



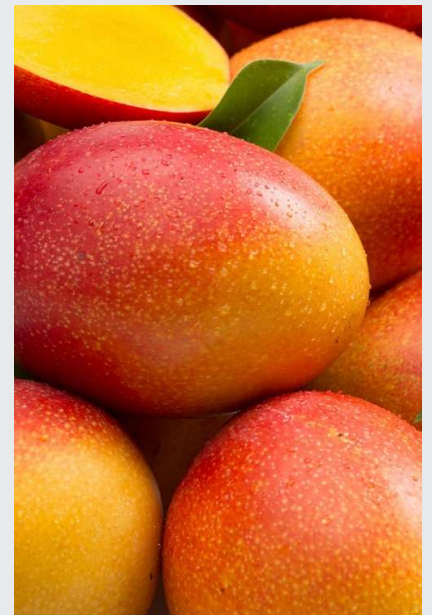
# Retail Test: Mangos

October 2025

# Overview

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- ▶ What: measure the effectiveness of incremental mango category space and additional displays
- ▶ How: Category Partners worked with the National Mango Board and Giant Eagle to create three test panels, each consisting of 12 stores
  - ▶ Increased display space where mangos are currently displayed
  - ▶ an additional end cap
  - ▶ a secondary display in another location within produce
  - ▶ control panel
- ▶ When: 16 weeks during peak mango season, May 4 through August 23
- ▶ Result: Compared change in retail sales in the test panels to the prior year and compared to the control panel.



# Test Panels



## Retailer Selection



Source: Category Partners, Mango Retail Display Test, October 2025

- ▶ To find a retail partner, markets across the country were ranked by their Category Development Index (CDI)
  - ▶ CDI measures the percentage of sales for a category in a given market versus the percentage of the US population in that market.
- ▶ Giant Eagle's stores are in markets with a low CDI, and potential to grow sales

# Giant Eagle

## Giant Eagle

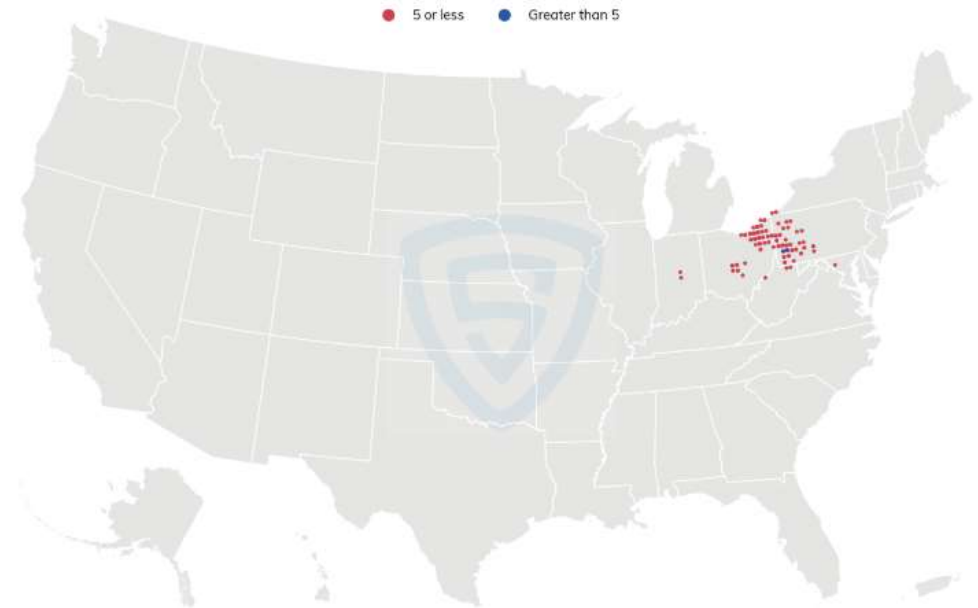
Dollars	\$2,164,215
Dollars % Chg YoY	+7.9%
Volume	954,393
Volume % Chg YoY	+39.4%
Price	\$2.27
Price/Lb % Chg YoY	-22.6%
Volume Velocity	89
% ACV	100%

There are 216 Giant Eagle Company stores in the United States as of January 07, 2025. The state and territory with the most number of Giant Eagle Company locations in the US is **Ohio**, with 109 stores, which is about 50% of all Giant Eagle Company stores in the US.

**216**  
Locations

**5**  
States and Territories

**151**  
Cities



# Test Panel A

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- ▶ Test Panel A: added approximately 50% more square footage to the current mango display in each store. Actual square footage varied by store and by week.
- ▶ 11 Stores in Panel A
- ▶ Typically located in the middle of the produce department, near bananas and other tropical fruits



# Test Panel B

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- ▶ Test Panel B: had an additional end cap near the current mango display.
- ▶ 6 Stores in Panel B
- ▶ Primary display typically located in the middle of the produce department, near bananas and other tropical fruits
- ▶ End cap generally included other tropical fruits



# Test Panel C

- ▶ Test Panel C: had a secondary mango display in another location within the produce department.
- ▶ 6 Stores in Panel C
- ▶ Primary display typically located in the middle of the produce department, near bananas and other tropical fruits
- ▶ Secondary display generally in the front with seasonal or promoted fruits



# Control Panel

- ▶ Control Panel: had no change to the mango display and no secondary display either within produce or outside of produce.
- ▶ 12 Stores in the Control Panel
- ▶ Typically located in the middle of the produce department, near bananas and other tropical fruits



# Test Results



# Impact on Mango Category Sales

- ▶ Panels B and C outperformed both Panel A and the Control Panel.

Mango Category Change: Test Period vs. YAGO

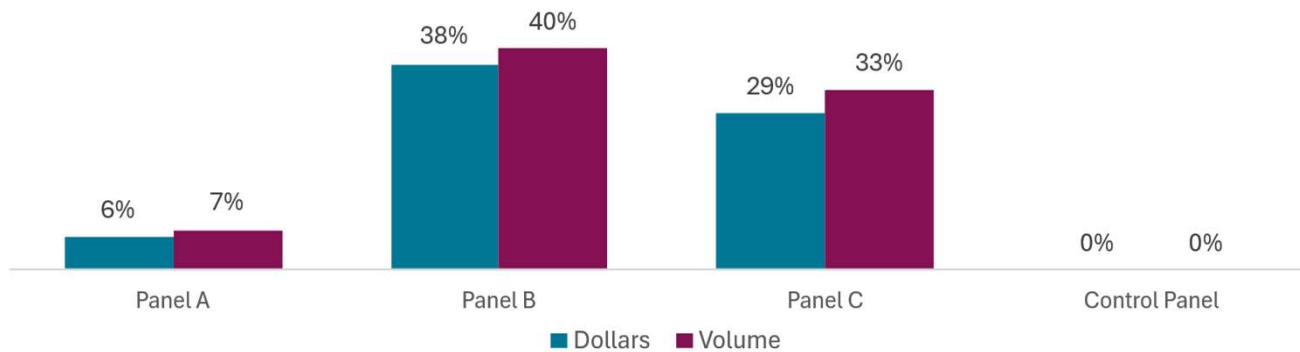
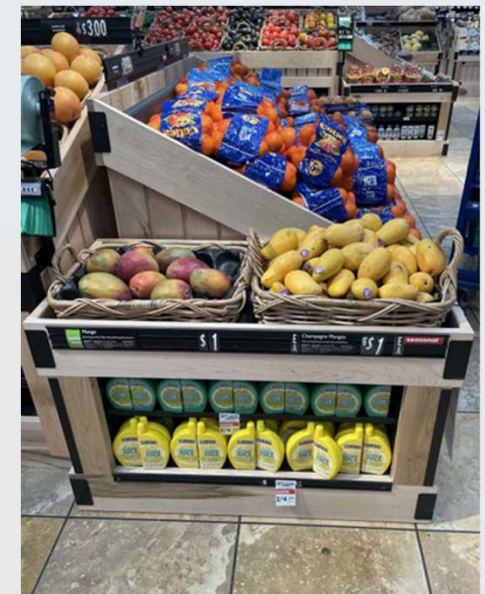


Chart shows change in sales versus YAGO relative to control panel.



# Importance of a Secondary Display

- ▶ Adding a secondary display seems to be a key factor in increasing sales.

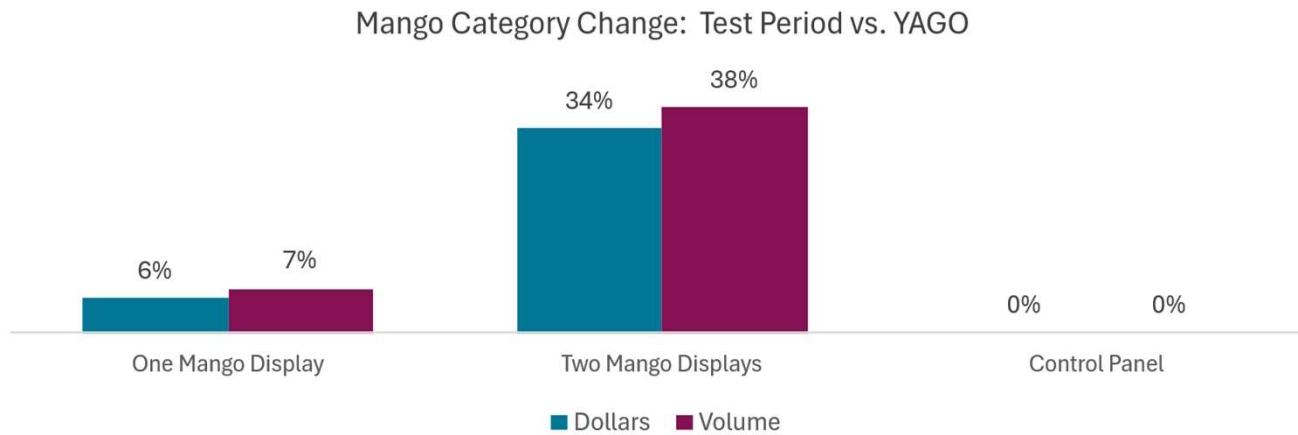


Chart shows change in sales versus YAGO relative to control panel.



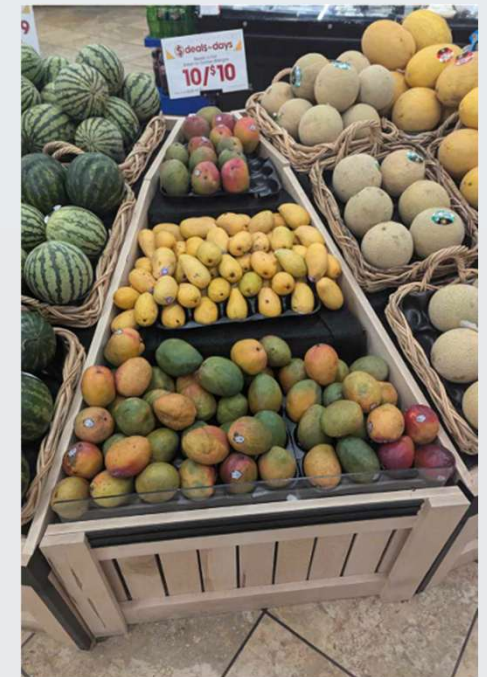
# Importance of Display Space

- ▶ Stores with more category space generated greater category sales.

Mango Category Change: Test Period vs. YAGO



Chart shows change in sales versus YAGO relative to control panel.



# Impact on Dollar Sales by Segment

- ▶ Both green and yellow mango dollar sales had greater increases in Panels B and C.

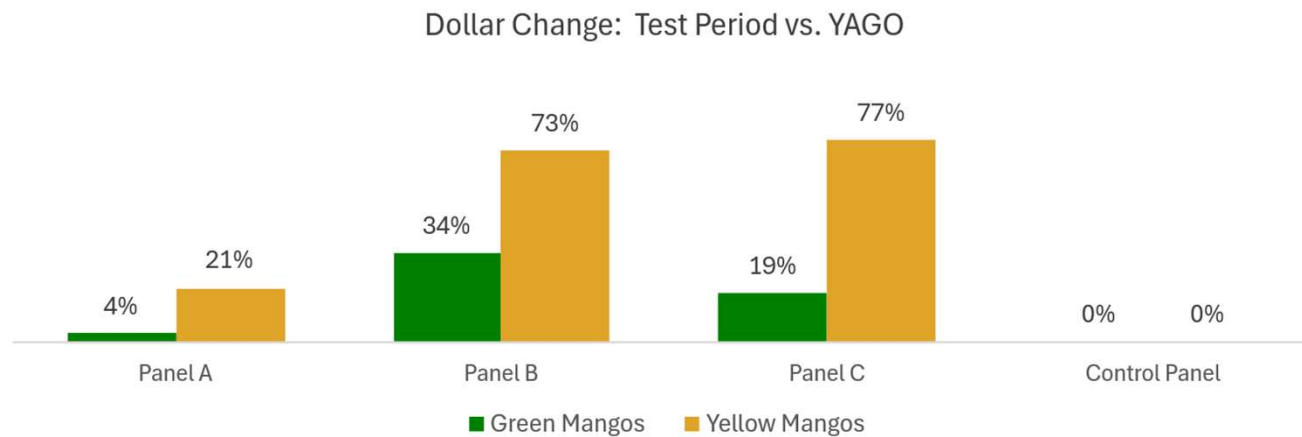
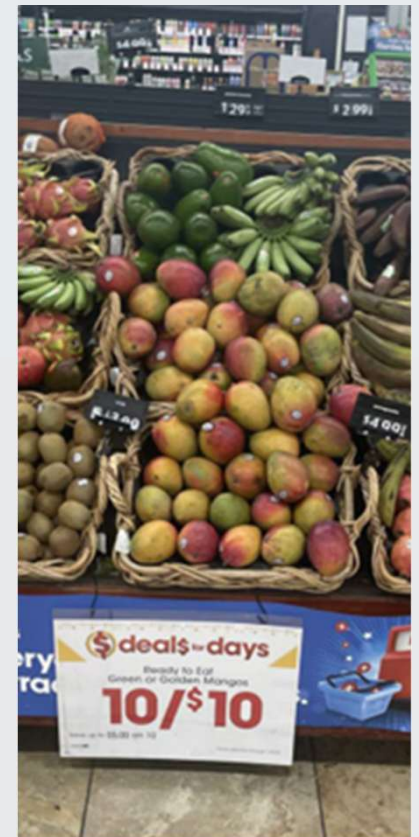


Chart shows change in sales versus YAGO relative to control panel.



# Impact on Volume Sales by Segment

- ▶ Both green and yellow mango units had greater growth in Panels B and C.

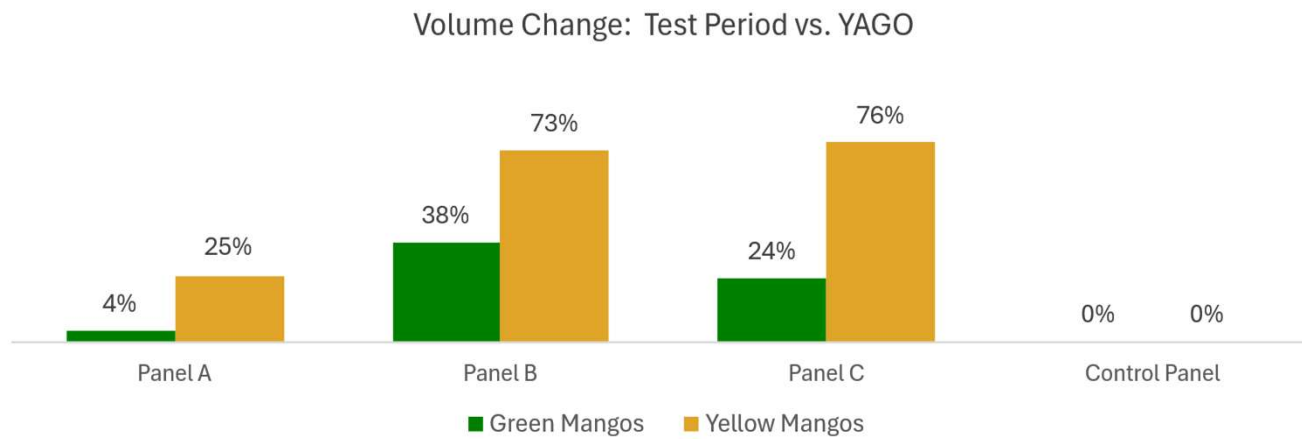


Chart shows change in sales versus YAGO relative to control panel.



# Summary Findings

- ▶ Secondary displays generate increased mango category sales.
  - ▶ Stores with larger display (Panel A) space performed only slightly better than control stores.
  - ▶ Both panels with secondary displays (Panels B and C) had significant increases in category volume over the previous year compared to the control panel.
- ▶ Greater square footage dedicated to mangos seems to result in greater category volume sold.
  - ▶ Across all panels, stores with <5.0 SF of mango space had volume growth 9 points higher than control stores.
  - ▶ Stores with 5.0-6.5 SF had volume growth 17 points higher than control stores.
  - ▶ Stores with >6.5 SF had volume growth 28 points higher than control stores.
- ▶ Compliance is difficult!
  - ▶ Make the recommendations as easy to implement as possible.
  - ▶ A secondary end cap near the primary display may be easier for retailers to implement.





# Thank you!

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