

The European market potential for dried mango

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In the medium to long term, the European market for dried mango is expected to show a stable volume growth of 3-5% annually. This growth is likely driven by changes in the consumption patterns of European consumers. This includes rising demand for healthier snacking options and a decrease in the consumption of snacks containing sugar. The United Kingdom, Germany, France, the Netherlands, Spain and Italy offer the best opportunities for developing country suppliers.

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1. Product description: dried mango

Dried mango is made from ripe mango fruit (*Mangifera indica*), which is processed by drying. Mango is a perishable fruit that is harvested seasonally. As such, it has a variable year-round supply. This means that dried mango suppliers have to plan the drying season carefully if they want to maximise their processing capacities in a relatively short harvesting period.

It takes between 12 and 15 kg of fresh mangoes to produce 1 kg of dried mango. However, some estimates put the conversion rate closer to 10%. There are many different types of drying methods. However, the largest suppliers usually use [tunnel dryers](#). Tunnel dryers use hot circulating air to dry the fresh fruit. Another method that is more expensive but easier to control is to heat air directly through gas burners.

Other drying methods include sun drying, electrical dryers, freeze drying, osmotic drying and spray drying (for mango pulp). Sun drying is often promoted as the most environmentally friendly way of drying. However, sun drying is not always the best way to dry mangoes. This is because the industry has not yet developed good solutions for larger capacities and the necessary product quality. Batch dryers produced in South Africa are currently the most common type of dryer used in Africa. However, continuous dryers from Europe and the USA could be a good alternative thanks to their higher efficiency.

According to product specifications, dried mango can generally be produced as natural or sweetened. These categories contain additional subcategories such as type of cut (cubes, slices, cheeks, etc.), use of preservatives (sulphites) and processing method.

- Natural dried (air-dried) mangoes are produced without additional sugar. This type is currently only consumed as a snack in Europe. Air-dried mango is often produced with the addition of sulphites. Sulphites are used as a preservative to prolong shelf life and to retain the intense bright yellow colour. If dried mangoes are produced as organic, sulphites cannot be used. Nowadays, more consumers want to avoid

sulphites. This study focuses on natural dried mangoes.

- Sweetened dried mangoes are produced with extra sugar. They are not sold in Europe in high quantities. In Asia with sweetened dried mangoes account for most retail sales. The standard amount of sugar in dried mangoes is around 10%. This product should not be confused with candied mangoes where fruit slices are preserved using sugar. This is a different type of product (candied fruit), which has a 50-70% sugar content.
- Freeze-dried mangoes are made by first freezing cut mango pieces, then removing the ice by turning it into vapour under vacuum. Freeze-dried mangoes are very crisp. The flavour and original cut shape are preserved. This study mentions freeze-dried trends but it is not the main focus.

Figure 1: Dried mango pieces



Source: [kiliweb](#) for Open Food Facts, licensed under [CC BY-SA 3.0](#).

Dried mango processing can vary according to used processing technology. The most common steps are described below.

Reception of fresh mangoes and quality control: The quality of dried mangoes depends on the quality of the harvested fruit. Only clean and ripe fruit without damage or defects should be used for drying. The preferred industry Brix level before drying is at least 13-16°Bx. Mango is a climacteric fruit, so it continues to ripen after being harvested. This means the Brix level can increase after harvest. This can be done naturally by keeping mangoes in crates or in ripening chambers with ethylene gas release.

Washing: Mangoes are most often washed in air bubble washing machines to remove dirt and pesticide residues. The water for washing should be disinfected with food grade disinfectants.

Peeling: Peeling is done manually on tables in most cases. Automatic mango peeling machines are still uncommon because they are expensive.

Cutting/slicing: Mango fruit is usually cut manually into uniform slices to prepare them for drying. Automatic, robotic cutting machines are still in their early stages of development. The size and width of cuts depends on drying technology and buyer requests.

Colour preservation: This step is not always used, but it can prevent oxidation and keep a bright colour in the final product. It usually includes treatment with sulphites (commonly with dipping in a sodium metabisulphite solution) or with more natural ways, such as dipping in citric acid or citrus juices.

Drying: Mango slices are placed onto drying trays that are then placed onto trollies. These can be moved to drying chambers. Some dried mango producers use trays and crates made of plastic mesh. Although this is a widely-used method, it is not recommended due to the risk of microplastic contamination. Metal trays provide more efficient drying. Standard batch drying time is at least 16 hours. However, this time can be reduced using better technology and continual dryers.

Cutting to the required size: Mango slices can be cut to the buyer's required size.

Additional processing: If mango slices are too sticky, they can be coated in free flow agents such as potato starch, rice flour and pineapple core flour. Additional processing is not common in Africa but may include rehydration with up to 35% moisture and preservation with potassium sorbate. This makes the products very soft and chewy.

Packing: Dried mango slices are usually packed in plastic bags and placed in cardboard boxes. Innovative packaging includes controlled atmosphere packaging in aluminium bags with the air removed and flushed with nitrogen to prolong shelf life. Metal detectors are commonly used in industry practice before the final packaging.

Figure 2: The main processing steps for dried mango



Natural dried mangoes are mostly sold for home consumption (for example, as a snack or cooking ingredient). Out-of-home consumption (for example, in hotels and restaurants) is not very common. The food industry still uses sugar preserved mango pieces instead of naturally dried mangoes in bakery and confectionery products. However, this trend is slowly changing according to industry sources.

Dried snacking mangoes are usually sold in plastic bags or pouches. They are eaten as a healthy substitute for sweets, chocolate and crisps. Dried mangoes used as ingredients in the food-processing industry are usually sliced. They are used as a sugar substitute and as a healthy seasoning.

This study covers general information regarding the market for dried mangoes in Europe that is of interest to producers in developing countries. The term 'Europe' in this study refers to the 27 member states of the European Union (EU), plus the United Kingdom (UK) and EFTA countries (Iceland, Liechtenstein, Norway and Switzerland).

There is no specific statistical international trade code (HS code) available for dried mangoes. This means there are no detailed statistics for the import of dried mangoes to Europe. Dried mango is statistically included in the same group as fresh tropical fruit products, under HS code 08045000 (Fresh or dried guavas, mangoes and mangosteens). Accordingly, all the quantitative data presented in this study is based on industry estimations, unless otherwise specified.

2. What makes Europe an interesting market for dried mango?

European imports of dried mango increased by an estimated annual rate of 5–6% (in volume) in the 2020–2024 period. According to industry estimates, around 9,000 tonnes of dried mangoes were imported to Europe in 2024. After a short-term decrease in imports because of price inflation due to the war in Ukraine, it looks like the market seems has recovered.

Another reason behind the increased demand is the higher availability of dried mangoes in European supermarkets. Until five years ago, dried mangoes were mostly sold in specialised shops. Today, they are available in most leading supermarket chains in Europe. Over the next five years, the European market for dried mango is likely to continue to increase, at a rate of 3–5%. One of the main drivers behind the predicted growth is health-conscious snacking. Consumers are shifting towards [snacks that do not contain added sugars](#).

Practically all imports from outside Europe come from developing countries.

With the rapid pace of urbanisation and busy lifestyles, there is a growing preference for convenient and ready-to-eat products. This also a good sign for the dried mango market. Factors that are slowing the growth of dried mango demand include: slow economic growth in European countries and higher than average inflation rates.

According to industry estimates, the imported quantity of dried mango reached 9,000 tonnes in 2024. It is estimated that conventional dried mangoes account for around 70%, organic dried mangoes for around 25% and sweetened dried mango for the remaining 5%. While organic dried mango has seen impressive growth in the European market, the [cost-of-living crisis](#) in many parts of Europe has negatively affected sales of organic products.

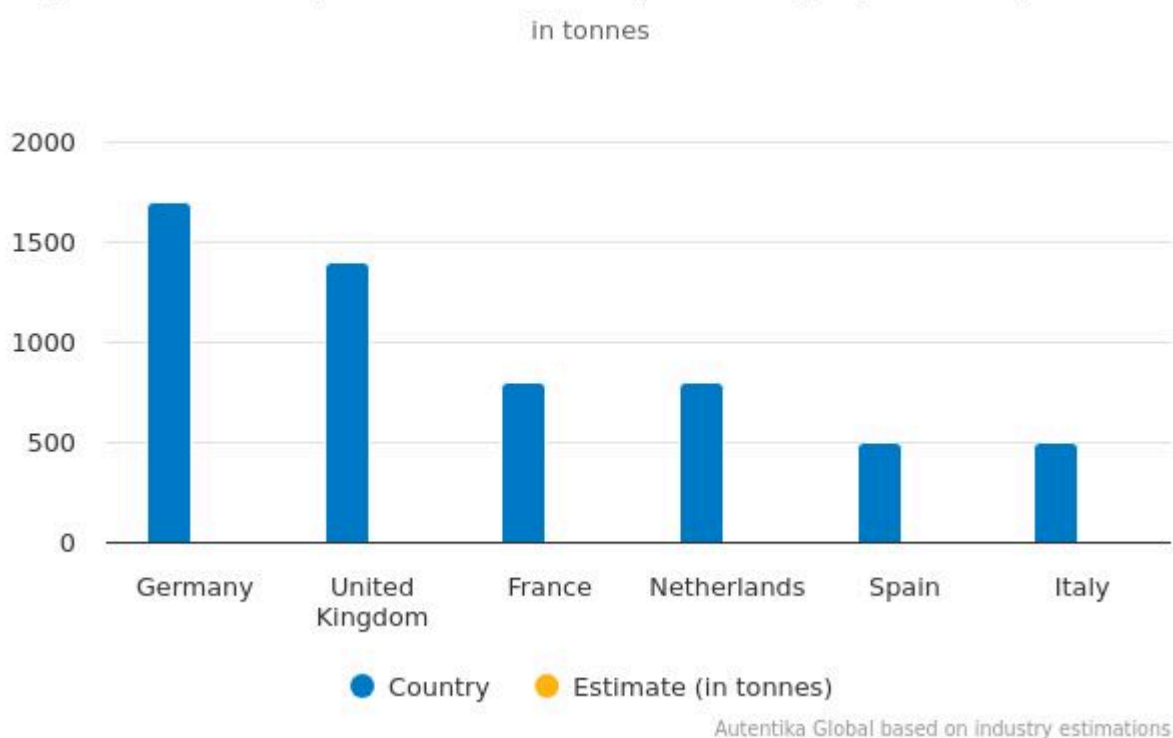
Internal European trade consists of simple re-exporting of imported dried mangoes, but a significant part

consists of added-value trade, mostly through repacking of mango slices in retail packaging. A smaller share is used as ingredient for additional processing such as chocolate coating, in dried fruit mixtures, breakfast cereals, tea mixes and ice cream.

3. Which European countries offer most opportunities for dried mango?

The two main importers of dried mango are Germany and the United Kingdom. France, Italy and Spain are also important buyers. The Netherlands and Switzerland mostly re-export to other destinations. The Netherlands is a traditional trade hub, but Switzerland's role as a re-exporter is mostly due to investments in West African drying facilities. You can read more about HPW investments in Africa in the [CBI study on entering the European market for dried mango](#).

Figure 3: Consumption of dried mango in Europe (estimate) in 2024



Source: Autentika Global estimate based on industry sources, 2025

Germany: a booming organic dried mango market

Germany represents roughly 25% of the European market for dried mango. Until a few years ago, dried mangoes were mainly sold in specialised stores. Now, however, they are also sold in mainstream supermarkets, including big discounters such as Aldi or Lidl. German dried mango sales are forecast to continue growing at a steady rate.

Annual imports are estimated to be close to 2,000 tonnes in 2024. Although precise data is not readily available, it is estimated that more than half of dried mangoes sold in Germany are of Burkina Faso origin. This is followed by dried mangoes from other origins such as South Africa. Other suppliers include Ghana, India and Thailand, with relatively small quantities coming from South America.

Germany is a particularly attractive market for organic dried mango as the country is the largest European market for organic food. Moreover, sales of sugar-free and preservative-free dried mango are increasing. One of the market segments providing specific opportunities for suppliers of dried mango is the fruit bar segment.

There is an increasing number of launches of fruit bars and similar snacks that contain dried mango. Examples include, [Alnatura](#), [Rosmann](#) and [dm-drogerie markt](#). However, note that some fruit bars containing mango are produced from mango purees and not from dried mango.

Figure 4: Dried mango fruit bar with no added sugar, sold by German discounter Lidl



Source: [Autentika Global](#)

Recent consumer testing in Germany has shown that certain external attributes of dried mango may offer new opportunities for farmers who aim for the export market. For example, labels such as 'organic production', 'fair trade', 'cooperative and sustainable'. The [testing results suggest](#) that the organic and fair trade labels are a good marketing strategy to apply for dried mango exporters to Germany.

Large amounts of dried mangoes in Germany are sold as private label. These include labels such as Alesto (owned by discounter chain [Lidl](#)), REWE Beste Wahl (by [REWE](#)), dmBio (by [dm-drogerie markt](#)) and EDEKA (by [EDEKA](#)). Some examples of independent German dried mango brands are [Seeberger](#), [Farmer's Snack](#), [Kluth](#), [Märsch](#) and [WeltPartner](#). Seeberger, Kluth and Farmer's Snack import directly, but also buy from other traders in Germany and the Netherlands. The most-sold retail format is slices.

Figure 5: Dried mango pieces sold by German discounter Lidl



Source: [Autentika Global](#)

A large share of organic dried mango is sold under private label brands of specialised organic retailers, such as [Biomarkt](#), [dm-drogerie markt](#) and [Alnatura](#). There are also independent organic brands such as [Rapunzel](#), [Clasen Bio](#), [Sunday Natural](#), [Keimling](#), [Morgenland](#) and [KoRo](#).

Figure 6: Dried mango pieces sold by German dm-drogerie markt



Source: [Autentika Global](#)

Sustainable sourcing has become very important for German dried mango importers. For example, German organic food company Rapunzel has developed its own fairtrade programme and certification called [HAND IN HAND. Burkinature](#), a dried mango processor from Burkina Faso, has benefited from this programme and has become a direct supplier to Rapunzel. The company offers workers employed in mango processing units better salaries and supports community projects. Another example is Kluth's [Fairtrade dried mango](#).

Dried mango is also an important ingredient in breakfast cereal mixtures. Although candied mango used to be the preferred form for breakfast cereals, natural dried mango is becoming more attractive because of its lower sugar content. One example of a new crisp ingredient on the German market is the [freeze-dried mango](#) produced by Koro, sourced from China.

Figure 7: Premium muesli containing dried mango sold by German retailer Lidl



Source: [Autentika Global](#)

Tip:

Take part in [Biofach](#) (each February in Nuremberg, Germany) to meet leading German organic dried mango traders.

To increase your sales chances in Germany and the organic segment as a whole, draw attention to Fairtrade and Naturland certification on samples.

Find German dried mango traders on the websites of the specialised German Association [Waren-Verein](#) and the [German company directory](#) Wer liefert was.

United Kingdom: Europe's pioneering market for dried mangoes

The UK is another mature European market for dried mango. It was the first market in Europe that developed a significant consumption of dried mangoes. This is no surprise, as Britain is the world's biggest importer of dried fruit. Bakers in the UK are important consumers. They usually build up large stocks of dried fruit and have supply contracts with domestic and foreign suppliers. Annual demand is estimated to be around 1,400 tonnes in 2024.

Most imported dried mango is consumed within the country, as less than 10% is re-exported. In most cases, dried fruit is imported in bulk into the UK and re-packaged within the country. Lines of distribution are relatively straightforward and mainly involve traditional style importers. Some of the largest importers are [Whitworths](#) and [Community Foods](#). The lines of distribution after traders are more complex. One route is via

large wholesalers and processors. Another route is direct import by the consumer brand snacking companies.

Natural snacks producer Wallaroo sells [organic, fair trade, dried mango slices](#) from West Africa that does not contain preservatives or sulphites. Its products are sold in FSC certified 100% recyclable paper and shipped in boxes made from recyclable materials.

Like other packaged snack markets, focus on UK consumer demand for healthy snacks with natural ingredients. Here, good opportunities exist for small businesses producing dehydrated fruit in developing countries.

About 80% of imported dried mangoes are sold in the form of retail snacks. The remaining 20% is consumed either as part of a dried fruit mixture or as an ingredient in other products. The UK dried mango import market is quite concentrated with a relatively small number of regular importers.

The leading suppliers of dried mango to the UK are Burkina Faso, South Africa, Ghana and the Philippines. The UK is a relatively large consumer of sweetened or candied dried mangoes. These are mostly imported from Thailand. British traders are always looking for new sweet varieties and new origins. In addition to the Philippines, the UK was one of the first countries in Europe to start importing dried mango from Cambodia.

Figure 8: Dried mango slices from Waitrose



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A specific characteristic of the market in the UK is the popularity of the sweet carabao mango variety from the Philippines. Other European markets mostly use other varieties of dried mangoes (for example, Kent, Keitt, Tommy Atkins). But some companies in the UK prefer the chewy carabao variety.

The UK market is dominated by private labels of retail chains such as [Tesco](#), [Sainsbury's](#), [ASDA](#), [Waitrose](#) ([Good Health](#) brand), [Morrisons](#) and [Aldi's](#) own healthy snacking brand The Foodie Market. Almost 70% of dried mangoes in the UK is sold as a private label. A leading independent brand is [Whitworths](#). Other independent brands include [Forest Feast](#) (brand by Kestrel Foods), [Urban Fruit](#), [Wholefoods](#), [Queenswood Natural Foods](#) and the organic [Crazy Jack](#) line. Dried mango is increasingly used as an ingredient in fruit and cereal bars, for example [Bear](#) (by Urban Fresh Foods).

The market in the UK offers specific opportunities for suppliers of Fairtrade-certified dried mangoes, as the country is home to one of the largest Fairtrade product markets in Europe. As shoppers try to become more sustainable, they [want more and more ethically sourced products](#), according to the Fairtrade Foundation. Examples of UK Fairtrade products made from dried mango include products from [Cocoa Loco](#) (a chocolate producer), [Tropical Wholefoods](#) (recently purchased by Equal Exchange) and [Forest Feast](#).

Figure 9: Dried mango from Tesco



Source: [kiliweb](#) for Open Food Facts, licensed under [CC BY-SA 3.0](#)

Tip:

Stay informed about the market for dried mangoes in the UK through [The Nut & Dried Fruit Trade Association](#) (NDFTA) and think about applying for the membership.

Search for advice on possible buyers in the [Federation of Bakers Limited \(FoB\)](#), the trade association that represents the UK Bread and Bakery industry.

France: - Strong ties to suppliers in West Africa

France is one of the faster-growing markets for dried mango. This is partially helped by the strong ties with Francophone supplier countries in West Africa. The size of the French dried mango market in 2024 was around 800 tonnes. It is still growing quickly. France is a particularly attractive market for French-speaking suppliers of dried mango from West Africa, such as Burkina Faso and Côte d'Ivoire.

Leading independent private brands include [Brousse Vergez](#) and [Maître Prunille](#). Dried mango brands from other European countries are competing with local brands. Brands that are strong in the organic segment include [Bioday](#), [Juste Bio](#), [Optimys](#) and [Daco Bello](#). Dried organic mango is more often used as a breakfast cereal component. However, some producers may use tropical fruit from freeze-dried purees instead of dried mango.

The French organic dried mango segment is growing at a rate of more than 10% per year. The organic dried mango market was estimated to be over 200 tonnes in 2024. Burkina Faso was the main supplier, followed by

Côte d'Ivoire. Large amounts are traded in specialised organic retail chains, such as [Naturalia](#) and [Biocoop](#). French organic traders were the first in Europe to start importing organic dried mangoes from Cameroon (for example, through [Biofrui](#)).

Figure 10: Organic dried mango from Pronatura



Source: [kiliweb](#) for Open Food Facts, licensed under [CC BY-SA 3.0](#)

Dried mangoes are also sold in French supermarkets as non-branded, per weight or in the simple transparent packaging of retailers. Dried mango is also often sold in mixtures with other dried fruit and nuts. Supermarket-owned private label brands in France were the first to introduce the front of pack nutrition [Nutri-Score labelling system](#) to label dried mangoes in Europe. Dried mangoes that contain added sugar may be labelled 'C'. This means that they have the average nutritional value. Products without added sugar are often labelled 'A' for best nutritional profile.

Some dried mango is imported to France through the Netherlands or the UK. But there are an increasing number of French companies that source directly from producing countries. These companies are investing in ethical sourcing and trying to help local communities in developing countries. Examples of French companies promoting ethical sourcing are [Agro Sourcing](#) (Pépité brand), [Ethiquable](#) and [Ethik Essence](#). Agro Sourcing is also one of the largest dried mango importers in France.

[Artisans du Monde](#) is a French network of local fair trade associations, currently the most important non-profit fair trade movement in France. The network offers [several products](#) made with dried mango.

Figure 11: Organic dried mango from Optimys



Source: [kiliweb](#) for Open Food Facts, licensed under [CC BY-SA 3.0](#)

Tip:

Learn more about the [marketing of tropical fruits](#) from the French association for research in the fruit and vegetable sector (CTIFL) to learn more about opportunities in the French market.

The Netherlands: Europe's dried mango trade hub

The Netherlands is estimated to be Europe's third-largest importer of dried mangoes, although it re-exports large quantities to other European destinations. Current domestic consumption is estimated to be around 300 tonnes per year. However, imports were estimated to be around 800 tonnes in 2025. Burkina Faso is a leading supplier to the Netherlands, but Dutch importers source dried mangoes from many different destinations, including Ghana, South Africa, Gambia, Mozambique, Thailand and the Philippines, as well as from other emerging suppliers.

The growing consumption of dried mangoes in the Netherlands is driven by several trends. These include healthy snacking, the popularity of plant-based diets and the attractiveness of exotic flavours. According to a consumer study, the most important attribute for Dutch dried mango consumers is 'free from extra ingredients'.

Surveyed consumers preferred a purer mango product and demonstrated a negative perception of 'crispy' dried mango. Instead, consumers preferred 'chewy' over other textures. On taste, Dutch respondents preferred a 'more sweet than sour' taste.

Figure 12: Dried mango from Albert Heijn



Source: [kiliweb](#) for Open Food Facts, licensed under [CC BY-SA 3.0](#)

Besides snacking, dried mangoes are being used more and more as an ingredient in fruit bars, bakery and confectionery products, and breakfast cereals. The Netherlands has been characterised by a notable import share of sugar-infused dried mangoes, especially from Thailand. This share is expected to decrease, while the share of products with no added sugar can be expected to increase.

A large share of traded dried mango in the Netherlands is sold under the private labels of supermarkets, such as [Albert Heijn](#) (AH and AH Bio labels) and [Jumbo](#) (Jumbo label), or of discounters such as [Lidl](#) (Alesto Bio label), as well as in health retail shops such as [Ekoplaza](#) and [Holland & Barrett](#). The import volume of organic dried mango in the Netherlands is relatively high. This is partly due to the efforts of European specialised organic importers, such as [Gebana](#) and [Tradin Organic](#). Tradin Organic sources organic dried mango from several countries. It has its own mango drying project in Burkina Faso. Gebana has its own mango processing factory in Burkina Faso.

One notable independent importer of dried mango from Africa is Eindhoven-based [Mango Impact](#). Many online retailers offer their own branded dried mango products such as [De Notenshop](#), while smaller brands – such as [Mijn notenwinkel](#) – are also expanding their presence in the dried mango market. [Wisselwaar](#) sells 100% organic produced dried mango from a small-scale project in Burkina Faso, packaged in zero waste packaging. European distributors, such as [KoRo](#) and [Abbott Blackstone](#), also supply the Dutch market.

Tip:

Approach trade associations, such as the [Nederlandse Zuidvruchten Vereniging](#), to identify the most

suitable importers for dried mangoes.

Spain: Private label dominance

Spanish consumption of dried mangoes was around 500 tonnes in 2024. Compared to other European markets, Spain is more diverse in its sourcing and importing of dried mango. In addition to leading suppliers like Burkina Faso and Ghana, it imports from Mali and other West African countries. It also imports from South American countries, including Peru and Guatemala. Spain is the main market for Peruvian dried mangoes in Europe, although Peru has a very small market share.

Most dried mangoes in Spain are sold under private labels. [Mercadona](#) (with its Hacendado label) has the largest market share, followed by [Carrefour](#), [Lidl](#), [Eroski](#) and [DIA](#). The health trend is important. Most private labels mention 'no added sugar' on their packaging. Imports of organic dried mangoes are estimated to be around 100 tonnes. Burkina Faso is the main supplier, followed by Côte d'Ivoire. Organic mangoes are sold under private labels of mainstream retail chains (for example, Carrefour Bio). They are also sold in specialised organic chains such as [Veritas](#) or [Herbolario Navarro](#).

There are relatively many dried fruit wholesalers in Spain. However, relatively few large importers make up more than 80% of total imports. They are largely located around the port of Valencia, which is the main entry point for the Spanish market. The largest importer is [Importaco](#). Other reputable importers include [Frumesa](#), [Levantex](#) and [Frutos Secos 3G](#). Some of the importers pack dried mangoes for retail chains. However, they often re-sell to local packers who compete further to win contracts with retailers.

Figure 13: Dried mango private label (by Mercadona)



Source: [kiliweb](#) with additional modifications by [thaiलगata](#) for Open Food Facts, licensed under [CC BY-SA 3.0](#).

Tip:

Participate in [Alimentaria](#) (organised bi-annually in Barcelona) to meet Spanish dried mango importers.

4. Which trends offer opportunities or pose threats on the European dried mango market?

Growing demand for healthy snacking and product innovations are the leading driving forces behind the growing consumer interest in dried mango in Europe. Sustainable and ethical production is becoming an

important aspect for European traders and consumers as well. However, there is a short-term threat for small and medium exporters from developing countries. This comes in the form of the high price point of dried tropical fruit at a time of slow economic growth in Europe and relatively high inflation.

Economic slowdown is easing

The European region is still dealing with the effects of slow economic growth, high inflation and financial instability. This is partly because of the energy crisis following Russia's invasion of Ukraine. However, inflation is decreasing, providing opportunities for consumers to buy more expensive products like dried mangoes. The average European inflation rate in the food, alcohol and tobacco sector decreased from [15.4% in 2023](#) to [3% in 2025](#).

Europe's economy was expected to [grow 1.1% in 2025](#), indicating recovery. There is a growing market for dried mangoes driven by health trends and consumer preferences. However, the ongoing economic challenges still pose challenges for new exporters targeting the European market.

Dried tropical fruit, including dried mango, is generally seen as a luxury product compared to other snacking dried fruit such as dried apricots and prunes. Inflation means the pricier products are more quickly overlooked. This certainly [applies to tropical fruit](#). There are signs of recovery. European consumers have reported a [modest easing on household finances](#) for the second year in a row. It seems that food is not seen as overly expensive. Savings are more focused on other areas, such as beauty and leisure products.

A lot of the world is now going through what is also termed as a [process of deglobalisation](#). This process is something that is relatively new and could negatively affect consumer demand for dried tropical fruit. With Europe's Farm to Fork strategy European fruit and vegetable consumers have used to consuming local products. According to the [Fruit Logistica 2025](#) report, mainstream fruit is increasingly combined with tropical fruit.

Healthy snacking

A major established trend that favours the consumption of dried mango is healthy snacking. Consumers want healthy options for snacking between meals or for snacks which can replace meals. Young consumers who are increasingly better informed about their general health and wellness are diversifying from savoury snacks, such as potato crisps.

As a result, nuts, as well as dried fruit, are becoming more and more popular as a snack. The latest data shows that 32% of European consumers believe [natural ingredients are essential for healthier snacking](#) and tend to view artificial ingredients as a compromise.

Governments in many European countries put more and more pressure on regulating the promotion of unhealthy snacks. This will probably help the sale of dried fruit products. European governments are more and more using their powers to improve the eating habits of consumers. The pioneering high in fat, sugar and salt (HFSS) regulation in England highlights the power of public bodies to influence and disrupt the entire food industry.

Sustainability surge and slowing demand for organic

Several sustainability initiatives are put forward in dried mango production countries. In general, consumers and retailers are becoming more interested in sustainable and ethically produced fruit products, including dried mango.

Overall, demand for organic and sustainably-grown tropical fruit has been on the rise in Europe in recent years. European consumers are growing more aware of the positive environmental impacts and health benefits of organic food. This surge in organic food demand is tied to a growing concern for the environment. This is heavily influenced by climate change and a desire for healthier food choices. EU imports of organic agri-food products increased by 6.4%, from 2.48 million tonnes in 2023 to [2.64 million tonnes in 2024](#).

More than half of surveyed Europeans confirmed they ate more sustainably since the COVID-19 pandemic, according to new market research. Research by the Kerry Group also showed that [sustainable nutrition is a very large trend](#) in 2025. Regenerative agriculture, food waste reduction, decreasing carbon emission and food chains resilient to climate changes and plant diseases are important aspects of this trend. They also affect the dried mango supply to Europe.

The UPROMABIO cooperative, which produces organic and fairtrade dried mangoes in the Bobo-Dioulasso region of Burkina Faso, has been [supplying fairtrade dried mango](#) to German company [Kipepeo Bio & Fair](#) since 2015. Kipepeo sells the certified dried mangoes of the Brooks variety from the cooperative that buys organically grown and certified fruits, dries them in-house and packs them for export.

All the links in the Kipepeo dried mango chain are connected to fair trade (FloCert or FairForLife). Consumers are aware that the purchase of such products can help contribute to preventing emigration and rural exodus. These certified products also help support small farmers and their families in a remote and economically disadvantaged region.

Tips:

Subscribe to the [free newsletter](#) of the International Nut & Dried Fruit Council (INC). Keep up to date on industry news, health and nutritional properties of dried mango. This will help you promote the applications and advantages of dried mango consumption.

Read the [CBI market statistics and outlook on processed fruit & vegetables study](#) to learn more about general trade trends and the size of the specific market segments.

Check the websites of trade shows and exhibitions to discover the newest trends. The most important trade fairs in Europe, relevant to dried mangoes, are [SIAL](#) (France, every even year in October), [Anuga](#) (Germany, every uneven year in October) and [BIOFACH](#) (Germany, organic products, every year in February).

Label all dried mango products containing sulphites accordingly or do not use sulphites if possible. Some consumers avoid food products with sulphites. [About 1 in 100](#) people (according to the FDA) are sensitive to these compounds. Sulphur dioxide and sulphites are amongst the 14 most common allergens, according to the [European Centre for Allergy Research Foundation](#).

Find more information on sustainable and ethical production trends can be found in the [CBI processed fruit and vegetables trends study](#).

[Autentika Global](#) carried out this study on behalf of CBI.

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