

# The European market potential for mango butter

Mango butter has a wide range of application in the skin and hair care sector. It is also used in some personal care segments, such as anti-ageing products and after sun care. Its composition makes it a viable alternative to shea butter and cocoa butter in personal care products. However, it is more expensive than these alternatives. Refined mango butter is in high demand among cosmetic formulators in Europe. The growing use of food ingredients in personal care products is generating demand for mango butter.

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## 1. Product description

*Mangifera indica*, more commonly known as the mango tree which provides mangoes from which the seeds for the butter is extracted, can be found in India, China, Thailand, Indonesia, Mexico and Pakistan. India, China and the USA are the biggest producers of mango butter in the world.

Mango butter is usually extracted by expeller pressing or cold pressing de-shelled mango fruit seeds. The oil-bearing mango seeds are placed inside a hydraulic press machine where they undergo high pressure and friction to release their oils, which seep through small openings at the bottom of the pressing barrel. The resultant butter is light in colour with a faint scent that retains its nutritive value.

The European cosmetics industry uses mango butter because its properties are ideal for a range of cosmetic products. Mango butter has regenerative, protective, antioxidant, anti-aging, softening, soothing and moisturising properties.

The components of mango butter include:

- Oleic, palmitic and stearic acids;
- Squalene;
- Phytosterols that improve the lipid barrier of the skin and have UV-protection and anti-inflammatory properties;
- Polyphenols are antioxidants that stimulate the synthesis of collagen.

Table 1: Typical Fatty Acid Profile of Mango Seed Butter

Fatty Acid	Percentage (%)
Palmitic Acid	7-10%
Stearic Acid	30-45%
Oleic Acid (Omega 9)	38-50 %
Linoleic Acid (Omega 6)	3-7%

Some of the main applications of mango butter in cosmetic products include:

- Treats dry skin;
- Heals skin rash;
- Heals peeling skin and sun burn;
- Clears wrinkles and blemishes;
- Relieves itching;
- Shaving cream for a smooth shave;
- Treats small skin wounds and skin cracks;
- Moisturises and smooths tough or rough skin;
- Heals frostbite and relieves insect bites;
- Prevents stretch marks;
- Relieves insect bites;
- Promotes healthy rejuvenated skin;
- Heals muscle fatigue, aches and tension;
- Relieves skin allergies such as poison ivy or poison oak;
- Treats eczema and dermatitis.

Mango butter has a similar composition to cocoa and shea butter, but it has a slightly different fatty acid profile. It has a sweet, fruity and nutty smell and a warm yellowish colour. Mango butter has a solid consistency at room temperature, but it melts at body temperature or upon contact with skin. This is why it is used in the cosmetics sector. Examples of cosmetic products that mango butter can be used in are:

- Anti-stretch mark and anti-ageing creams;
- Body creams for very dry skin;
- Hand creams;
- Hair treatments and hair masks;
- Whipped butter;
- Massage bars;
- Lip balms;
- Cleansing lotions;
- Solar products and after-sun care products;
- Soda soaps;
- Colour cosmetics.

Apart from skin care products, mango butter has a wide range of application in the hair care sector. Mango butter can be used as a hair and scalp conditioner, and it keeps hair looking healthy by reducing breakage and dryness, due to its emollient properties. Vitamins and minerals in mango butter nourish the hair and scalp and promote hair growth. Mango butter can help control frizz and lock moisture.

Mango butter is available in its refined and unrefined form. Unrefined Mango butter contains a higher amount of unsaponifiable matter. This means that unrefined mango has stronger regenerative, conditioning and moisturising properties.

Refined mango butter is produced through a solvent extraction process and filtered through a system. Due to this process, refined mango butter has almost no smell and colour. The process also alters the texture of mango butter, as well as its vitamin content and natural properties.

Mango butter is traded under the HS Code 151590; note that this HS Code also includes other vegetable fats and oils.

Figure 1: Examples of mango butter products in the European cosmetics market



### Tip:

Make sure your mango butter has not been adulterated or mixed with preservatives, fragrances and other ingredients. European buyers look for good-quality unadulterated mango butter.

## 2. What makes Europe an interesting market for mango butter?

Because of its properties, mango butter is used in anti-ageing personal care products. The increasing life expectancy of the European population is generating demand for these products. European personal care formulators prefer to use refined mango butter in their products, as it does not have any strong smell. One of the main constraints of using mango butter is its price; it is more expensive than some of its competing products.

There is growing use of mango butter because of high demand for natural ingredients in the European cosmetics sector. Cosmetics companies are using exotic and fruit ingredients in their formulations. Mango butter is also finding applications in segmented personal care products, such as anti-ageing products.

Europe has the largest cosmetics market in Europe, according to [Cosmetics Europe](#). In 2018, the market was worth EUR 78.6 billion. Figure 2 shows that the cosmetics market (including the organic and natural segments) is growing at a steady rate. There is a growing shift towards clean/natural cosmetic products in Europe. Consumers are looking to avoid harmful chemicals in the products they buy and look for safer, natural cosmetic products.

A growing number of cosmetics companies are replacing synthetic chemicals with natural ingredients. This trend is generating demand for natural and organic personal care products. The European market for natural and organic personal care products has been growing at a steady rate. Ecovia Intelligence projects healthy growth will continue in the coming years as consumer awareness of synthetic chemicals rises.

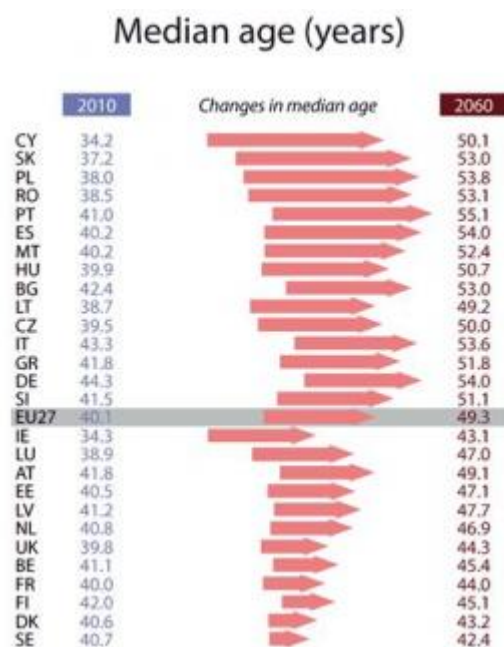
Natural and organic personal care products are being promoted by the media, bloggers and celebrities. Demand from the millennials (those born between 1981 and 1996) and the Gen Z generation (aged between 1996 and 2010) is also increasing. As this demographic gets older and has more disposable income, demand for natural and organic personal care products will grow further.

Mango butter is a natural source of antioxidants, which means it has applications in anti-ageing products. The [European anti-ageing products market](#) is forecast to grow at a compound annual growth rate of 5.17 percent between 2019 and 2024, according to Market Data Forecast. In 2019, the market was valued at USD 14.9 billion, and it is expected to amount to USD 19.1 billion by 2024.

Rising life expectancy of the European population is the primary driver of the growing demand for anti-ageing

personal care products. Figure 4 shows that, in the 50 years from 2010 to 2060, the population aged 65 or over as a proportion of the working age population (aged 15-64) will almost double. Rising disposable income and increasing interest from the younger generation and from men in anti-ageing personal care products are also driving the demand.

Figure 4: Increasing Median Age of European Population, 2010-2060

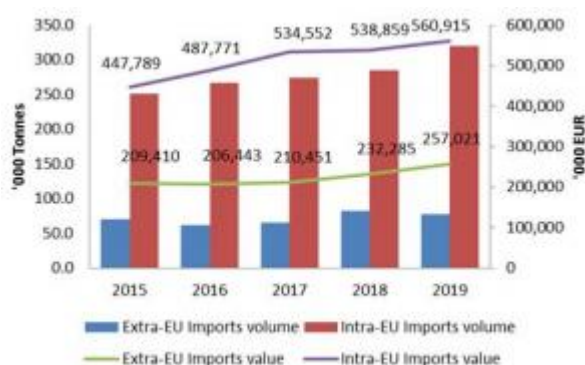


Source: epthinktank.eu

The [global mango butter market](#) is expected to be worth USD 30 million in 2020, according to Industry Research. It is forecast that the market will grow at a compound annual growth rate of 3.4 percent between 2021 and 2026. The global mango butter market is expected to reach USD 38 million by 2026.

High-quality mango butter is available in the European market from the USA, as well as from India. Exporters of mango butter in developing countries should focus on refined mango butter, as this is in high demand in the cosmetics sector. According to feedback from the industry, organic mango butter is also in high demand, because it is seen as proof of using a high-quality solvent-extraction process.

Figure 5: Imports of crude fixed vegetable fats and oils and their fractions with HS Code 151590 to Europe, 2015-2019



Source: Eurostat

It is estimated that global production of mango butter is around 4,000-5,000 tonnes. The European market for mango butter is around 800-1,800 tonnes. Figure 5 shows imports of crude fixed vegetable fats and oils and their fractions, for technical or industrial uses, with HS Code 151590, under which mango butter is traded. This HS Code also includes other vegetable fats and oils. The majority of EU imports come from intra-EU imports, which is not representative of mango butter.

While some mango butter is produced in Europe, it is not a significant producer. Refined mango butter is the most sought after by cosmetic formulators. One of the main hurdles for mango butter market growth is its price. Cosmetic formulators have the option to choose cheaper alternatives, such as shea butter.

However, there is a growing trend to use exotic and food ingredients in cosmetic products. European consumers also like to have more natural ingredients in their cosmetic & personal care products. Mango butter has potential as an ingredient for high-end personal care products, as well as for natural and organic cosmetic products, where companies can justify the price of mango butter.

The COVID-19 pandemic has caused disruptions in mango butter supply chains, but the situation is expected to improve as countries remove their emergency measures.

### **Tips:**

Visit trade shows in Europe when looking for European buyers. Examples include [InCosmetics Global](#), which is the largest trade show in the world that focuses on cosmetic ingredients, and [Vivaness](#), which specialises in organic and natural cosmetics.

Quality is a primary concern of European buyers. Make sure that your mango butter is not adulterated, without any chemical residues from the refining process, and that there is consistency in quality between batches.

Consider obtaining organic certification, as it is seen as a sign of purity.

When approaching European buyers, make sure you know the characteristics and features of mango butter and how it compares to shea butter and cocoa butter. Make sure you know about the similarities and differences in cosmetic formulations, as this can help to justify price differences.

See the CBI [Market Statistics and Outlook](#) to get more information on natural ingredients for the cosmetics sector in Europe.

## **3. Which European countries offer most opportunities for mango butter?**

Western European countries are the biggest importers of crude fixed vegetable fats and oils and their fractions. They also have a robust processing sector. In countries such as France, Germany and Italy, there is an increasing demand for organic mango butter. Mango butter is traded in large quantities and re-exported to other European countries.

### **France**

Table 2: Imports of crude fixed vegetable fats and oils and their fractions with HS Code 151590 to France, 2015-2019

2019	000 Tonnes	% Change Volume (2015-2019)	m EUR	% Change Value (2014-2018)	Exporters	Important Market Players
HSC: 151590	70.5	25%	14.6	7%	Spain (28.3%), Belgium (25.4%), Germany (16.6%)	Hallstar, Interchemie, Biocosmethic

Source: Eurostat

Table 2 shows the increase in imports of fixed vegetable fats and oils with HS Code 151590. These data do not represent imports of mango butter only. Even though the crude fixed vegetable fats and oils and their fractions with HS Code 151590 import data do not represent only mango butter, the demand for mango butter is growing in France. French buyers have also recorded an increase in demand for organic mango butter.

Valued at EUR 11.4 billion, France has one of the largest cosmetics markets in Europe. It also has the second-largest natural and organic cosmetics market in Europe. The country has a robust cosmetics manufacturing sector.

Leading importers of mango butter in France include [Interchemie](#) and [Biocosmethic](#). The American ingredients company [Hallstar](#) is one of the biggest suppliers of refined mango butter in the world; it also has an office in France. Personal care brands, such as Les [Cosmetiques Design Paris](#), [Klorane](#), [Kos](#) and [Fees en Provence](#) have products that contain mango butter. Some of these products are sold by mainstream retailers.

You should target French buyers when exporting certified mango butter, as doing so offers good opportunities.

## The Netherlands

Table 3: Imports of crude fixed vegetable fats and oils and their fractions with HS Code 151590 to the Netherlands, 2015-2019

2019	000 Tonnes	% Change Volume (2015-2019)	m EUR	% Change Value (2015-2019)	Exporters	Important Market Players
HSC: 151590	53.8	6%	2.6	206%	Germany (34.2%), Ghana (20.1%), Togo (11.1%)	Tradin Organic, Jan Dekker/IMCD

Source: Eurostat

The Netherlands is an important entry point for natural ingredients to Europe, with many being re-exported to other countries. Table 3 shows increasing imports of crude fixed vegetable fats and oils with HS code 151590

between 2015-2019. Imports of crude fixed vegetable fats and oils and their fractions with HS Code 151590 increased in value at a higher rate than volume. This means prices are increasing for some of the vegetable oils traded under this HS Code to the Netherlands. However, mango butter represents only a fraction of these import volumes and this value.

One of the most important traders of mango butter in the Netherlands is [Tradin Organic](#). Other market players include [Jan Dekker/IMCD](#), Oliemeesters and [Natural Heroes](#). There are a number of personal care companies that produce cosmetic products with mango butter – for example, Dr. van der Hoog.

Since mango butter is traded in large volumes, the Netherlands is a prospective export country. Dutch traders re-export mango butter to other European countries, as well as overseas.

## Germany

Table 4: Imports of crude fixed vegetable fats and oils and their fractions with HS Code 151590 to Germany, 2015-2019

2019	000 Tonnes	% Change Volume (2015-2019)	m EUR	% Change Value (2015-2019)	Exporters	Important Market Players
HSC: 151590	26.3	46%	4.8	21%	The Netherlands (28.6%), Poland (19.2%), Austria (8.7%)	Gustav Heess, AOT, Henry Lamotte

Source: Eurostat

Table 4 shows the increase in volume and value of imports of crude fixed vegetable fats and oils and their fractions with HS Code 151590. Imports have grown at a double-digit growth rate in the last five years. However, mango butter represents only a small part of the vegetable oils traded under this HS Code. According to traders who were contacted, demand for mango butter is increasing in Germany, especially for organic mango butter. Some traders in Germany experienced a decrease in demand during the COVID-19 pandemic, but this is believed to be temporary.

Germany is a prospective country market for mango butter exporters in developing countries, as it has a robust cosmetics industry. Germany has the biggest conventional and natural cosmetics markets in Europe, worth EUR 13.8 billion in 2018. The natural and organic cosmetics market in Germany is considered the most advanced in the world. The awareness of German consumers is high, and they are willing to pay for high-quality products.

Main traders of mango butter in Germany include [Gustav Hess](#), [All Organic Treasures](#) (AOT), [Henry Lamotte](#), and [OPW Ingredients](#). [Wala-Heilmittel](#) (Dr. Hauschka) is an important natural and organic personal care products company which has a sourcing project for organic mango butter in India.

Germany is a prospective country for mango butter exporters, especially since there is growing demand for natural and organic personal care products.

## The UK

Table 5: Imports of crude fixed vegetable fats and oils and their fractions with HS Code 151590 to the UK, 2015-2019

2019	000 Tonnes	% Change Volume (2015-2019)	m EUR	% Change Value (2015-2019)	Exporters	Important Market Players
HSC: 151590	25.3	148%	86.9	42%	The Netherlands (60.4%), Spain (6.8%), Germany (6.5%)	Aromatic Gracefruit, The Body Shop

Source: Eurostat

Table 5 shows there has been a large increase in import volumes of crude fixed vegetable fats and oils and their fractions with HS Code 151590. More than 70 percent of imports come from Intra-EU trade. Despite the positive development, mango butter represents only a small part of import volumes.

The UK cosmetics market was worth EUR 10.9 billion in 2018, which makes it the third-largest personal care market in Europe. The UK natural cosmetics market was valued at EUR 360 million in 2018.

Important personal care companies that use mango butter products include [The Body Shop](#), [Naissance](#) and [Lush](#). Leading traders include [Aromatic](#) and [Gracefruit](#).

The uncertainty around Brexit (Britain's exit from the European Union) and a possible no-deal scenario poses a threat to raw materials imports into the UK. It is expected that this will cause a disruption in supply chains. It may take some time to re-negotiate trade deals with developing countries.

## Italy

Table 6: Imports of crude fixed vegetable fats and oils and their fractions with HS Code 151590 to Italy, 2015-2019

2019	000 Tonnes	% Change Volume (2015-2019)	m EUR	% Change Value (2015-2019)	Exporters	Important Market Players
HSC: 151590	14.4	0%	156.4	9%	Spain (31.3%), India (16.4%), Thailand (13.9%)	Hallstar



Source: Eurostat

Table 6 shows stable imports of crude fixed vegetable fats and oils and their fractions with HS Code 151590. There was an increase in the value of crude fixed vegetable fats and oils and their fractions to Italy between 2015 and 2019, although volumes have remained unchanged. This implies prices of imported fats & oils are rising. However, mango butter represents only a small part of imports with HS Code 151590.

The Italian cosmetics market is one of the largest in Europe. There is also growing demand for natural and organic cosmetics. The cosmetics market in Italy reached EUR 10.1 billion in 2018, while the natural and organic personal care market was valued at EUR 425 million.

Personal care companies that use mango butter in their products include [Nuvò Cosmetic](#), [Bio Happy Natural Cosmetics](#), [Nature's](#) and [Benessence](#). [Hallstar](#), a leading refined mango butter supplier, has a presence in Italy. Italian personal care companies often import mango butter from within Europe.

## Spain

Table 7: Imports of crude fixed vegetable fats and oils and their fractions with HS Code 151590 to Spain, 2015-2019

2019	000 Tonnes	% Change Volume (2015-2019)	m EUR	% Change Value (2015-2019)	Exporters	Important Market Players
HSC: 1515190	11.5	0%	1.0	153%	Portugal (44.3%), Mexico (17.3%), Italy (8.9%)	Eiffel SA, Botanicas Cosmetica Casera, Bidah-Chaumel

Source: Eurostat

Table 7 shows the increase in imports of crude fixed vegetable fats and oils with HS code 151590 from 2015-2019 in Spain. The volume of imports has not changed, but the value has increased by 153 percent. This HS Code includes a wide range of ingredients and not just mango butter. According to a Spanish trader, the demand for mango butter in Spain has been stable.

The Spanish personal care market was worth EUR 7 billion in 2018. Natural and organic personal care products are also becoming popular in Spain. However, the market is still developing. Important traders of mango butter include Eiffel SA, [Botanicas Cosmetica Casera](#), [Bidah-Chaumel](#) and Jabonarium. Importers in Spain supply not only the domestic market but also other European countries with mango butter.

Importing mango butter through Spain is sometimes cheaper because of its shorter distance from developing countries that export mango butter. You should therefore target Spanish buyers, as they supply cosmetics companies throughout Europe.

Western European countries are the most prospective importers of mango butter. According to traders, organic mango butter is in high demand, as it is a sign of quality. There is a growing use of natural food ingredients in the cosmetics industry. Be prepared to supply high quantities of mango butter, especially when supplying to countries such as the Netherlands, Germany and France.

### **Tips:**

Make sure you can supply high quantities of mango butter. European processors usually use larger quantities of mango butter.

Focus on creating long-term relationships with buyers. Larger buyers create partnerships with mango butter producers. Be open to buyers visiting your facilities on a regular basis.

See the CBI report on [Tips for finding buyers](#) for more information about building and maintaining relationships with European buyers.

## **4. Which trends offer opportunities on the European mango butter market**

As a by-product from the mango industry, mango butter production is threatened by climate change. Unpredictable weather and global warming have already caused harm to the mango industry in countries such as India, Mexico and Pakistan. The global COVID-19 pandemic has caused major disruptions in the trade of mango butter. This development has affected prices and has also caused delays in deliveries of mango butter to Europe.

### **Growing use of exotic food-based ingredients for cosmetics**

In recent years, there has been an increasing trend towards using exotic food-based ingredients for cosmetics. This is because cosmetics companies like to use food-based ingredients, as they are considered natural and more environmentally friendly by consumers. The use of food-based and/or natural ingredients also works well in marketing communications, with imagery of fruits/plants representing natural products.

Another reason is that exotic food-based ingredients such as mango butter provide a number of beneficial properties to cosmetic formulators. For example, mango butter can be used in a range of cosmetic products because of its regenerative, protective, antioxidant, anti-aging, softening, soothing and moisturising properties.

This trend provides an opportunity for exporters of mango butter who should advertise its novelty and wide range of beneficial properties when approaching European buyers.

### **Tips:**

Familiarise yourself with trends in the cosmetics industry. Do this by visiting websites such as [Cosmetics Business](#), as they are a good source of information on upcoming trends.

See the CBI Study on [trends in the natural ingredients for cosmetics sector](#) to get insights into other opportunities for exporters of natural ingredients to the cosmetics sector from developing countries.

## **Mango production threatened by climate change**

Climate change is negatively affecting the production of agricultural crops, such as mangoes. In India, the largest producer of mangoes, with an established mango butter industry, mango farmers in parts of the country were recently hit by devastating unseasonal weather, such as storms. Meanwhile in Pakistan, a major producer of mangoes, the Mango Research Institute calculated climate change may result in a 30-percent crop loss. Thus, climate change poses a threat to exporters in developing countries seeking to enter the European market, as

they may experience supply issues with the raw material (mangoes).

Rising temperatures, a lack of an adequate water supply and more frequent unusual weather events such as droughts, floods and hurricanes are key factors likely to affect mango production in the coming years. These key factors are likely to have a negative impact on mango supply, as they put a strain on infrastructure. Prices are also affected. For example, in Sinaloa, Mexico, a major producer of mangoes, irregular climate conditions such as a lack of rain and high heat have caused significant rises in mango prices.

Ways to prepare for climate change include considering switching to more sustainable methods of mango production that make crops more resilient to droughts and extreme weather conditions. Other ways mango producers can [prepare for climate change](#) include having a plan and being prepared, conserving water, saving soil and planting trees.

### Tips:

Contact government ministries responsible for climate and/or agriculture in your country and find out if they offer assistance when switching to more sustainable production methods and preparing for climate change.

Consider obtaining certification demonstrating that you uphold environmental responsibilities. Following this, inform European buyers and display any certification you may have on your company website and marketing materials, such as your product portfolio and catalogue. The Chinese company [ImaHerb Biotech Co,Ltd](#) does this, demonstrating its commitment to upholding environmental responsibilities and standards through its [ISO 1400 environment certification](#).

## COVID-19 creates challenges for exporters

The global coronavirus pandemic has created a number of challenges for exporters in developing countries. The challenges mango butter exporters face are likely to remain for the foreseeable future, as different states and governments around the world attempt to tackle COVID-19 with various measures.

Import and export restrictions on goods and quarantine and lockdown measures imposed by governments are key challenges exporters face, as they disrupt global supply chains. For example, some port authorities have forced [ships carrying goods to observe 14-day quarantine periods](#), whilst lockdown measures limit economic activity, such as agricultural production and processing. Prices of exporting goods have increased, with the cost of airfreight rising because of flight cancellations.

Ways to prepare for challenges created by COVID-19 include visiting the website of and contacting government ministries of trade in your country. They are likely to have the latest information about COVID-19 measures and may be able to provide export assistance. Other ways to prepare include speaking to logistics providers and determining the impact of the coronavirus on exporting goods before agreeing terms with European buyers, as well as speaking to buyers and keeping them updated.

### Tips:

Visit and review the information on the ITC Market Access Map's [COVID-19 Temporary Trade Measures](#) for the latest information on trade measures imposed by states and governments globally. Doing so gives you the latest information on restrictions in your country and the country you are seeking to export to.

Regularly visit the CBI website, as it provides [news and information](#) about exporting natural


ingredients during the COVID-19 pandemic.

Before agreeing terms with European buyers, carefully assess and factor in likely effects COVID-19 will have. Examples are longer delivery times or unexpected waits.


This study has been carried out on behalf of CBI by [Ecovia Intelligence](#).

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