

Entering the European market for dried mango

To get a quick and smooth entry into the European market, the quality of your dried mango needs to be very good. Using modern drying technologies can significantly improve that quality. Food safety certification combined with reliable and frequent laboratory tests helps to establish trust with European buyers. Sustainable and ethically responsible production provides additional advantages for emerging suppliers. South Africa, Burkina Faso and Ghana are the leading competitors for dried mango. Thailand is the leading supplier of sweetened dried mango.

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

What are mandatory requirements?

All foods, including dried mango, sold in the European Union must be safe. This applies to imported products as well. Additives must be approved. Levels of harmful contaminants, such as pesticide residues and mycotoxins, are limited.

Contaminants control in dried mango

The [European Commission Regulation](#) sets maximum levels for certain contaminants in food products. This regulation is frequently updated, and apart from the limits set for general foodstuffs, there are a number of specific contaminant limits for specific products including dried mango. The most common requirements regarding contaminants in dried mango are related to pesticide residues, microbiological organisms, preservatives and food additives.

Pesticides Residues

The European Union has set maximum residue levels (MRLs) for pesticides in and on food products. Products containing more pesticide residues than allowed will be withdrawn from the European market. The majority of European importers will request a detailed test on the presence of a large number of pesticides (sometimes more than 500). The European Union regularly publishes [a list of approved pesticides](#) that are authorised for use in the European Union. This list is frequently updated.

Microbiological contaminants

The presence of very low levels of salmonella and E. coli in ready-to-eat or processed foods, including dried mango, is an important cause of foodborne illness. Dried mango processors should consider salmonella and E. coli as major public health risks in their hazard analysis and critical control points (HACCP) plans.

Product composition

European authorities can reject products if they have undeclared, unauthorised or too high levels of extraneous materials. There is specific legislation for [additives](#) (like colours, thickeners) and [flavourings](#), that lists what E-numbers and substances are allowed to be used. Additives that are authorised are listed in Annex II to the [Food Additives Regulation](#). Other annexes of the regulation list food enzymes, flavourings and colorants.

Most conventionally dried mangoes are produced with a sulphites treatment (such as sodium metabisulphite). Sulphites are used as an antioxidant prolonging the shelf life and retaining the intense bright yellow colour of dried mangoes. Also, potato starch is used as an additive which improves the drying process and keeps dried mangoes soft. Sugar or concentrated fruit juice is also used in production of dried mango infused with sweeteners.

Two examples of frequent problems related to dried mango are; too high or undeclared presence of preservatives (mostly sulphites). The second frequent problem is too high or undeclared content of food colours. Typical examples are colours E110 - Sunset Yellow used to artificially improve the colour of dried mangoes.

Tips:

Follow Codex Alimentarius [Code of Hygienic Practice for Dried Fruits](#). It is particularly important for dried mango to control the occurrence of insects and other parasites.

Read more about MRLs on the European Commission [website on Maximum Residue Levels](#). To be prepared for potential new changes in the MRLs, read the [Ongoing Reviews of MRLs in the European Union](#).

What additional requirements do buyers often have?

Quality requirements

Quality of dried mango is determined by the allowed percentage of defective produce, by number or by weight. The industry has defined several criteria for quality, but some of them, such as taste and flavour, are subjective and cannot be easily determined by physical characteristics.

Specific quality standards for dried mango have not been officially defined by the European Union. The most common standard used, is the [dried mango standard](#) published by the United Nations Economic Commission for Europe (UNECE).

The basic quality requirements for dried mango are:

- Free from: Fruit free from insects, mould, damages and blemishes.
- Moisture content: for natural dried mangoes, the maximum moisture content is 15%. For dried mangoes treated with preservatives, the maximum moisture content is 20%.
- Quality classification: depending on the presence of defects, dried mangoes can be classified in 3 classes: Extra, Class I and Class II. This classification determines the percentage of defective products by number or weight.
- Styles: dried mangoes may be presented in one of the following styles: Halves, Sliced and Pieces.
- Sizing: Is optional, but when sized, size is determined by diameter of the widest part.
- Softness: softness is not officially defined in the UNECE standard, but it is an important quality characteristic. Dried mangoes in the current offer on the European market are often less soft compared to most other dried fruit. Although the softness of the products increased over the years, many consumers find it more difficult to chew dried mangoes, especially organically produced dried mangoes. Therefore, the improvement of product quality in terms of softness, taste and colour will be one of the important competitive advantages for emerging suppliers.

Food safety certification

Although food safety certification is not obligatory under European legislation, it has become a must for almost all European food importers. Most established European importers will not work with you if you cannot provide

some type of food safety certification.

The majority of European buyers will ask for [Global Food Safety Initiative](#) (GFSI) recognised certification. For dried mango the most popular certification programmes, all recognised by GFSI, are:

- [International Featured Standards](#) (IFS)
- [British Retail Consortium Global Standards](#) (BRCGS)
- [Food Safety System Certification](#) (FSSC 22000)

Please note that this list is not exhaustive and food certification systems are constantly developing. The majority of food safety certification programmes are complementary with ISO standards like [ISO 22000](#).

Although different food safety certification systems are based on similar principles, some buyers may prefer one specific management system. For example, British buyers often require BRC, while IFS is more common for German retailers. Also note that food safety certification is only a basis to start exporting to Europe. Serious buyers will usually visit/audit your production facilities before starting cooperation.

Corporate Social Responsibility

Companies have different requirements for social responsibility. Some companies will require adherence to their code of conduct, or the following of common standards such as the Supplier Ethical Data Exchange ([SEDEX](#)), Ethical Trading Initiative ([ETI](#)) or the Business Social Compliance Initiative code of conduct ([BSCI](#)).

Packaging requirements

There is no general rule for the packaging size of exported dried mango, but the most common type of export packaging is plastic bags or plastic liners placed in carton boxes of different sizes. Packed products should be transported on EURO pallets (80x120 cm) and further transported in containers. Twenty-foot containers may contain 1,600 cartons of 12.5kg or 2,000 cartons of 10kg.

The use of paper or stamps bearing trade specifications is allowed, provided the printing or labelling has been done with non-toxic ink or glue. Packaging is often formed in a square shape in order to effectively use the pallet and container space. Dimensions can be different but compatible with standard pallet and container dimensions.

Dried mango does not require a special temperature during transport or storage. However, extremely low or high temperatures should be avoided. At high storage temperatures, fruit sugar particles may form on the surface of the product, hardening and discolouring them.

Labelling requirements

The name of the product must be shown on the label. Other trade names regarding form, can be used in addition to 'dried mango', for example 'dried mango halves'. It is common for export package labels to include the name of the variety, crop year and type of drying (such as "sun dried" or "tunnel dried"). Information about bulk packaging has to be given either on the packaging or in accompanying documents. Bulk package labels must contain the following information:

- Name of the product;
- Lot identification;
- Name and address of the manufacturer, packer, distributor or importer;
- Storage instructions

Lot identification and the name and address of the manufacturer, packer, distributor or importer may be replaced by an identification mark.

For retail packaging, product labelling must be in compliance with the [European Union Regulation on the provision of food information to consumers](#). This regulation defines nutrition labelling, origin labelling, allergen labelling and clear legibility (minimum font size for mandatory information). Dried mango is not included in the regulation's allergen list. However, sulphites must be indicated as potential allergens if they are used as preservatives.

In addition to this regulation from April 1st 2020, all food in retail packs in Europe must be labelled with the [indication of origin](#). For example, if dried mangoes are packed in the Netherlands, the package still needs to indicate the origin of the fruit. This can be done by indicating a country (for example, Burkina Faso), or by indicating "non-EU" or by declaring "dried mango does not originate from the Netherlands".

Tips:

Read our study about [buyer requirements for processed fruit and vegetables](#) for a general overview of buyer requirements in Europe.

Read more about [transport and storage requirements](#) for dried fruit on the Cargo Handbook website.

Do a self-assessment through the producer starter kit from the [BSCI website](#).

What are the requirements for niche markets?

Organic dried mango

To market dried mango as organic in Europe, they must be grown using organic production methods according to [European legislation](#). Growing and processing facilities must be audited by an accredited certifier before you are allowed to put the European Union's organic logo on your products. The same counts for the logo of the standard holder (for example, [Soil Association](#) in the United Kingdom or [Naturland](#) in Germany).

Importing organic products to Europe is only possible with an [electronic certificate](#) of inspection (e-COI). Each batch of organic products imported into the European Union has to be accompanied by an electronic certificate of inspection, as defined in Annex V of the Regulation [defining imports of organic products from third countries](#). This electronic certificate of inspection has to be generated via [Trade Control and Expert System](#) (TRACES).

One of the main issues regarding organic dried mango sales, is product quality. Organic dried mangoes are often of a darker colour and less soft compared to conventionally dried mangoes. However, the described characteristics mainly depend on the drying and processing technology. Therefore, suppliers are researching new processing technologies. They already discovered high-quality organic dried mangoes that are very similar in terms of taste and texture to conventionally produced dried mangoes. It can be expected that an important field of competition in the next years will be the improvement of the quality of organic dried mangoes.

Sustainability certification

Two commonly used sustainability certification schemes are [Fairtrade](#) and [Rainforest Alliance](#). Fairtrade international developed a specific [standard for prepared and preserved fruit and vegetables](#) for small-scale producer organisations. Among other criteria, this standard defines a Fairtrade Minimum Price for fresh mango aimed at processing for several regions. To improve sustainable production and sourcing of processed fruit (including dried mango), a group of mainly European companies and organizations formed the [Sustainability Initiative Fruit and Vegetables](#) (SIFAV). They aim to reach 100% sustainable imports of fruits and vegetables from Africa, Asia and South America in 2020.

Ethnic certification

Islamic dietary laws ([Halal](#)) and Jewish dietary laws ([Kosher](#)) propose specific restrictions in diets. If you want to focus on these niche markets, you should consider implementing Halal or Kosher certification schemes.

Tips:

Consult the [Sustainability Map database](#) for sustainability labels and standards.

Check the [guidelines for imports of organic products into the European Union](#) to familiarise yourself with the requirements of European organic traders.

Read our study on [Trends on the European Processed Fruit, Vegetables and Edible nuts Markets](#) for an overview of the developments of the sustainability initiatives in the European market.

Familiarise yourself with sustainability standards by reading the [Basket of Standards](#) (by SIFAV).

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

In Europe, dried mangoes are used as a snack and as ingredients in the food processing industry. Approximately 70-80% of the total imported of dried mango in Europe is re-packed and sold as a snack through the retail channel. The remaining 20-30% is used as an ingredient in the food processing industry and in food service.

How is the end market segmented?

Figure 1: End market segments for dried mango in Europe



Snack segment

Approximately 70-80% of imported dried mango in Europe is sold as a snack. The consumption of organic dried mango is increasing, with Burkina Faso as the leading supplier.

Consumption of dried mango as a snack is boosted by the consumers' demand for healthier sweet snacking options. According to Grand View Research, the global market size for healthy snacks is expected to reach a value of [USD 32.88 billion by 2025](#), expanding at a CAGR of 5.2% during the forecast period.

The snack segment is served by packing companies, which are repacking and branding imported bulk dried mangoes. Many of those companies are packing dried mango under private labels for the European retail chains. Some companies have their own brands, but usually the market is concentrated and a relatively small number of companies in each European country supplies the snack segment. For examples of leading dried mango brands in Europe, please look at the market analysis part of this study.

"No sugar added" and "free from preservatives", are the main trends influencing the snacking segment. Dried mango is considered an attractive exotic flavour, it has a good sugar/acid ratio (not too sweet) and provides

minerals, vitamins, phytonutrients and fibre. Consumers opting to satisfy their need for sweet, perceive sugar infused tropical fruit as less “unhealthy”, compared to chocolate and other sweet snacks.

Ingredient segment (food processing segment)

The food processing segment accounts for roughly 20% of the European dried mango market. This small percentage is explained by the relatively high prices of dried mangoes compared to most other dried fruit. The [trends chapter of this study](#) describes several product launches and developments. The most common dried mango users are:

- The breakfast cereal industry is a large user of sugar infused and candied mango. In order to meet the demand for low sugar products, it is expected that they will increasingly use dried mango infused with natural sweeteners like concentrated fruit juice instead of dried mango sweetened with sugar syrup.
- The confectionary industry mainly uses dried mango pieces to produce sweet snacks. New products increasingly use dried mango coated or half dipped into chocolate. Freeze dried mango pieces are also used as crispy bits in some confectionery products.
- The bakery industry is using pieces of dried mango in cookies, cakes and pastries. The bakery industry is still an important user of candied mango cubes.
- Fruit bars are increasingly offered in many varieties. Organic fruit bars are on the increase (especially in Germany). In some fruit bars, naturally dried mango is used as the main fruit ingredient, while other bars consist mainly of dehydrated fruit puree.
- The dairy industry uses dried mango as an ingredient in fruit preparations for ice creams with tropical taste, or in fruit yoghurts.

Tips:

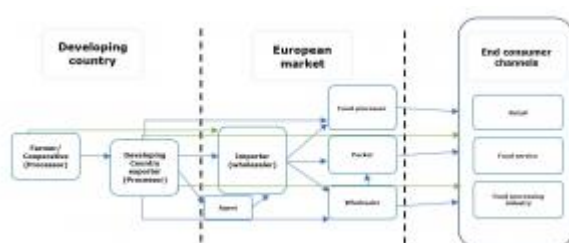
Search the list of exhibitors of the specialised trade fair [Fi Europe](#) to find potential buyers for your dried mango within the food ingredient segment.

Visit or exhibit at [ISM Cologne](#), leading European trade fair for sweets and snacks, to explore opportunities in dried fruit snack segment.

Through what channels does dried mango end up on the end-market?

The most important channel for dried mango in Europe is represented by specialised dried fruit importers. There are also several alternative channels, such as agents, food processors or food service companies.

Figure 2: European market channels for dried mango



Importer / Wholesaler

In most cases, importers act as wholesalers. They very often sell dried mango to packing companies who pack it into consumer packages. Some importers are also equipped with processing and packing equipment, so they can supply retail and food service channels directly. However, many important dried fruit brands import dried

mango directly, instead of buying it through specialised importers.

Importers usually have good knowledge of the European market and they monitor the situation in dried mango producing countries closely. Therefore, they are your preferred contact, as they can inform you timely about market developments and provide practical advice for your exports. Importers of dried mango commonly import other types of dried fruit and edible nuts as well, so offering other products in addition to dried mango can increase your competitiveness.

The position of importers and food manufacturers is put under pressure by retail. The higher requirements from the retail industry determine the supply chain dynamics from the top down. This pressure is translated into lower prices, but also into added value aspects such as “sustainable,” “natural,” “organic,” or “Fairtrade” products. As a result, transparency in the supply chain is needed. To achieve this, many importers develop their own codes of conduct and build long-lasting relationships with preferred developing country suppliers.

Packer

Most leading European dried fruit brands import dried mango directly. For new suppliers, the challenge is to establish long-term relationships with well-known dried fruit companies, as they usually already work with selected suppliers. Established importers perform regular audits and visits to producing countries. As a new contact, very often you need to offer the same quality but at a better price than your competitors, at the start of the relationship. Many dried fruit packers request you to follow a specific Code of Conduct as they are under, already mentioned, big pressure of the retail chains.

Agent/broker

Agents involved in the dried mango trade typically perform two types of activities. Agents act as independent companies that negotiate on behalf of their clients, and as intermediaries between buyers and sellers. Typically, they charge commissions of 2-4% of the sales price for their intermediary services.

Another type of activity is the supply of private labels for retail chains in Europe. For most developing country suppliers, it is very challenging to participate in the demanding private label tender procedures. For these services, some agents, in cooperation with their dried mango suppliers, participate in procurement procedures put out by the retail chains.

Examples of dried mango agents in the leading European markets include: [Kenkko](#) (the United Kingdom) [Hpm Warenhandelsagentur](#) (Germany), [MW Nuts](#) (Germany) and [QFN](#) (the Netherlands).

Retail

Retailers rarely buy directly from developing country exporters. A new development is the polarisation of the retail sector into discounters and high-level segments. Until recently, naturally dried mango was mainly offered by high-end retail segments. However, in the last two years, dried mango is also offered by several large European discounters (such as “Simply Nature” dried mango by ALDI or “Alesto” dried mango and dried pineapple by Lidl).

Leading food retail companies in Europe differ per country. Companies that are holding the largest market shares are Schwartz Gruppe (Lidl and Kaufland brands), Carrefour, Tesco, Aldi, Edeka, Leclerc, Metro Group, Rewe Group, Auchan, Intermarché and Ahold (Delhaize, Albert Heijn and several other brands).

Foodservice

The foodservice channel (hotels, restaurants and catering) is usually supplied by specialised importers (wholesalers). The foodservice segment often requires specific packaging of 1-5kg of dried mango, which is different from bulk or retail packaging packs. Dried mango is not frequently sold through the foodservice channel.

World cuisines, healthy food and food enjoyment are the major driving forces in the foodservice channel in Europe. The fastest-growing business types are likely to be new (healthier) fast food, street food, pop up restaurants and international cuisines.

Tips:

Search through the [members' list](#) of the European Trade Federation for Dried Fruit and Edible Nuts (FRUCOM), to find buyers from different channels and segments.

Understand the pressure by retailers for sustainable products and make yourself more competitive by investing in different certification schemes related to CSR, organic or food safety. Food safety certification is the minimum requirement if you want to reach the retail segment.

What is the most interesting channel for you?

Specialised importers are the best contact for exporting dried mango to the European market. This is especially relevant for new suppliers, as supplying established brands, or the retail segment directly is very demanding and requires a lot of quality-related and logistical investments.

However, for the well-equipped and price competitive producers, packing for private labels can be an option. Still, private label packing is often done by importers that make contracts with retail chains in Europe. Also, in order to have full control of the process, it is easier to pack dried mango for the snack segment within Europe. As the cost of labour in Europe is increasing, importers of dried mango sometimes search for more cost-effective packing operations such as in developing countries.

3. What competition do you face on the European dried mango market?

Which countries are you competing with?

The main competing countries for dried mango export to Europe are Burkina Faso, South Africa and Ghana. The leading competitors from Asia are the Philippines and Thailand while the leading South American competitors are Mexico and Peru. There are several other emerging competitors such as Ecuador, Mali, Mozambique (represented by company [Afrifruta](#)), Senegal, Kenya, Ivory Coast, India and Pakistan.

Burkina Faso, supplier of organic dried mangoes

In Burkina Faso, a large mango-drying sector has been developed in the late 1990s. The main production zone for mango is in Orodara, Banfora and Bobo-Dioulasso. Production in Burkina Faso is constantly increasing with the investment in mango-growing and the establishment of new drying facilities. The leading varieties used for drying are Amélie, Kent, Keitt and Brooks. There are many farmers and processing facilities certified for organic production, making Burkina Faso the world's leader in the production of organic dried mangoes.

It is estimated that export of dried mangoes from Burkina Faso to Europe in 2019 was more than 2.5 thousand tonnes. This means Burkina Faso supplies around one third of all dried mangoes in Europe. In addition to exports to Europe, Burkina Faso exported nearly 400 tonnes to the United States of America. The production of dried mangoes was almost 3 thousand tonnes in 2019, the largest portion of that was exported to Europe.

Burkina Faso mainly uses tunnels drying technology, which is transferred from South Africa. There are constant [efforts to improve drying technology](#) and one of the recent initiatives is the production of biogas from mango

processing waste (such as peel or pits). Also, in order to have enough raw materials for drying, there are continuously investing in new plantations and irrigation systems. One problem that producers face is Black Bacteria Spots (BBS) which destroys a significant percentage of the yield every year.

Production of mango in Burkina Faso is supported by the Association of Mango Producers of Burkina Faso (known in French as APROMAB). Also, several international funding projects, including CBI, supported the mango sector over the last several years. One important project was related to controlling the fruit fly, they invested more than € 23.5 million in this project from the European Union, the French Development Agency, the Economic Community of States West Africa (ECOWAS) and governments of West African countries.

South Africa, traditional leader in African dried mango production

South Africa has been the leading dried mango producer in Africa for many years. South African dried fruit processors were the first to develop a modern industry for the production of dried grapes, apricots and prunes. After years of experience in dried fruit production, processors transferred the knowledge to the production of dried mangoes and became the African leading producer of natural dried mangoes. Over the last several years, some processors started to invest in production facilities in other countries, especially in Burkina Faso.

South Africa's mango producing regions are mainly situated in the North Eastern part of the country with Limpopo as the leading producing region, followed by Mpumalanga. There are several mango cultivars grown in South Africa but Kent, Keitt and Tommy Atkins are mainly used for drying. South African dried Keitt variety is perceived to be one of the best in Africa. Traditionally, Europe is the main export destination for South African dried mango, but increasing quantities are exported to other African countries, the United States of America and Australia.

Ghana, growing supplier of dried mangoes and dried pineapples

Ghana is the third largest supplier of dried mangoes to Europe and probably the largest supplier of naturally dried pineapples. Export of dried mangoes from Ghana to Europe is estimated to be more than 1.7 thousand tonnes. The leading varieties used for drying are Kent and Keitt. Although there are several drying facilities for dried fruit in Ghana, the largest quantities are exported by the Swiss - Ghana company HPW (read more about this company in the chapter below).

The Philippines, emerging supplier

The Philippines is a strong and growing supplier of dried mangoes to Europe. A specific mango variety (carabao) is exported to some European retailers as a high-end product, due to its specific taste. It therefore reaches a higher average price, compared to other mango types. The Philippines is home to 7 million mango trees and a large share is processed by drying. Dried mango processors are mostly based in Cebu.

Around 85% of the local total dried mango production is exported to key markets, like the United States, China, Japan, South Korea, and other Asia Pacific countries. Export to the United States was more than 3 thousand tonnes, but it decreased in 2018 and 2019. The United States and Europe have switches positions as most important dried mango export destination for Philippines grown mangoes. The Philippines produces large quantities of sweetened dried mangoes which are mostly exported to other Asian countries.

Thailand, the leading supplier of sweetened dried mango to Europe

Thailand is the leading Asian producer of dried mango. The majority of Thai produced dried mango, is sweetened or candied, but over the last couple of years, many processors increased the production of naturally dried mango without added sugar. In 2019, dried mango export from Thailand was more than 4 thousand tonnes, but the majority was exported to the United States, followed by China. The leading mango variety used for drying in Thailand is Nam Dok Mai.

Thai dried mango companies usually produce and offer dried mango in three ways: as low sugar fruit (with

sugar content less than 10%), normal sugar fruit (with sugar content above 10%) and no added sugar fruit. Although sugar addition is not perceived as “healthy”, by European consumers, adding sugar makes dried mango more soft and more sweet compared to naturally dried fruit. The European breakfast cereal industry and producers of fruit snacks use significant quantities of sweetened dried mango from Thailand.

Promotional activities of Thai producers are supported by the [Department of International Trade Promotion](#) (DITP) of the Ministry of Commerce. DITP regularly organises national pavilions for Thai exporters on leading European trade shows. The current strategy of DITP is to increase online sales of Thai companies through online markets places such as [Thaitrade](#) and [Alibaba](#). Apart from naturally dried mango, Thailand is the world’s leading exporter of candied mango. This type of product is sometimes defined as “dehydrated mango” on the European market although this definition is not precise enough.

Mexico, producer of quality dried mango

Due to statistical data limitations it is not possible to calculate exact export quantities of dried mango from Mexico. However, industry estimates that Mexico is likely to be the world’s largest producer of dried mango, producing nearly 10 thousand tonnes. The majority of dried mango (more than 85%) is exported to the United States. In 2019, Mexican export of dried mangoes to the United States reached almost 7 thousand tonnes. Export of dried mangoes from Mexico to Europe is modest, but increasing, and it reached around 300 tonnes in 2019.

Mexico is famous as a fresh mango exporter, with several produced cultivars such as Haden, Tommy Atkins, Keitt, Kent, Manila and Ataulfo. Although several varieties are used for drying, Haden is the most popular, followed by Ataulfo. Other varieties are more exported fresh. The exporting industry is grouped in the [Mexican mango exporters association](#), which mostly focusses on the export of fresh mangoes, but some members are also active in drying processing activities.

Which companies are you competing with?

There are many producing, processing and exporting companies of dried mango around the world. Some of the large dried fruit processors in Africa are the result of investments by European companies. This is different from Asian and South American companies, which are mainly established by local investors. A quick overview of some leading companies per supplying country is given below.

Burkina Faso companies

Mango processing in Burkina Faso is organised by local companies, as well as by foreign investments or joint ventures between local and foreign companies. [Timini](#) is currently the largest producer of dried mangoes in Burkina Faso. Timini is a joint venture company created in 2014 by Fruiteq SARL (Burkina Faso), MPAK Pty Ltd (South Africa) and Westfalia (South Africa). They have the capacity to produce 2000 tonnes of dried mangoes per year. They are BRCGS, organic and Fairtrade certified.

Other notable locally established dried mango processors and exporters include Sanle Sechage, [Mango-So](#), [NAFFA](#), [Wouol Association](#) (cooperative), [Fruiteq](#). The Dutch company [Tradin Organic](#) closely cooperates with a drying facility in Banfora while the German company [EgeSun](#) sources dried mangoes from [Waka Group](#). The Swiss company gebana Burkina Faso (formerly gebana Afrique) sourced organic and Fairtrade certified mangoes from local producers and processed them in their own facility in Ghana. Gebana was active for twelve years in Burkina Faso but went bankrupt recently. However, in November 2019, gebana announced [rehabilitation and fresh start of the operations](#).

South African companies

[Westfalia Fruit](#) is the largest producer of dried mangoes in South Africa. The company is not only an experienced dried mango producer, but also the leading South African exporter of a wide range of fresh fruits. In order to ensure stable and safe exports, Westfalia established its own network of subsidiaries around the world including

in the United Kingdom, the Netherlands, Austria, Portugal and France. In order to reach the most demanding markets, Westfalia is certified according to several food safety and sustainability standards.

To increase and secure production, Westfalia invested in processing facilities in west Africa too, such as Timini in Burkina Faso. Westfalia dried mango processing facilities are BRCGS certified. They produce conventional dried mango, mostly packed and exported in bulk packaging.

Other South Africa dried mango producers include: [Cape Dried Fruit Packers](#), [Taste Africa Foods](#), [Cecilia Farms](#), [Baobab Value Adding](#) (part of Blydevallei), [Landman Dried Produce](#) and [Cape Mango](#).

Ghanaian companies

The largest share of production and export of dried mangoes in Ghana is organised by investment of the Swiss company [HPW](#). HPW is the largest mango and pineapple processor in Ghana and also one of the single largest suppliers of dried mangoes to Europe. HPW closely cooperates with local farmers. HPW became a SIFAV member and created a [Special Initiative on Pineapple Production in Ghana](#). Currently HPW is building a new factory in the south of Ivory Coast.

Apart from exporting bulk-dried mangoes, HPW created innovative dried mango snacks. A couple of years ago, HPW created 100% dried mango bars and recently they created 100% dried [mango and pineapple fruit rolls](#). For this product, HPW won the innovation award at [ISM 2019](#).

Another large processor in Ghana is [Bomarts](#). Originally producing five tons of dried mangoes, the company today produces more than 500 tonnes of dried fruits, including mango, pineapple, papaya, coconut and banana. Bomarts established a partnership with the Swiss company [Varistor](#). Other examples of dried mango suppliers from Ghana include [Blavo mango](#) and [Integrated Tamale Fruit Company](#) (part of the African Tiger group).

Philippine companies

Three large companies lead the mango drying industry in the Philippines: [Profood](#), [M'Lhuillier Food Products](#), and [FPD Food International](#). Profood managed to export some quantities in their own brand in retail packaged, to Europe. Other processors include [R&M Preserves](#) (one of the first to start mango drying in the Philippines) and [Celebes](#) (also an important coconut processor).

Thai companies

There are many mango processing companies in Thailand. There is not just one company that can be described to be a good practice example. However, [GCF International](#) is one of the largest producers of dried mango in Thailand, being active for more than 30 years. Over the years, GCF International developed into the largest Thai dried fruit exporter, reaching almost 50 export destinations around the world. GCF is constantly investing in innovations and creating new products. Established and new products are regularly promoted on the leading trade fairs in Europe.

Other examples of Thai dried mango companies include the following: [Unity Food](#), [Phootawan](#), [TanTan](#), [Smile Fruit](#), [Chinwong Food Company](#), [Fruit House](#), [Apple's Island](#), [Fruittara](#), [Thaweephol Samroyod](#), [Vita Food](#), [Ampro Intertrade](#), [Chin Huay](#), [S.Ruamthai](#), [Rama Siam](#), [V & K Pineapple Canning](#) and [Fruit House Thailand](#).

Mexican companies

The largest Mexican processor of mango is [Mexifruitas](#). The main product of Mexifruitas is mango pulp, but the company is also one of the leading Mexican producers of dried mango. Other examples of Mexican dried mango producers, packers and exporters include [Alimentos Nutraceuticos La Meza](#), [Instantia](#), [Rodeo Fruit](#), [Star del Norte](#) and [Picknia](#),

Tips:

Visit the website of Southern African Mango Growers Association (SAMOA) to see [mango processors](#) in South Africa. SAMOA is the association of growers, processors and exporters of fresh and dried mangoes.

Read the CBI [value chain study](#) for processed Fruits from Burkina Faso, Ivory Coast and Mali to better understand competition from Burkina Faso.

Use the services of your national export promotion agency and actively participate in the creation of export strategies.

Visit leading European trade fairs regularly to meet competitors and potential customers. Examples are [ANUGA](#), [SIAL](#) or [Food Ingredients](#). For organic products visit [Biofach](#), the world's largest trade fair for organic food and agriculture.

Which products are you competing with?

The main product competitors for dried mango are other dried fruits and fresh mango. European consumers have become increasingly health-conscious and prefer a healthy diet with an increased consumption of fresh fruit and vegetables. This trend can influence consumption of dried mango, especially if it is treated with artificial colouring, or has added sugars or preservatives. Considering such factors, the strong competition from fresh tropical fruits will likely be a major challenge for the European dried mango snacks market in the coming years.

Other competitors are different types of dried fruit available on the European market. Dried mango has a significantly higher price, compared to most other dried fruit on the European market. For producers of dried mangoes it is not easy to decrease the production prices as 10-12 kg of fresh mangoes is needed to produce 1 kg of dried mangoes. High prices are preventing more consumers to purchase retail packs of this fruit.

Tip:

Read CBI's [Fresh Fruit and Vegetables studies](#) to better understand fresh fruit competition.

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

Calculating margins according to final retail prices for dried mango is not very indicative and will only give a very rough general overview of the price developments. The CIF price is estimated to represent approximately 25-30% of the retail price of a retail pack of dried mango. If dried mango is used as an ingredient, it is even more complicated to estimate the added value, due to the number of different ingredients and the production process.

FOB prices for natural dried mangoes usually range between €7 and €9 per kilo, while the price of most sugar-infused dried fruit from Thailand was between US\$3 and US\$5 US\$/kg (€2.6–€4.3/kg). The most common end-market prices in Europe range from €20 to €30/kg.

Prices also fluctuate due to differences in harvests, cultivars and quality. Dried mango from the Philippines and South America (Mexico, Peru and Ecuador) usually reach higher prices compared to African dried mangoes.

However, African dried mangoes are also very differently priced depending on origin and quality. For example, dried mangoes from South Africa usually reach higher prices, compared to dried mangoes from Burkina Faso. But dried mangoes from Burkina Faso steadily improve in quality, which corresponds to higher prices too.


Table 1: Dried mango retail price breakdown


Steps in the export process	Type of price	Price breakdown	Example (EUR/kg)
Production of fruit or vegetables	Raw material price (farmers' price)	5%	1.6
Handling, drying, packing and selling bulk product	FOB or FCA price	27%	8
Shipment	CIF price	28%	8.5
Import, handling, storing and bulk wholesale	Wholesale price (value added tax included)	50%	15
Retail packing, handling and selling	Retail price (for average packaging of 250g)	100% (retail price as seen in stores)	30


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

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