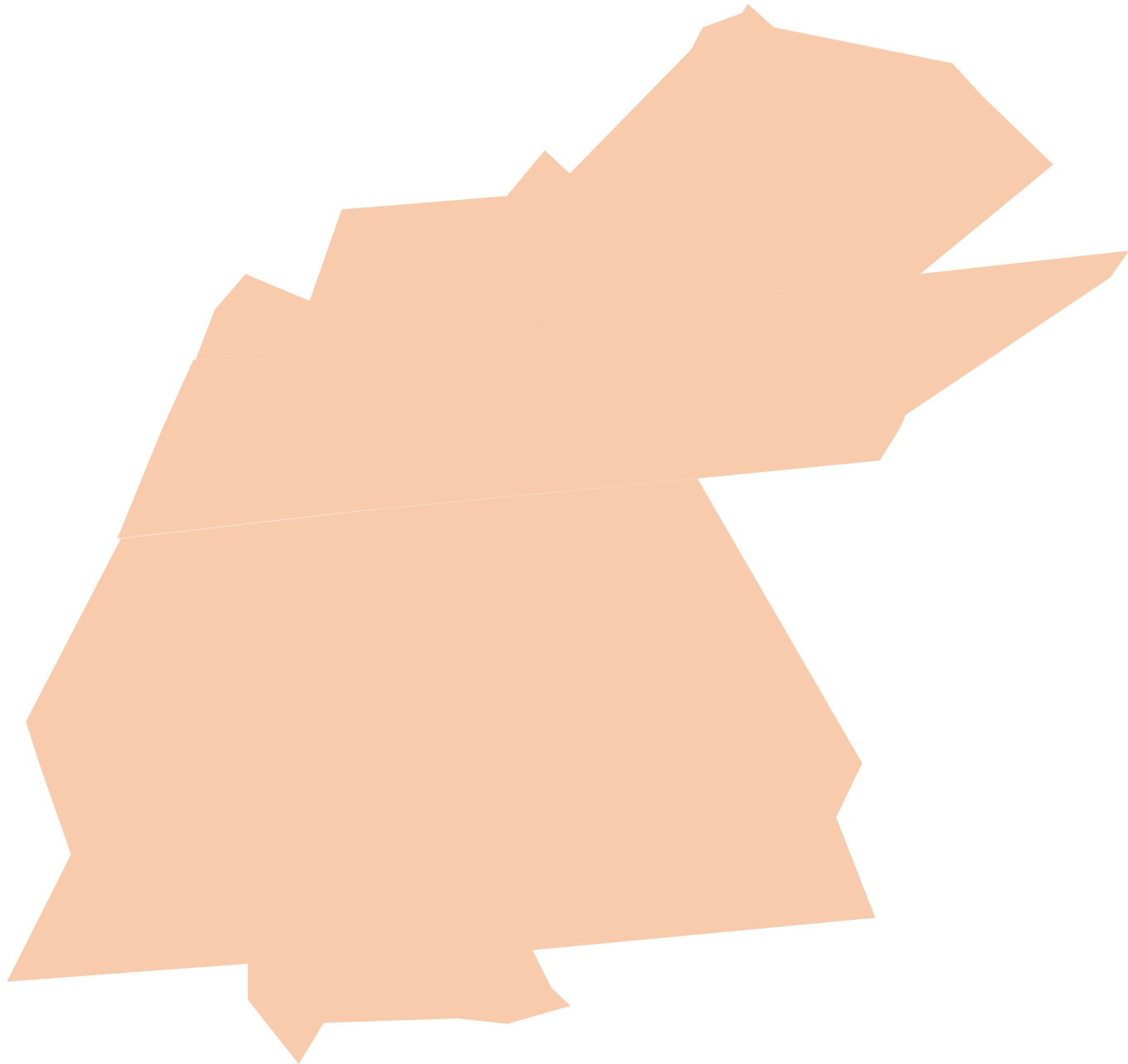


Regional Overview 1H 2024

East South Central

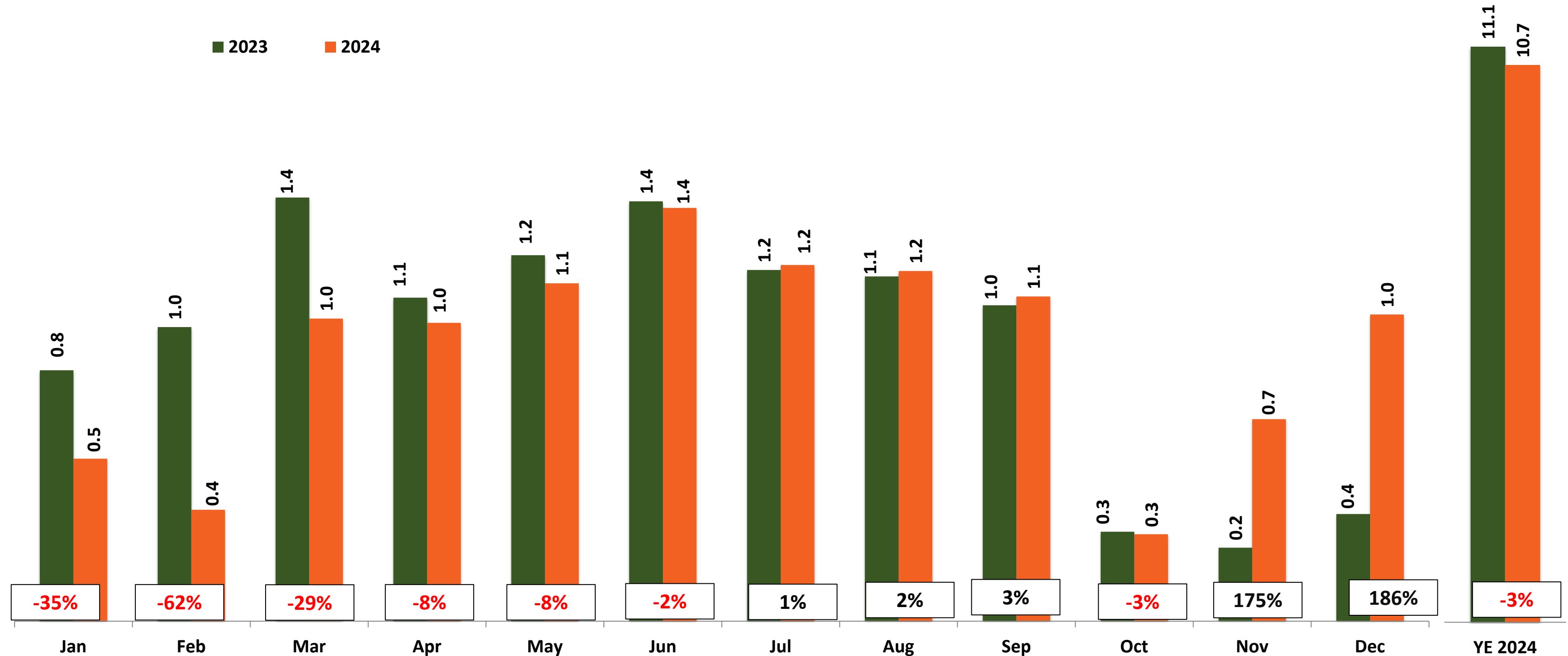
Mississippi
Alabama
Tennessee
Kentucky

Legend	ESC
Dollars Contribution	3.3%
Dollar Velocity	\$205
Volume Velocity	129
Average Retail Price	\$1.59

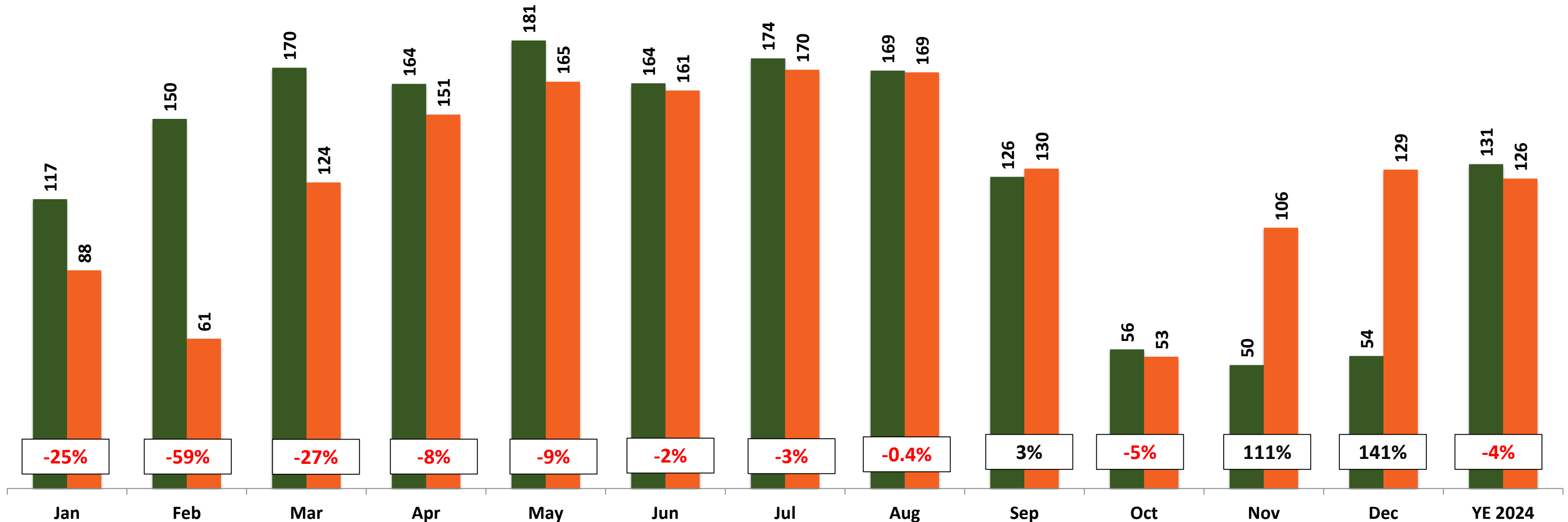


Legend	Total US
Dollars Contribution	100%
Dollar Velocity	\$324
Volume Velocity	235
Average Retail Price	\$1.38

East South Central Monthly Mango Volume (Millions)

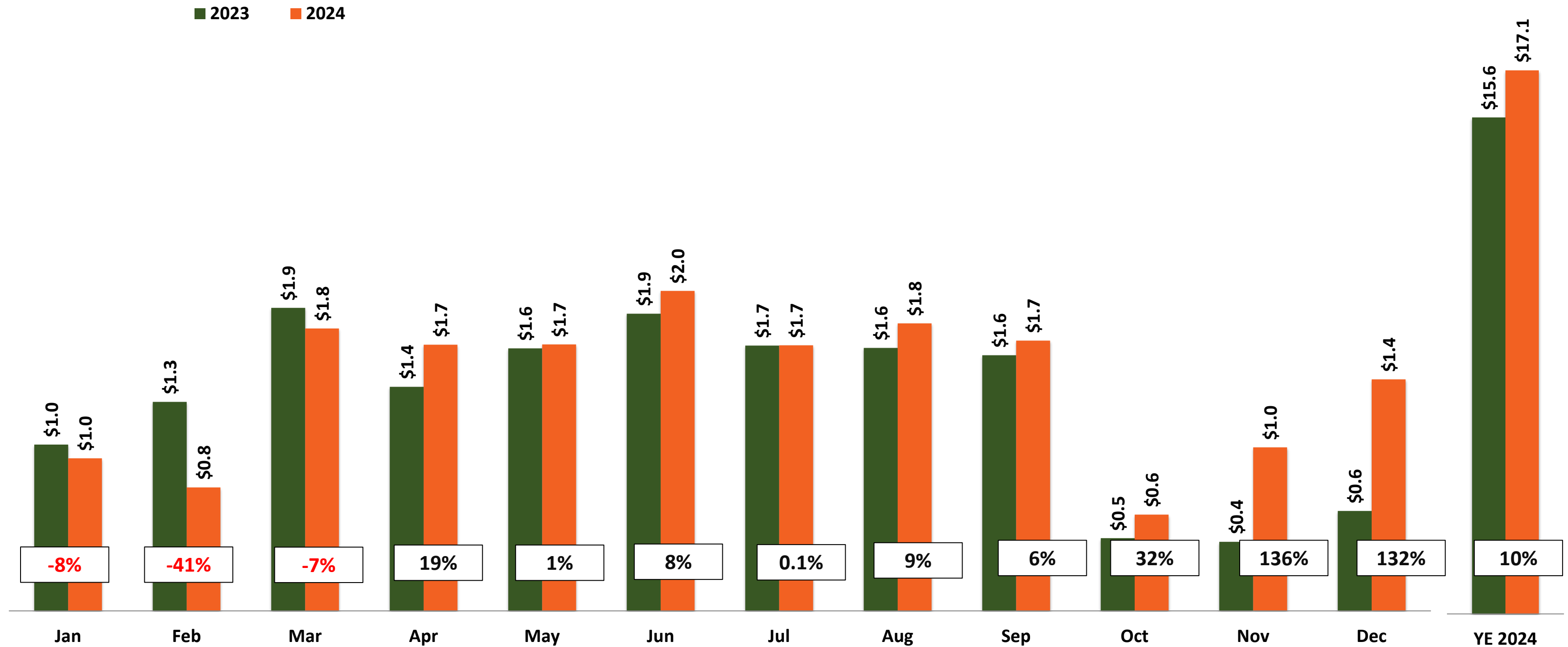


East South Central Monthly Mango Volume Velocity

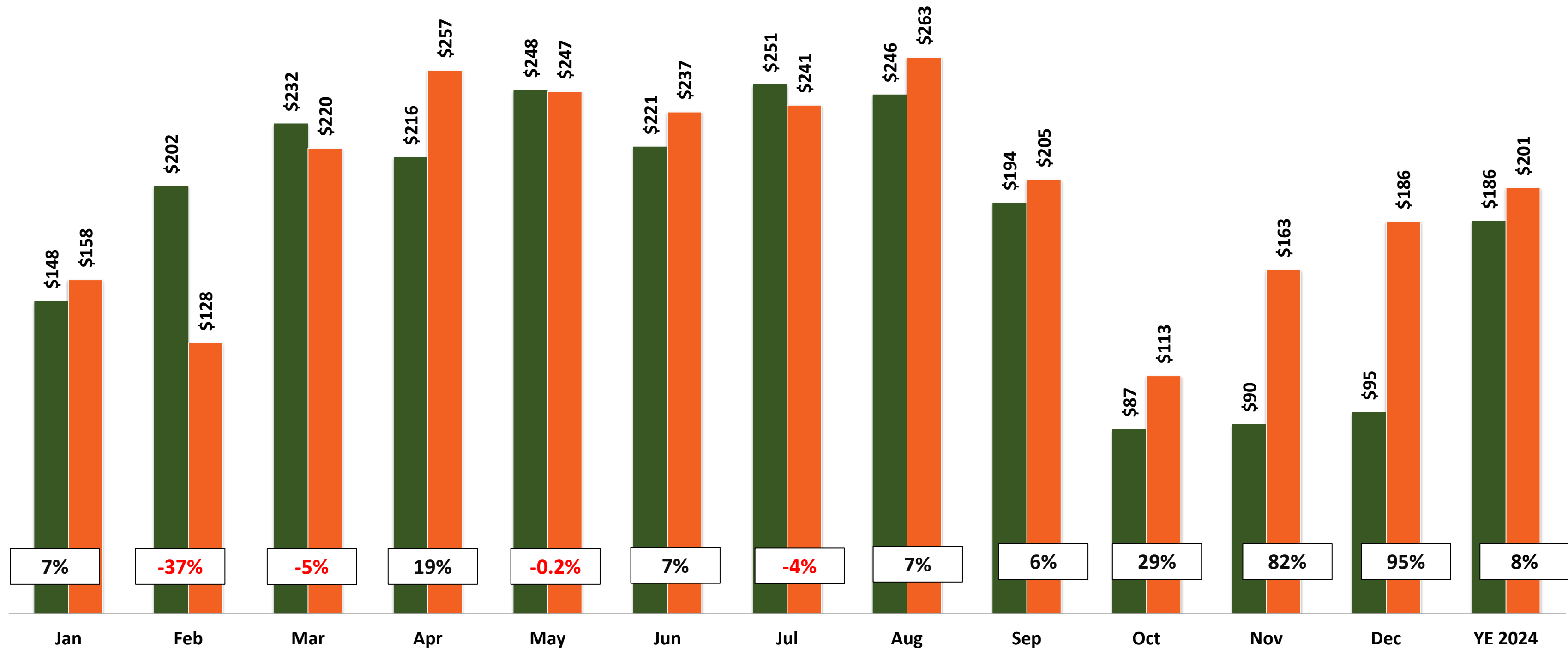


■ 2023 ■ 2024

East South Central Monthly Mango Sales (Millions)



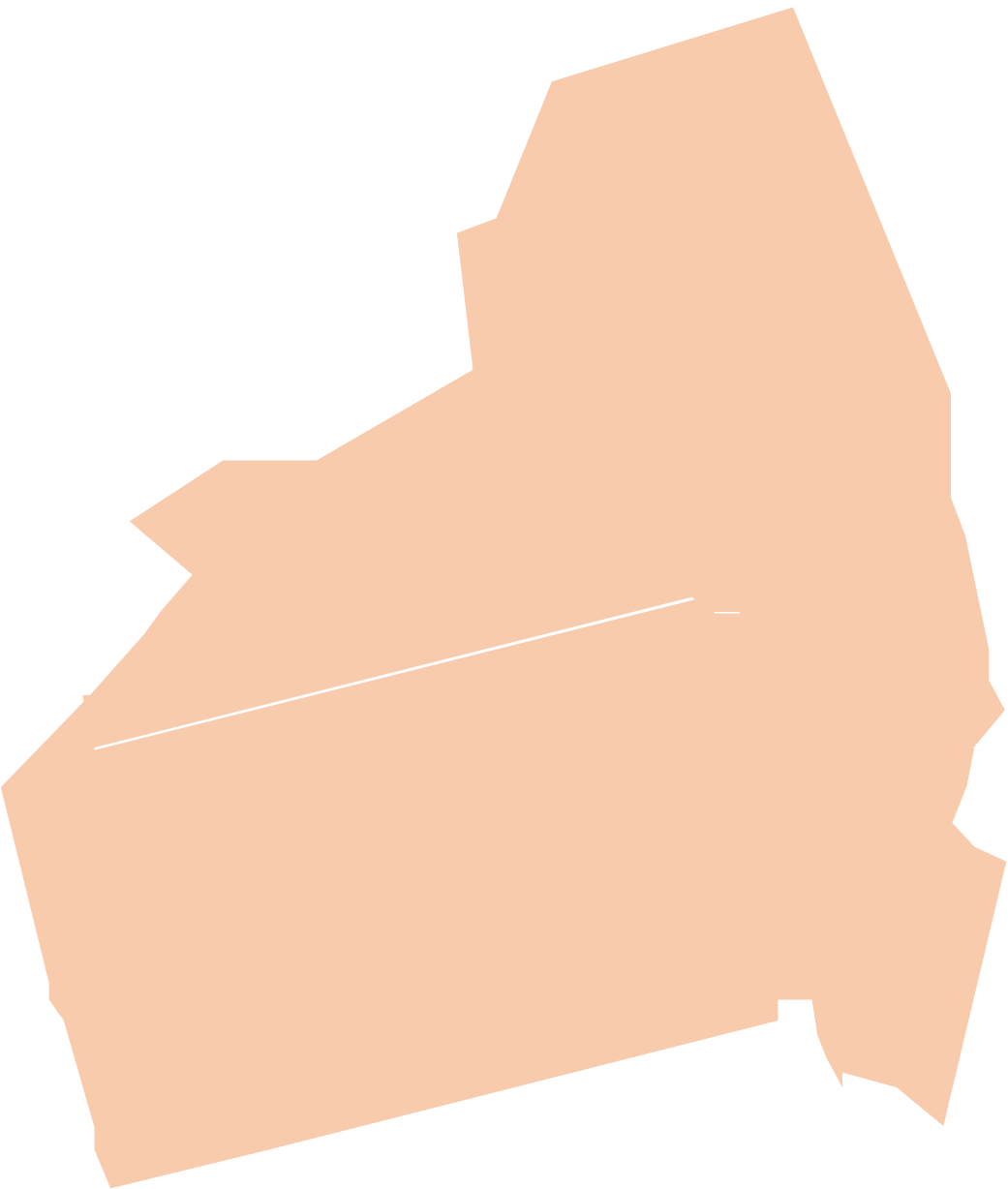
East South Central Monthly Mango Dollar Velocity



Regional Overview 1H 2024

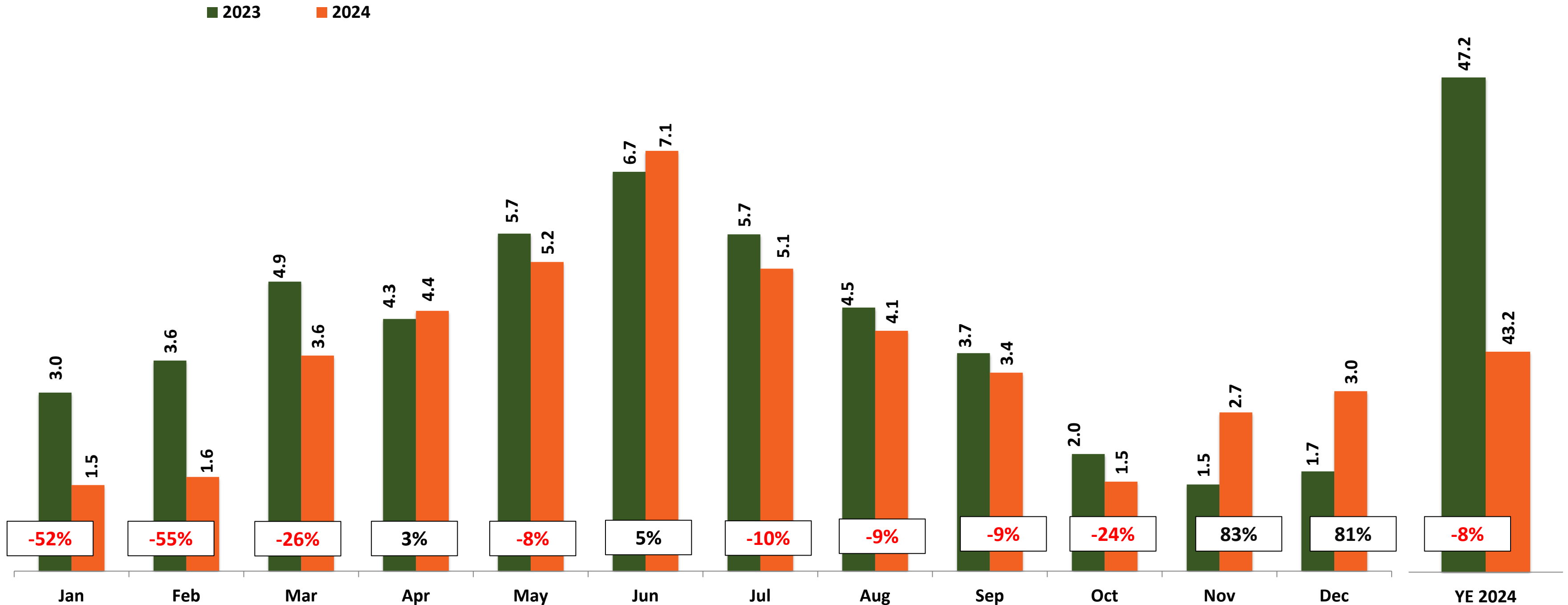
Mid-Atlantic
New York
Pennsylvania
New Jersey

Legend	Mid-Atl
Dollars Contribution	12.9%
Dollar Velocity	\$332
Volume Velocity	216
Average Retail Price	\$1.53

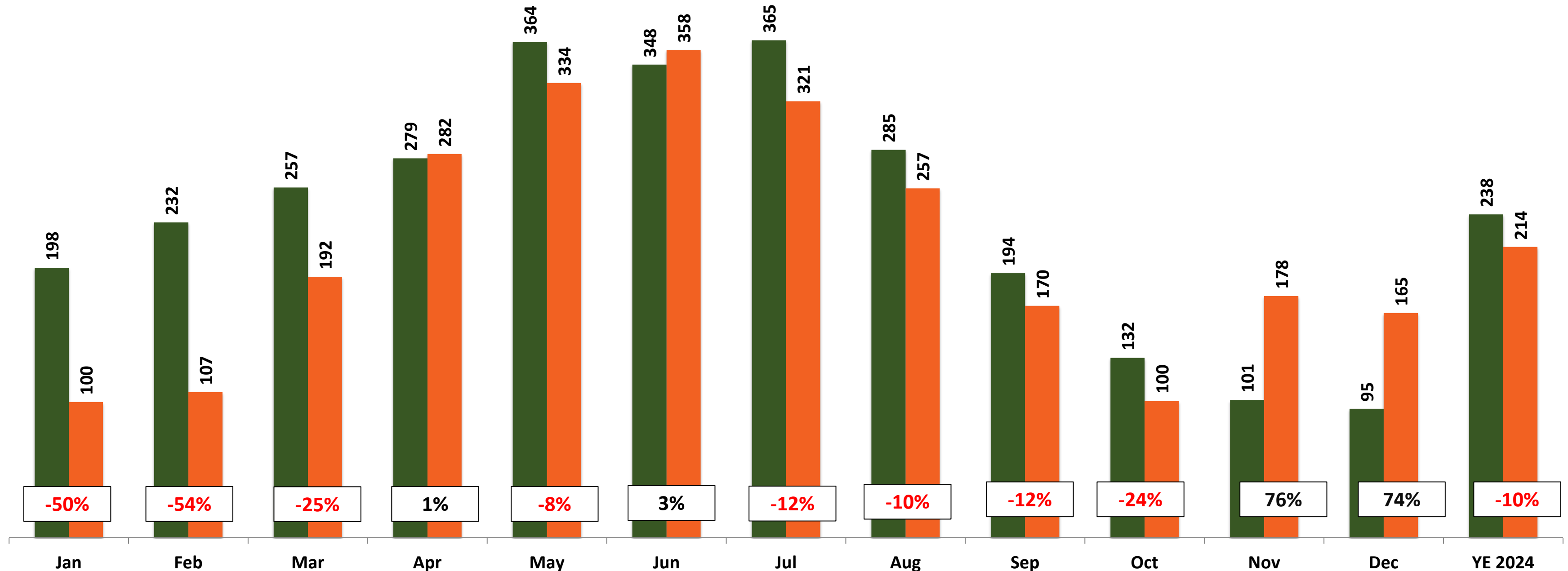


Legend	Total US
Dollars Contribution	100%
Dollar Velocity	\$324
Volume Velocity	235
Average Retail Price	\$1.38

Mid - Atlantic Monthly Mango Volume (Millions)



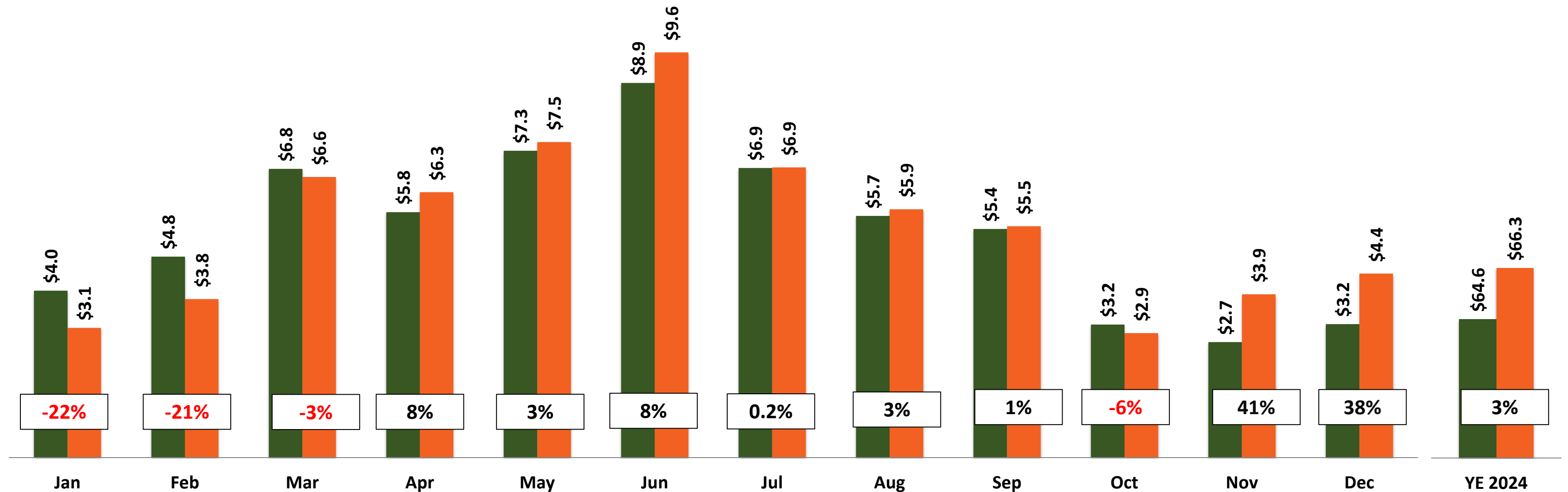
Mid - Atlantic Monthly Mango Volume Velocity



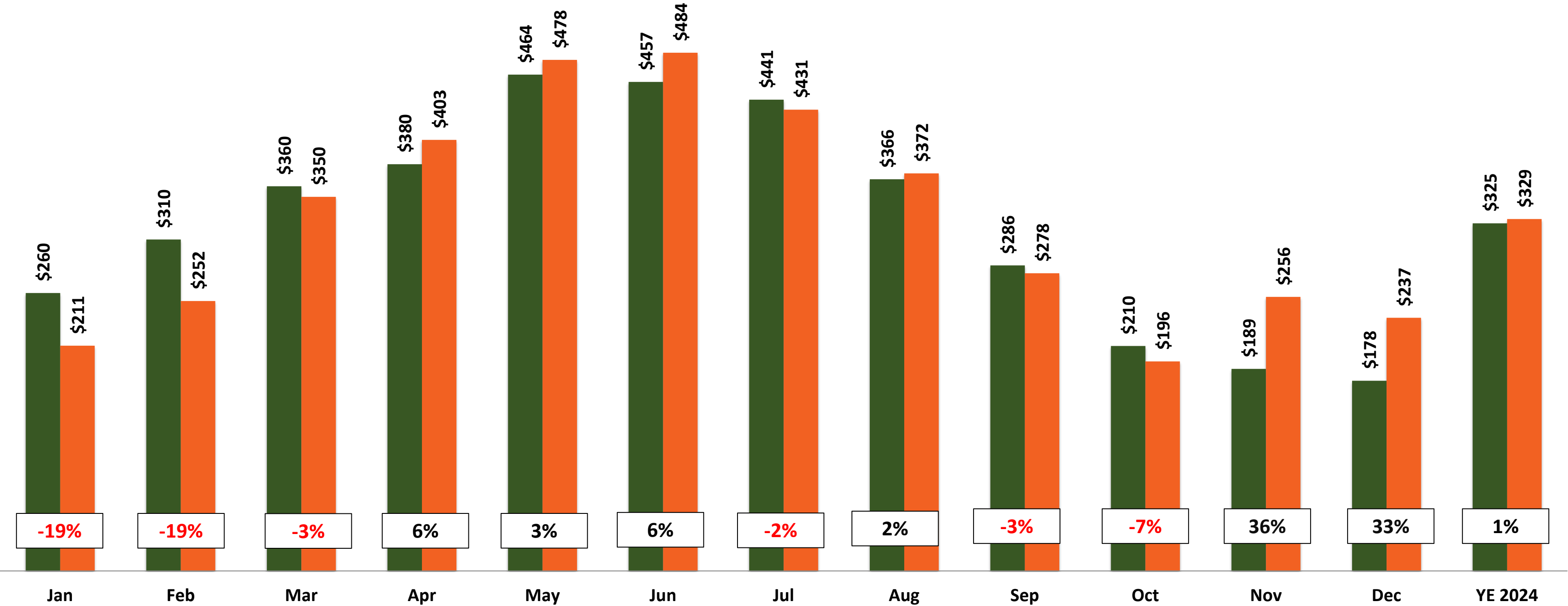
■ 2023 ■ 2024

Mid - Atlantic Monthly Mango Sales (Millions)

■ 2023 ■ 2024



Mid - Atlantic Monthly Mango Dollar Velocity



Regional Overview 1H 2024

South Atlantic

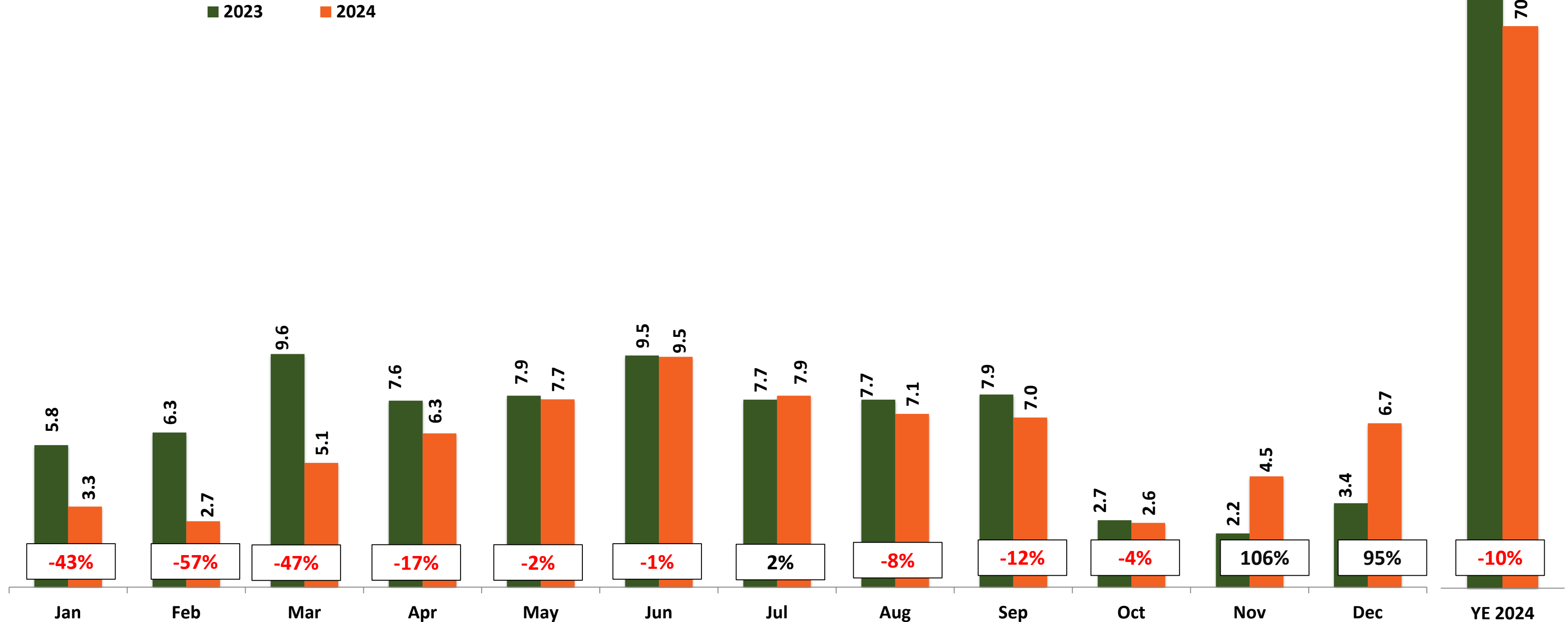
Florida
Georgia
South Carolina
North Carolina
West Virginia
Virginia
Maryland

Legend	So Atl
Dollars Contribution	21.8%
Dollar Velocity	\$300
Volume Velocity	190
Average Retail Price	\$1.58

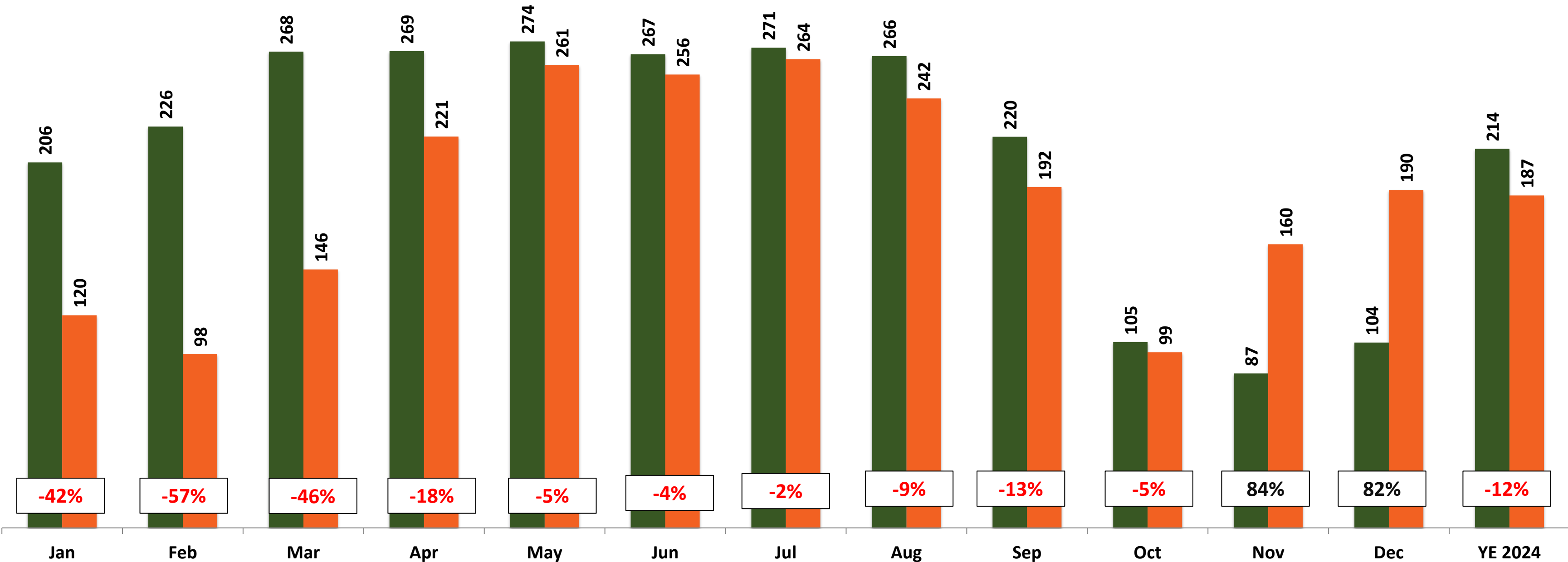


Legend	Total US
Dollars Contribution	100%
Dollar Velocity	\$324
Volume Velocity	235
Average Retail Price	\$1.38

South Atlantic Monthly Mango Volume (Millions)



South Atlantic Monthly Mango Volume Velocity



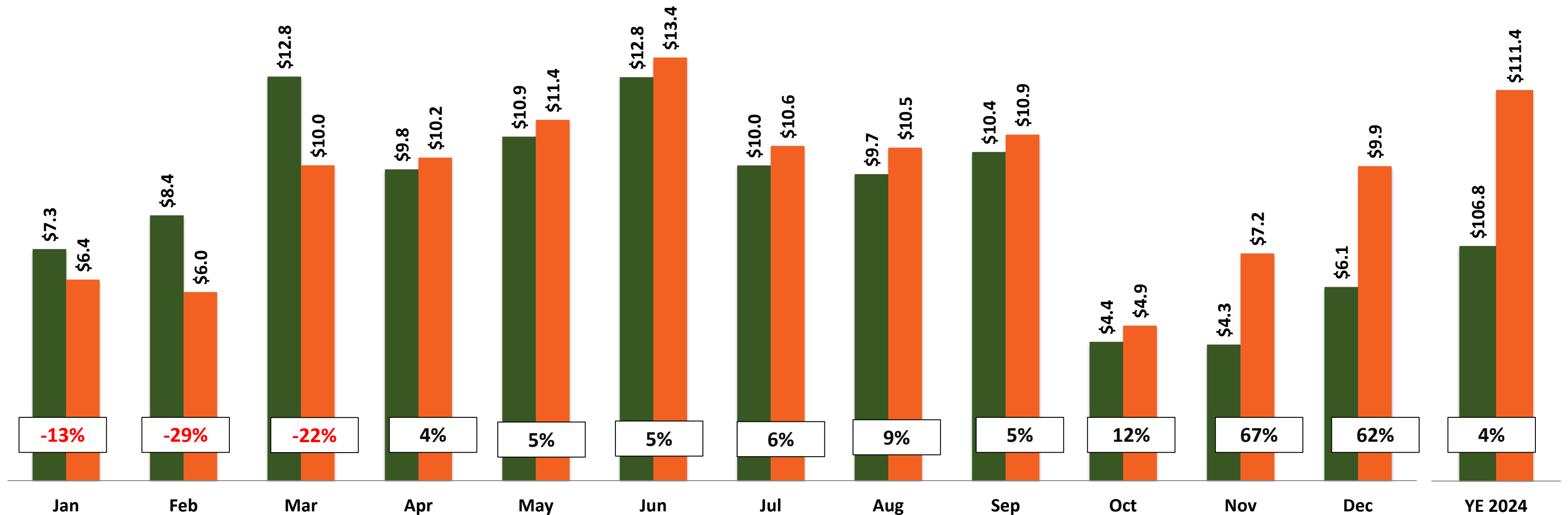
■ 2023 ■ 2024



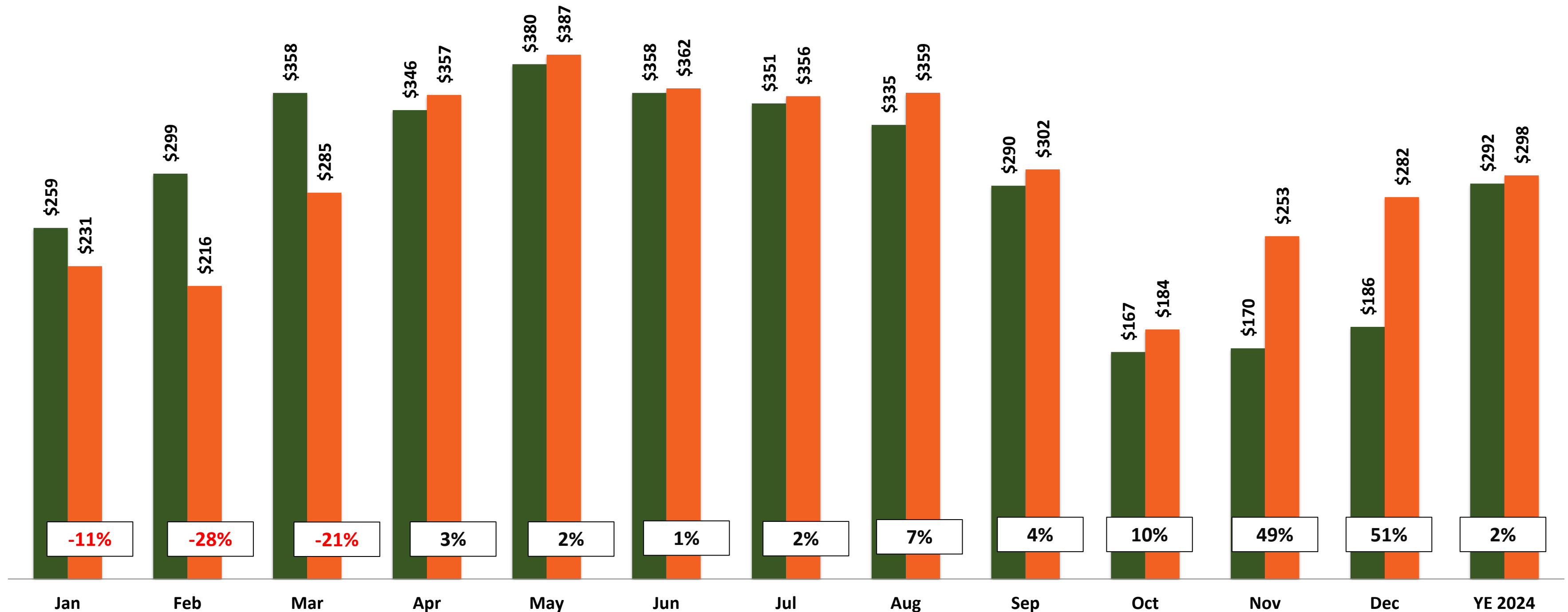
Sources: Nielsen Answers on Demand® Total US xAOC; 52 WE 12/28/2024

South Atlantic Monthly Mango Sales (Millions)

■ 2023 ■ 2024



South Atlantic Monthly Mango Dollar Velocity



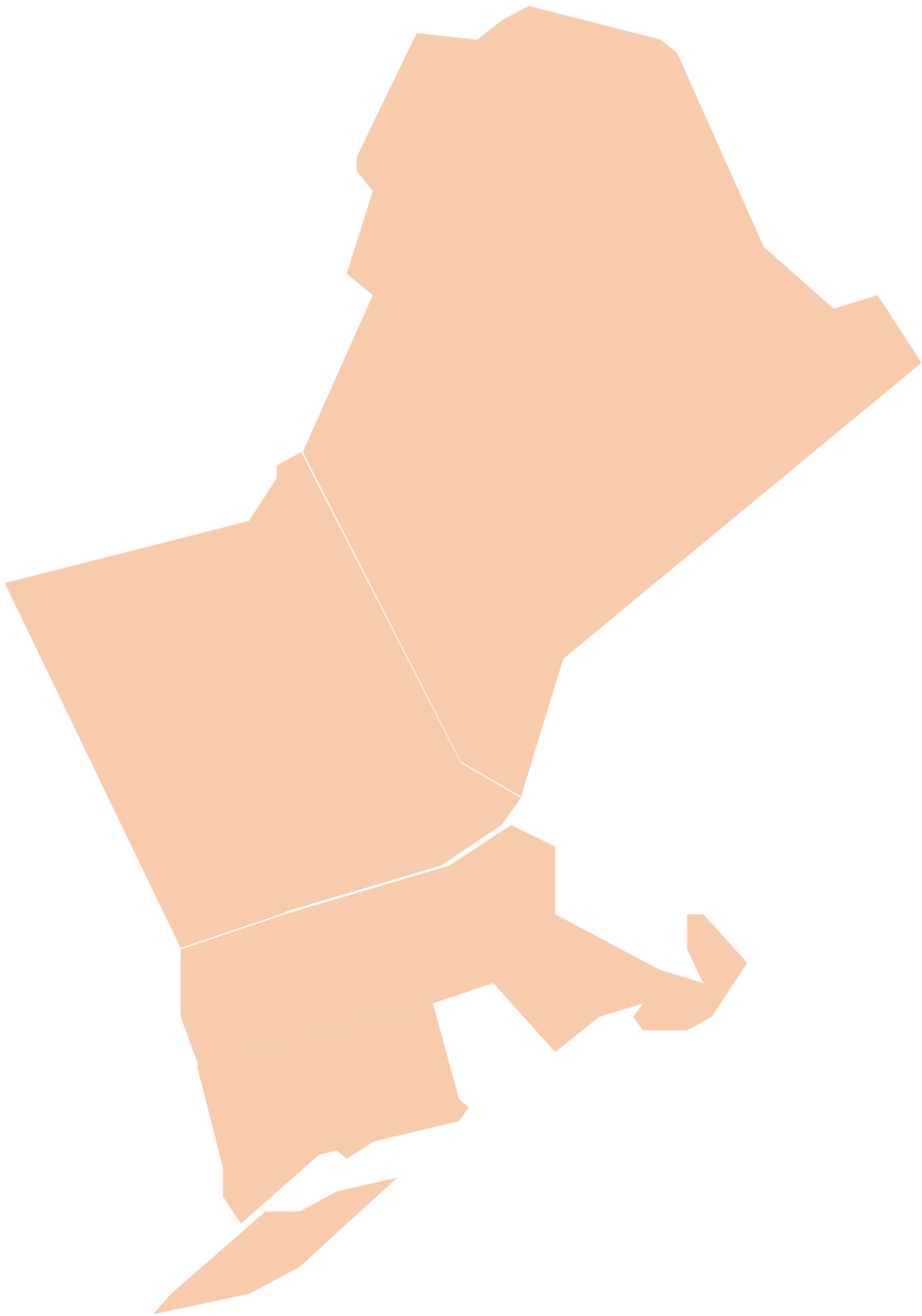
■ 2023 ■ 2024

Regional Overview 1H 2024

New England

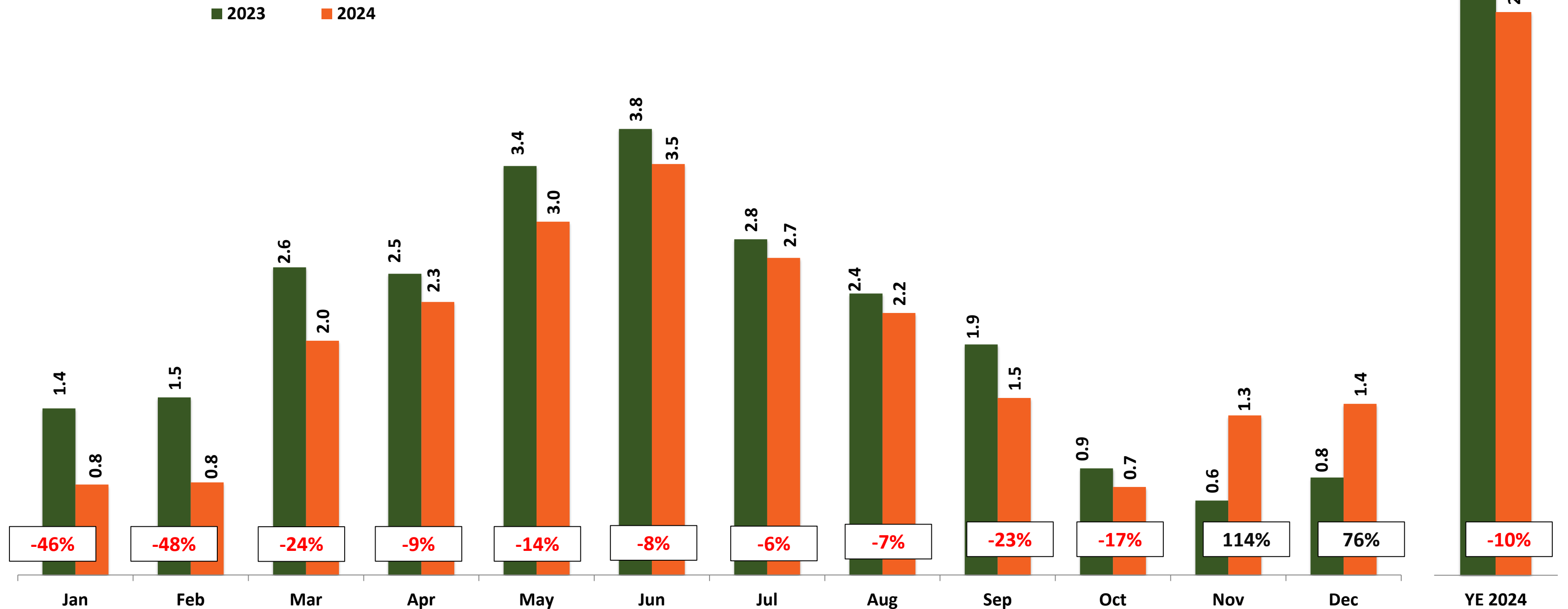
Maine
New Hampshire
Connecticut
Massachusetts
Vermont
Delaware
Rhode Island

Legend	NE
Dollars Contribution	6.3%
Dollar Velocity	\$432
Volume Velocity	297
Average Retail Price	\$1.45

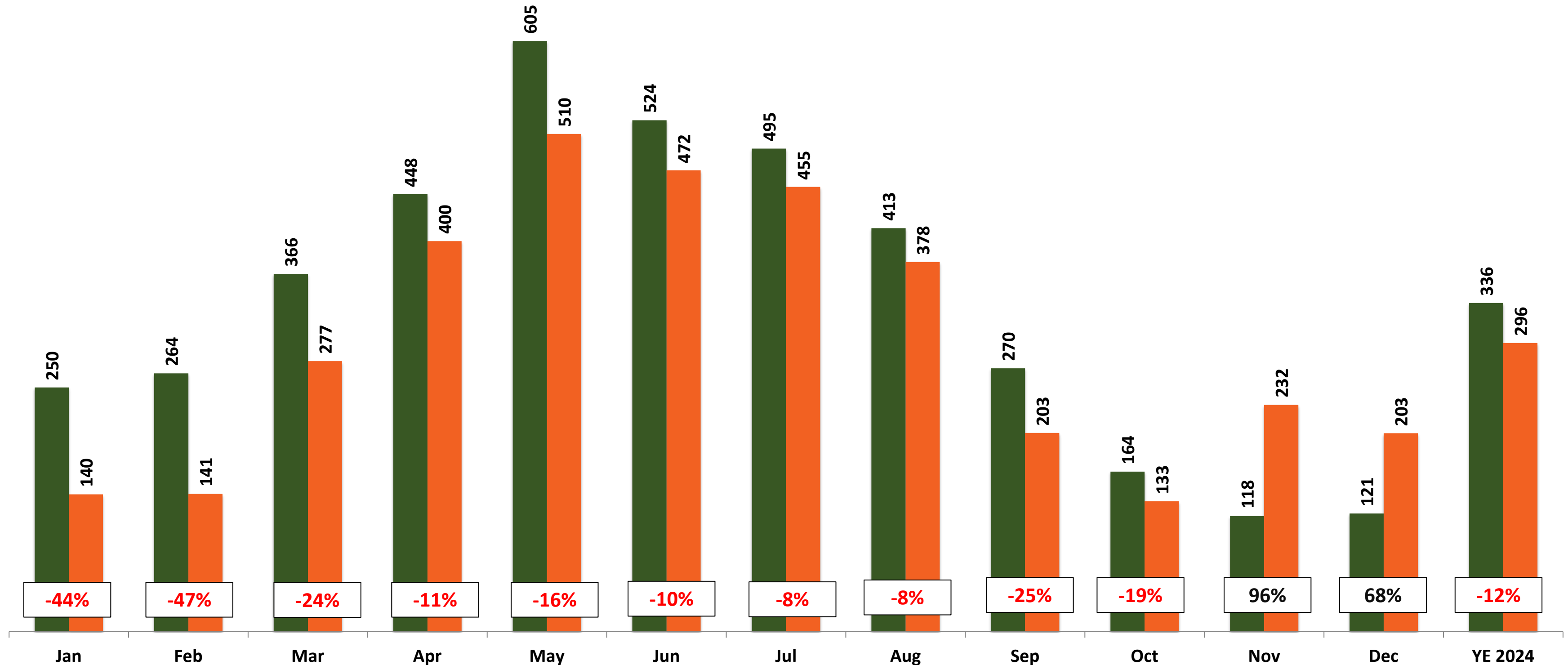


Legend	Total US
Dollars Contribution	100%
Dollar Velocity	\$324
Volume Velocity	235
Average Retail Price	\$1.38

New England Monthly Mango Volume (Millions)



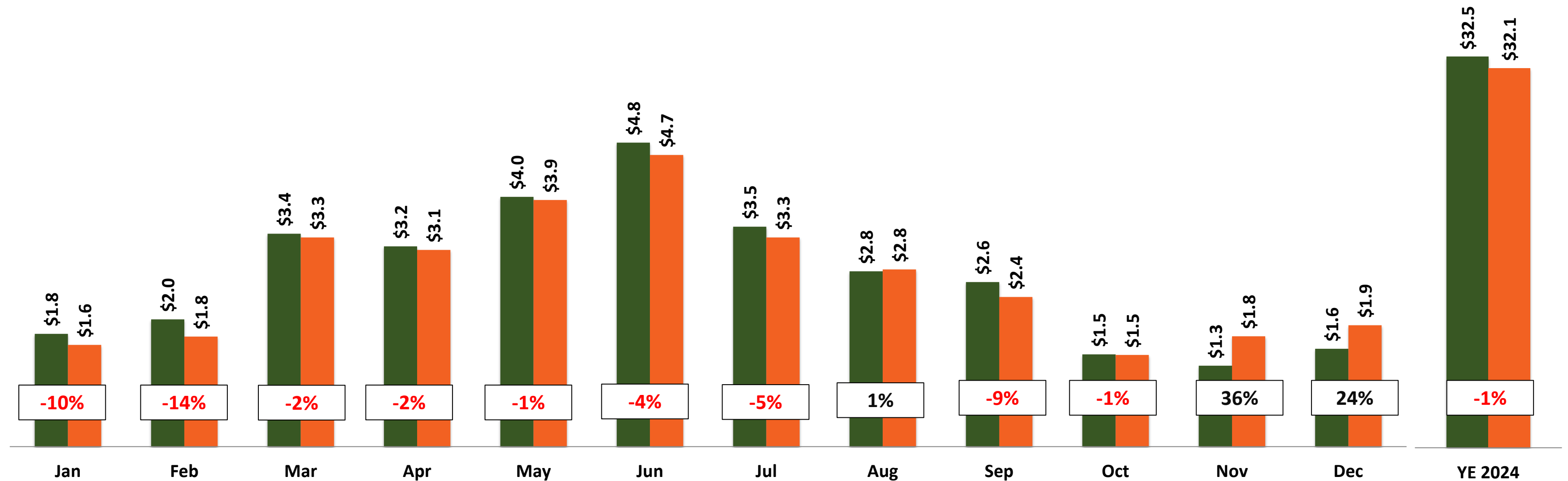
New England Monthly Mango Volume Velocity



■ 2023 ■ 2024

New England Monthly Mango Sales (Millions)

■ 2023 ■ 2024



New England Monthly Mango Dollar Velocity

