

Advancing Mango Production & Forward Marketing

From Local Gardens to Global Markets

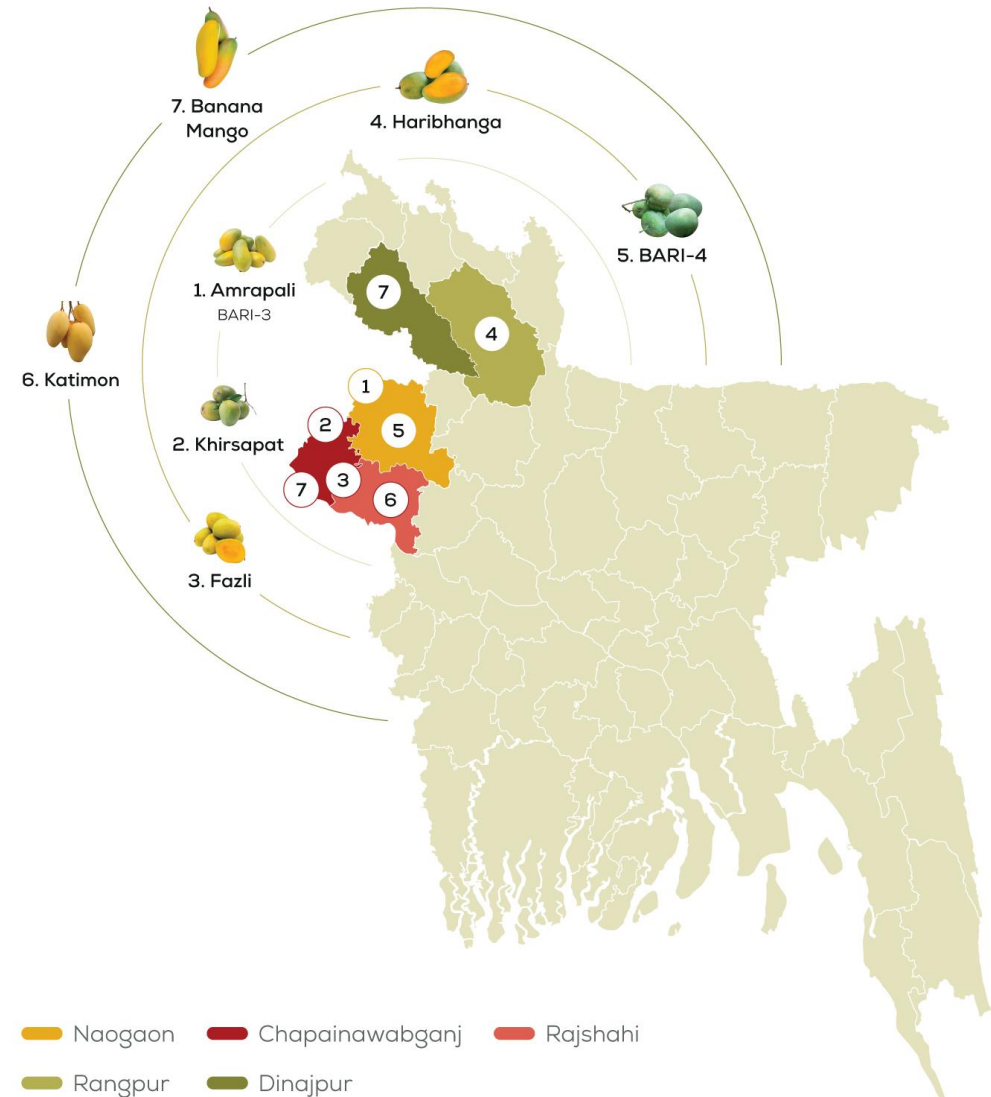
Bangladesh: A Global Mango Powerhouse

8th
Largest Producer

2.4 Mn T
Annual Production

31
Commercial Varieties

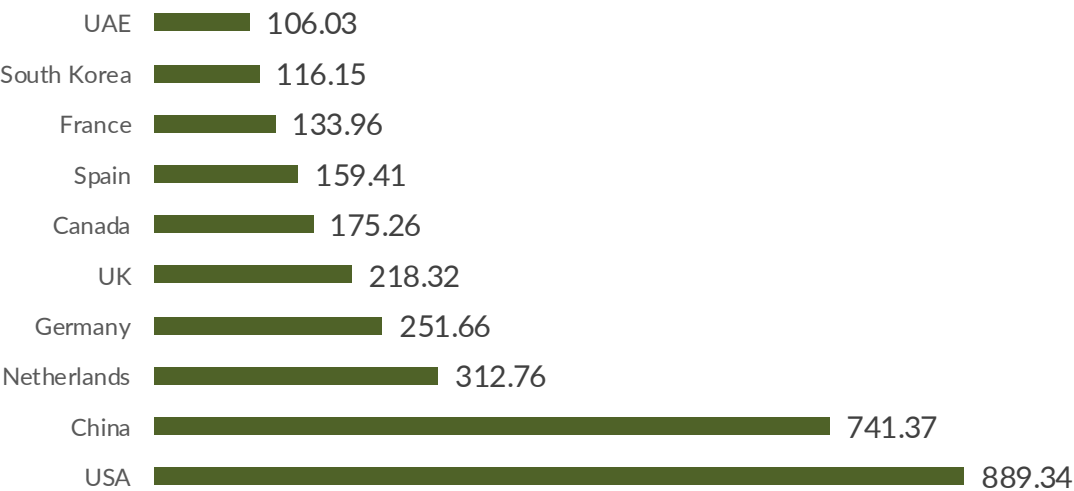
Bangladesh's fertile land and tropical climate yield an impressive diversity and volume of mangoes. This production strength forms the bedrock of a significant economic opportunity.



Untapped Potential of Bangladeshi Mangoes

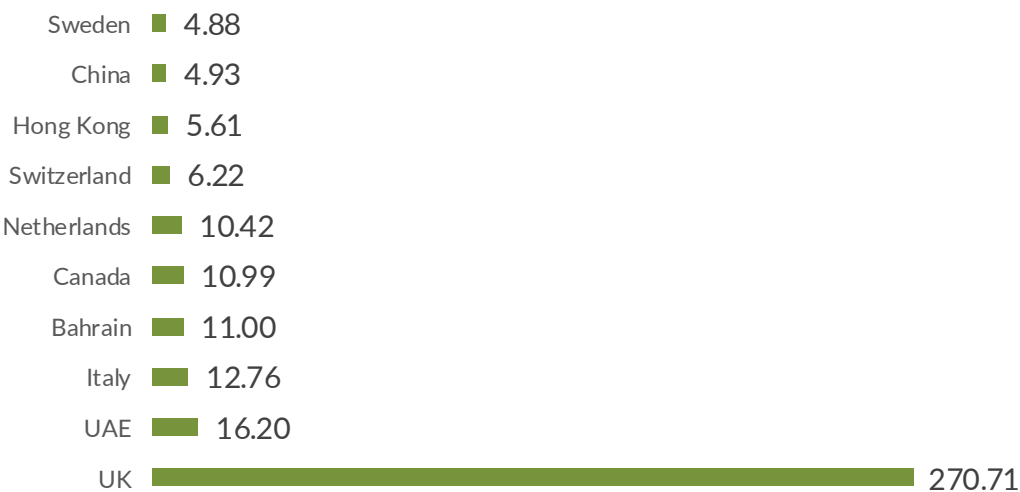


Leading Importers (USD, Mn)



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

Exports from Bangladesh (USD, K)

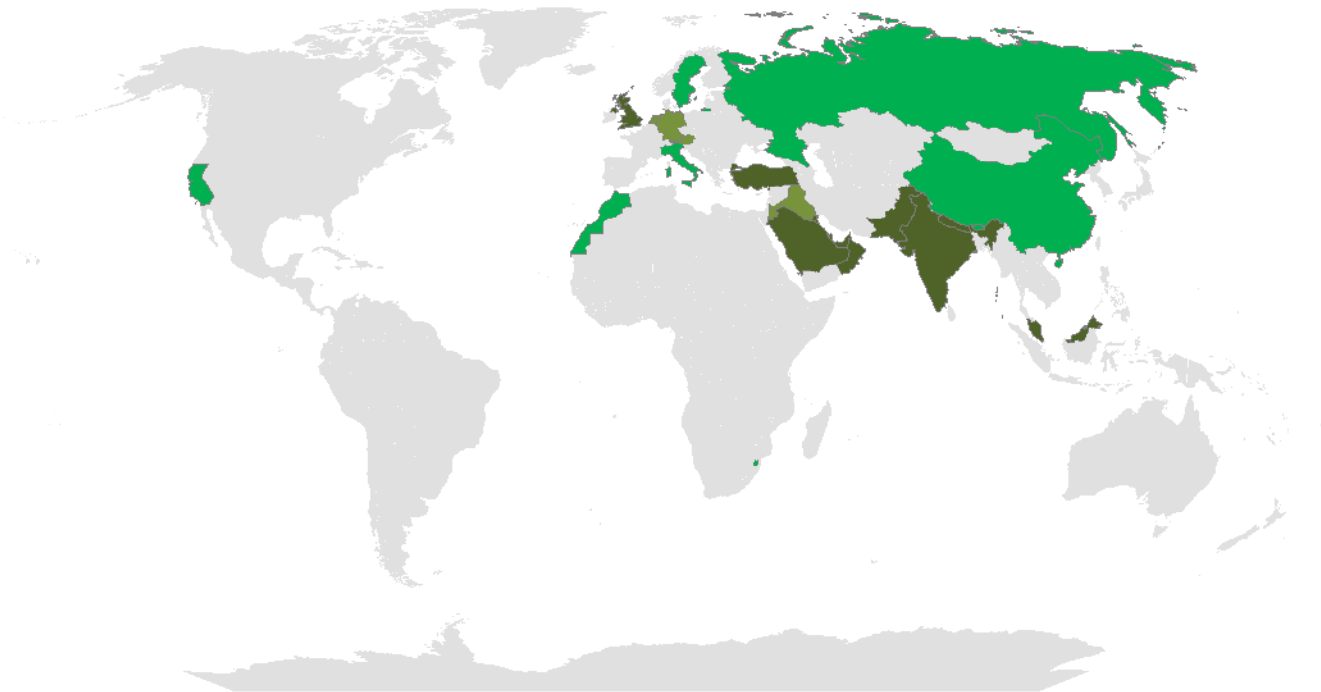


Export unit of Bangladesh represents **0.091%** of global import demand and local annual production

Source: Tridge, FAO, DAE, EPB, LCP

Global Footprint of Bangladeshi Mangoes

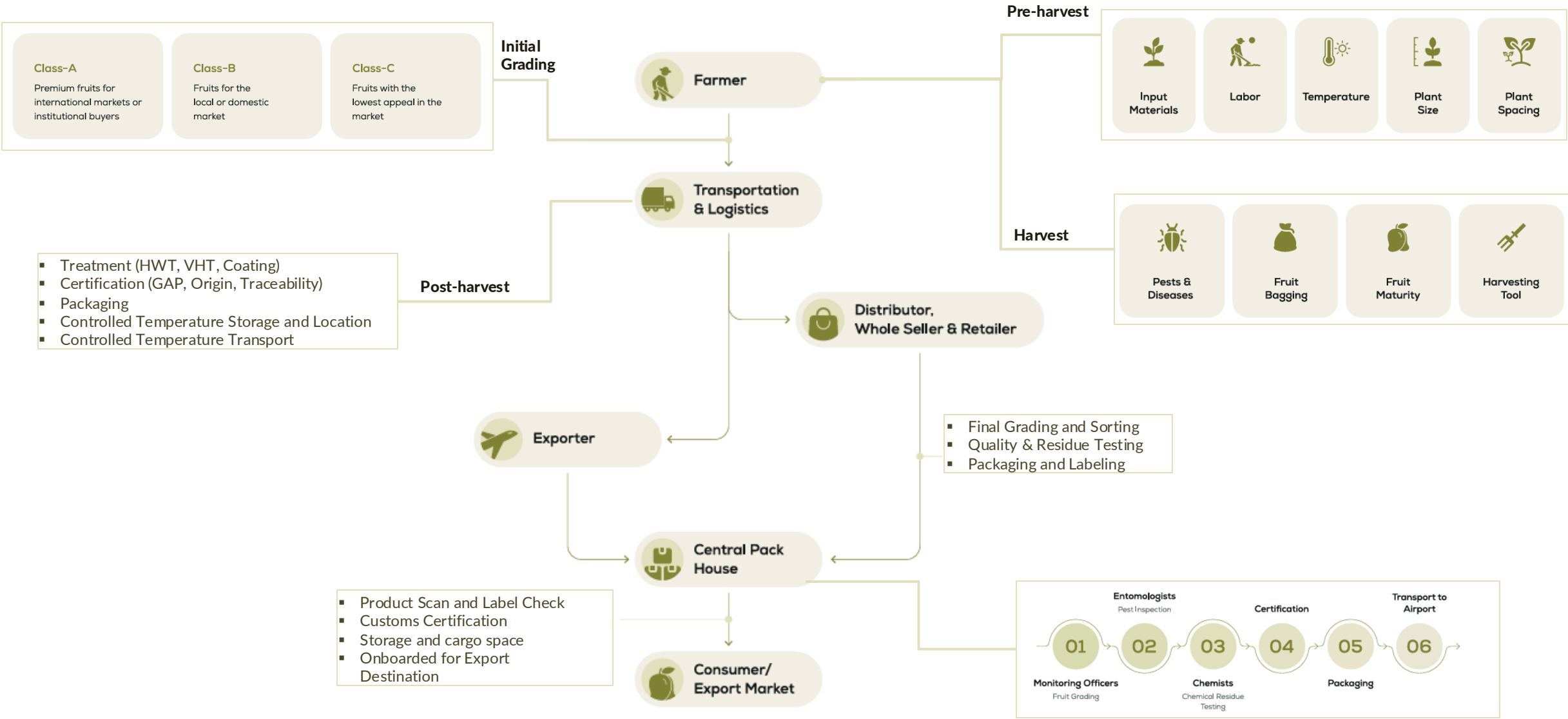
■ Consistent market ■ Underpenetrated market ■ Emerging market



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.

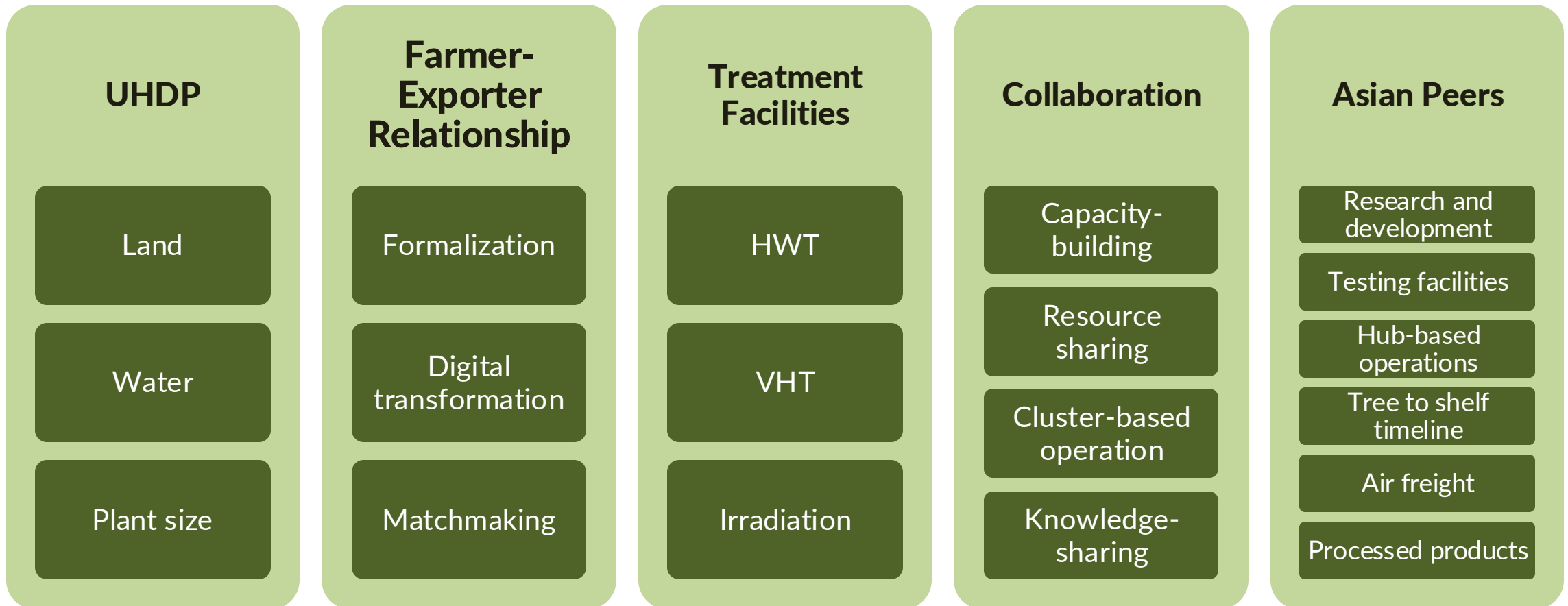
Journey From Local Garden to Global Markets



Key Nodes in Mango Value Chain

	Enabler	Disabler
Quality Assurance	Adoption of GAP and global GAP certification ensures standardized quality assurance processes	Absence of skilled local certifiers of global GAP standards drives the certification costs high
Inventory	Presence of controlled temperature storage facilities extends shelf life and reduces waste	Inadequate space limits the storage capacity of mangoes
Treatment	Availability of the HWT facility 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 controlled temperature transport 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 PQ-Agri Traces App is expected to digitally facilitate traceability of mango origin	Lack of consistent record-keeping and reporting hinders the traceability efforts
Lead Time	Passenger cargo enables faster delivery to export markets	Lack of adequate separate cargo spaces for perishable exports and high air fare raise export costs
Market Access & Linkages	Ongoing bilateral trade agreements , such as with China, open new markets	Lack of market information and weak negotiation 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

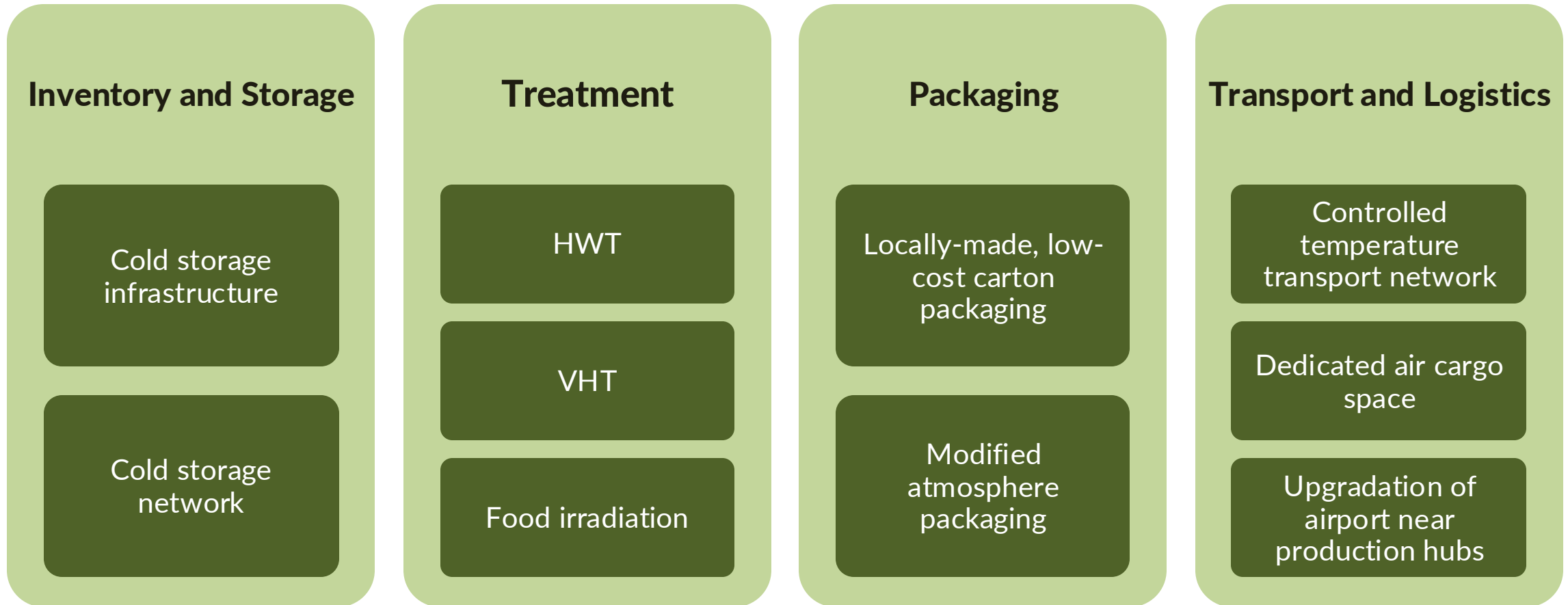
HWT

UHDP Drip Irrigation

Advancing Mango Production and Export

Path to Progress

Infrastructure Development



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



Ainan Tajrian

Senior Business Consultant



Sadia Karim

Business Consultant



Sakina Binte Belayet

Business Analyst



Zahedul Amin

Managing Director



Mithun Kumar

Graphic Designer

For More Insights

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