

MARVELLOUS MANGO

FIVE REASONS WHY

ESA SPOTLIGHT

1

MANGO

IS ONE OF THE MOST POPULAR TROPICAL FRUITS.



2

MANGO

IS NOT JUST MANGO.

IT IS ALPHONSO, NAM DOK MAI, HADEN, KEITT, KENT, OSTEEN, TOMMY ATKINS, CARABAO, MADAME FRANCIQUE, BAPTISTE, GOLDEN NUGGET, OKRUNG, ...

THERE ARE ABOUT 1000 VARIETIES.

EACH OF THEM WITH ITS UNIQUE TASTE.

3



MANGO

IS BRIGHT SUNNY COLOUR.

4



NEW PRODUCTS WITH **MANGO** TASTE IN 2024 COMPARED TO 2014.

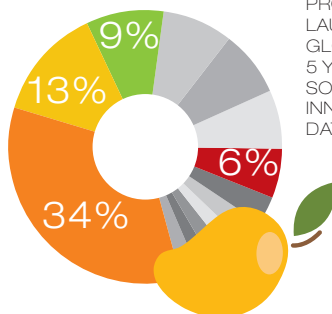
SOURCE: MINTEL GNPD

5

MANGO

TASTE IS POPULAR

IN **SOFTDRINKS**, **DAIRY**, **ICE CREAM** AND **CONFECTIONERY**.



PRODUCT LAUNCHES GLOBAL LAST 5 YEARS. SOURCE: INNOVA DATABASE

esarom

YOUR PARTNER IN TASTE.

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