



CBI
Ministry of Foreign Affairs

CBI Product Factsheet:

Fresh Mangoes in Europe

Introduction

Since 2012, the European market for mangoes has exhibited an upward trend. Varietal diversification and ripening techniques are becoming increasingly interesting to a retail sector that seeks to satisfy the more demanding customer and to optimise supply chains. The experience and large customer base of specialised importers offer many opportunities, as does cooperation with large retail programmes, although the certification and retail requirements are demanding.

Product Definition

Mango ([Mangifera indica](#)) trees are cultivated in tropical and sub-tropical regions. The trees can reach a height of 40 metres. Important varieties for the European market include Keitt and Kent. Other varieties include Osteen (essentially the only variety of mangoes grown in Europe) and Palmer. Customer preferences for mangoes with red or green skin differ across European countries. Although mangoes are becoming increasingly popular in Europe, as well as in the United States, consumption rates are still far lower than are those of the larger commodity fruits.

Table1: CN commodity code for fresh or dried guavas, mangoes and mangosteens.

Number	Product
08045000	Fresh or dried guavas, mangoes and mangosteens

Source: Eurostat Comext

Product specification

Quality

Mangoes are divided into three classes: Extra Class, Class I and Class II. Information on the quality requirements for each class can be found in the [Codex Alimentarius](#) ('Food code' of the World Health Organisation [WHO] and the United Nations Food and Agriculture Organisation [FAO]) and in the [UNECE standards for mangoes](#). The [General Marketing Standards of Regulation \(EC\) No. 543/2011](#) apply. At the very least, mangoes should be intact, clean, sound and free of pests, damage, abnormal external moisture, black necrotic stains and trails, in addition to being able to withstand transport and handling. The peduncle should not be longer than 1 cm.

The EU quality standards in [Regulation \(EC\) No. 1580/2007](#) specify that imports of fresh fruits and vegetables from third countries to the EU must conform to the EU General Marketing Standards or their equivalent.

Size and packaging

Fresh mangoes are classified according to Size Codes A to D, with average weights ranging from an average of 150–350 grams (Size A) to more than 800 grams (Size D). See [Codex Alimentarius Standard for mangoes](#).

Packaging requirements differ by customer and market segment. Mangoes must be packed in new, clean, high-quality packaging that ensures proper protection for the produce while preventing damage to the product. Talk to your customers about their requirements and preferences concerning packaging. General characteristics include the following:

- Wholesale packaging in cardboard boxes or crates: These boxes can vary in size.
- Mangoes are sensitive to pressure. To prevent quality loss, mangoes should preferably be packed in single layers and padded or wrapped.

See also the FAO's [Recommended International Code of Practice for Packaging and Transport of Tropical Fresh Fruits and Vegetables \(CAC/RCP 44-1995\)](#), which includes guidelines for proper packaging and transport in order to ensure that the products are delivered in good condition.

Labelling

Labelling on consumer packaging must comply with the rules and regulations applying to the European market. Labels must not contain any toxic ink or glue. See the [Codex General Standard for the Labelling of Prepackaged Foods \(CODEX STAN 1-1985\)](#) and [Regulation \(EU\) No. 1169/2011](#) on the provision of food information to consumers, including with regard to the labelling of pre-packaged food sold on the EU market. If the nature of the produce is not visible from the outside, the package must be labelled with the name of the product, and possibly the name of the variety and/or commercial name.

Labels for pre-packed or other fresh fruits should provide the following information:

- the name under which the product is sold;
- the product's commercial identification: class, size (code), number of units and net weight;
- the name and address of the producer;
- the place/country of origin.

In addition, the label should include any certification logo (if applicable) and/or retailer logo (in the case of private-label products). A list of ingredients is not mandatory for fresh fruit, unless the container holds several different products, in which case the label should include a list of ingredients, as well as the quantities of each product.

For more information on labelling, packaging and quality, see also: [Codex Alimentarius Standard for mangoes](#), or read about [food labelling in the EU Export Helpdesk](#).

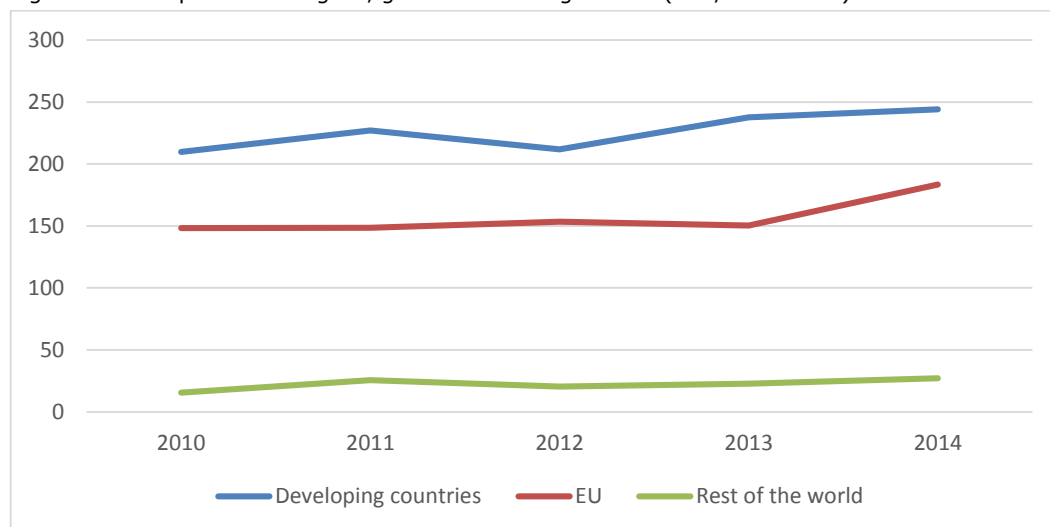
What is the demand for mangoes in Europe?

General information and figures about production and trade developments in the European market are provided in the [CBI Trade Watch for Fresh Fruit and Vegetables](#) on the [CBI Market Intelligence Platform](#). This section provides detailed statistics on the trade and consumption of mangoes in Europe.

NOTE: In the trade statistics, mangoes constitute the vast majority of a broader product group, which also includes guavas and mangosteens. The following trade figures are accurate, but also include a small share of guavas and mangosteens.

Import

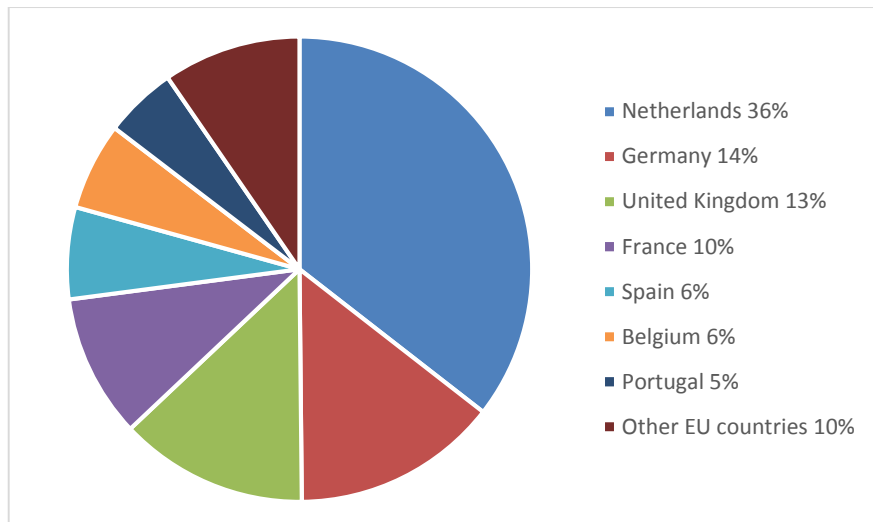
Figure 1: EU imports of mangoes, guavas and mangosteens (in 1,000 tonnes)¹



Source: [Market Access Database](#)

¹ In this Product Fact Sheet, developing countries are defined as the countries mentioned on the OECD DAC list from 2012/2013.

Figure 2: Import volume of mangoes, guavas and mangosteens in 2014; share per EU country



Source: [ITC Trademap](#), calculations by ICI Business

Interpretations and opportunities

In 2014, imports of fresh mangoes, mangosteens and guavas into the European market from outside the EU increased to 271,000 tonnes, which was 10,000 more tonnes than in 2013. Trade within the EU has increased even more strongly. Although mangoes cannot be discerned separately within the trade statistics, imports of mangoes are much more substantial than is the case for guavas or mangosteens.

Total EU imports of mangoes, guavas and mangosteens from non-EU countries were worth around €402 million in 2014, €365 million of which came from developing countries. Between 2010 and 2014, the import value from developing countries increased by 69%.

In Europe, the leading importing country for fresh mangoes is the Netherlands, followed by Germany, the UK and France. In 2014, the Netherlands imported nearly 150 thousand tonnes of mangoes, mangosteens and guavas from outside the EU, representing 36% of total EU imports.

In France, imports from outside the EU have decreased in the past decade, indicating that the re-export of mangoes is becoming less important role.

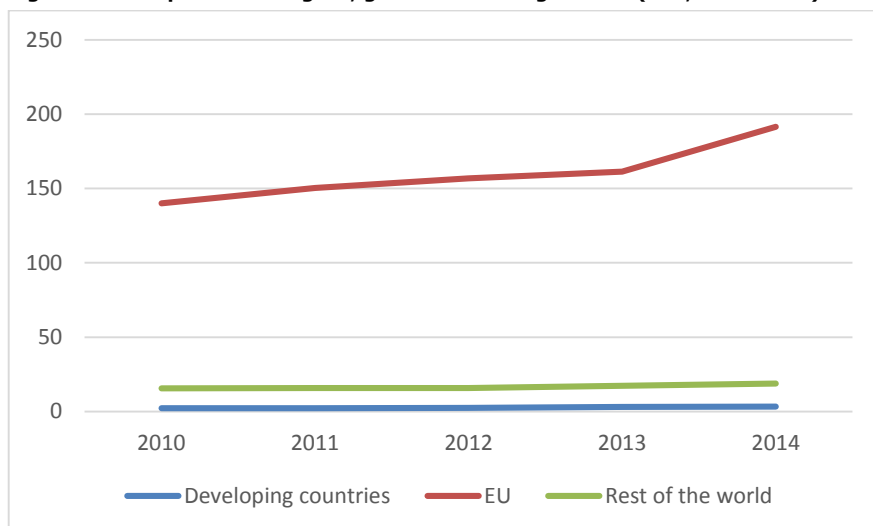
The leading countries of origin for mangoes in the European market are Brazil (37% of all extra-EU imports), Peru (27%) and Ivory Coast (7.6%).

Tips:

- Despite recent growth in import volumes, try to differentiate your products from those of competitors by focussing on high-quality, niche markets (e.g. ready-to-eat) or sustainable production methods.
- Although the market for mangoes, guavas and mangosteens in Europe is growing, importers and retailers have a wide range of choices for suppliers. Deliver good quality produce, in addition to ensuring transparency and accountability with regard to your product quality, including maximum residue levels (MRLs).
- Find a European importer by presenting yourself at trade fairs (e.g. [Fruit Logistica](#)).

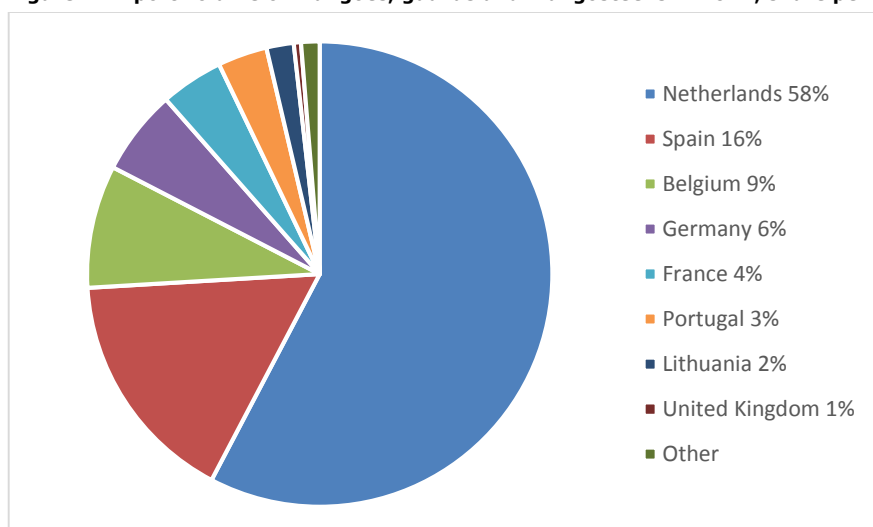
Export

Figure 3: EU exports of mangoes, guavas and mangosteens (in 1,000 tonnes)



Source: [Market Access Database](#)

Figure 4: Export volume of mangoes, guavas and mangosteens in 2014; share per EU country



Source: [ITC Trademap](#), calculations by ICI Business

Interpretations and opportunities

Almost all exports from EU countries in this product category are mangoes. Exports of mangoes from EU countries consist primarily of re-exports to other European countries.

In 2014, trade activity within Europe increased. Since 2010, intra-EU export volumes increased by 65% to reach 191,000 tonnes, with value increasing to €312 million (127% in 5 years).

The Netherlands, Spain and Belgium are the leading export hubs for mangoes. The Netherlands re-exports mangoes primarily to Germany (49% in 2014) and France, as well as to the UK, Belgium and Norway. Spain's mango exports are directed more towards Portugal and France.

Re-exports to Switzerland and Norway have increased slightly in the past ten years. Russia has also become a more important destination for re-exported mangoes, although exports declined in 2014 due to the EU-Russia embargo.

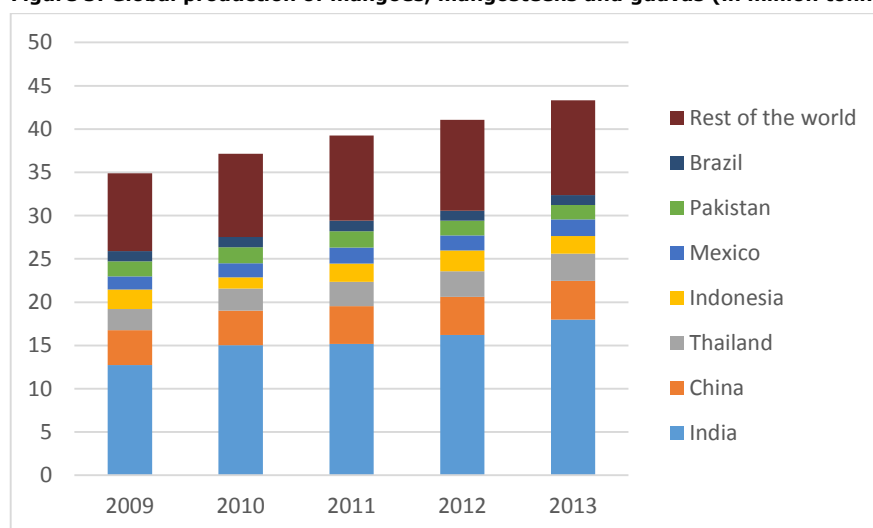
Mangoes are often traded through specialised importers/re-exporters who have experience with logistics and ripening of delicate tropical produce. Ready-to-eat mangoes require excellent quality control. For more information on ready-to-eat mangoes, see the section about trends.

Tips:

- If you would like to export to several countries in the European market, use the established trade routes and find an importing partner in the Netherlands or Belgium that would be capable of handling the re-export.
- Retailer requirements regarding product quality and specifications may differ between countries. In order to increase the reach of your products within the European market, find an importer with the proper ripening facilities, customer network and market knowledge.

Production

Figure 5: Global production of mangoes, mangosteens and guavas (in million tonnes)



Source: [FAOSTAT](#)

Interpretations and opportunities

In Europe, Spain produced 24,000 tons of (Osteen) mangoes. These quantities are not registered by FAO.

The largest mango-producing countries in the world are India and China. In 2013, these countries produced over 22 million tonnes, representing half of worldwide production.

Because India and China produce primarily for their own domestic markets, the greatest share of the European demand for mangoes (271 tonnes total) is supplied by other producing countries. In 2014, Brazil and Peru together supplied 63% of the European total demand, with a smaller share coming from Western Africa.

The varieties differ widely. Brazil produces the Keitt, Kent and Tommy Atkins varieties, and its production of Palmer mangoes is increasing. Keitt and Kent mangoes are becoming increasingly prevalent within the EU market, because they are suitable for the ripening process involved in delivering ready-to-eat mangoes. This is not the case for the Tommy Atkins variety.

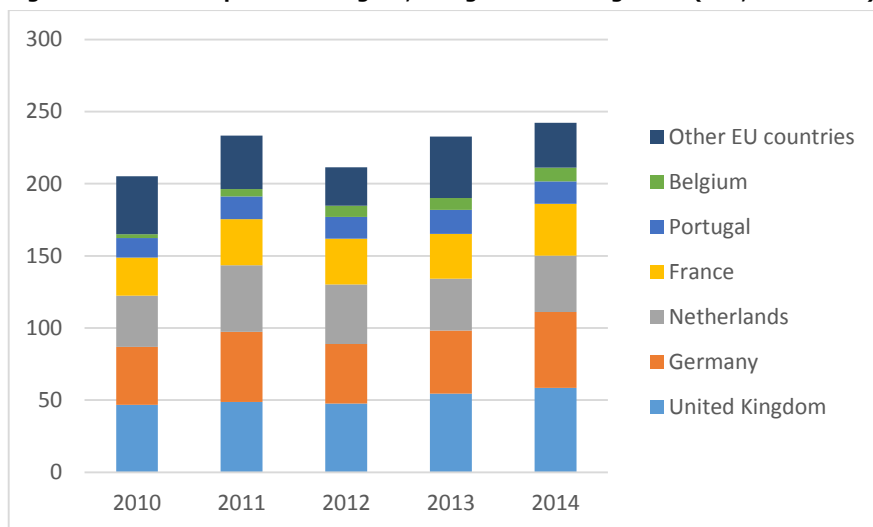
Between February and September, the European market for mangoes is supplied by other producing countries, the most important being Brazil, the Ivory Coast and Israel.

Brazilian mangoes are more dominant between September and January, while mangoes from other countries and of different varieties (e.g. Keitt and Kent) are equally present in the marketplace. For example, mangoes from Peru are on the market from late December until March.

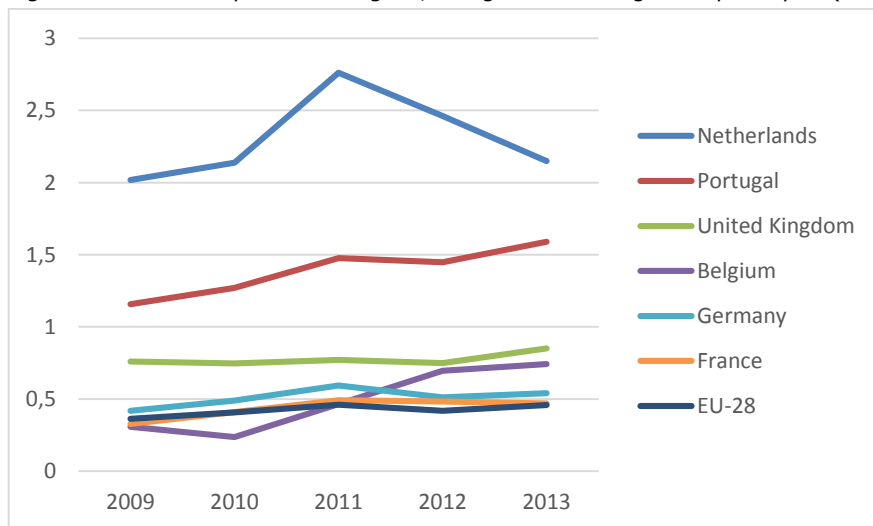
There is a niche market for special varieties from Asian countries, including the Nan Dok Mai from Thailand/Vietnam and the Alphonso from India.

Tip:

- Europe does not have a significant producer of mangoes, and the demand for mangoes from tropical countries exists throughout the year. Discuss with your buyer when mangoes are needed and which varieties they demand in which season.

Consumption**Figure 6: EU consumption of mangoes, mangosteens and guavas (in 1,000 tonnes)**

Sources: [FAOSTAT](#), [ITC Trademap](#), [Market Access Database](#) - calculation by ICI Business

Figure 7: EU consumption of mangoes, mangosteens and guavas per capita (in kilos)

Sources: [FAOSTAT](#), [ITC Trademap](#), [Market Access Database](#) - calculation by ICI Business

Interpretations and opportunities

Mango consumption in EU countries is calculated based on statistics concerning the import, export and production of mangoes, mangosteens and guavas. Mangoes account for by far the largest part of the product group. As true exotics, fresh mangosteens and guavas are imported in much smaller volumes by air. Although mango consumption can be expected to increase in the long term, its growth will also depend on the availability of high-quality mangoes.

The total apparent consumption of mangoes in the EU market is approaching 250,000 tonnes annually. The largest consumer markets are in the UK (59,000 tonnes), Germany (53,000 tonnes) and France (36,000 tonnes). Consumption in

the Netherlands was calculated at about 39,000 tonnes, but this figure is probably somewhat overestimated, given the large volumes that are traded through this country.

Ready-to-eat mangoes have become a major part of retail demand in recent years. Ready-to-eat provides a guarantee to consumers and limits the amount of fruit that supermarkets are forced to discard, as customers do not have to press the fruit to feel whether it is ripe. In addition, ready-to-eat mangoes are more often shipped by sea, which facilitates plans for sourcing and promotion.

The prominent mango varieties consumed in Europe are Keitt and Kent. Consumption of the Palmer, Maya, and Shelly varieties is increasing, while Tommy Atkins is in decline.

Tips:

- Distinguish your business from the rest by offering excellent product quality, the right colour, product freshness and innovative business practices.
- Ready-to-eat fruit requires excellent post-harvest management, logistical planning, ripening facilities and good varieties. Work only with capable importers with proven capabilities.
- Ensure the homogeneous internal maturity of the fruit. This is extremely important, and it requires additional attention to harvest planning and post-harvest treatment, especially when working with larger numbers of growers.
- Explore niche markets (e.g. ready-to-eat varieties or mangoes with different flavour characteristics). The popularity of mango varieties differs across EU countries. For example, consumers in the northern part of Europe tend to prefer ready-to-eat mangoes. The Keitt and Kent varieties are suitable for this purpose.

Which trends offer opportunities on the European market for mangoes?

Information on general trends in the European market for fresh fruits and vegetables is available in [CBI Trend mapping](#). This section provides additional details about specific trends in the market for fresh mangoes.

Ready-to-eat mangoes: As European consumers become more familiar with mangoes, they are increasingly demanding mangoes that are ready to eat. The new and unique process of ripening in destination countries is performed by the buying importers. The Keitt and/or Kent varieties of mangoes are required, as they are suited to the specific transport and ripening conditions demanded by this process. Mangoes are also used in other convenience products, including freshly cut or frozen mango parts.

Tip:

- Make sure that your harvest and cold chain are perfectly managed. This is crucial to achieving the level of quality that is expected by ripening companies and retailers in Europe.

Greater differentiation in varieties is gaining acceptance: For some time, the markets in the EU countries were supplied with a few well-known varieties of mangoes (e.g. Amélie, Tommy Atkins and Kent). In recent decades, however, new varieties (e.g. Keitt and Nam Doc Mai) have arrived on the market. Consumers have embraced this diversification in varieties. In general, retailers are shifting away from fibrous mangoes, especially in Western Europe, such that the Kent, Keitt and Palmer varieties are increasingly replacing Tommy Atkins mangoes.

Flavour is important: In addition to colour and appearance, flavour is very important. Consumers favour firm, sweet fruit that can be eaten shortly after purchase.

Tip:

- Make sure that supply-chain logistics and transportation do not affect product flavour in any significant way.

Growing interest in sustainable fruit: In Europe, trends in the consumption of fresh fruit are developing towards more sustainable approaches to production and processing. Environmental and social issues are becoming increasingly important. Social and environmental certification schemes include actions aimed at sharply reducing and registering the use of pesticides, taking action to ensure the safety of employees and/or even including price guarantees for producers. Certification schemes that are in line with the [Global Social Compliance Program \(GSCP\)](#) are more likely to be accepted by European supermarkets.

Tip:

- Consult the [Global Social Compliance Program \(GSCP\)](#) website for more information about social and environmental conduct.

Organic niche: The increased attention to health and the environment is also generating increased interest in organically produced fruits and vegetables. There is a clear demand for organic mangoes, with the UK and Germany as the leading countries.

Tip:

- Read more about organic farming on the [Soil Association website](#).

Europe, a growing market: Although the consumption of mangoes in Europe is low compared to the US market, the trend is moving upwards, and competition is increasing. Mangoes are produced throughout the year and supplied to the European market by numerous countries from Latin America (Brazil, Peru and Dominican Republic) and West Africa (Ivory Coast, Mali, Senegal and Burkina Faso). The market for fresh mangoes is challenging. New producers should have a clear alignment with destinations (Europe or US), price development throughout the year and awareness of competing production countries.

Tip:

- Information on volumes and price history for the US market is available on the website of the [National Mango Board](#).

With which requirements should mangoes comply in order to be allowed on the European market?

Buyer requirements can be divided into (1) musts (e.g. legal requirements), which must be met in order to enter the market; (2) common requirements (which have been implemented by most competitors), with which you should comply in order to stay abreast of the market; and (3) niche market requirements for specific segments.

For general information, see also the buyer requirements for fresh fruits and vegetables on the [CBI Market Intelligence Platform for fresh fruits and vegetables](#).

Requirements that must be met

Pesticides

Pesticide residues constitute a crucial issue for suppliers of fruits and vegetables. With the objective of avoiding health and environmental damage, the EU has set maximum residue levels (MRLs) for pesticides in and on food products. Products containing more pesticides than allowed will be withdrawn from the EU market. Note that buyers in several member states (e.g. the UK, Germany, the Netherlands and Austria) use MRLs that are stricter than those specified in EU legislation.

Tips:

- To identify the MRLs that are relevant for mangoes, consult the EU [MRL database](#), which contains all harmonised MRLs. The database is searchable according to product or pesticide used, and it provides lists of the MRLs associated with specific products and pesticides. Additional information about [MRLs is available in the EU Export Helpdesk](#).
- Reduce the amount of pesticides by applying [integrated pest management](#) (IPM) in production. IPM is an agricultural pest control strategy that includes growing practices and chemical management.
- Ask your buyers whether they have any additional requirements concerning MRLs and pesticide use.

Plant health

Fruits and vegetables exported to the EU must comply with EU legislation on plant health. The EU has imposed [phytosanitary requirements](#) in order to prevent the introduction and spread of organisms that could be harmful to plants and plant products within the EU. The following are the most important implications of these requirements:

- Certain listed organisms may not be imported into the EU, except under specific circumstances apply. EU control measures are subject to change.

- Plants or plant products specified in Part B, Annex V of Directive [2000/29/EC](#) must be accompanied by plant health certificates.

Tips:

- Check with the relevant National Plant Protection Organisation (NPPO) or your EU importer to learn the requirements for your product. Click [here](#) for a list of NPPOs. A model phytosanitary certificate is available through [Annex VII](#) of the Plant Health Directive.
- Read more about [plant health in the EU Export Helpdesk](#).

Contaminants

Contaminants are substances that are not added to food intentionally, but which may be present as a result of the various stages of its production, packaging, transport or warehousing. With the objective of avoiding negative impact on the quality of food and risk to human health, the EU has set limits for several contaminants.

Tips:

- Identify the relevant contaminant levels in the annex of [Regulation \(EC\) 1831/2003](#). All contaminants are presented, and maximum levels are provided for each product or group of products.
- Learn more about the prevention and reduction of lead contamination in the [Code of Practice](#) published by the Codex Alimentarius.
- Consult the European Commission's factsheet on food contaminants '[Managing food contaminants: how the EU ensures that our food is safe](#)', and read more about [contaminants in the EU Export Helpdesk](#).

Control of food imported to the EU

To ensure food safety and avoid environmental damage, the EU has adopted several Regulations and Directives that restrict the use of certain chemicals. Your products will be subject to official inspections, which are conducted in order to ensure that all foods marketed within the EU are safe (i.e. in compliance with the applicable requirements). There are three types of inspections:

- Documentary inspections
- Identity inspections
- Physical inspections

In the event of repeated non-compliance of specific products originating from particular countries, the EU can decide to perform higher-level inspections or to impose emergency measures. Although inspections can take place at all stages of import and marketing in the EU, most are performed at the points of entry to the EU.

Switzerland, Norway, Iceland and Liechtenstein are not EU member states, but they are part of the European Free Trade Association (EFTA). Their food laws are largely identical to those specified in EU legislation, although some aspects may differ. In Switzerland, import inspections are the responsibility of the [Swiss Customs Administration](#) and the [Federal Office of Public Health](#).

Tips:

- Become familiar with the procedures. Failure to follow the proper procedures could result in decreased and delayed orders, increased costs and actions by EU enforcement authorities.
- Make sure that the accompanying documents correspond exactly to the food products contained in the consignment.
- Check to determine whether any increased levels of control apply.
- Read more about [health control in the EU Export Helpdesk](#).
- Consult the [EU Export Helpdesk](#) for a full list of requirements for mangoes. Select the product code for fresh or dried guavas, mangoes and mangosteens: 0804.50.00.

Common buyer requirements:

Transportation

Transportation costs account for a major part of the added value for fresh mangoes. Bulk mangoes are transported by sea, although a higher segment of tree-ripened mangos is air freighted. Flavour is the primary added value of tree-ripened mangoes. Air transport significantly reduces transport times and makes it possible to deliver sun-ripened mangoes directly to consumers. In the south of Europe, demand for excellent tasting, sun-ripened mangoes remains dominant.

Tip:

- Ensure that your mango varieties are suitable for the mode of transportation on which you have agreed. Take care to avoid compromising quality or reputation under conditions of high demand, when flexibility and speed are of the essence.

Certification as a guarantee

Given the high priority assigned to food safety in all EU food sectors, you can expect most buyers to request additional guarantees in the form of certification. The most commonly requested food-safety certification scheme, [GLOBALGAP](#), is essential for exporting mangoes to the EU, especially through supermarkets. This pre-farm gate standard covers the entire agricultural production process, from before the plant is in the ground to the non-processed product (it does not extend to processing).

Other food-safety management systems that can be required include the British Retail Consortium ([BRC](#)) and the International Food Standard ([IFS](#)), [FSSC22000](#) or [SQF](#). These management systems are in addition to GLOBALG.A.P., and they are recognised by the [Global Food Safety Initiative \(GFSI\)](#).

Tips:

- Identify the food-safety management systems that are most commonly requested in your target market. Expect GLOBALG.A.P. to be one of them.
- Read more on the different Food-Safety Management Systems in the [Standards Map](#).
- Be aware that food safety is a major issue. Work proactively with buyers to improve food safety, taking care to be transparent and current with regard to buyer requirements and regulations.

Quality standards

The General EU Marketing Standards also apply to fresh mangoes. Many EU buyers require compliance with the standards of the United Nations Economic Commission for Europe ([UNECE](#)) or the [Codex Alimentarius Commission](#) (CAC). It should be noted that quality refers to both the quality and the safety of food.

Tip:

- Make sure to supply the level of quality agreed upon in the product specifications.

Niche markets: Organic and Fair trade

Organic: A growing niche market

Consumers in the EU are increasingly expressing a preference for food products that have been produced and processed by natural methods. The market for organic mangoes is relatively small, but demand is growing. In order to market organic products in the EU, you must use organic production methods, as specified in [EU legislation](#). Furthermore, you must have used these production methods for at least two years before you will be allowed to market the fruits and vegetables as organic. In addition, you (or your EU importer) must apply for import authorisation from EU organic control bodies. After being audited by an accredited certifier, you will be entitled to use the EU organic logo on your products, along with the logo of the standard holder (e.g. [Soil Association](#) [especially relevant in the UK] , [Naturland](#) [Germany] and [Bio Suisse](#) [Switzerland]). Regardless of several minor differences, all of these standards all comply with the EU legislation on organic production and labelling.

Tips:

- Implementing organic production and becoming certified can be expensive. You should therefore assess the market potential before making any investments.
- Consult the [Standards Map database](#) for the different organic certifications.
- For the export of organic mangoes into the European market, work with a competent and specialised importer who understands the market and who is familiar with the particular requirements and means of access for niche markets.

Fair and sustainable

A small but growing niche market is developing for fresh products that have been produced with greater attention to social and/or environmental conditions in the producing areas. For mangoes, social compliance is important, although product quality remains the highest priority.

The existing social and sustainability labels for fresh fruits and vegetables include [Fairtrade](#) , [Fair for Life](#) and the [Rainforest Alliance Certification Scheme](#).

Importers may also adopt other initiatives, which could also affect suppliers. Examples include such retailer initiatives as the [Ethical Trading Initiative](#) (ETI) in the UK and the [Business Social Compliance Initiative](#) (BSCI) in North-Western Europe.

Tips:

- Examine your company's current performance (e.g. by completing a self-assessment on the [BSCI website](#)).
- Consult the [Standards Map database](#) for additional information and to learn about differences between fair trade labels.

What competition do I face on the European market for mangoes?

For general information about market competitiveness for fresh fruits and vegetables, consult the [Market Competitiveness information](#) available at the CBI market intelligence platform. The platform also includes [Tips for doing business with European buyers](#).

This section details market-entry opportunities and barriers relating to mangoes, as well as information concerning competition at the company and product levels.

Buyer power: The market is highly competitive, with many producing countries. The buying power of large retail chains is strong, particularly in the supermarket channel. Supermarkets demand uniform quantity, relatively large volumes and primarily sea-transported (i.e. container) mangoes. For mangoes, ready-to-eat quality and Corporate Social Responsibility (CSR) are becoming increasingly important, as well as supply-chain transparency and information sharing. Buyers in the EU tend to prefer long-term partnerships as a means of ensuring the supply and quality of products.

In Southern European countries, street markets and specialist shops are more dominant. They demand smaller volumes of mangoes. Although the buyer power of smaller shops is weaker, these customers have a wide range of choices between different suppliers.

Degree of competition: Worldwide production of mangoes is increasing, and rivalry is generally very fierce. Temporary shortfalls in supply or demand (e.g. due to drought) can have considerable impact on prices. In Europe, mangoes are classified within the larger category of exotic fruit species.

Threat of new entrants: Certification and the need to meet both legal and non-legal requirements pose major obstacles to producers and exporters entering the market. Despite the large number of producing countries, only exporters who are able to offer the right quality will be able to enter as new competitors.

Substitute products: The diversity of fruits supplied to the European market has increased in the past decade, thereby increasing competition for mangoes. If the price of mangoes is very high, consumers are more likely to buy other tropical fruits. In Europe, the abundantly available stone fruits (e.g. peaches and nectarines) are the main substitutes during the summer months.

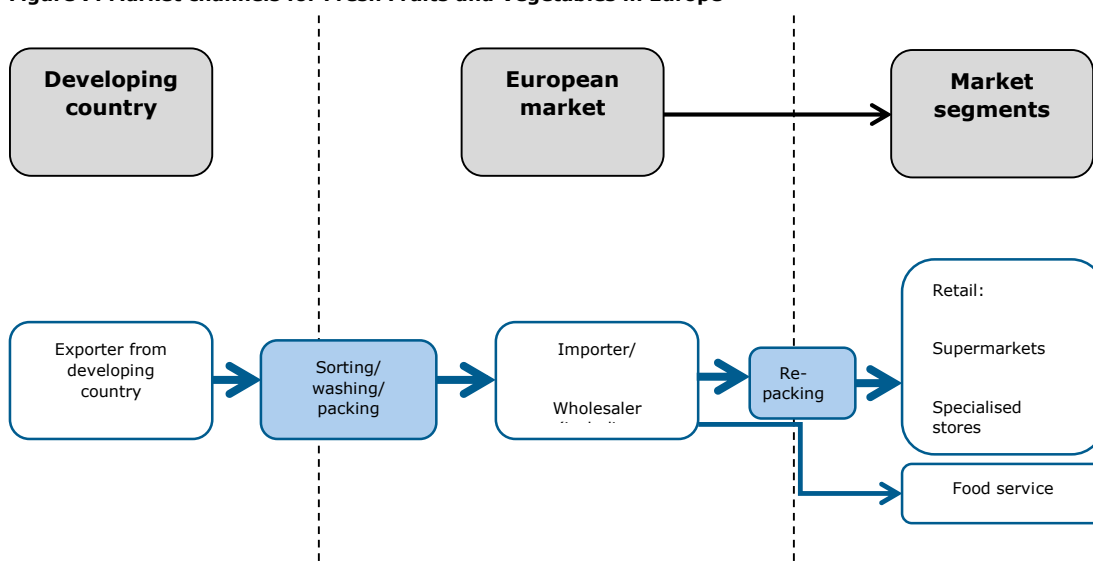
Tips:

- Enter the North-Western European market by participating in large retail programmes. Contact an experienced importer/distributor before entering the European market.
- Use the experience and logistical power of importers and service providers to reach smaller outlets as well.
- Try not to compete on price alone, instead building partnerships with buyers/ripening facilities and striving for excellence in product quality and handling.
- Establish a credible track record of providing transparent information on your company and product quality. Being part of a stable partnership and being a trustworthy supplier can help you to establish and maintain your position on the market.
- Use storytelling (e.g. highlight the origin and producer of your products), novel packaging and premium quality as methods for distinguishing your product from the rest of the field. Ready-to-eat mangoes are becoming increasingly popular, but they require excellent logistical processes.

What do the trade channels and interesting market segments for mangoes look like in Europe?

For general information about market channels and segments, consult the [Market Channels and Segments](#) document available at the CBI market intelligence platform. This section provides information about the various channels through which fresh fruit and vegetables are marketed in Europe.

Figure 7: Market channels for Fresh Fruits and Vegetables in Europe



On the European market, mangoes constitute one of the largest product groups within the broader category of exotic fruit species on the European market. Although mangoes have yet to attain the status of a commodity, the volumes imported are such that they can no longer be considered a typical exotic fruit.

Supermarket versus specialist retailer

It is important to distinguish between the supermarket channel and the specialist retail channel, which includes street markets. Supermarkets are dominant in North-Western Europe, while specialised retail is more important in Southern Europe. Most mangoes are sold in retail settings, with lower sales through food service channels.

Supermarkets are increasingly demanding ready-to-eat mangoes, which are ripened in their countries of destination. Importers subsequently demand containers of mangoes that are of uniform quality and ripeness, taking into account the time needed for transport and ripening.

Logistics

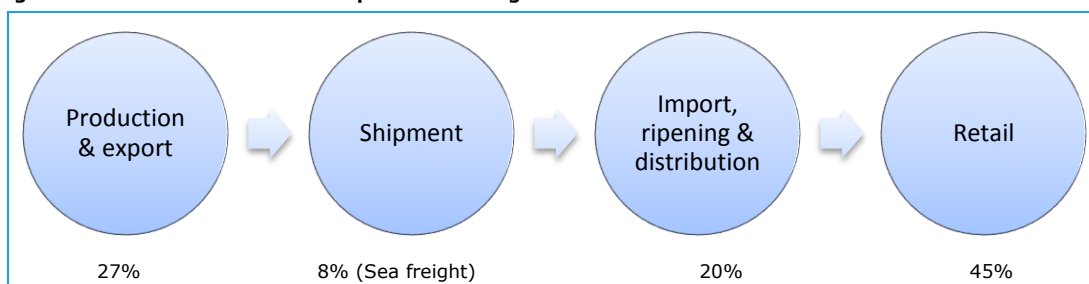
The quality and quantity of mangoes transported by air differs between countries. In northern countries, the option of air transport depends largely on the ability to meet demand outside the large retail channel. In southern countries, it has more to do with the demand of street markets and specialist shops for excellent quality, air-transported mangoes.

Tips:

- If you would like to export to supermarket customers, explore ready-to-eat options and focus on preferred retail supplier programmes.
- Work with trusted partners or with intermediary shipping or forwarding companies in order to reduce the risk of diminished product quality.

What are the end-market prices for mangoes?

Figure 8: Breakdown of consumer prices for mangoes



Consumer prices for mangoes fluctuate according to season and availability. Supermarkets sell good mangoes for prices ranging between €1.50 and €2.00. Smaller, high-quality mangoes are sold for similar prices, making them relatively expensive. Air-transported and organic mangoes can reach prices of up to €3.00.

Tip:

- Information on current mango prices is available at the [fresh portal](#). For consumer prices, consult the online shops or assortments of supermarket chains. Good options include [Tesco](#), [Albert Heijn](#) (search: 'mango') and [Carrefour](#) (search 'mangue').

Useful Sources

Export and market-entry support:

- CBI - <http://www.cbi.eu/>
- CBI information about EU Buyer Requirements - http://www.cbi.eu/marketintel_platform/fresh-fruit-vegetables/136122/buyerrequirements
- EU Export Helpdesk - http://exporthelp.europa.eu/thdapp/index_en.html
- SIPPO - <http://www.switzerland-ge.com/global/export/en/sippo-services>

Certification schemes:

- British Retail Consortium (BRC) - <http://www.brcglobalstandards.com/>
- BSCI - <http://www.bsci-intl.org/>
- FAIRTRADE - <http://www.fairtrade.net/>
- GLOBALG.A.P - http://www.globalgap.org/uk_en/
- ISEAL - <http://www.isealalliance.org/>
- ITC Standards Map - <http://www.standardsmap.org/>
- Rainforest Alliance - <http://www.rainforest-alliance.org/>

Marketing and trade standards:

- Codex Alimentarius - <http://www.codexalimentarius.org/codex-home/en/>
- European Food legislation - http://ec.europa.eu/agriculture/organic/eu-policy/legislation_en
- The United Nations Economic Commission for Europe - <http://www.unece.org/tradewelcome/trade-home.html>

Statistics and sector information:

- Agricultural Research for Development - <http://www.cirad.fr/en>
- Fruitrop - <http://www.fruitrop.com> (publication of CIRAD)
- Freshfel - <http://www.freshfel.org>
- Freshplaza - <http://www.freshplaza.com>
- European Statistics Eurostat - <http://epp.eurostat.ec.europa.eu/portal/page/portal/eurostat/home/>

- FAOSTAT - <http://faostat.fao.org/>
- ITC Trade Map - <http://www.trademap.org/>
- United Nations Comtrade - <http://comtrade.un.org/>



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Disclaimer CBI market information tools: <http://www.cbi.eu/disclaimer>

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