

Welcome



Welcome

National Mango Board's Consumer Research



What is the National Mango Board?

- The National Mango Board (NMB) is a national promotion and research organization, supported by assessments from U.S. and imported mangos.



incredible!

American Egg Board



Mission

To increase the consumption of fresh mangos in the U.S. by conducting promotion and market, and production research



Research

- All of our marketing messages and initiatives are supported by a solid foundation of intensive research in nutrition and consumer research



Consumer Research

Mango Demand

- Market Penetration (MP)
 - Attracting new consumers to the market
- Market Intensity (MI)
 - Amount purchased



Total Demand = U.S. Households × MP × MI



Consumer Research

Data Collection

- On a monthly basis, through e-mail, the NMB surveys a panel of about 600 – 1,000 consumers to track mango purchases over the previous 2-week period
- This information is used to identify trends in household penetration, how many mangos were purchased per household, average price paid and other important indicators
- The sample is nationally representative on key demographic variables like age, gender, household income, and race/ethnicity



Consumer Research

Market Tools Data

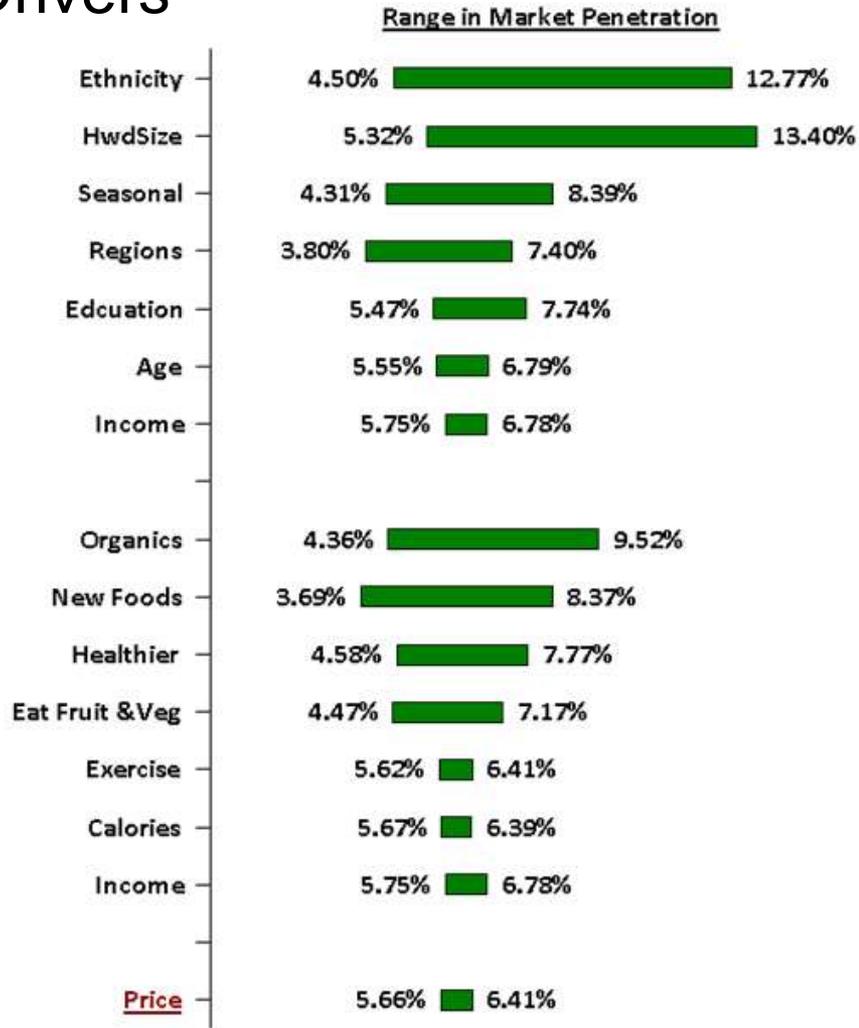
- Over 65,000 Observations
- Periods from 2/2008 to 8/2012
- Demographics
- Attitudes and Behavior
- Health Status
- Prices
- Reasons for Buying
- Marketing Efforts by NMB



Consumer Research

Demographic Demand Drivers

- Income
- Education
- Ethnicity
- Age
- Household Size
- Location
- Seasons



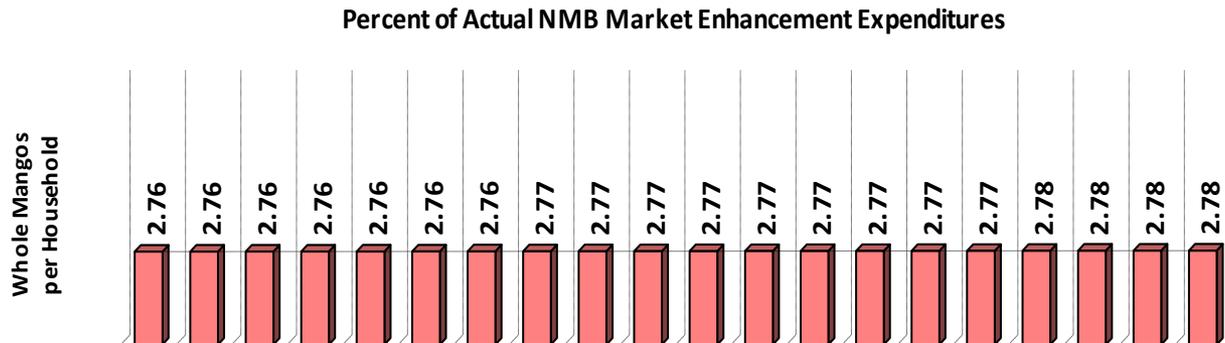
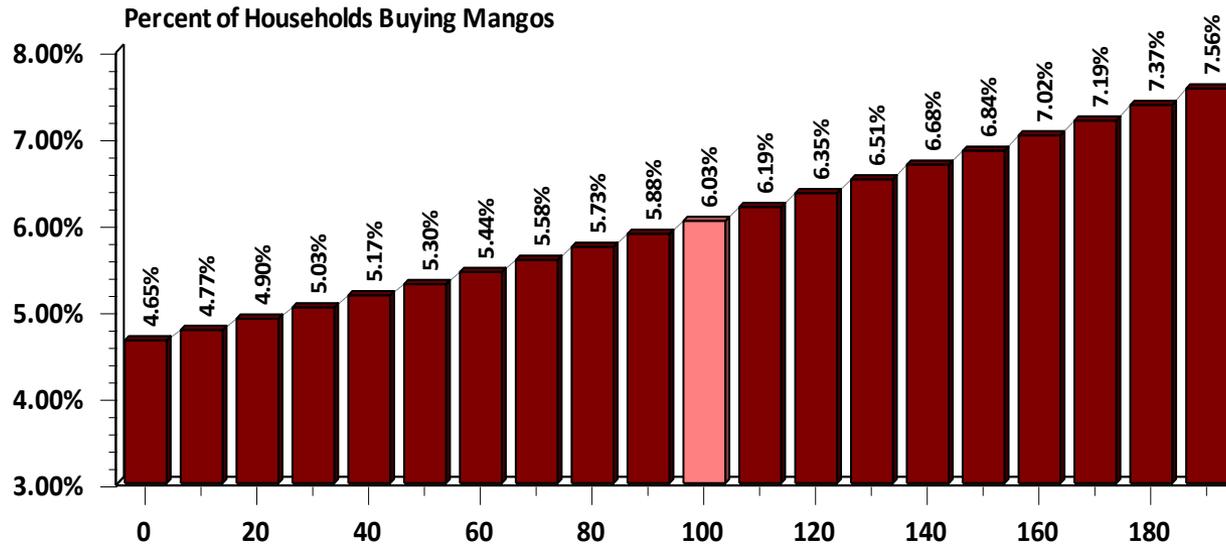
Consumer Research

- While our consumer research models for market penetration (MP) and market intensity (MI) include many demand drivers, almost all of the impact of the NMB's programs has been from attracting households to purchase mangos
- Statistically very little impact on the number of mangos purchased per buying occasion (MI) has been made
- Since there are nearly 120 million U.S. households, a small gain in market penetration can have a large impact on the total mango demand



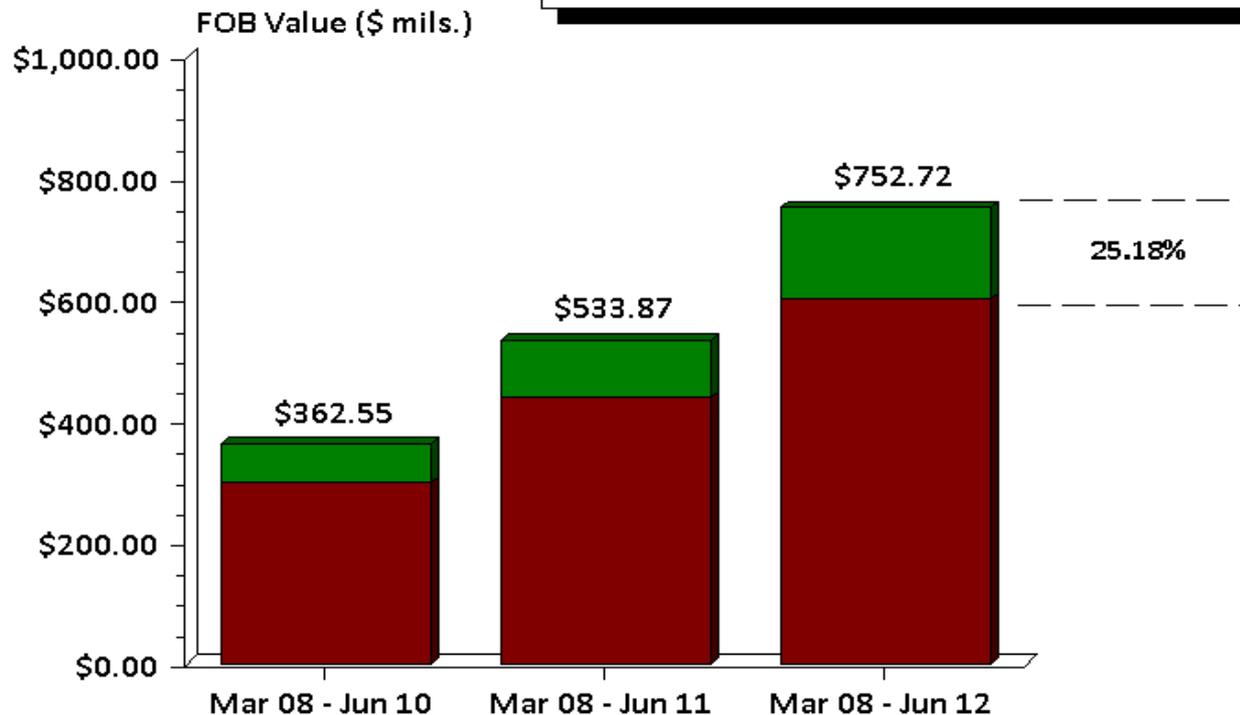
National Mango Board Impact

NMB Market Enhancement Impact



National Mango Board Impact

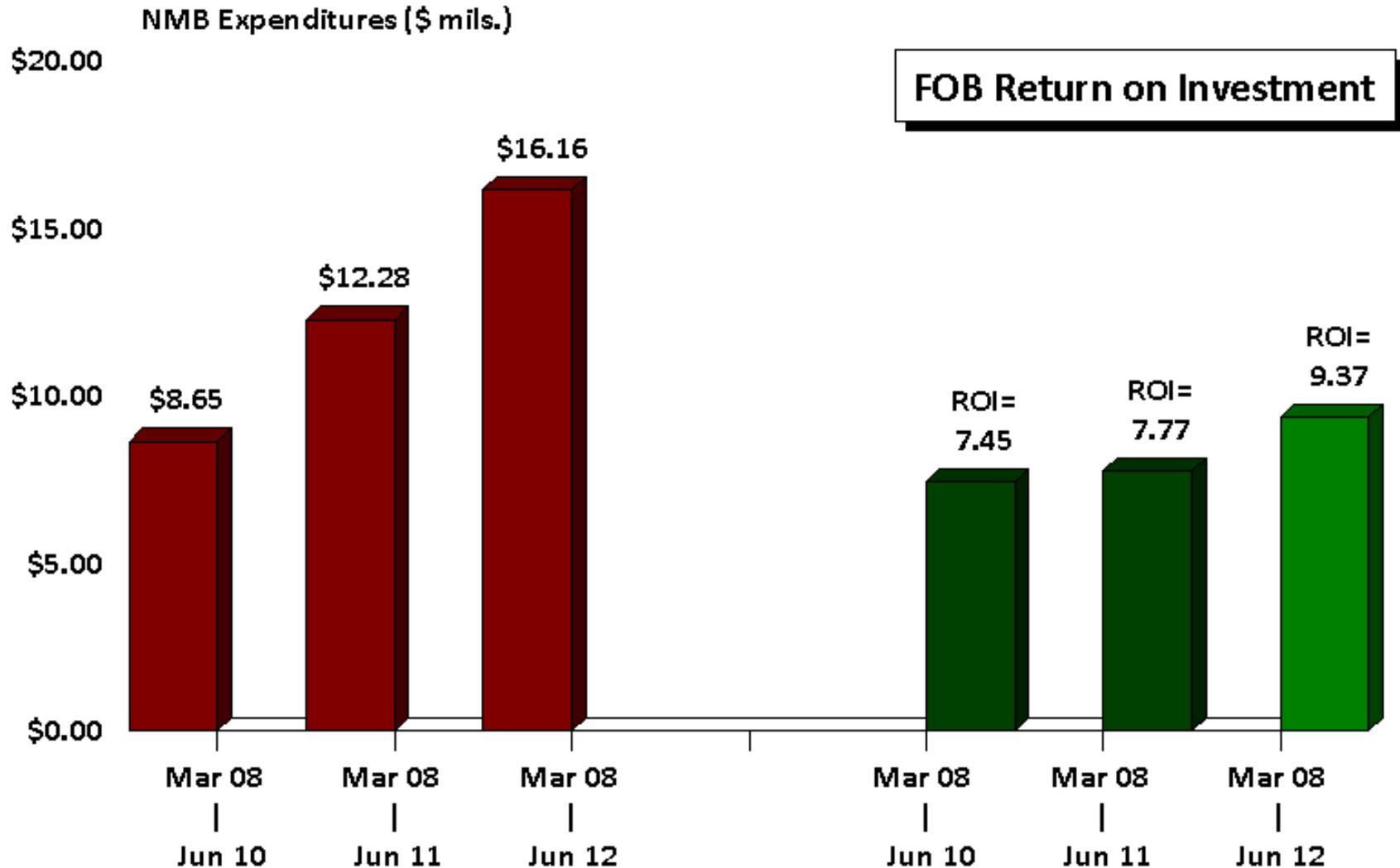
**NMB Market Enhancement Impact
with FOB Factor = .34**



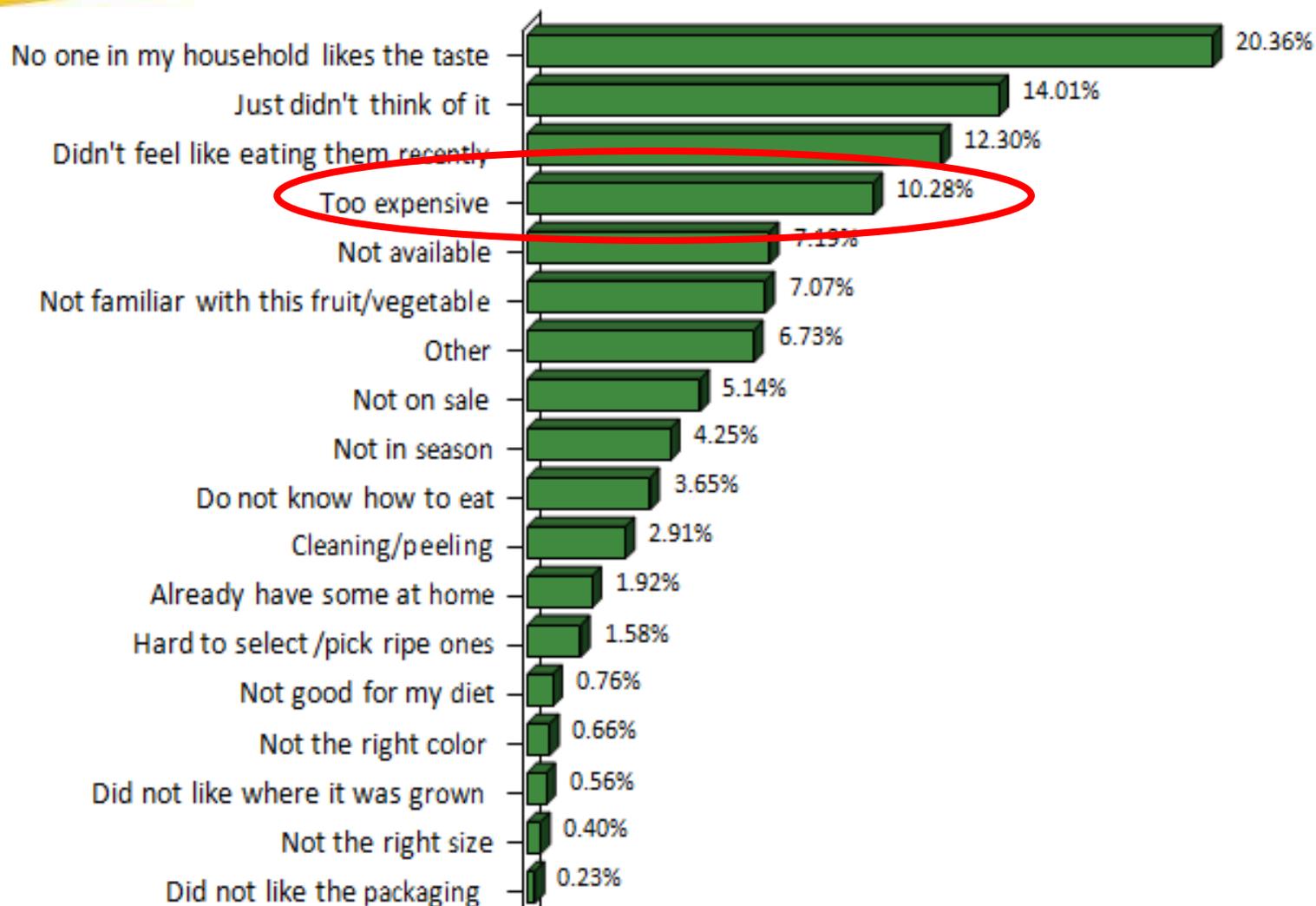
With Programs Gain	\$64.38	\$95.43	\$151.40
Without Program	\$298.17	\$438.44	\$601.32



National Mango Board Impact

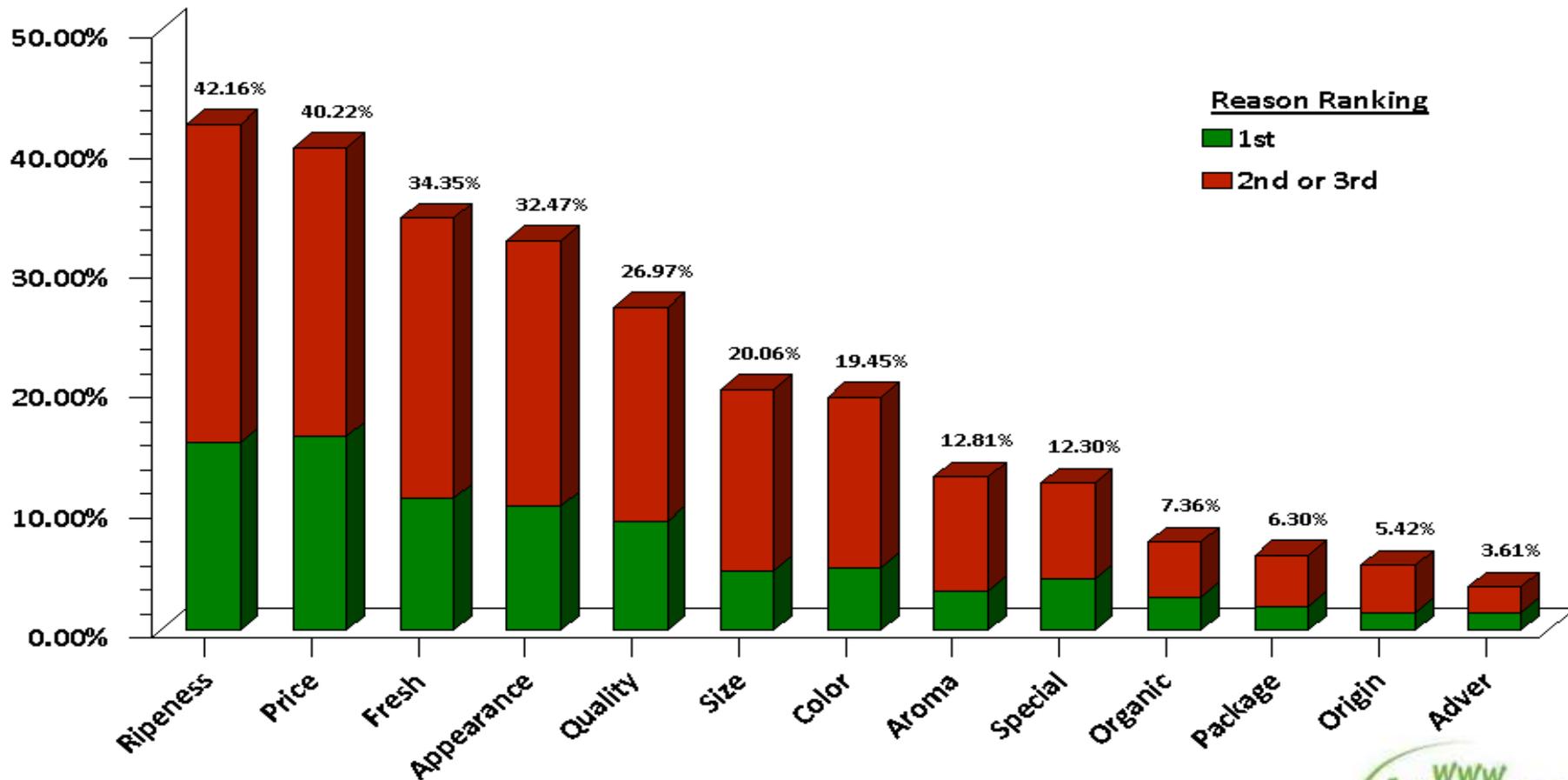


Why consumers did not buy mangos?



Mango Attributes – Reasons for Buying

Percent of Buyers Ranking Each Attribute as Reason to Buy Mangos



Conclusions

Demand Drivers

- The relative importance of each demand driver was shown with ethnicity being one of the most important factors

Market Penetration vs. Market Intensity

- Most of the changes in the demand for mangos come from attracting households to buy (market penetration) and far less in changing the number of mangos purchased (market intensity) per buy

NMB Impact on Mango Demand

- Over the months from March 2008 through June 2012, total demand is 25% greater than it would have been in the absence of the NMB's programs

Conclusions

Return on Investment (ROI)

- ROI from the NMB's programs is estimated to be 9.37
- That is, for each dollar invested in the NMB, a total of \$9.37 additional FOB revenue is generated



Conclusions

Reasons for Buying and Not Buying Mangos

- Most of the reasons for not buying mangos related to the attitudes and preferences of the shopper
- The reasons for buying were more closely tied to the attributes of the fruit
 - Ripeness and quality of the fruit were the most important reasons for purchasing mangos

Gracias!

