



Myanmar – EU Trade Helpdesk



EU Export Market Scan: Fresh Mango

Myanmar Fresh Mango

Around 160 varieties of mangos are cultivated in more than 90 countries. The Keitt, Kent, and Tommy Atkins varieties are the best known ones and in great demand by the major markets, European Union (EU) and USA.

Myanmar produces two million tonnes of mangos every year, with more than 100 mango species. Only the Sein Ta Lone (diamond) and Shwe Hinthar mango species are exported. The Sein Ta Lone mango is exported to China, Singapore, the Russian Federation, and in small quantities to the EU.



Source: Mango farmer from Yatsauk mango cluster

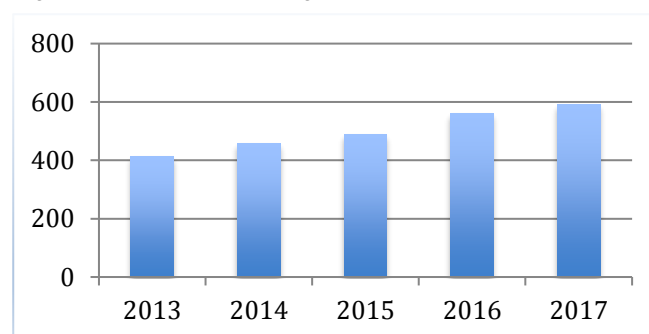
Fresh Mango in the EU

World consumption has been on the rise in recent years. International trade in fresh mangos is estimated to reach approximately USD 1,799 billion in 2029. EU imports of mangos represent around 40% of total world imports. Total EU imports of mangos are showing a stable increase from 81,000 tonnes in 2013 to 112,000 tonnes in 2017. Over the past years, especially after 2015, the total value of imported mangos showed a steeper growth than its volume. This indicates that average mango prices have increased. The import of new, more valuable varieties, a higher share of air-freighted mangos, as well as fluctuating availability can explain this growth.

Previously, EU countries were mainly supplied with a few well-known varieties of mangos such as Amélie, Tommy Atkins, and Kent. In recent years, new varieties such as Keitt and Nam Doc Mai have arrived on the market.

Retailers are starting to embrace this diversification, because consumers appreciate the taste, sweetness, and a lack of fibre these new varieties offer. In general, retailers are shifting away from fibrous mangos as consumers prefer “easy-to-slice” mangos, especially in Western Europe. This trend may offer opportunities for mangos from Myanmar.

Figure 1: EU import of mangos* (in tonnes)



Source: International Trade Centre (ITC) Trade Map, 2018

*NOTE: In the trade statistics, mangos constitute the vast majority of a broader product group, which also includes guavas and mangosteens. The trade figures are accurate, but also include a small share of guavas and mangosteens.

Potential Target Markets in the EU

The leading importing EU country of fresh mangos from non-EU suppliers is the Netherlands. In 2016, the Netherlands was responsible for over half of the EU’s mango imports due to its trade hub function. The majority of mangos are re-exported to the rest of the EU and beyond.

The United Kingdom, Germany and France are important destination countries for mangos, either directly sourced from countries of origin or re-exported by trade hubs. Mango consumption in Eastern European countries is much lower, but shows significant growth in countries such as Poland and Romania. Up until now, these countries are still mainly supplied by established importers in Western Europe. In Europe, Spain is the only country with a significant commercial production of mangos. However, Spanish mangos are usually more expensive than the ones imported by mass sea freight and positioned in the same segment as ripened, air-freighted mangos.

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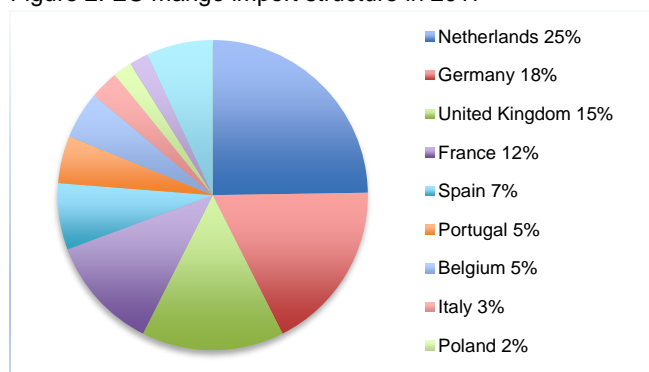


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When mangos are in season (mid-August to November), it becomes harder to compete on the Spanish market. However, outside the mango season there are opportunities for mangos from developing countries, provided these suit market quality and taste requirements. In the rest of the EU, there are opportunities to supply mangos year-round.

Figure 2: EU mango import structure in 2017



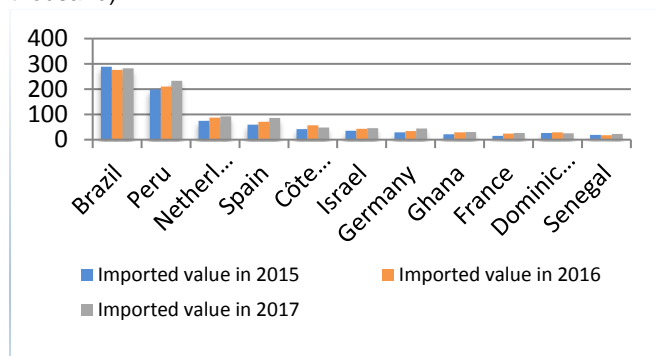
Source: International Trade Centre (ITC) Trade Map, 2018

EU Market Characteristics

Taste is a very important criterion for mangos. Especially in Northwest Europe, people increasingly appreciate taste and prefer to spend more on a high-quality product. Countries such as France, Spain, and Switzerland are interesting markets for air-freighted, tree-ripened mangos.

There is a small but growing market for organic mangos and there is also a limited supply. To market organic products in the EU, organic production methods must be implemented according to European legislation. Furthermore, these production methods must be in practice for at least two years before fresh mangos can be marketed as organic.

Figure 3: Leading suppliers of mango to the EU (in USD thousand)



Source: International Trade Centre (ITC) Trade Map, 2018

The EU imports most of its mangos from Brazil and Peru, and increasingly from the Ivory Coast, Ghana, the Dominican Republic and Senegal. The remaining supply from other non-EU countries comes from Israel.

EU Market Access Requirements

- The EU legislation on hygiene of foodstuffs is legally binding for food processors, and is recommended for farmers (primary production).
- Mangos exported to the EU often need a phytosanitary certificate, issued from the country of origin. They are listed under the Directive on Plant Health and as such require compulsory plant health checks.
- There are Maximum Residue Levels (MRLs) set for mangos that are exported to the EU. [The relevant MRLs for mangos must be checked](#). Be aware that large retailers, for example from Germany, often have stricter MRLs than specified by EU legislation.
- For fresh mangos, the main reasons for border rejections are spoilage and the presence of prothiophos, omethoate, and dimethoate.
- [GLOBALG.A.P.](#) certification is the most commonly requested additional buyer requirement for fresh mangos.

How to Find Buyers in the EU?

You can search and find potential buyers in the EU via several sources, such as:

- **Trade Fairs:** [FRUIT LOGISTICA](#) (Germany), [Fruit Attraction](#) (Spain) or [BIOFACH](#) (Germany, organic products)
- **Member lists of associations:** [Freshfel](#), the European Fresh Produce Association
- **Detailed export information:** [CBI market information](#)

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This publication was produced with the financial support of the European Union. Its contents are the sole responsibility of the author (Minke Vorstenbosch) and do not necessarily reflect the views of the European Union or any other party.

July 2018

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