

Entering the European market for mango butter

To enter the European mango butter market you must meet the mandatory requirements set by the European Union (EU). In addition, consider meeting the common additional requirements that European buyers and niche markets have, as doing so will help you to enter the European market.

Contents of this page

1. [What requirements must mango butter for cosmetics comply with to be allowed on the European market?](#)
2. [Through what channels can you get mango butter on the European market?](#)
3. [What competition do you face in the European mango butter market?](#)
4. [What are the prices for mango butter on the European market?](#)

The European mango butter market is divided into three segments, with there being different channels you can enter through. The three segments are the cosmetics, health products and food segments; this study focuses on the use of mango butter in the cosmetics segment only. You face competition from other countries, companies and products when entering the European mango butter market.

1. What requirements must mango butter for cosmetics comply with to be allowed on the European market?

What are mandatory requirements?

As an exporter from a developing country, your mango butter must comply with the European Union's mandatory legal [requirements for natural ingredients for cosmetics](#) to enter the European cosmetics market. Non-compliance will result in your mango butter being prohibited from entering the European cosmetics market.

- [Cosmetic Regulation \(EC 1223/2009\)](#) is the central regulatory framework for cosmetic products and their ingredients. As a supplier of mango butter, you have to provide data on any animal testing that is carried out during the development or safety assessment of your mango butter, including any animal testing performed to meet the legislative or regulatory requirements of third countries.
- [Registration, Evaluation, Authorisation and Restriction of Chemicals \(REACH\)](#) - If you export more than 1 tonne of mango butter to Europe, it needs to be registered either by you or the importer. Find out if [REACH exemptions](#) apply to your mango butter as you could be eligible for exemptions.
- Classification, Labelling and Packaging (CLP) [Regulation \(EC\) 1272/2008](#).

Tips:

Be prepared to provide European buyers with detailed information about your mango butter. This includes information about its physical and chemical, microbiological and toxicological characteristics, as well as any animal testing. This is because European buyers must include this essential information in their Cosmetic Safety Product Report and Product Information File.

Review Cosmetics Europe's [guidelines on Product Information File requirements](#) and an overview of information you will be required to provide European buyers.

Visit the [European Commission Trade Help Desk](#) for a complete list of requirements you will need to meet in order to enter the European market.

Regularly check if there have been changes and updates to REACH exemptions.

Technical documentation

You must have a well-prepared technical dossier for your mango butter, as that is part of the mandatory regulations for exporting to the EU.

The three most important documents in a technical dossier are:

1. Safety Data Sheet (SDS)
2. Technical Data Sheet (TDS)
3. Certificate of Analysis (CoA)

You must therefore ensure these three documents respectively are well-prepared, up-to-date and readily available to provide to European buyers.

Tips:

Review the CBI study on [how to prepare technical dossier for cosmetics ingredients](#). Doing so will give you a greater understanding on this mandatory requirement for entering the European market.

Review these example data sheets for mango butter: [Safety Data Sheet](#), [Technical Data Sheet](#) and [Certificate of Analysis](#).

To save time, use pre-existing information that is available about mango butter when preparing a dossier to substantiate your claims.

Consider working with scientific organisations and universities when gathering data to substantiate your claims, particularly those in Europe, as they are likely to have knowledge and expertise in this area.

Keep records of any changes that have been made to your mango butter Safety Data Sheet and notify European buyers of these changes. If you have limited experience dealing with Safety Data Sheets, use a consultancy to help you prepare them. Consultancies offering such services are found by doing basic online searches. Do note that consultancies charge fees for their services.

Convention on Biological Diversity (CBD) / Access and Benefit-Sharing

For your mango butter to enter the European market, you must comply with requirements on using plant resources agreed under international treaties and protocols within the Convention on Biological Diversity (CBD). The [Nagoya Protocol of the Convention on Biological Diversity's](#) (CBD) Access and Benefit-Sharing (ABS) scheme's purpose is to ensure the benefits of long-established knowledge and genetic resources are shared fairly. As an exporter of mango butter, you have to check whether your country is a signatory of the Nagoya Protocol.

Tip:

Visit the [CBD website](#) for a range of useful information on CBD and ABS. For example, the [country profile function](#) provides information on your country's position on CBD and ABS, as well as contact information for national focal points offering assistance in your country. This gives you more knowledge about exporting from your country.

What additional requirements do buyers often have?

Quality and consistency requirements

European buyers demand mango butter of the highest quality. This is usually mango butter of a semi-solid consistency, a pale-yellow colour and no smell. There are a number of ways to ensure and retain the quality of mango butter, including:

- Ensuring it does not get contaminated by physical elements such as plastic, metal and dirt residues and biological elements such as bacteria.
- Ensuring it has minimal levels of impurities that are not found naturally within it such as vitamin and mineral matter, or with carbohydrate substances such as protein and vegetable fibres.
- Storing it in a cool, well-ventilated place that is between 10 and 20 degrees Celsius.

European buyers often have specific requirements concerning the active properties of mango butter, as these affect its use in cosmetics. As such, you should speak to buyers and find out if they have specific requirements, as meeting these requirements will increase your chances of entering the European market.

Consistent quality is important to European buyers of mango butter, as that is central to its use in cosmetics. European buyers look for mango butter with high stearic acid (C18:0) and oleic acid (C18:1). The ideal content of stearic acid is around 35-48 percent, and for oleic acid it is around 40-50%. European buyers prefer a standardised high-quality product across all packaging that is suitable as per order volumes. For example, high-quality mango butter in a container that can hold 20-25 kilograms for an order of that size.

Tips:

Always send and continue sending European buyers mango butter of the highest quality. Failing to do so is likely to end your business relationship and damage your credibility on the European market.

Speak to buyers and find out if they have preferences or specific requirements, and consider meeting them. Doing so will increase your chances of entering the European market.

Only make commitments and reach agreements with buyers if you can guarantee you can meet them. Failing to do so will likely end your business relationship and damage your credibility on the European market.

Make sure you communicate the standards you meet and certification you have in your marketing materials. This allows buyers to distinguish you from other suppliers who do not meet such standards, giving you a competitive advantage over them. [Aromaaz International](#) is an example of an exporter of mango butter that does this well.

Quality management standards

European buyers of natural ingredients for cosmetics are increasingly using quality management standards to assess the credibility of producers of natural ingredients for cosmetics. Adopting quality management standards gives you credibility as it shows your commitment to delivering high quality ingredients and gives your company a positive image. Adopting quality management standards can also help to demonstrate your compliance with mandatory requirements.

As such, adopt quality standards in order to increase the quality of your mango butter. Examples include [ISO22000](#), [ISO 9001:2015](#) and [Food Safety System Certification \(FSSC\) 22000](#). Other common guidelines that you should consider include [Good Agricultural and Collection Practices](#), [Good Manufacturing Practices](#) and [Hazard Analysis & Critical Control Points](#).

Labelling and packaging

In addition to complying with the European Union's mandatory [Classification, Labelling and Packaging \(CLP\) Regulation](#), you should consider meeting common additional labelling and packaging requirements that European buyers have. This includes listing the following on your product documentation and labels in English, unless asked otherwise:

- International Nomenclature Cosmetic Ingredient (INCI) name and product name
- Name and address of exporter
- Batch code
- Place of origin
- Date of manufacture
- Best before date
- Net weight
- Recommended storage conditions
- Organic certification number along with the name/code of the certifying inspection body if you export organic mango butter.

European buyers demand consistently high-quality mango butter, so consider preserving the quality of your mango butter by doing the following with regard to packaging:

- Use aseptic packaging
- Use boxes and drums made of steel, cardboard or plastic
- Ensure packaging materials such as boxes and containers are clean and dry before mango butter is put into them.

Payment and delivery terms

There is wide range of [payment methods](#) available when doing business with European buyers. The most common ones include Letters of Credit, Documentary Collections, Cash in Advance and Open Account. [Letters of Credit](#) (LC) are considered to be the safest payment term for both exporters and importers. Based upon on their needs, exporters and importers can choose from [several LC payment terms](#). These include: standby, revocable, irrevocable, revolving, transferable, un-transferable, back to back, red clause, green clause and export/import. Standby is considered to be the safest for exporters, with it being used regularly in international trade. This is because it provides security to both exporters and importers who have limited trading experience with one another. Cash in advance may be suitable for smaller and short-term orders.

When negotiating delivery terms, you should consider three key factors:

1. Delivery time – Shorter delivery times are what European buyers prefer. Air freight is more reliable in terms of on time delivery, with it is also usually being faster compared to sea freight. It is important to note [delivery times may be longer due to the global COVID-19 pandemic](#), because of forced quarantine measures and restrictions on the movement of goods, for example.
2. Delivery volume/quantity of order – Larger volumes are often cheaper to transport by ship. However, as margins are reduced volumes of air freight can become less expensive to transport.
3. Cost of delivery method – For larger volumes it is estimated that air freight is generally 4-6 times more expensive than [sea freight](#). If you increase volumes it is unlikely that prices of transporting your freight will increase significantly. Be aware, due to the global COVID-19 pandemic the cost of air freight has been increasing. However, this is likely to change once passenger flights are fully operational again.

Note, there may be minimum volume requirements for mango butter. You should also carefully consider the three key factors of delivery time, volume and cost when agreeing delivery terms with European buyers.

Tips:

See the CBI study on [organising your export of natural ingredients for cosmetics to Europe](#). It provides

useful guidance on available payment terms used in this sector.

Speak to your logistics provider about what COVID-19 means for you and its impact on distribution before agreeing delivery terms with European buyers.

Be open minded, flexible and remember that there will be tensions and trade-offs with buyers, especially if you are doing business with them for the first time.

What are requirements for niche markets?

Natural, Organic and Fair Trade

There is a growing demand for certified raw materials on the European cosmetics market. At the same time a growing number of cosmetic products and raw materials are being certified according to natural and organic standards. The two leading organic & natural private standards for cosmetic ingredients are:

- [NaTrue](#)
- [COSMOS](#)

There are over 10 other natural and organic cosmetic standards in Europe; they include [Demeter](#) and [Organic Farmers and Growers](#).

Fair trade is also becoming popular among European cosmetics manufacturers. Examples of various fair-trade standards include:

- [Fairtrade International](#)
- [Ecocert Fair Trade](#) and [Fair for Life](#)
- [FairWild](#) which demonstrates sustainable collection, social responsibility and fair-trade principles

Industry feedback is that the organic certification is most in demanded for mango butter, compared to natural and fair trade standards.

Tips:

Visit the [NaTrue](#) and [COSMOS](#) websites and review the information they provide on getting natural and/or organic certification for your mango butter. Following this, consider if there is a business case for you to get certification.

Use the certification status you have obtained to your advantage. For example, by informing prospective European buyers of it and by using it in your marketing materials. Doing so is likely to make you more appealing to European buyers.

Visit and review the information available on the [ITC Sustainability Map](#) about certification schemes which are a popular requirement on the European consumer market. This will help you make a more informed choice when determining if there is a business case for you to get certification.

2. Through what channels can you get mango butter on the European market?

India is the world's largest producer of mangoes, with a highly established commercial mango butter industry. China is the second leading producer. Other countries with an established mango industry include Thailand,

Indonesia, Mexico and Pakistan. Mango butter is used in the European cosmetics industry, food industry, and health products industry.

How is the end-market segmented?

The European mango butter market can be segmented by end-user industry: cosmetics, food, and health products. Figure 1 gives an example of the market segmentation of mango butter products on the European market. This study focuses on the use of mango butter in the cosmetics industry.

Figure 1 Market segmentation of mango butter on the European market



Source: Various

Cosmetic industry

According to industry research, the cosmetics industry accounts for almost half of sales of mango butter. Mango butter is used in a wide range of cosmetic products; they include skin care products such as creams, soaps, balms, body butter, lip balms, shaving creams and hair care products.

Mango butter can be used as a substitute for shea butter and cocoa butter in cosmetic formulations. It is used in anti-ageing products and can also be used in sun care products. It is estimated that refined mango butter represents more than two thirds of the mango butter market. Cosmetic formulators prefer refined mango butter, as it has no smell and therefore can be used in any formulations.

Europe has one of the largest markets for natural and organic cosmetics because of its large consumer market. Consumers also actively look for natural and organic products. As such, there are many opportunities for mango butter market in this industry.

Health product industry

Globally, the pharmaceutical industry accounts for less than 20 percent of mango butter sales. The pharmaceutical industry uses mango butter because of its medicinal properties. Mango butter has anti-inflammatory, anti-microbial, anti-oxidant, anti-inflammatory, analgesic, protective and regenerative properties. Mango butter is also used by therapists to ease tension, fatigue and muscle aches, especially when used in a massage. Mango butter is mainly used in healing salves and creams. The health products sector accounts for around 25 percent of the mango butter market in Europe.

Food industry

It is estimated that the food industry accounts for about one third of mango butter sales. The food industry uses mango butter because of its functional and nutritional properties. Mango butter can also be used as a natural

antioxidant, trans-fat free edible oil, food additive, functional food ingredient and cocoa butter equivalent in chocolate and confectionary products. Mango kernel fat alone or when blended with other nut fats like almond, palm stearin, can act as cocoa butter replacer.

Tips:

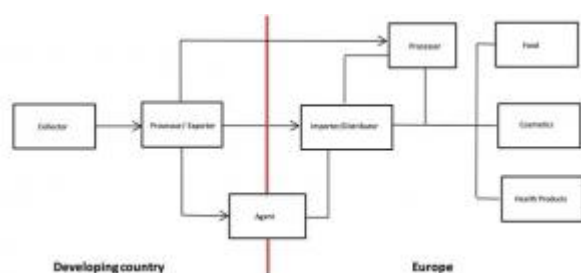
See the CBI study [Which trends offer opportunities or pose threats on the European natural ingredients for cosmetics markets](#) for useful information about the European cosmetics industry. This will increase your chances of entering the market.

Visit trade fairs to see whether the industry is open to your product, get market information and find potential buyers. Trade fairs will also give you the chance to speak to end-users and distributors, and to gauge your competition, especially the way they are marketing their products.

Through what channels does mango butter end up on the European market?

Figure 2 shows the export value chain for mango butter on its journey to the European market. The processing and exporting of mango butter can be combined and done by the same company. [ImaHerb Biotech Co., Ltd.](#) is one Chinese company doing so.

Figure 2: Export Value Chain for Mango Butter



Source: Ecovia Intelligence

Importer / Distributor

For processors/exporters of mango butter, importers/distributors are the main entry points to the European market. European importers/distributors usually deal in a wide range of natural ingredients. Their expertise is in the global sourcing of natural ingredients, ensuring quality and documentary and regulatory compliance, along with selling to processors and cosmetic manufacturers.

Leading importers/distributors of mango butter on the European market include [Henry Lamotte Oils GmbH](#), [IMCD](#), [OPW Ingredients GmbH](#) and [Ceratec Sarl](#). Companies that import and distribute organic mango butter on the European market include [Gustav Hees](#) and [SanaBio](#).

Agent

An [export agent](#) is a firm or an individual that undertakes most of the exporting activities on behalf of an exporter, usually for a commission. Agents can be found in developing countries as well as in Europe; however it is not that common for companies to use agents on the European market. As an exporter from a developing country, you can work with agents who represent and act on your behalf on the European market.

Processors

European processors and manufacturers can source mango butter directly from developing countries, providing them with greater control over product quality and transparency. [WALA Heilmittel GmbH](#) which produces [Dr. Hauschka Skincare](#) products, sources mango butter directly from India through a sourcing project.

Other channels

Mango butter can be exported as a finished product for use by cosmetic companies. However, the volume of this kind of mango butter exports to Europe is not significant.

Tips:

Be prepared to send high-quality samples to prospective buyers, who will then test them to assess whether you are a credible exporter of mango butter.

See the [CBI study 8 tips for finding buyers on the European cosmetics market](#) for useful information and guidance on finding buyers in channels that will allow you to enter the European market. Focus on importers/distributors, as they are your main entry point onto the European market.

What is the most interesting channel for you?

For exporters of mango butter, European importers/distributors are the most interesting channel. Importers/distributors have expertise importing and distributing mango butter on the European market, a good understanding of the European cosmetics market and a wide range of customers. European importers/distributors also have storage facilities and an established logistics network. This can be very helpful to small and medium-sized exporters of mango butter just starting to export to Europe.

Importers/distributors mainly require consistently high-quality mango butter, and they also often have specific requirements concerning the composition mango butter. Demand for organic and/or fair trade certified mango butter is another common requirement that importers/distributors have. Importers/distributors make their products available on their company website and promote them on their marketing materials such as product portfolios and catalogues.

Tip:

See the CBI study [tips for finding buyers on the European cosmetics market](#) for useful information and guidance on finding buyers in channels that allow you to enter the European market. Focus on importers/distributors, as they are your main entry point onto the European market.

3. What competition do you face in the European mango butter market?

What countries are you competing with?

India is the leading producer and exporter of mango butter in the world. Other significant mango butter producing countries are China, Thailand, Mexico, Indonesia and Pakistan. Mango butter is a by-product of mango production for the food industry. Developing countries successfully exporting mango butter to the European

market often share several key strengths that are fundamental to their success. These include improving infrastructure, government support and favourable climatic conditions. The COVID-19 pandemic disrupted production of mango in many of the producing countries in spring 2020.

India

Mango trees grow throughout India. The wide availability of cheap manual labour for planting and harvesting mangoes along with highly skilled and experienced growers is another of India's key strengths.

Indian exporters supply both refined and unrefined mango butter to the European market. Despite India being the leading producer of mangoes, there are several constraints to mango production. The production of mango butter is resource intensive and not all processors can afford adequate storage and transport facilities. This affects the quality of mango butter coming from India. Some Indian producers of mango butter do not have the resources to meet the quality standards demanded by European buyers.

Apart from quality issues, European buyers view India favourably. Indian suppliers of mango butter are capable of supplying large volumes. However, the global coronavirus pandemic is a serious challenge for Indian mango producers, as it has disrupted supply chains and has led to labour shortages. Recent unseasonal weather, such as storms in some parts of the India and subsequent irregular raw material supply is another key challenge Indian mango butter producers face.

China

Chinese mango producers receive government support for the sector. For example, local governments in China have provided farmer subsidies to cultivate mangoes and have worked to build and develop the mango industry. In recent years, competition from other mango producing countries has led to the quantity and quality of Chinese mangoes to improve tremendously.

China is seen as a competitive market player by other countries. Raw materials such as mango butter are usually cheaper due to large scale production. However, European buyers sometimes struggle with the language barrier when dealing with Chinese suppliers, and quality issues are often associated with ingredients coming from China.

Thailand

One of Thailand's key strengths is that mango grows in all regions of the country due to its varied geography and weather conditions. The Thai Department of Agriculture supports the country's agricultural industry, as the government is pursuing a [range of initiatives encouraging organic farming practices](#) and is committed to improving infrastructure.

Despite the large-scale mango production in Thailand, mango butter processing is still underdeveloped. There is a lack of adequate processing and storage facilities in the country. Thai mango butter producers also suffer from inconsistent raw material supply due to post-harvest disease infection and climate change.

Mexico

Mango production takes place in a total of 24 Mexican states. The industry is supported by the [Mexican Mango Board](#) (CONASPROMANGO). The Board has implemented programs to increase mango productivity and improve harvest and post-harvest processes, developed and promoted holistic organic farming practices, and made continuous investment in research and development.

The production of mango butter in Mexico is still in an early stage. However, there are enough raw materials available that there is potential for larger scale production of mango butter. The global COVID-19 pandemic is a

key challenge the Mexican mango industry faces, as lockdown measures have slowed mango production. The language barrier can also be a problem for European buyers when they deal with Mexican suppliers.

Indonesia

One of Indonesia's key strengths is its [government support for the country's mango industry](#). Development of the mango sector is given priority in some well-known producing provinces of Indonesia. Indonesia also has low labour costs, support from international organisations, and excellent availability of farmers and trained workers. Indonesian supplies mainly unrefined mango butter. Mango butter production in Indonesia has the potential to scale up. However, Indonesian producers of mango butter are not capable of supplying large volumes of mango butter to the European market at the moment.

The global coronavirus pandemic and lockdown measures limiting movement were a key challenge the Indonesian agricultural industry faced in spring 2020. Other challenges the Indonesian agricultural industry faces include an ageing population of farmers and climate change.

Pakistan

The mango industry in Pakistan is still developing. Pakistan has adopted world standards for mango plantation and cultivation in recent years. It is expected that the Pakistan's mango sector will further develop, as it has a large and inexpensive workforce. The production of mango butter in Pakistan takes place on a relatively small scale.

However, [climate change](#) is a key challenge the Pakistani mango industry faces as the Mango Research Institute calculated climate change could cause a 30 percent crop loss. [Mango wastage, poor fruit quality, lacking infrastructure](#), inflation and a lack of government support are other key challenges the Pakistani mango industry faces. In addition, the global COVID-19 pandemic is a key challenge, as it has increased production costs.

Tips:

Consider joining organisations offering assistance to mango producers from developing countries. For example, Mexican producers could join the [Mexican Mango Board](#), which provides a range of assistance.

Position yourself against competing countries. For example, producers in countries where mangoes are widely harvested and/or cultivated should notify European buyers of this. This is because they are in a position to supply mango butter in larger volumes and with more consistency compared to countries where this is not the case.

What companies are you competing with?

Successful companies exporting mango butter to the European market position themselves as being able to deliver high-quality mango butter in accordance with common European buyer requirements, as well as requirements for niche markets.

Established companies – including the companies selected below – usually have a professional website with well-prepared content. Their websites will include sections informing prospective buyers about the companies themselves, how they source and process their mango butter, along with its technical details and the certifications they hold, accompanied by professionally taken photographs.

Indian companies

Manorama Industries Ltd. is one of the leading producers of mango butter in the world. The company sources mango kernels from local communities and uses solvent to process the kernels. Manorama is highly established as one of the pioneers of mango butter production. It mainly produces refined mango butter. The company has a wide range of [quality management certifications and meets organic standards](#).

US companies

Even though the USA is not a major producer of mangoes, American companies are significant producers of mango butter. [Hallstar BIOCHEMICA](#) is one of the leading producers of mango butter in the world. It has manufacturing plants throughout the US and Europe. The company produces refined mango butter for personal care products. The company has an extensive distribution network throughout Europe and an established market position.

Chinese companies

One of [ImaHerb Biotech Co., Ltd.](#)'s key strengths is its ability to export high-quality mango butter that is compliant with Good Manufacturing Practices standards. In addition, the company's production factories are [ISO 9001:2000](#) quality management system certified, leading to high-quality production. Another of the company's strengths is its commitment to upholding environmental responsibilities and standards. It is able to demonstrate this as through its [ISO 1400 environment certification](#).

Tips:

Consider acquiring certification that demonstrates and proves your company's commitment to exporting high-quality mango butter to the European market. This includes [ISO 9001:2015](#), [ISO 9001:2015](#), Good Manufacturing Practice (GMP) and HACCP certification.

Consider getting certification that proves you meet and uphold organic, social and environmental standards. For example, [European Union \(EU\) Organic](#), [NaTrue](#), [Ecocert Organic](#), [Ecocert Fair Trade](#), [Fairtrade](#), [Fair for Life](#) and [Fair Wild](#) certification.

Ensure you have an online presence and your website is up-to-date. Prospective European buyers frequently use the internet to find and assess prospective companies of mango butter for cosmetics before doing business with them.

What products are you competing with?

Shea butter

Shea butter is a product that competes with mango butter, as it is widely used as an emollient in moisturising treatments applied directly to the skin to soothe and hydrate it. The key strengths of shea butter include its ability to treat conditions that cause dry, itchy or scaly skin such as eczema, psoriasis and ichthyosis, and its ability to help prevent patches of inflammation and flare-ups of these conditions.

Another key strength of shea butter is that formulators are familiar with it, as it has a well-established supply chain and is widely used. Shea butter is also a cheaper alternative to mango butter. In some cases, shea butter is half the price of mango butter. For example, the combined cost, insurance and freight (CIF) market price of raw shea butter is around EUR 1.8 per kilogramme.

Figure 4: Shea butter



Sources: Africa Studio/Adobe Stock

Cocoa butter

Cocoa butter is a product that competes with mango butter. Cocoa butter is widely used in the cosmetic industry due to its key strengths, which include it being a natural emollient moisturiser that is rich in vitamins, minerals and antioxidants. Another of cocoa butter's key strengths is that cosmetic formulators are already familiar with it.

However, cocoa butter is experiencing supply constraints and price increases due to declining yields in major cocoa producing countries. Nevertheless, cocoa butter still remains a substitute and a threat. The price of cocoa butter is still lower than that of mango butter. Prices of cocoa butter are volatile, but it is still cheaper than mango butter.

Figure 5: Cocoa butter



Source: Africa Studio/ Adobe Stock

Kokum butter

Kokum butter is a product that competes with mango butter. Kokum's key strengths include its ability to improve damaged skin and dry skin, soothe skin irritation and improve skin elasticity, and it is a rich source of antioxidants. However, weaknesses of kokum butter include its higher price point compared to other plant butters, its lack of availability and its hard texture, which makes it difficult to work with. Kokum butter is therefore not a serious threat to mango butter at this time.

Tips:

Since the price of mango butter is higher than that of shea butter and cocoa butter, make sure you

know the strengths and weaknesses of competing products. You can do this by reading the [CBI study on shea butter](#).

Position yourself against competing products. Do so by highlighting the strengths of your company and mango butter. For example, highlight your mango butter's high quality – which you can prove by holding the right certification – as well your company's environmental and Corporate Social Responsibility, where applicable. [Aromaaz International](#) is an Indian company that does this well.

4. What are the prices for mango butter on the European market?

The market price of mango butter has been volatile in recent years. The main factors responsible for this are an irregular supply of raw materials and increasing demand for mango kernels from the food and feed industries. Mango is also a seasonal fruit and its harvest also has an effect on prices. In 2020, the Free On Board (FOB) price of mango butter, which is when liability and ownership is transferred from seller to buyer, increased slightly to USD 7 to 9.5 USD per kilogramme. The FOB price of organic mango butter is at 12.5 to 16 USD per kilogramme in 2020.

In spring 2020, mango butter prices were affected by supply chain disruptions caused by the coronavirus crisis. The pandemic caused transport restrictions and slowed down the harvest. The sector suffered workforce shortages as emergency measures were introduced. The Indian market was flooded by mangoes that were meant for export, which pushed the price of mangoes down. Despite this development, the price of mango butter remained more or less stable. However, the COVID-19 pandemic increased transportation costs for mango butter.

Figure 6: Estimated price breakdown of mango butter products on the European market



Source: Ecovia Intelligence

Tips:

Consider obtaining certifications that help to make your mango butter more competitive on the European market. Relevant certifications will also help you justify asking for higher price.


Calculate the price breakdown of your mango butter carefully before setting and agreeing prices with European buyers. If you do not, you will likely incur financial losses, as you will be selling your mango butter for less than your production and export costs.

Be flexible with price when buyers order large volumes. Offering buyers discount after establishing a relationship with them is one way to do this. Doing so will give you an advantage in your journey to enter the European market as it is likely to make you more appealing to European buyers. However, to avoid making losses ensure you include any discounts offered in your original price calculations so that you do not sell at a lower price than your costs.


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

Please review our [market information disclaimer](#).

Follow us for the latest updates

(opens in a new tab)  Twitter

(opens in a new tab)  Facebook

(opens in a new tab)  LinkedIn



[RSS](#)