

mangoes



23% of customers purchased mangoes within the past 12 months

THIS GOLDEN-FLESHED FRUIT fits a niche with specific groups of shoppers. For instance, ethnic influence runs deep when it comes to mangoes. Asian consumers were the most likely to buy mangoes overall, followed by Hispanic shoppers – a trend now in its fourth year.

The tropical fruit is also popular among young consumers, generally those age 50 and younger. In fact, for five out of the past six years, shoppers age 59 and older have been much less likely to buy the fruit than those younger than them.

Geographic region also plays a role in mango purchases. For the fourth consecutive year, Western shoppers have been more likely to grab mangoes than those in other regions. Thirty-six percent of mango

buyers said they always bought the fruit ripe, while 29% said they

preferred ripe fruit. Only

about one in five buyers (21%)

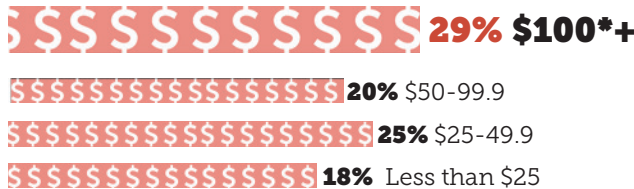
said they preferred to purchase unripe mangoes.

Organic mango purchases are on the increase.

Fourteen percent of buyers said they always selected organic mangoes. When it came to periodic organic purchases, 35% said they bought organic fruit at least some of the time; last year 31% said the same.

The likelihood of a mango purchase inched up one percentage point from last year. 🍷

Likelihood of purchase based on household income



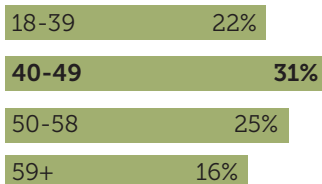
*Figures in thousands; Annual household income

Likelihood of purchase based on gender



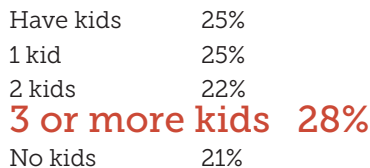
19% 26%

Likelihood of purchase based on age*

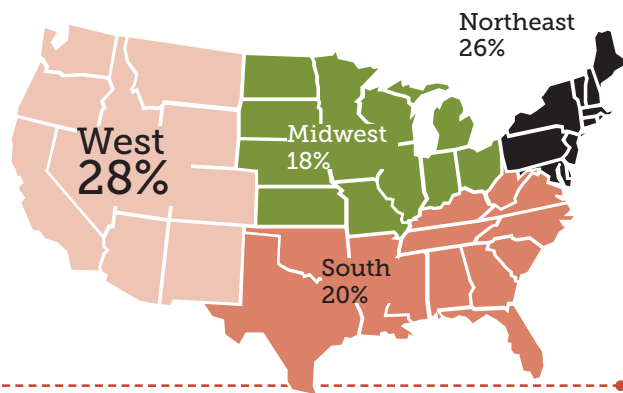


*Considering primary household buyers

Likelihood of purchase based on presence of children



Likelihood of purchase based on region



Likelihood of purchase based on ethnicity



Types of produce purchased (among those who bought this item)

