

# Advancing Mango Production & Forward Marketing

From Local Gardens to Global Markets

# Bangladesh: A Global Mango Powerhouse

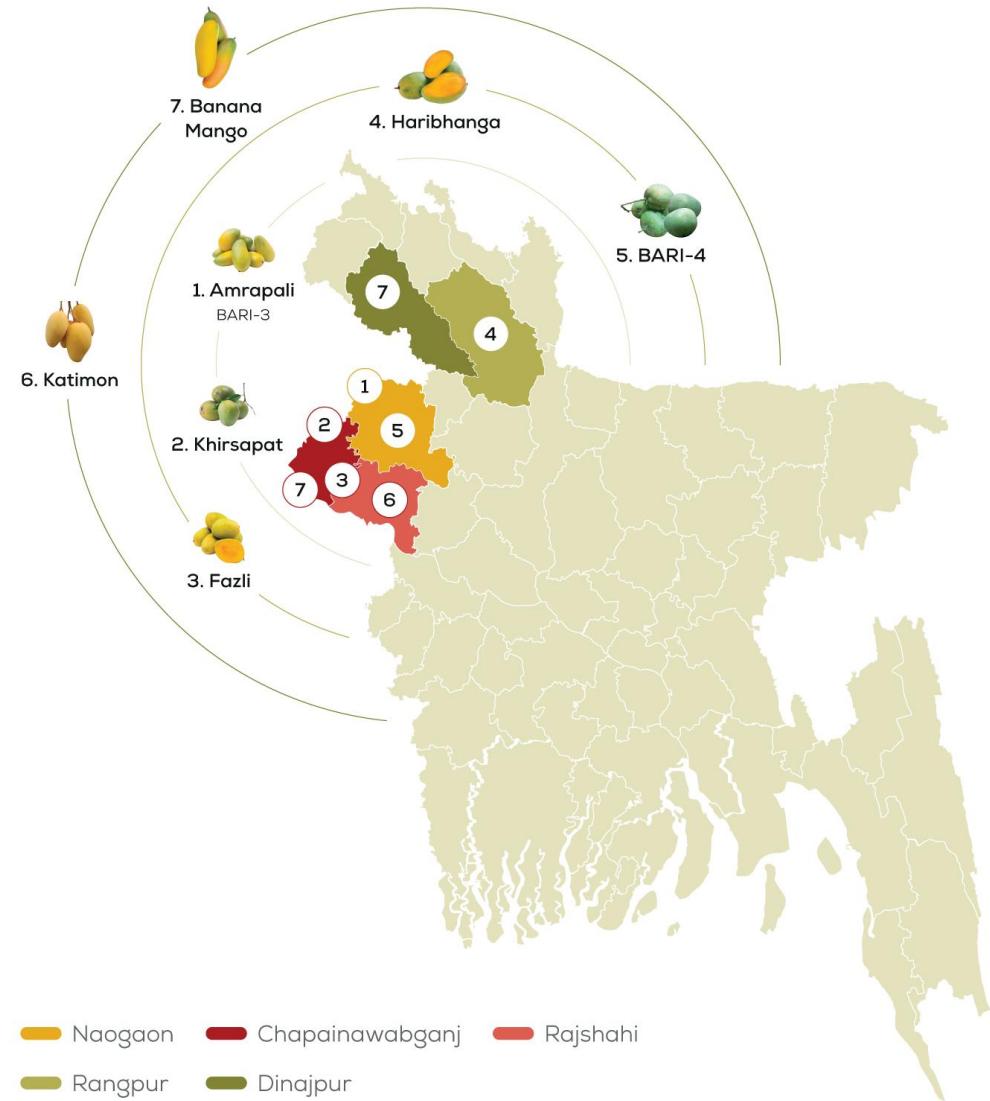


**8th**  
Largest Producer

**2.4 Mn T**  
Annual Production

**31**  
Commercial Varieties

Bangladesh's fertile land and tropical climate yield an impressive diversity and volume of mangoes. This production strength forms the bedrock of a significant economic opportunity.



# Untapped Potential of Bangladeshi Mangoes



**USD 4 Bn+**

Global Mango Imports

**2.4Mn Tons**

Global Import Demand

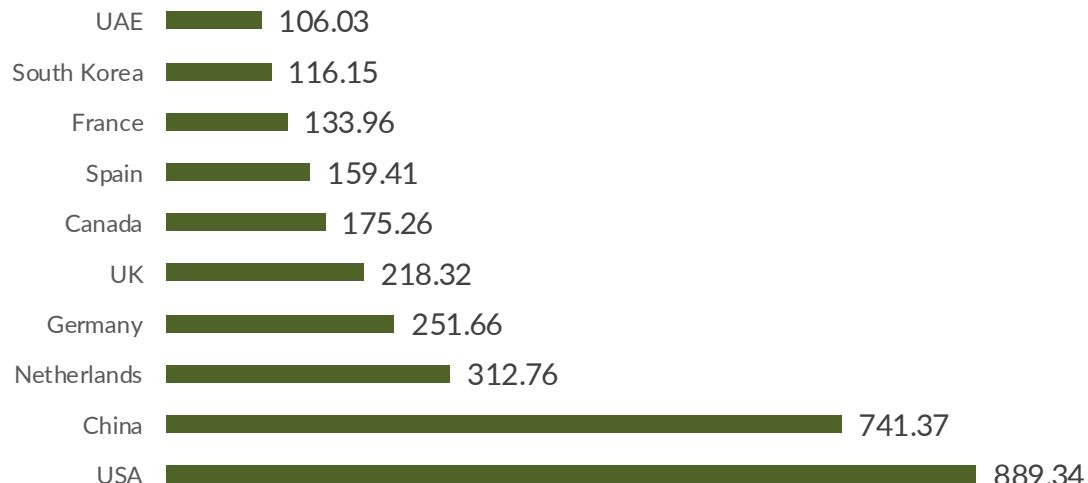
**USD 0.35Bn**

Export Value for BD

**2.2K Tons**

Export from BD

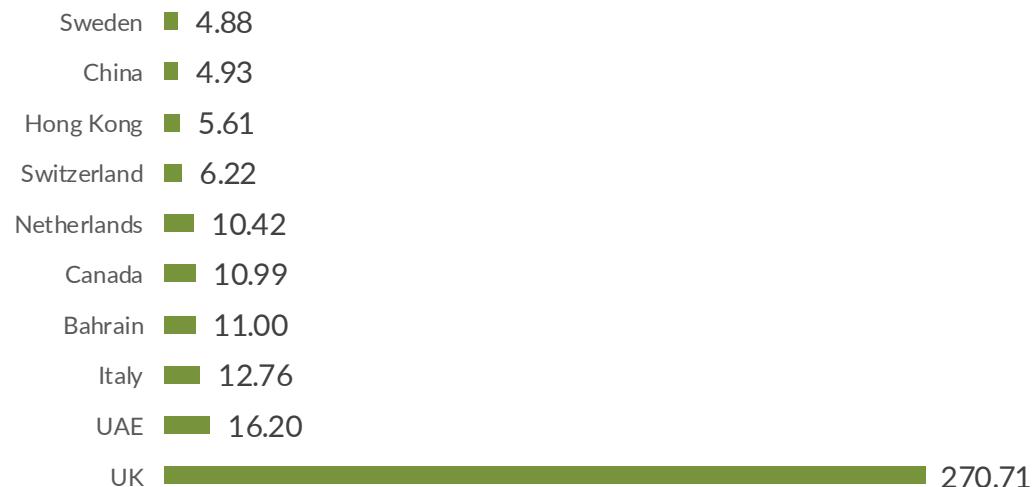
Leading Importers (USD, Mn)



Top mango exporters include Mexico, Thailand, Brazil, India, and Pakistan.

Source: Tridge, FAO, DAE, EPB, LCP

Exports from Bangladesh (USD, K)

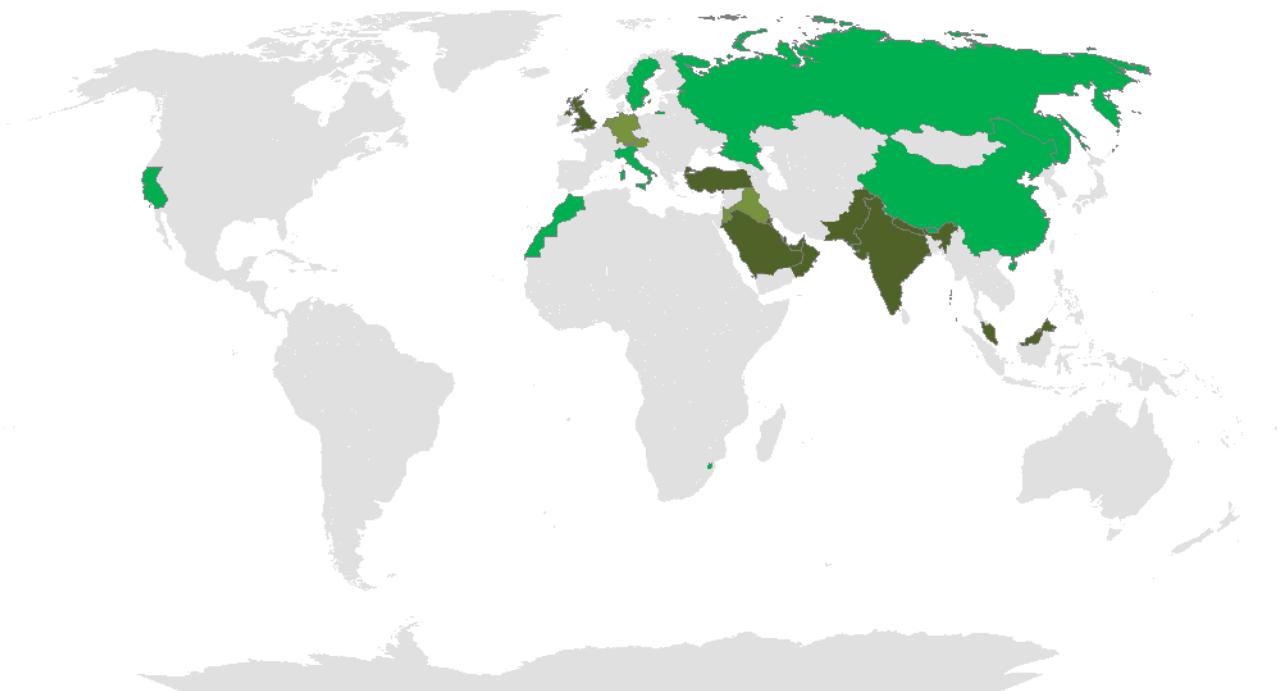


Export unit of Bangladesh represents **0.091%** of global import demand and local annual production

# Global Footprint of Bangladeshi Mangoes



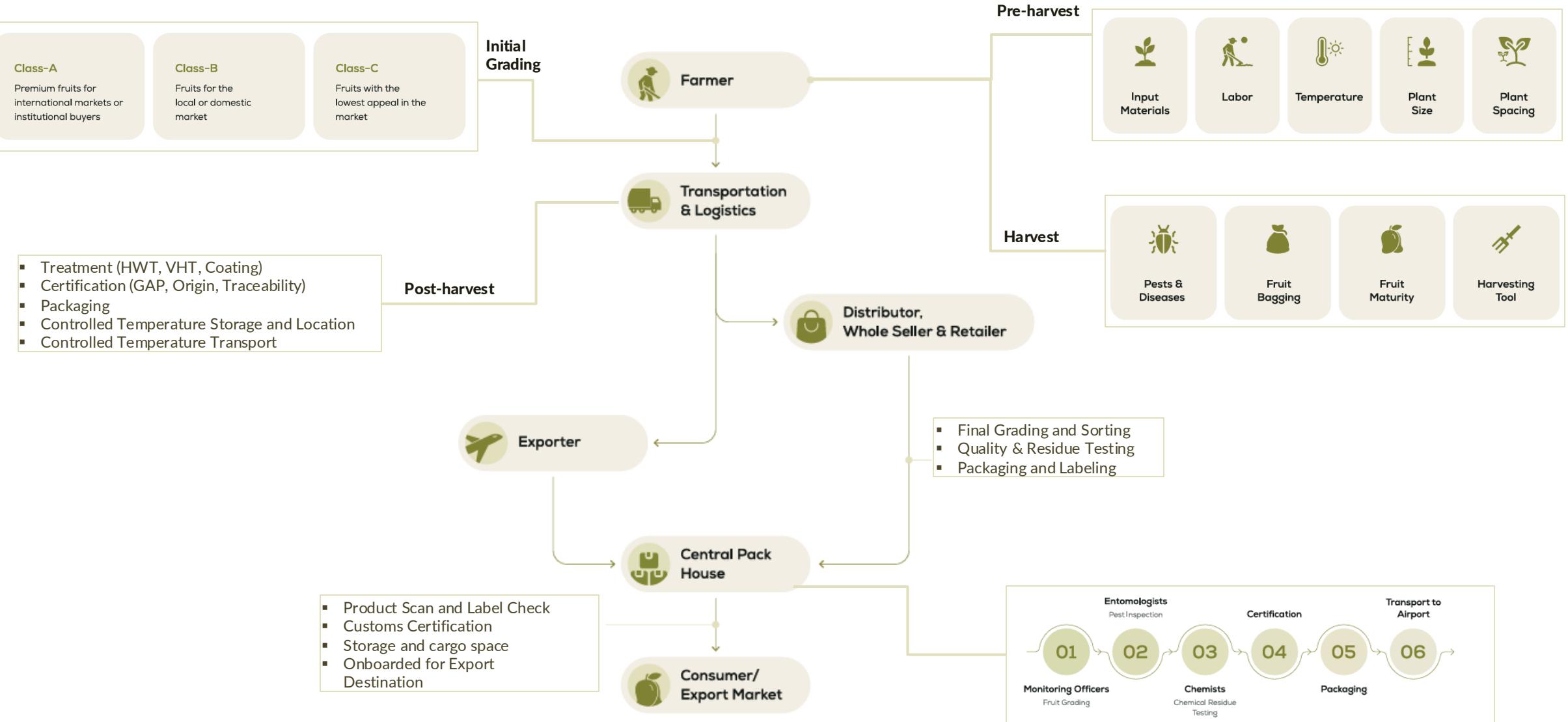
■ Consistent market ■ Underpenetrated market ■ Emerging market



Export value in FY25 jumped to **1.96 times** of the value in FY24

- **Consistent markets:** Markets consistently receiving Bangladeshi mangoes for the past 2-3 years
- **Underpenetrated markets:** Destinations that have received a few mango exports from Bangladesh over the past 10 years but have not been importing Bangladeshi mangoes in the past 2-3 years.
- **Emerging markets:** Markets with irregular Bangladeshi mango imports but have received the mangoes at least twice in the past 5 years.

# Journey From Local Garden to Global Markets

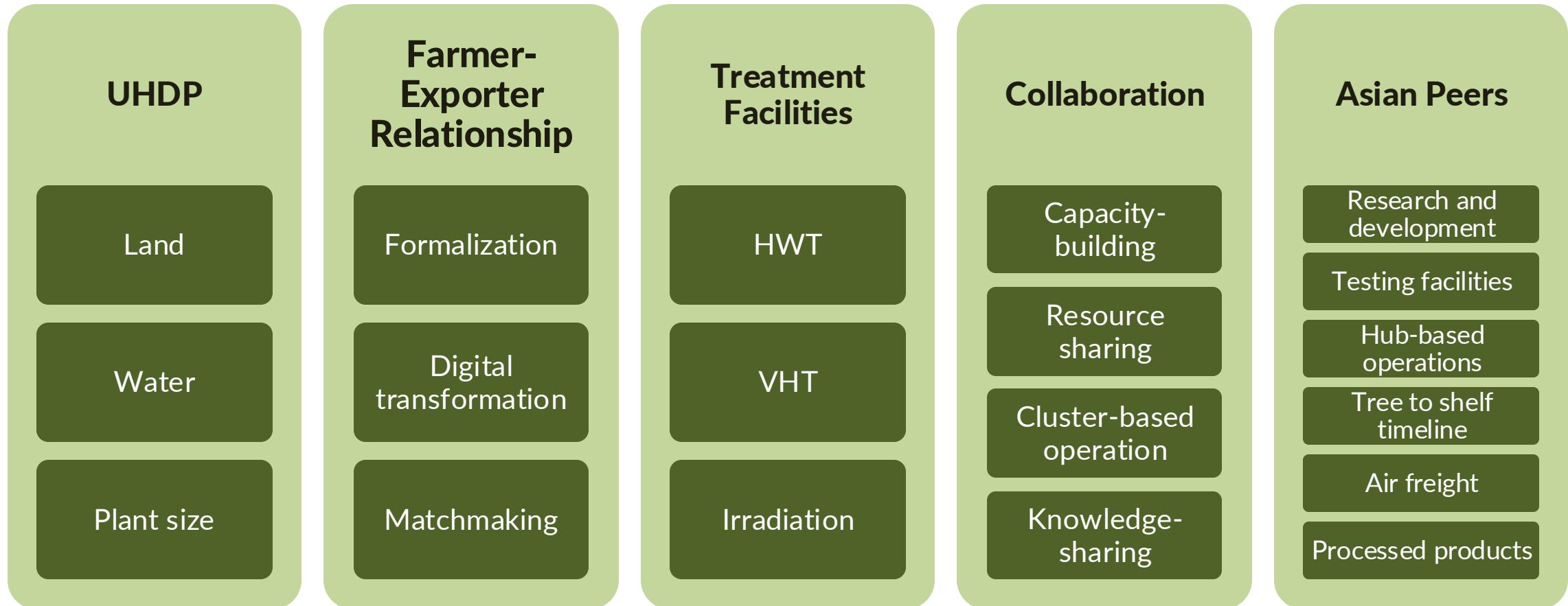


# Key Nodes in Mango Value Chain



	Enabler	Disabler
Quality Assurance	Adoption of <b>GAP and global GAP certification</b> ensures standardized quality assurance processes	Absence of <b>skilled local certifiers</b> of global GAP standards drives the certification costs high
Inventory	Presence of <b>controlled temperature storage</b> facilities extends shelf life and reduces waste	<b>Inadequate space</b> limits the storage capacity of mangoes
Treatment	Availability of the <b>HWT facility</b> aids in enhancing mango quality and supports compliance with export requirements	Limited number of HWT units (only 5 nationwide) hampers widespread treatment access
Transportation	Use of <b>controlled temperature transport</b> mode maintains mango quality during transit	Insufficient number of cooling vehicles and a strong and consistent controlled temperature chain infrastructure affect competitiveness of Bangladeshi mangos
Traceability	Introduction of <b>PQ-Agri Traces App</b> is expected to digitally facilitate traceability of mango origin	Lack of <b>consistent record-keeping</b> and reporting hinders the traceability efforts
Lead Time	<b>Passenger cargo</b> enables faster delivery to export markets	Lack of adequate <b>separate cargo spaces</b> for perishable exports and high air fare raise export costs
Market Access & Linkages	Ongoing <b>bilateral trade agreements</b> , such as with China, open new markets	Lack of <b>market information</b> and weak <b>negotiation</b> skills limit export potential

# Riding on Good Practices for Accelerated Growth



# Current Initiatives to Boost Production and Export



## EMAP

Capacity-building

Quality production

Matchmaking

Mango Map

## Good Practices

Fruit bagging

Bio pesticide

HWT

UHDP Drip Irrigation

# **Advancing Mango Production and Export**

## Path to Progress

# Infrastructure Development



## Inventory and Storage

Cold storage infrastructure

Cold storage network

## Treatment

HWT

VHT

Food irradiation

## Packaging

Locally-made, low-cost carton packaging

Modified atmosphere packaging

## Transport and Logistics

Controlled temperature transport network

Dedicated air cargo space

Upgradation of airport near production hubs

# Capacity Enhancement



## Agri-Financing

Access to agri-finance

Community-based financing options

Subsidized financing options

## Quality compliance

Capacity-building

Enforcement of standards

Capacity for certification

## Knowledge

Research and innovation

Market intelligence

Evidence-backed policies

# Digital Transformation and Branding



## Digitalization

Digital traceability

All-in-one solution

Agri-tech startups

## Marketing

International fairs

Global branding

Global retail chain network

International trade relations

Diplomatic mission

## Value-added Products

Expand footprint of current basket

Diversifying product basket

With strong production and progressive export initiatives, Bangladeshi mangoes have potential to further penetrate the global market.

Let us move towards enhancing the ecosystem to tap into the true potential of our golden fruit.



# Research and Publication Team

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For More Insights

# Advancing Mango Production & Forward Marketing



## Advancing Mango Production & Forward Marketing in Bangladesh

From Local Gardens to  
Global Markets

