



Mango Agribusiness Research Program

Session 15: ECR Case Study: Mango Markets

Fresh Mango Market Analysis: Specialty Fruit Stores and Wet Markets

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Information
Markets
Biosecurity
Quality





Research Aims

Undertake a market segmentation analysis for fresh mango imports in Shanghai and Guangzhou

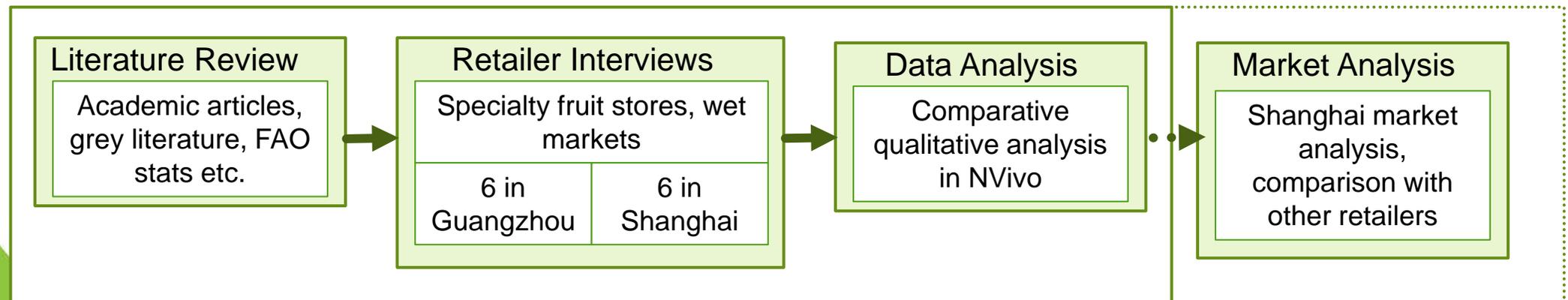
- ▶ In particular, this study aims to:
 - ▶ Elicit speciality fruit store and wet market retailer attitudes/observations towards imported Australian and ASEAN mango
 - ▶ Identify challenges and barriers to imported fresh mango market growth
 - ▶ Obtain recommendations to overcome these challenges and identify insights for growth in speciality fruit and wet market segments
 - ▶ Examine the regional difference between retailers attitudes and market trends in Shanghai and Guangzhou



Research Design

Qualitative semi-structured interviews with specialty fruit store and wet market fresh mango retailers in Guangzhou and Shanghai

- ▶ Interviews carried out in cities with high potential market growth in mango imports
- ▶ Interviews are semi-structured and replicated in each city for comparative analysis
- ▶ Key informants selected from specialty fruit stores and wet markets
 - ▶ Comparison made with other retailers (e.g. supermarkets, wholesalers) in Shanghai market analysis





Analysis Approach

Comparative thematic analysis to be undertaken in Nvivo to identify key market segments, challenges and opportunities for fresh market imports

- ▶ Interviews to be fully transcribed and uploaded into Nvivo qualitative data analysis software for analysis
- ▶ Explanatory qualitative analysis will be undertaken to identify recurring themes and content
- ▶ Analysis supported by vignettes and specific case studies
- ▶ Analysis contributing to:
 - ▶ Identify differences between specialty fruit stores and wet markets compared to other retailer outlets (supermarkets, wholesalers) (Shanghai market study)
 - ▶ Compare regional differences between Shanghai and Guangzhou markets