



# Category Development

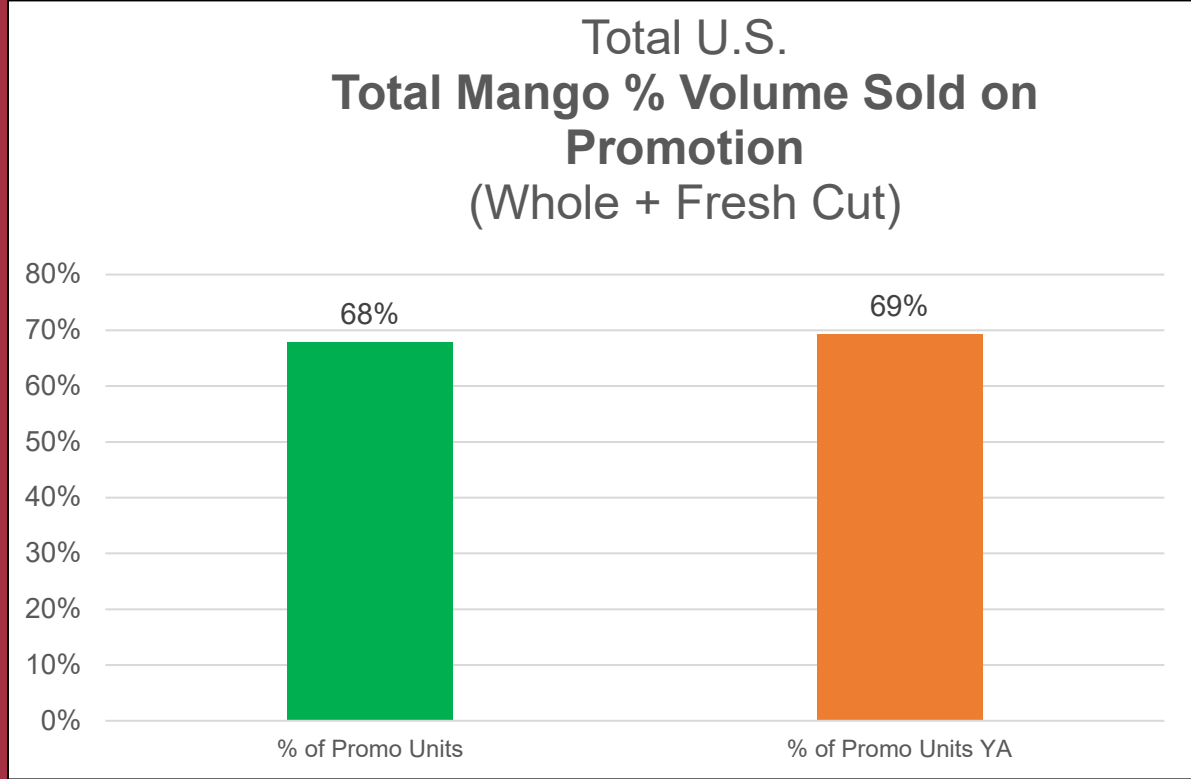
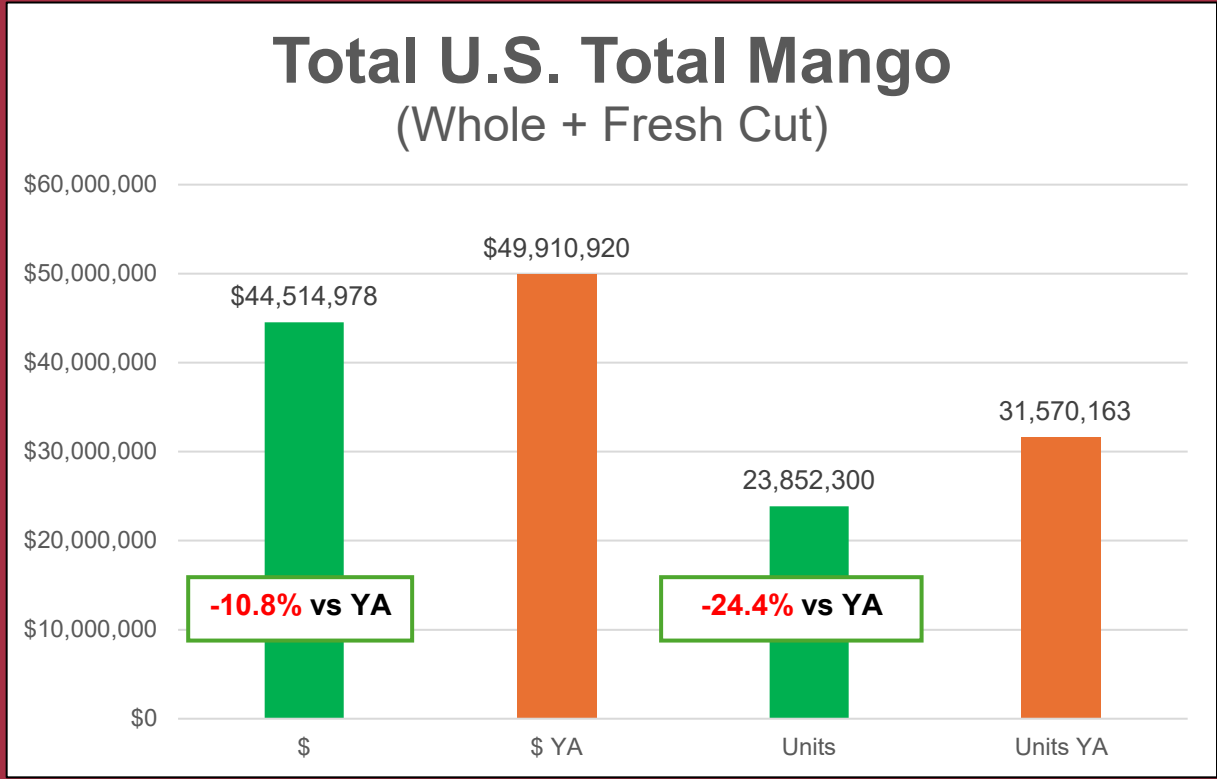
## January 2026



## **Total U.S. Total Mango (Whole + Fresh Cut)**

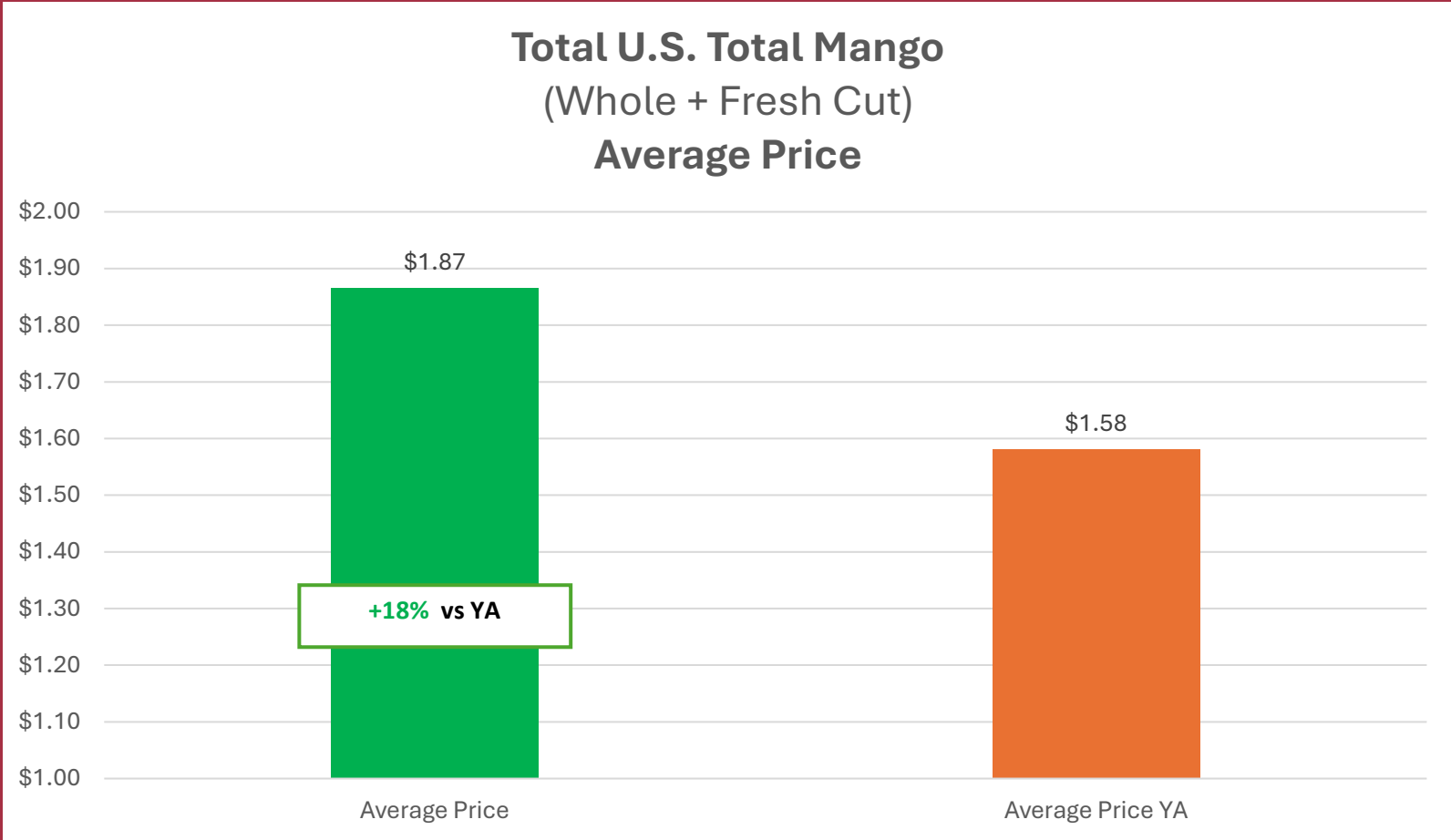


Total Mango category Dollars and Units were down in January vs prior year, -10.8% and -24.4% respectively, despite promoted volume flat vs prior year.

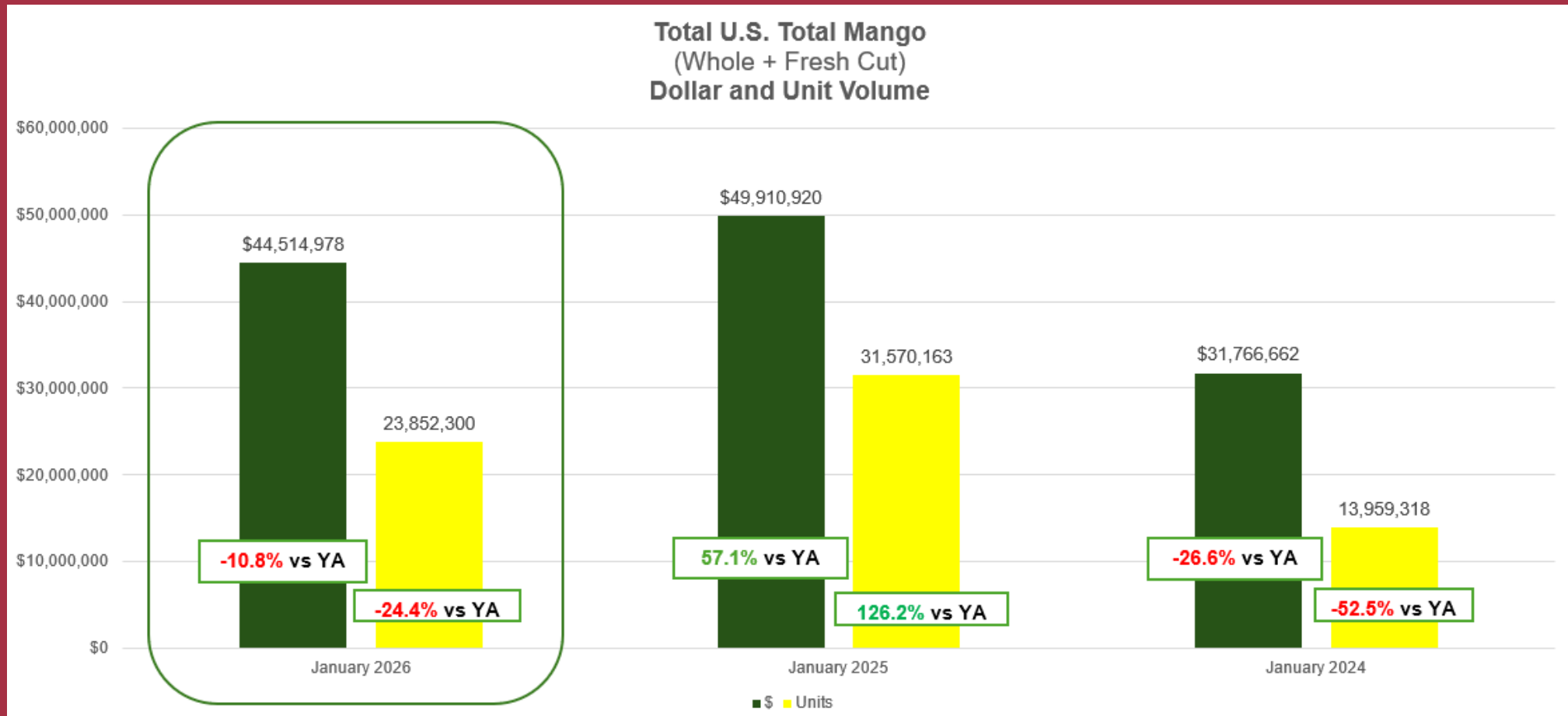


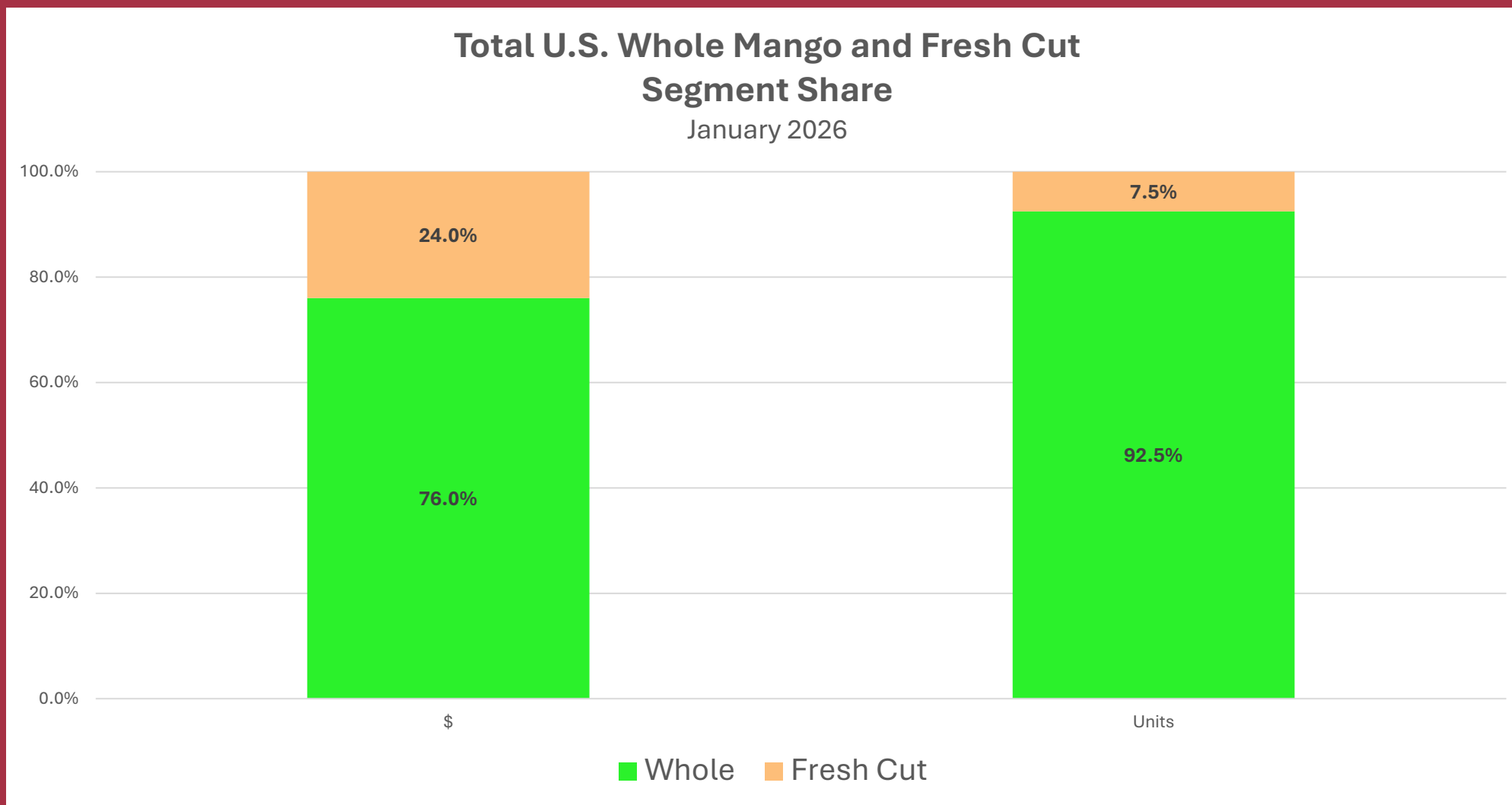


Total Mango average price was up +18% in January vs prior year



In January 2025, we had a record Peruvian mango season, which increased consumption significantly vs 2024. When reviewing the three-year trend for the month of January, there is a significant increase in consumption in both dollars and units when comparing January 2026 to January 2024.



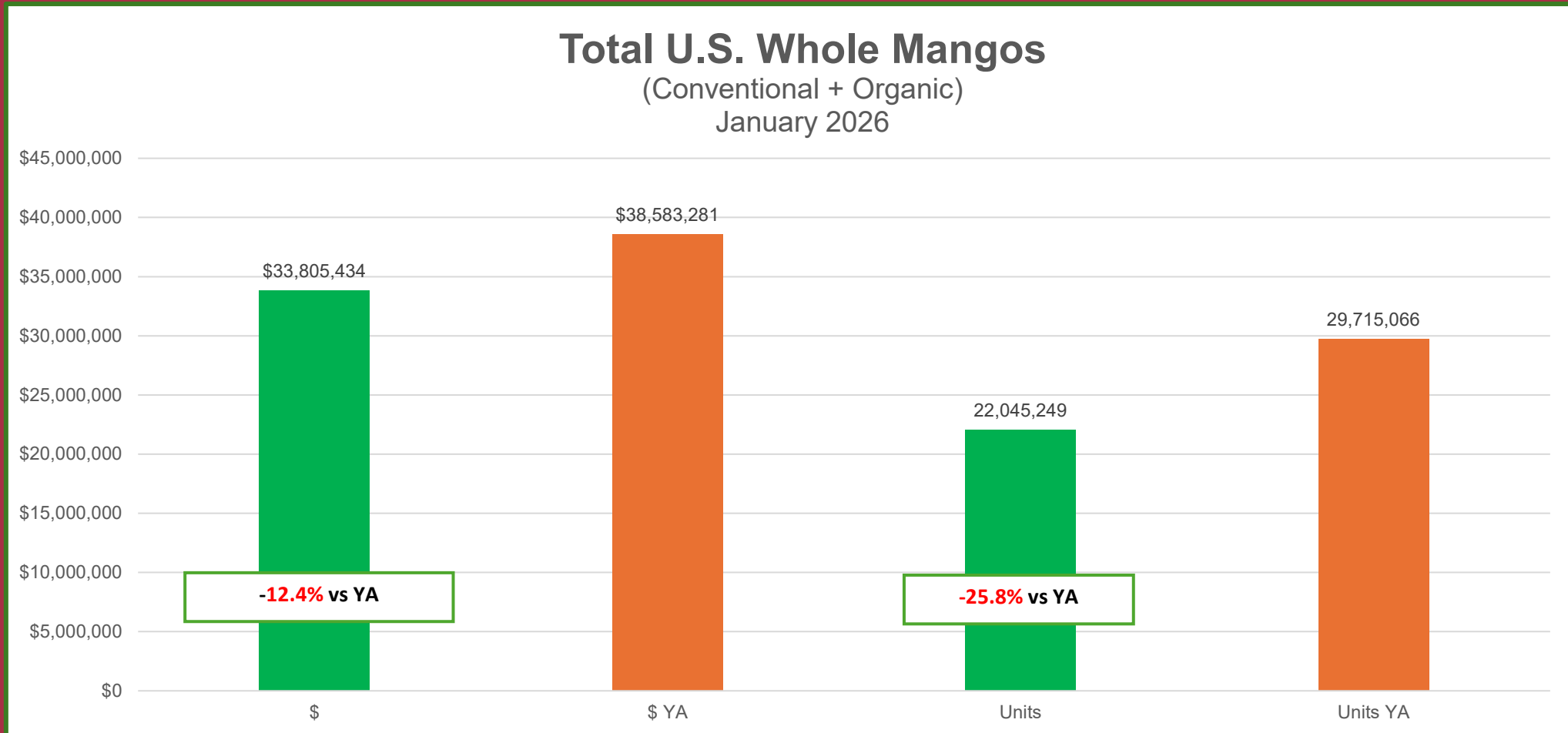




# Whole Mango Total U.S. Performance

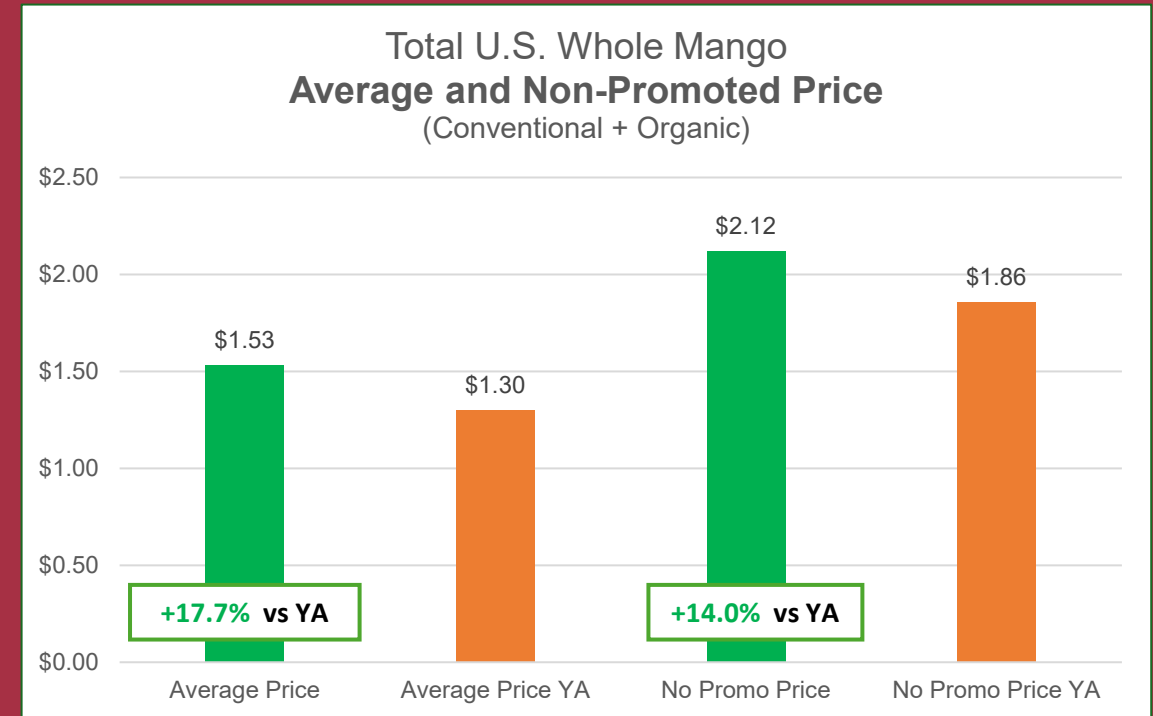
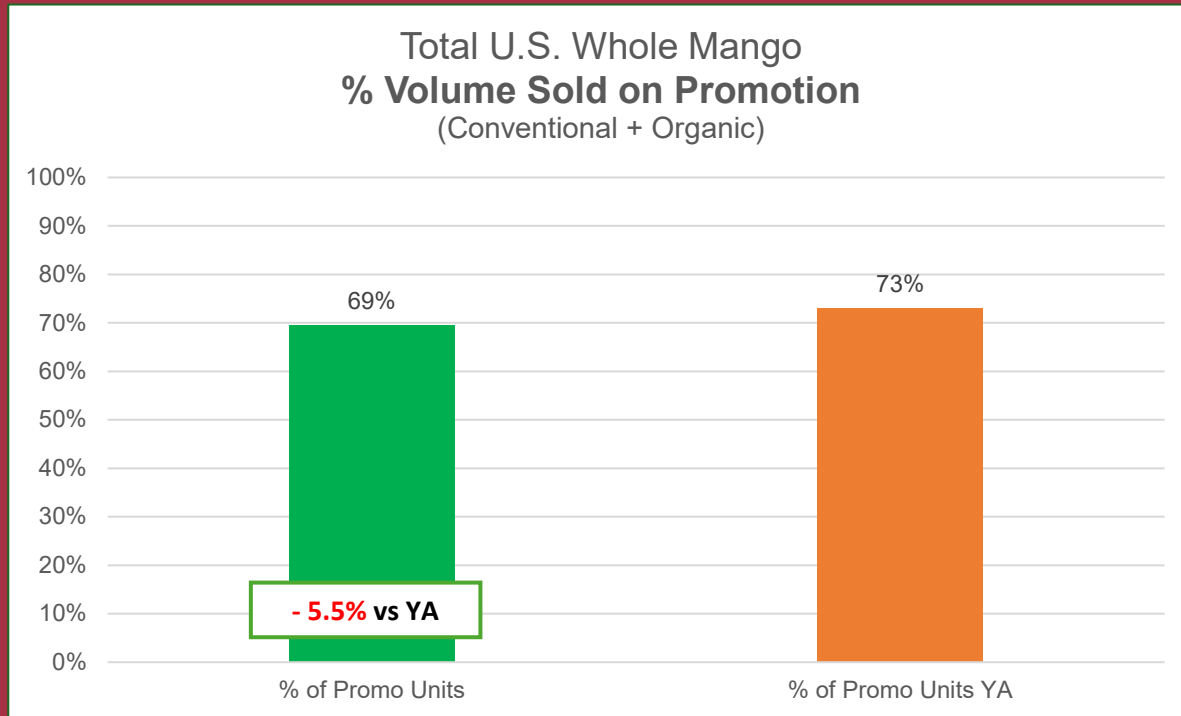


Whole mango category Dollars and Units were down in January vs prior year, -12.4% and -25.8% respectively.

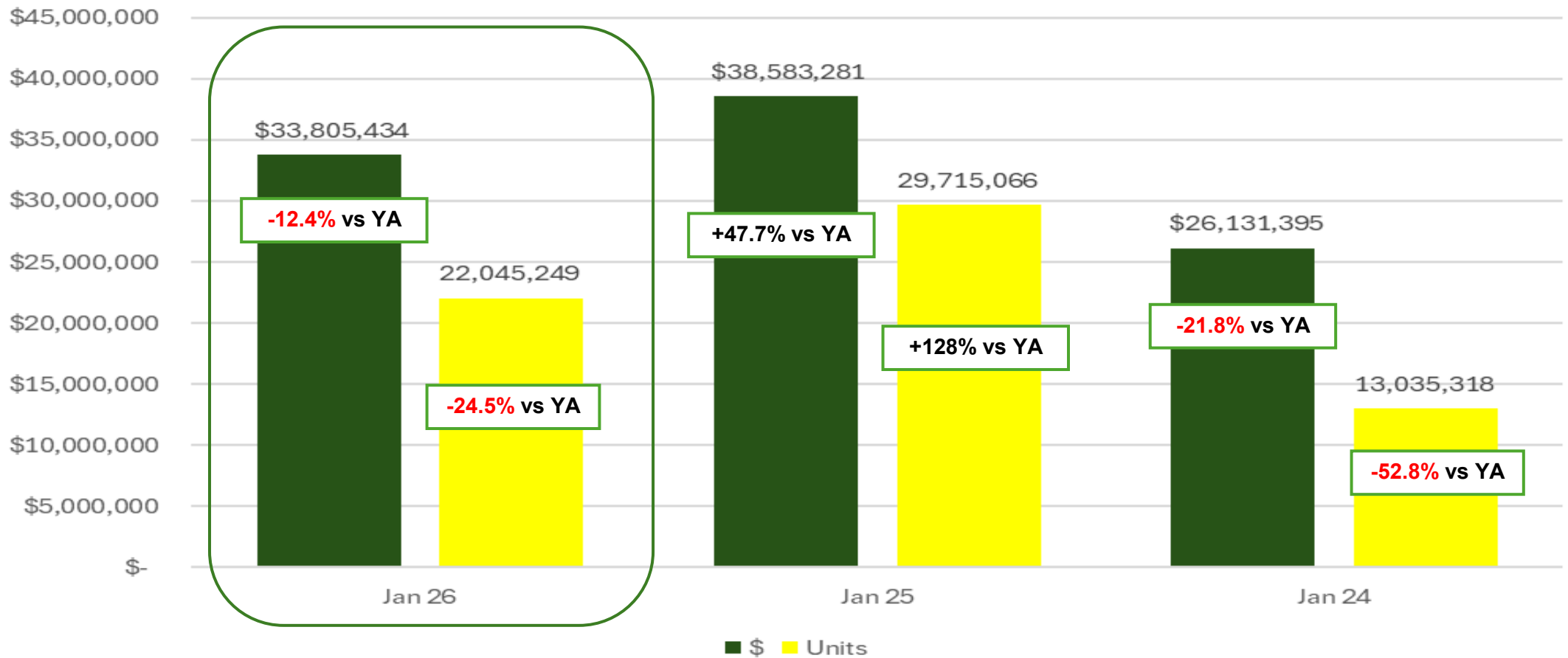


Whole mango category promoted volume was down -5.5% in January vs prior year.

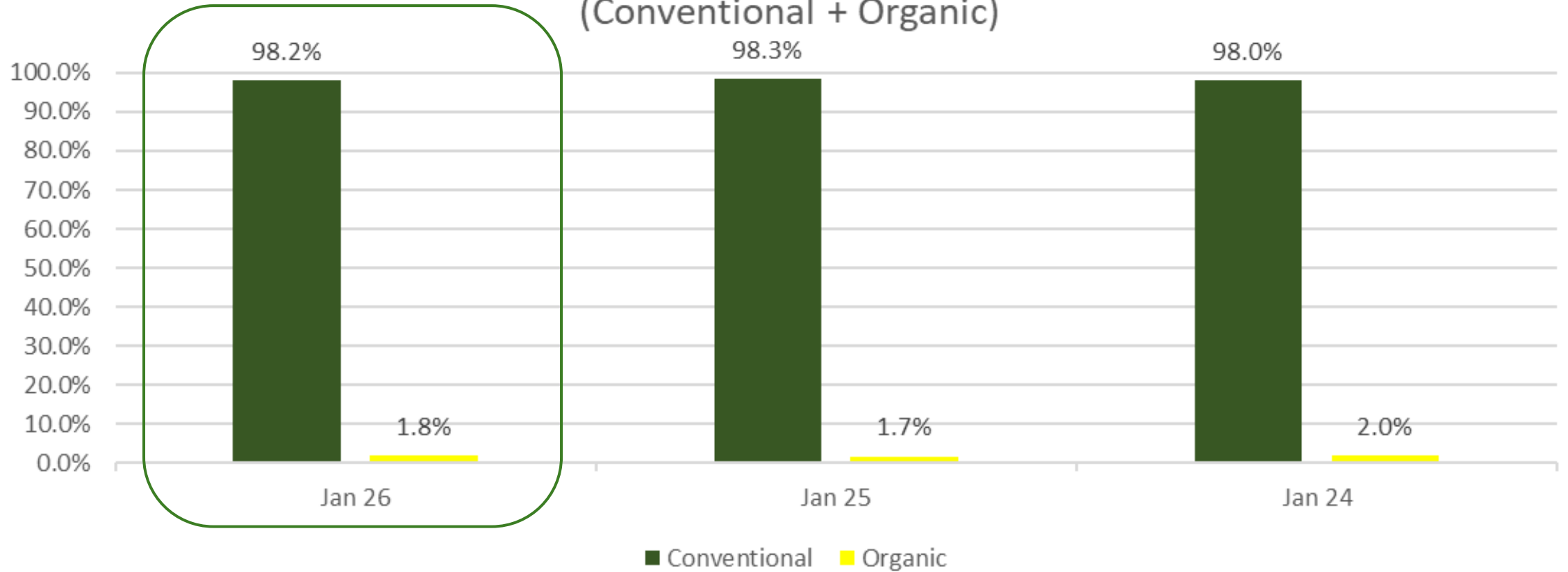
However, average and non-promoted price was up +17.7% and 14% vs prior year, which likely also negatively affected category consumption.



## Total U.S. Whole Mango Dollar and Unit Volume (Conventional + Organic)



## Total U.S. Whole Mangos % Share of Total Whole Mangos (Conventional + Organic)





# Whole Mango Divison Performance January 2026



# U.S. Divisions – January 2026

Mountain	
CDI	120
Units Contribution	9.3%
Units	2,045,367
Unit % Chg PY	-20.9%
Dollars	\$2,787,338
Dollars % Chg PY	-19.8%
Average Price	\$1.36
Avg Price % Chg PY	1.5%
Non-Promo Price	\$2.01
Non-Promo Price % Chg PY	3.3%

West North Central	
CDI	56
Units Contribution	3.6%
Units	793,096
Unit % Chg PY	-19.5%
Dollars	\$1,238,843
Dollars % Chg PY	-18.5%
Average Price	\$1.56
Avg Price % Chg PY	1.2%
Non-Promo Price	\$2.56
Non-Promo Price % Chg PY	5.1%

East North Central	
CDI	76
Units Contribution	10.7%
Units	2,349,212
Unit % Chg PY	-28.3%
Dollars	\$3,491,973
Dollars % Chg PY	-20.7%
Average Price	\$1.49
Avg Price % Chg PY	10.6%
Non-Promo Price	\$2.08
Non-Promo Price % Chg PY	0.2%

New England	
CDI	118
Units Contribution	5.3%
Units	1,169,591
Unit % Chg PY	-34.3%
Dollars	\$1,791,097
Dollars % Chg PY	-13.1%
Average Price	\$1.53
Avg Price % Chg PY	32.3%
Non-Promo Price	\$2.10
Non-Promo Price % Chg PY	26.2%

Total U.S.	
CDI	100
Units Contribution	100%
Units	22,045,249
Unit % Chg PY	-25.8%
Dollars	\$33,805,434
Dollars % Chg PY	-12.4%
Average Price	\$1.53
Avg Price % Chg PY	17.7%
Non-Promo Price	\$2.12
Non-Promo Price % Chg PY	14.0%

**CDI does not change significantly in one month.**  
Similar trend to prior year.

Middle Atlantic	
CDI	88
Units Contribution	10.9%
Units	2,411,899
Unit % Chg PY	-35.4%
Dollars	\$3,950,176
Dollars % Chg PY	-13.2%
Average Price	\$1.64
Avg Price % Chg PY	34.3%
Non-Promo Price	\$2.17
Non-Promo Price % Chg PY	10.0%

Pacific	
CDI	121
Units Contribution	19.0%
Units	4,192,276
Unit % Chg PY	-32.3%
Dollars	\$6,983,401
Dollars % Chg PY	-13.4%
Average Price	\$1.67
Avg Price % Chg PY	27.9%
Non-Promo Price	\$2.16
Non-Promo Price % Chg PY	18.8%

West South Central	
CDI	103
Units Contribution	13.1%
Units	2,890,502
Unit % Chg PY	-22.5%
Dollars	\$4,263,348
Dollars % Chg PY	7.6%
Average Price	\$1.47
Avg Price % Chg PY	38.9%
Non-Promo Price	\$1.88
Non-Promo Price % Chg PY	45.7%

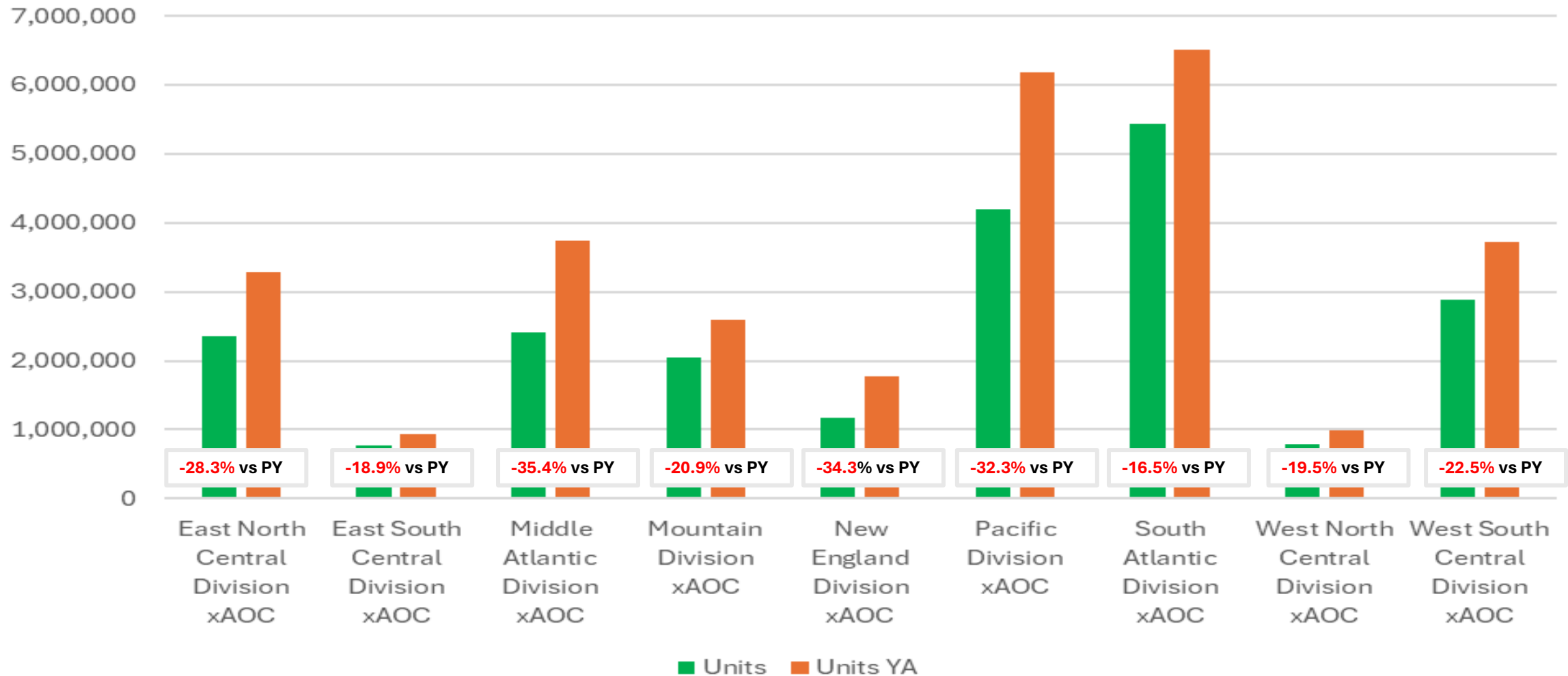
East South Central	
CDI	59
Units Contribution	3.5%
Units	763,443
Unit % Chg PY	-18.9%
Dollars	\$1,280,099
Dollars % Chg PY	-12.4%
Average Price	\$1.68
Avg Price % Chg PY	8.1%
Non-Promo Price	\$2.10
Non-Promo Price % Chg PY	-2.6%

South Atlantic	
CDI	120
Units Contribution	24.6%
Units	5,428,879
Unit % Chg PY	-16.5%
Dollars	\$8,014,705
Dollars % Chg PY	-11.9%
Average Price	\$1.48
Avg Price % Chg PY	5.6%
Non-Promo Price	\$2.25
Non-Promo Price % Chg PY	2.7%



# U.S. Divisions – Total Units – January 2026

Total U.S. Whole Mangos January 2026  
Total Unit Sales  
(Conventional + Organic)



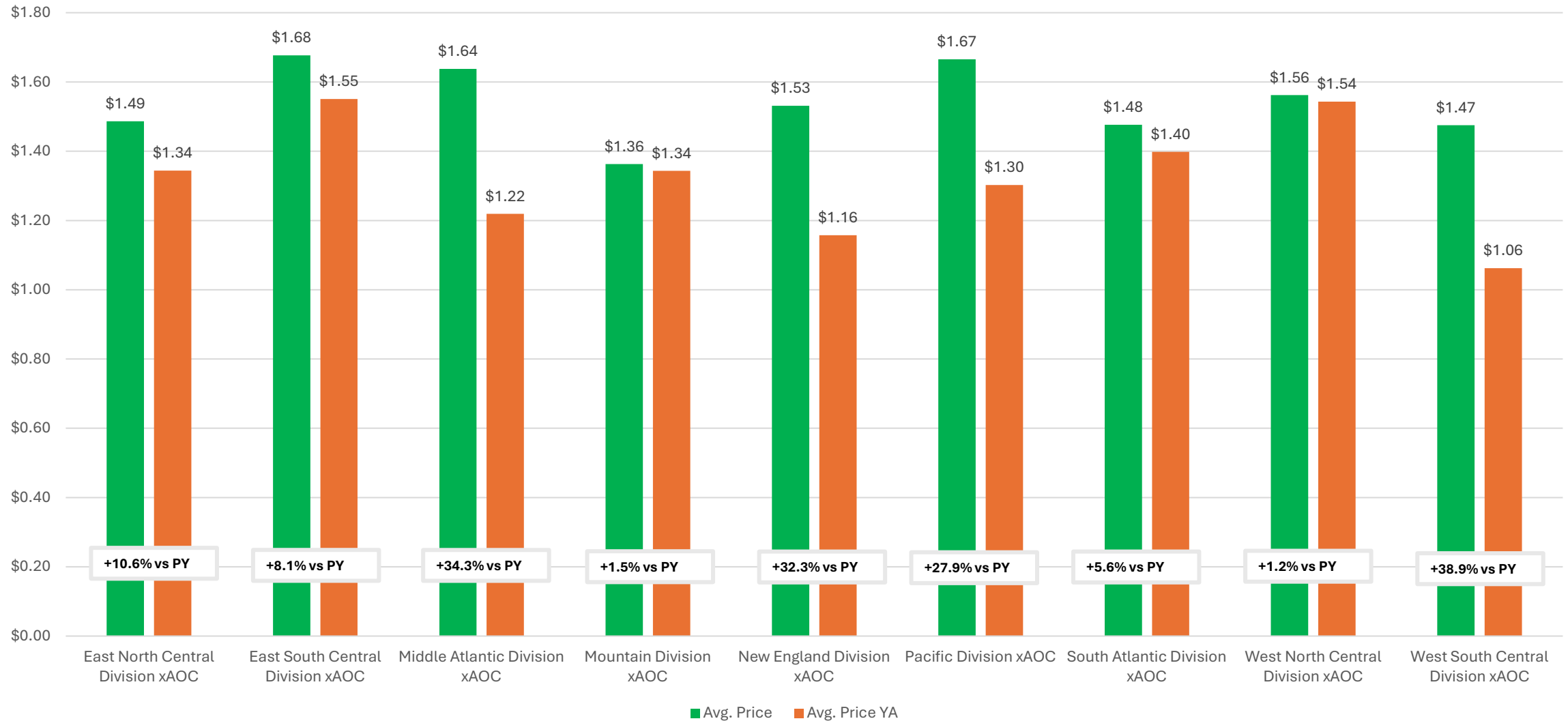
Total U.S. Whole Mangos January 2026  
 % Units Sold on Promo  
 (Conventional + Organic)






# U.S. Divisions – Average Price – January 2026

Total U.S. Whole Mangos **Average Price**  
(Conventional + Organic)





	Jan 2026	Jan 2025	Jan 2024
<b>Mangos</b>			
<b><i>Supermarkets</i></b>			
# Adblocks	222	293	18
Adblocks % vs YA	-24%	1528%	-91%
<b><i>Club</i></b>			
# Adblocks	0	0	0
Adblocks % vs YA	N/A	N/A	N/A
<b><i>Discounters</i></b>			
# Adblocks	1	1	0
Adblocks % vs YA	0%	N/A	-100%
<b><i>Mass</i></b>			
# Adblocks	0	0	0
Adblocks % vs YA	N/A	N/A	N/A
<b><i>Military</i></b>			
# Adblocks	0	0	0
Adblocks % vs YA	N/A	N/A	N/A

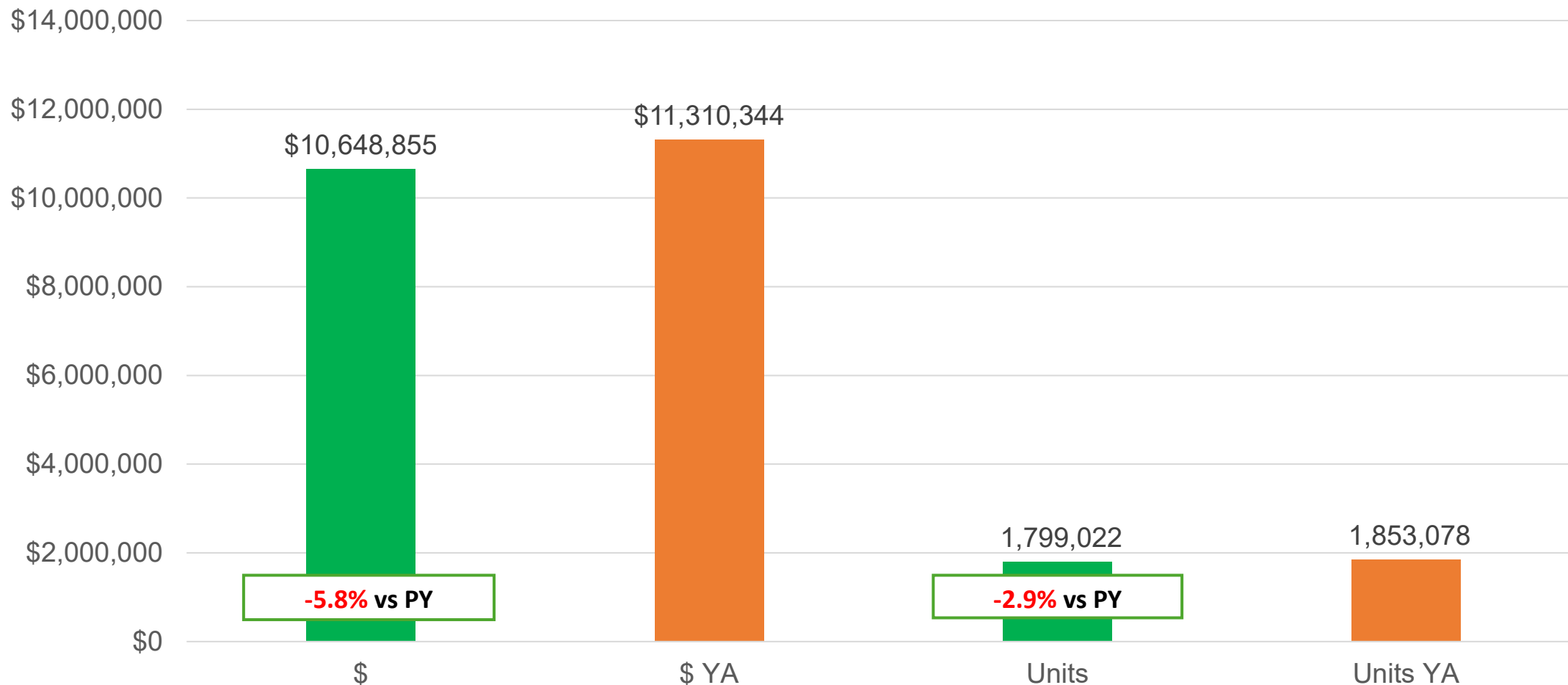
	Jan 2026	Jan 2025	Jan 2024
<b>Fruit</b>			
<b>Supermarkets</b>			
# Adblocks	6,369	6,021	4,505
Adblocks % vs YA	6%	34%	15%
<b>Club</b>			
# Adblocks	2	7	7
Adblocks % vs YA	-71%	0%	250%
<b>Discounters</b>			
# Adblocks	38	35	32
Adblocks % vs YA	9%	9%	0%
<b>Mass</b>			
# Adblocks	6	5	7
Adblocks % vs YA	20%	-29%	133%
<b>Military</b>			
# Adblocks	4	4	7
Adblocks % vs YA	0%	-43%	N/A



# Fresh Cut Total US Performance

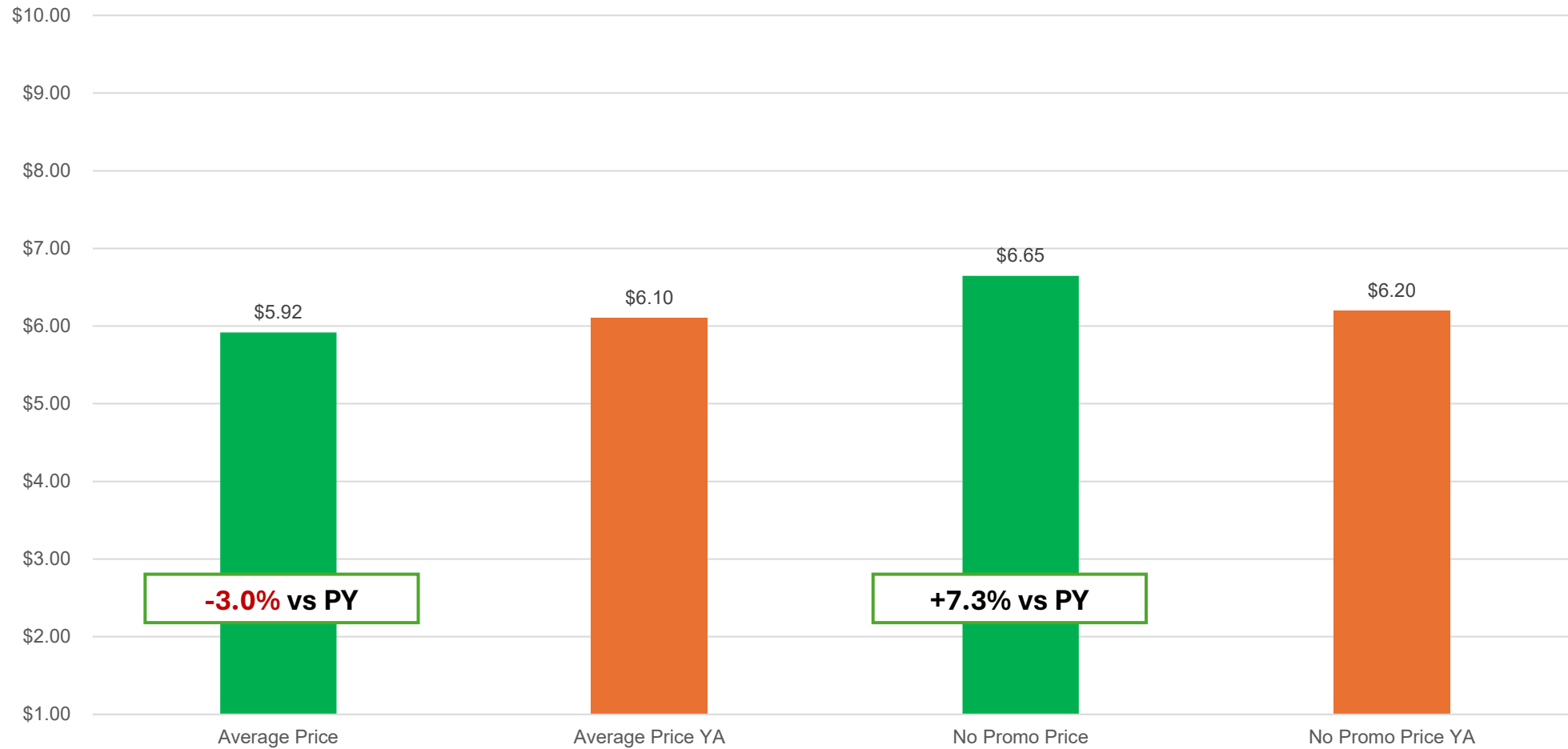


## Total U.S. Fresh Cut - January 2026 (Mango Only + Mango Mix)





## Total U.S. Fresh Cut Mango (Mango Only + Mango Mix)





**Please feel free to contact us if  
you have any questions.**

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