FRESH FRUIT AND VEGETABLES

The EU market for mango

Publication date: February 2008

Report summary
This CBI market survey discusses the EU market for mango. The main findings of the report include:

- The market for mango is growing is almost all EU countries, though it still has a small share of the fresh fruit market.
- Countries with ethic minorities who are familiar with mangos are the largest markets (UK and France), but interest in exotic fruit is growing in many other counties.
- Since 2002, imports of mangos into the EU have increased by more than 50%. There is an extensive trade of mangos in the EU, with a few EU countries acting as suppliers.
- The Netherlands is the leading importer and distributor of mangos in the EU. The UK and France are also large importers and have large consumption markets.
- Supermarkets are the main outlet for mangos and now provide a year round availability.
- The supply of mangos is not as highly concentrated as other (sub) tropical fruits, such as bananas or pineapples. Many importers are involved in trading mangos.
- Developing countries are the main supplier of mangos, which are not produced in the EU. The origins are diverse as the supply of mangos is seasonal.

This survey aims to provide exporters of mangos from Developing Countries (DCs) with product-specific market information about gaining access to the EU market(s). By focusing on the EU market(s) for one product group, this document provides additional in-depth information, that is complementary to the general information and data provided in the CBI's market survey 'The fresh fruit and vegetable market in the EU', which can be downloaded from http://www.cbi.eu/marketinfo

Detailed information on mangos is provided in appendix A. This survey discusses the EU in general, but focuses on the main markets: in the Netherlands, the United Kingdom, France, Belgium, Germany and Spain.

1 Market description: consumption and production

Consumption

Exotic fruits are rapidly becoming more popular in the EU. Mangos are one of the faster growing exotic fruits in the EU market, though they still have a small market share. The EU's total consumption of mangos in 2006 was 199 thousand tonnes, 50% more than in 2002.

The United Kingdom is the largest market for mango in the EU (28% of EU consumption in 2006). Mangos are available in supermarkets all-year round. Though the largest growth in consumption occurred a few years ago, the demand for mangos is still rising. The UK's ethnic minority groups, notably Indians and Pakistanis, are a major driver behind the increased demand. As more native British consumers are exposed to exotic fruits, the demand may rise further.

France is the second largest market. In general, French consumers have a strong preference for domestically produced food, but mango is not a crop that can be grown in France. As in the UK, ethnic minorities are an important driver behind the increased consumption of exotic fruit in general and mangos in particular. Sales of exotic fruits are expected to continue to increase as more consumers become interested in new, non-native, dishes and products.

Table 1.1 would suggest that the Netherlands is a major consumer, though it is more a trader in mangos. Dutch imports of mangos are the largest in the EU, with most being exported to other EU countries. However, the Dutch domestic market for mangos is growing. They are available all year round in supermarkets and sales volumes are increasing.

Germany accounts for 15% of the EU's mango consumption. Consumption increased 26% between 2002 and 2006. While mangos are still a minor product in Germany, their availability has increased over the years, especially since discounters introduced them in their stores. Portugal and Spain also have substantial domestic consumption. Belgium is a large importer but much of this is for re-export.

Table 1.1 Apparent consumption* of mango, 2002 – 2006, value in million euro and volume in thousand tonnes.

Product	2002		2004		2006	
	Value	Volume	Value	Volume	Value	Volume
EU27 Total	**147**	**133**	**154**	**160**	**228**	**199**
United Kingdom	27	24	32	35	63	53
France	19	17	39	25	36	20
The Netherlands	32	31	6	23	36	42
Germany	28	25	32	30	35	30
Portugal	15	15	18	17	19	15
Spain	7	5	5	7	8	11
Belgium	4	3	1	3	6	5

Source: Eurostat (2007)
*apparent consumption is calculated as production + import – export

Market segmentation
As mentioned earlier, the size and origin of the ethnic population in a country is an important indicator for consumption levels. As they are used to eating mangos, they were the first to demand mangos. Next to this, the increased travelling of people to exotic destinations has induced a growing interest in foreign cuisine and exotic food. The larger supermarkets quickly picked up on this trend and made mangos available to many people. Though high-income countries are adopting exotics more quickly, the low-income countries are rapidly moving towards western consumption patterns and demanding more exotic fruits.

Trends in consumption
There is a wide variety of mangos available. Tommy Atkins, mostly sourced from Brazil, where it is planted in large areas is a fairly fibrous mango with a red skin and is still the major variety, although it is facing increased competition. Keitt is less fibrous and greener than other varieties is growing in popularity. Kent is also a popular and upcoming variety. There are market opportunities for other varieties, especially for those that are sweet and juicy.

Colour, size, appearance and price are important factors for consumers. Taste is also important, but can only be assessed after the products have been bought. According to Thimm (2004), there are several barriers for consumers. One relates to the difficulty of assessing ripeness. Mangos that are not red or orange are believed to be unripe, and will therefore not be bought. Another problem relates to peeling; many consumers find this problematic and would be more interested in buying pre-peeled and cut mangos (ready-to-eat). Several multiple retailers are now offering pre-cut and pre-packaged mango slices to the consumer.

The organic food market is growing many EU countries. Germany and the UK have a large market and this growth is expected to continue. Organic fresh fruit is performing well. The underlying interests in organic food are health, quality, sustainable production and locally-sourced food. Although the latter would suggest that there might be objections to products sourced outside the EU, there is interest in these products, especially when they are fair-trade certified and produced in a sustainable way.

Production
After bananas, mangos are the most important fruit grown in tropical areas around the world. They are a very vulnerable fruit and difficult to transport, which has impeded international trade. There are a great many varieties that differ in taste, size, shape and texture, but not all of these are commercially interesting. The most common varieties on the export market are 'Tommy Atkins', 'Kent' and 'Keitt'. These varieties are extensively planted in South America countries.

Production data on mangos are not available, only on an aggregate level including mangosteens and guavas. However, mangos have a large share in this group as it is one of the most produced fruits in the world. The production data on aggregate level are therefore a good indication of the production of mango. World production of mangoes, mangosteens and guavas reached 31 million tonnes in 2006 (Table 1.2) (FAOSTAT 2008 - http://faostat.fao.org/). India and China are major producers but they also have a large domestic market. India is the largest exporter of mangoes in the world while China's exports are small. Other major players on the world export market are Mexico, Brazil and Peru. Between 2002 and 2006, global production increased by 12%. Production in India grew modestly (+4%), while Pakistan, Mexico and Brazil saw production grow substantially. Due to climatic constraints that limit the production of the EU, the EU does not produce mangos on a commercial basis.

Table 1.2 Production of mango, guava and mangosteen, 2002 – 2006, in thousand tonnes.

	2002	2004	2006
World production	**27,364**	**20,030**	**30,541**
India	10,640	1,831	11,140
China	3,516	3,585	3,550
Pakistan	1,515	1,566	2,243
Mexico	1,523	1,573	2,050
Thailand	1,700	1,700	1,800
Indonesia	1,403	1,438	1,413
Brazil	842	1,358	1,348
Philippines	956	987	937
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Peru	181	282	239

Source: FAOSTAT (2008)

Mangos are not harvested year round but limited to a season. The harvest times follows a pattern shown in the box below. Mango traders in the EU import from various origins throughout the year to be able to supply mangos to supermarket and other outlets year-round. The supply of mango is most tight at the end of the summer and early autumn.

Season	Region	Countries
Autumn/Winter	Southern hemisphere	Brazil, Peru, Kenya, South Africa
Spring	West Africa	Burkina Faso, Mali
Summer/Autumn	Middle East, Central America, Asia, West Africa	Israel, Egypt, Pakistan, Costa Rica, Mexico, Senegal

Opportunities and threats
+ There is a growing market for mangos in all of the selected countries, although future growth rates may be a bit slower than in the past.
+ All EU countries rely on imports because there is no production of mangos in the EU.

+ Countries with large ethnic communities that are used to eating mangos are the main and most obvious markets (UK and France). Countries with historic relations with mango producing countries are also interesting markets (Spain and Portugal).
+ In addition to the well-known export varieties, there are niche markets for other varieties with different characteristics.
+ There is a small nice for value-added products such as pre-cut mangos. The UK is currently the most interesting market for convenience products.
+ There is a clear demand for organic and fair-trade mangos.
+ The Netherlands and France are of particular interest as they are leading distributors of imported mangos to other EU countries.

- More information on opportunities and threats can be found in Chapter 7 of the CBI's market survey 'The fresh fruit and vegetable market in the EU'.

Trends and market developments offer opportunities and threats to exporters. A given trend can simultaneously be a threat to some and an opportunity to others. Therefore, they should always be analysed in relation to one's specific circumstances. For further information can be found in chapter 7 of the CBI's market survey 'The fresh fruit and vegetables market in the EU'.

Useful sources

- FreshInfo – News and services for the (international) fresh fruit and vegetables business - http://www.freshinfo.com/;
- Freshplaza – News service on fresh fruit and vegetables in the Netherlands - http://www.freshplaza.com/;
- CIRAD, news and information on market for fresh fruit and vegetables in France - http://passionfruit.cirad.fr;
- Fruchthandel – Website and magazine on fresh fruit and vegetables market in Germany – http://www.fruchthandel.de/.

2 Trade channels for market entry

Trade channels

All the selected countries have a well developed distribution system for fresh fruit and vegetables. Most of Europe is served by importers based around the ports of Rotterdam (the Netherlands), Antwerp (Belgium), Le Havre (France), Hamburg (Germany), in addition to importers in the United Kingdom. The sea ports of EU countries in the Mediterranean Sea are primarily used for produce of EU or Mediterranean origin, but the share of imports from outside the EU are increasing.

The consolidation of buying power that has occurred with bananas and pineapple is not so strong for mangos, even though most mangos are sold through large supermarkets. They are imported through own-buying groups or independent importers. Some of these importers are specialised in exotics such as mangos and some are more general fruit importers. These are the best business partners for exporters from developing countries. Although there are opportunities to supply directly to supermarkets, this is a less obvious choice as supermarkets often work with preferred suppliers or deal in large quantities which can not be supplied by smaller exporters. Small exporters are best advised to look for an importer supplying supermarkets, wholesalers, greengrocers and the catering industry, who deals in smaller quantities and is interested in new suppliers. Some companies that import exotic fruits are:

- Bud Holland (the Netherlands) - http://www.bud.nl;
- FTK (the Netherlands) - http://www.ftk.nl;
- Atlanta Gruppe (Germany) – http://www.atlanta.de;
- Cobana Fruchtring (Germany) - http://www.cobana-fruchtring.com;
- ExoFarm (France) - http://www.exofarm.com.

The choice of countries is as important as the choice of importers. The best way of finding a suitable business partner is to look at the supply chain in the country of interest (see also the section on 'Selecting a suitable business partner').

Price structure

Supply and demand on the world market are the main factors that influence the export prices of fresh fruit. Prices can fluctuate over time. Variety, quality and origin are other important factors in price determination. Quality requirements are very diverse though, in general, are high in most EU markets.

Trade margins vary strongly depending on the variety and quality of product, the distribution channel, the continual changes in supply and demand and resulting price fluctuations. It is estimated that European importers need a trade margin of some 5-10 percent to cover their business costs and risks but this may very between countries as business cost and risks are not always equal. Wholesalers and retailer also need to take a margin, which varies even more than import margins. It is recommended to closely monitor markets and prices in order to quote realistic prices.

More information on margins can be found in Chapter 5 of the CBI's market survey 'The fresh fruit and vegetable market in the EU'.

Selecting a suitable trading partner

General information on selecting suitable trading partners is available in the CBI's market survey "the EU fruit and vegetables market" and the CBI's *Export planner*. Both documents are available at http://www.cbi.eu/marketinfo.

There are many importers of mangos in the selected countries. It is best to determine first which country is most interesting to export to. Contact information on these importers can be found in the CBI's country surveys of the fruit and vegetables markets. These documents are available at http://www.cbi.eu/marketinfo.

The Internet site http://www.europages.com is a useful source for finding contact details and information on the activities of importers. The most interesting contacts at Europages can be found under the category Agriculture & Livestock, subcategory Fruits and Vegetables. Other interesting websites are:

- FreshPlaza (the Netherlands) – http://www.freshplaza.com;
- German Association of fruit and vegetables traders DFHV - http://www.dfhv.de/;
- Fresh Produce Consortium (UK) - http://www.freshproduce.org.uk/;
- Rungis (France) - http://www.rungisinternational.com/.

3 Trade: imports and exports

Imports

There are no exact trade data available for mangos since the HS nomenclature does not have a specific code for mangos but one that covers mangos, guavas and mangosteens. As international trade in the last two products is very small the trade statistics are a good general indication of the trade in mangos.

Mangos, together with pineapples, are one of the fastest growing fruits in terms of EU imports. In 2006, the EU imported 317 thousand tonnes of mangos with a value of €359 million (Table 3.1). This represents an increase of 59% in value and 56% in volume since 2002. Developing countries are the main suppliers with a 58% share in the value of imports in 2006. There is extensive internal EU-trade in mangos; 33% of the imports by EU countries (in value) in 2006 came from re-exports from EU countries. The remaining 9% was supplied by non-EU countries (mainly Israel).

Table 3.1 Imports of mango and leading suppliers to EU countries, 2002 – 2006, share in % of import value

Product	2002 € mln	2004 € mln	2006 € mln	Leading suppliers in 2006 Share in %	Share (%)
EU27 Total	**226**	**245**	**359**		
EU countries	70	84	120	The Netherlands (17%), France (7%), Spain (4.5%), Belgium (2.0%), Germany (1.9%)	33%
Developing countries	142	140	208	Brazil (24%), Peru (13%), Pakistan (4.1%), Ivory Coast (2.7%), Senegal (1.6%)	58%
Other extra-EU countries	14	21	31	Israel (7%), USA (1.4%), Australia (0.2%), Switzerland (0.2%)	9%
The Netherlands	**76**	**58**	**106**		
EU countries	5	5	10	France (4.8%), Spain (1.7%), Germany (1.3%), Belgium (0.8%), United Kingdom (0.7%)	10%
Developing countries	66	49	89	Brazil (48%), Peru (18%), Costa Rica (3.2%), Ivory Coast (3.0%), Ecuador (2.5%)	84%
Other extra-EU countries	4	5	7	USA (3.9%), Israel (1.8%), Switzerland (0.6%), Australia (0.3%)	6%
United Kingdom	**28**	**35**	**66**		
EU countries	5	7	22	France (16%), the Netherlands (14%), Spain (2.3%), Italy (0.8%), Germany (0.7%)	34%
Developing countries	18	24	40	Pakistan (16%), Brazil (14%), Peru (10%), India (6%), Guatemala (2.3%)	5%
Other extra-EU countries	4	4	4	Israel (5%), Australia (0.2%)	61%
France	**32**	**52**	**60**		
EU countries	8	11	18	The Netherlands (15%), Spain (8%), Belgium (7%), Germany (1.0%)	30%
Developing countries	21	31	26	Peru (24%), Brazil (4.1%), Mali (3.8%), Burkina Faso (2.5%), Pakistan (2.2%)	43%
Other extra-EU countries	3	10	16	Israel (26%), Australia (0.2%)	27%
Germany	**33**	**38**	**41**		
EU countries	28	32	34	The Netherlands (67%), France (8%), Spain (4.8%), Belgium (1.4%), Austria (1.2%)	84%
Developing countries	5	6	7	Thailand (3.4%), Brazil (3.4%), Pakistan (3.0%), Philippines (1.1%), Ecuador (1.1%)	16%
Other extra-EU countries	0	0	0	-	0%
Belgium	**12**	**10**	**23**		
EU countries	3	3	5	The Netherlands (10%), France (8%), Spain (2.2%), Germany (0.9%), United Kingdom (0.3%)	22%
Developing countries	8	5	15	Ivory Coast (22%), Senegal (13%), Peru (13%), Burkina Faso (5%), Brazil (2.2%)	64%
Other extra-EU countries	1	2	3	Israel (10%), USA (4.4%)	14%
Spain	**14**	**12**	**16**		
EU countries	3	3	2	France (6%), the Netherlands (3.2%), Portugal (2.3%), Belgium (0.5%), Germany (0.2%)	13%
Developing countries	11	9	14	Brazil (39%), Peru (24%), Venezuela (11%), Ecuador (2.5%), Costa Rica (2.2%)	85%
Other extra-EU countries	<1	<1	<1	-	2%

Source: Eurostat (2007)

The Netherlands is the leading importer with a share of 30% of the total EU import value in 2006. The Netherlands has a strong position as an importer of exotic fruits, such as bananas and pineapples but also in minor exotics. It is an important re-exporter of mangos to other EU countries. 84% of imports into the Netherlands (by value) came from DCs. Imports from the main supplying countries are increasing, except for those from Côte d'Ivoire. Imports from Peru are growing fastest.

The United Kingdom is the EU's second largest importer of mangos. In contrast to the Netherlands, it has a large market and most imported mangos are consumed domestically. The UK imported 61% of its mangos (by value) directly from DCs, 34% from other EU countries and 5% from other non-EU-countries. Between 2002 and 2006, imports increased by 138% in value and 125% in volume. Imports from all the main supplying countries are increasing.

Belgium and Spain also imported most of their mangos from DCs. Côte d'Ivoire, Senegal and Peru accounted for almost 50% of the supply to Belgium (by value) in 2006. Imports from all these countries are increasing. The Netherlands, France and Israel also had a fair share in the supply to Belgium. Spain mostly imported mangos from Latin American counties, France and the Netherlands. Spanish imports are increasing but with a slower rate than in the other selected countries.

France imported 43% of its mangos (by value) from DCs. Peru accounted for 24% of the import value in 2006, Brazil and Mali for 4% each and Burkina Faso for 3%. Israel is the leading supplier, accounting for 26% in 2006. The Netherlands (15%) is the leading EU supplier. Imports from all these countries increased between 2002 and 2006.

Germany imports most of its mangos from other EU countries, notably the Netherlands (67%). France and Spain supplied another 13% together. Thailand, Brazil and Pakistan were the leading DC suppliers. Their shares in imports are small but imports from Thailand and Pakistan are increasing.

Exports

In 2006, EU countries (re-)exported 118 thousand tonnes of mangos, with a value of €131 million. Between 2002 and 2006, these exports increased by 69% in volume and 67% in value Almost 90% of these exports were to other EU countries. The main exporting countries were the Netherlands (54% of export value in 2006), France (18%) and Belgium (13%). Spain had a 6% share of exports, Germany 4% and the UK 2%.Exports from all the selected countries experienced a growth between 2002 and 2006.

Germany, France and the United Kingdom were the main destinations for mango exports from other EU countries. Non-EU destinations for these exports include Switzerland and Norway and to a lesser extent Russia.

Opportunities and threats

- + Though the share of DCs in imports of mango differs between countries, direct imports of mangos are increasing in all the selected countries.
- + The Netherlands and France will remain of particular interest as they are leading distributors of imported mangos to other EU countries. With diverse origins of supply, they can supply mangos year round.
- + Imports of mangos to other EU countries are increasing, though most mangos are imported from other EU countries rather than directly from DCs.
- More information on the opportunities and threats can be found in Chapter 7 of the CBI's market survey 'The fresh fruit and vegetables market in the EU'.

Trends and market developments offer opportunities and threats to exporters. A given trend can simultaneously be a threat to some and an opportunity to others. Therefore, they should always be analysed in relation to one's specific circumstances. For further information, please consult chapter 7 of the CBI's market survey 'The fresh fruit and vegetables market in the EU'.

Useful sources

- EU Expanding Exports Helpdesk - http://exporthelp.europa.eu/;
- Eurostat, official statistical office of the EU - http://epp.eurostat.ec.europa.eu/.

4 Price developments

During the early 1990s, mango imports were small. They were a luxury product for which a high price was paid. Since then, imports of mangos have increased rapidly and prices have gone down. The overall import prices of mangos from DCs decreased by 6% between 2002 and 2006. The price of Brazilian mangos in 2006 was the same as in 2002 (an average €1000 per ton). Prices for mangos from Peru, Côte d'Ivoire and Senegal decreased significantly.

The CBI's market survey 'The fresh fruit and vegetables market in the EU' and the surveys covering individual countries provide more information on price levels for fresh fruit in the EU. These surveys can be downloaded from http://www.cbi.eu/marketinfo. Other sources include:

- ITC's Market News Service (MNS) – http://www.intracen.org/mns/;
- Today's Market Prices – http://www.todaymarket.com (subscription fee);
- AgribusinessOnline - http://www.agribusinessonline.com;
- FreshPlaza PriceWatch (for Dutch market) – http://www.freshplaza.com/
- USDA Market News, wholesale market reports for various EU countries - http://www.ams.usda.gov/fv/mncs/intfru.htm)

Price information in individual EU countries can be found in the CBI's market surveys fresh fruit and vegetables market for individual countries.

5 Market access requirements

Producers in developing countries preparing to access the EU, should be aware of the market access requirements of their trading partners, the EU and national governments of EU countries. Requirements are specified through legislation and through labels, codes and management systems. These requirements are based on environmental, consumer health and safety and social concerns. You need to comply with EU legislation and have to be aware of the additional non-legislative requirements that your trading partners in the EU might request.

For information on legislative and non-legislative requirements, go to 'Search CBI database' at http://www.cbi.eu/marketinfo, select fresh fruit and vegetables and the country of interest in the category search, click on the search button and click on market access requirements.

Additional information on packaging can be found at the website of ITC on export packaging: http://www.intracen.org/ep/packaging/packit.htm.

Information on tariffs and quotas can be found at http://exporthelp.europa.eu/.

6 Doing business

General information on doing business, such as approaching potential business partners, building up a relationship, drawing up an offer, handling the contract (methods of payment, and terms of delivery) can be found in the CBI's export manuals 'Export Planner' and 'Your image builder' and the market survey 'The fresh fruit and vegetables market in the EU'. These documents can be downloaded from http://www.cbi.eu/marketinfo.

Cultural awareness is a critical skill in having a successful business relationship with an importer in the EU. The business environment differs per EU country. Country specific information on business practices can be found in CBI's market surveys covering the fresh fruit and vegetables market in that specific country. These surveys can be downloaded from http://www.cbi.eu/marketinfo.

Visiting or participating in a trade fair is an important way to approach potential trading partners. The Fruit Logistica, held every February in Berlin, is the largest European trade fair of fruit and vegetables and pays much attention to products from developing countries.

This exhibition provides an excellent opportunity to explore the EU market and to come in contact with potential buyers. For more information, consult the website http://www.fruitlogistica.com.

In general, many EU importers of fresh produce seek a long term relationship with their suppliers. They have high demands on the quality of the produce and the reliability of the supply. Trust, quality focus and reliability are therefore important ingredients for a sustainable business relation.

For information on the market for mango in the EU and in selected markets, the following sources may be useful:

- FreshFel Europe, forum for the Fresh Produce Industry – http://www.freshfel.org;
- Eurofruit Magazine – http://www.eurofruitmagazine.com/.

This survey was compiled for CBI by Mercadero in collaboration with Piet Schotel.

Appendix A General product description

The mango tree is native to southern Asia but has been spread over the whole tropical region. There are a great many varieties of mangos, differing in size, colour, fibre content, sugar content etc. Mangos can not be kept long and damage easily. Varieties that are less prone to damage, low in fibre content and with a sweet taste are the most suitable for export.

HS code

08045000	Guavas, mangosteens and mangos

Appendix B References

Thimm, Conrad. 2004. The European market for organic and fairtrade products from West Africa. Draft report prepared for FAO.