

---

## Working Paper Series

This Working Paper forms part of the ACIAR project AGB/2012/061  
*Improving smallholder farmer incomes through strategic market  
development in mango supply chains in Southern Vietnam*

Resource: A1.8 Wholesale market monitoring

Date: 1 March 2022

Team: Thi Xuan Dieu Phan, SCAP  
Alec Zuo, The University of Adelaide

---

## Summary

This study aims to capture and track mango pricing information in Hanoi and Ho Chi Minh City (HCMC) wholesale markets by collecting weekly mango prices from 20 wholesalers between March 2020 and June 2021.

Results revealed the following key insights:

- Cat Hoa Loc mango is the most popular variety at the southern wholesale markets. It is a premium variety and sold at the highest prices
- 'Weight' is the main criterion for grading mangoes at the wholesale markets
- Except for Cambodian Keo mango, other mango varieties at wholesale markets are grown domestically
- Mangoes are available at Thu Duc market almost year-round
- The majority of mangoes at Binh Dien market come from western provinces
- Southern mangoes available at Long Bien market mainly come from Dong Thap (transported to the market by trucks without cold storage)
- Collectors are the main suppliers for the wholesale markets
- Vendors and stalls in wet markets are the main buyers of wholesale markets. However, in recent years, the wholesale markets also sell directly to consumers
- Mango prices, in general, are the highest in December and January (off-season) and the lowest in March (on-season)
- Mango prices at Long Bien market are higher than those in the southern wholesale markets
- The effects of COVID19 on Cat Chu's and Cambodian Keo's prices are more significant than on Cat Hoa Loc's price

The study's outputs can be used for:

- Cost and benefit analysis to measure the benefits from interventions that improve mango quality, change variety, or manipulate flowering time
- Better understanding mango wholesale price movement and mango wholesale trading information by stakeholders in the mango value chain

---

## 1 Introduction

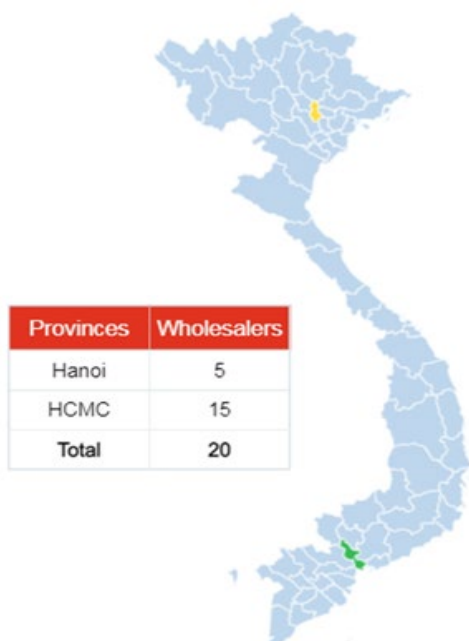
The overarching aim of this study is to capture and track mango pricing information in Hanoi and HCMC wholesale markets.

The specific objectives entail:

1. Describing general mangoes trading information of mangoes at the wholesale markets
2. Monitoring weekly mango prices in the Hanoi and Ho Chi Minh City wholesale markets
3. Observing price gaps between different mango varieties and grades, and different months throughout the year at the wholesale markets

## 2 Method

- Three semi-structured interviews with representatives of the market management units (MMU) of the three whole markets (locations indicated in Figure 1, 2 and 3) were conducted initially before weekly data collection. Checklist is in Appendix 1.
- Mango prices were collected weekly from 20 wholesalers (10 from Thu Duc market, five from Binh Dien market, and five from Long Bien market). Checklist is in Appendix 2, weekly supply and demand comments by traders are included in Appendix 3.
- The MMUs then supported the weekly data collection of wholesale mango prices at their markets.



**Figure 1. Key Vietnam wholesale markets**

Source: Author's image



**Figure 2. Long Bien wholesale market, Hanoi**

Source: Author's image



**Figure 3. Thu Duc market and Binh Dien wholesale market, Southern Vietnam**

*Source: Author's images*

---

## 3 Results and discussions

---

### 3.1 General trading details - wholesale markets

The 20 wholesalers were chosen from:

- Thu Duc market - the largest fruits and vegetables wholesale market in Ho Chi Minh City
- Binh Dien market - the biggest wholesale market of Ho Chi Minh City
- Long Bien market - a main agricultural product wholesale market in Hanoi

#### *Main mango varieties*

- Cat Hoa Loc mango is the most popular variety at Thu Duc and Binh Dien market
- Cat Chu mango is the most popular variety at Long Bien market
- Cat Chu mango is also available in southern wholesale markets but not as popular as Cat Hoa Loc mango
- Keo mangoes are imported directly from Cambodia
- Cat Hoa Loc mango is available almost year-round while Cat Chu mango and Keo mango are only available during peak season and shoulder season
- There are many other mango varieties sold in the wholesale markets but with much smaller quantities

#### *Mango grading criteria*

- 'Weight' is the main criterion used for grading (for example, Binh Dien wholesalers classify Cat Hoa Loc into grade 1, grade 2, grade 3 if each mango is greater than or equal to 500 g, from 400 g to 500 g, less than or equal to 400 g, respectively)
- Wholesalers also grade mangoes by other criteria such as shape, skin colour, and ripeness
- For some low-price varieties, wholesalers do not grade them

#### *Mango production*

- Most mangoes are grown domestically except for the majority of Green Keo mangoes that are imported directly from Cambodia
- The majority of mangoes at Binh Dien market come from western provinces
- Southern mangoes available at Long Bien market mainly come from Dong Thap
- Mangoes at Thu Duc market not only come from western provinces but also eastern provinces and south-central coast provinces
- In general, Cao Lanh mango (Dong Thap province) is the most popular place of production while mangoes grown in Nha Trang and Can Tho are also quite popular

#### *Mango suppliers and key destinations*

- Almost all wholesalers buy mangoes from collectors.<sup>1</sup>
- Vendors and stalls in wet markets are the main buyers in wholesale markets
- Thu Duc wholesalers also sell Cat Hoa Loc to retailers (such as Coop Mart supermarkets, Coop Food stores, WinMart convenience stores, and small fruits stores)
- Binh Dien wholesalers also sell Cat Chu to trade companies, street vendors

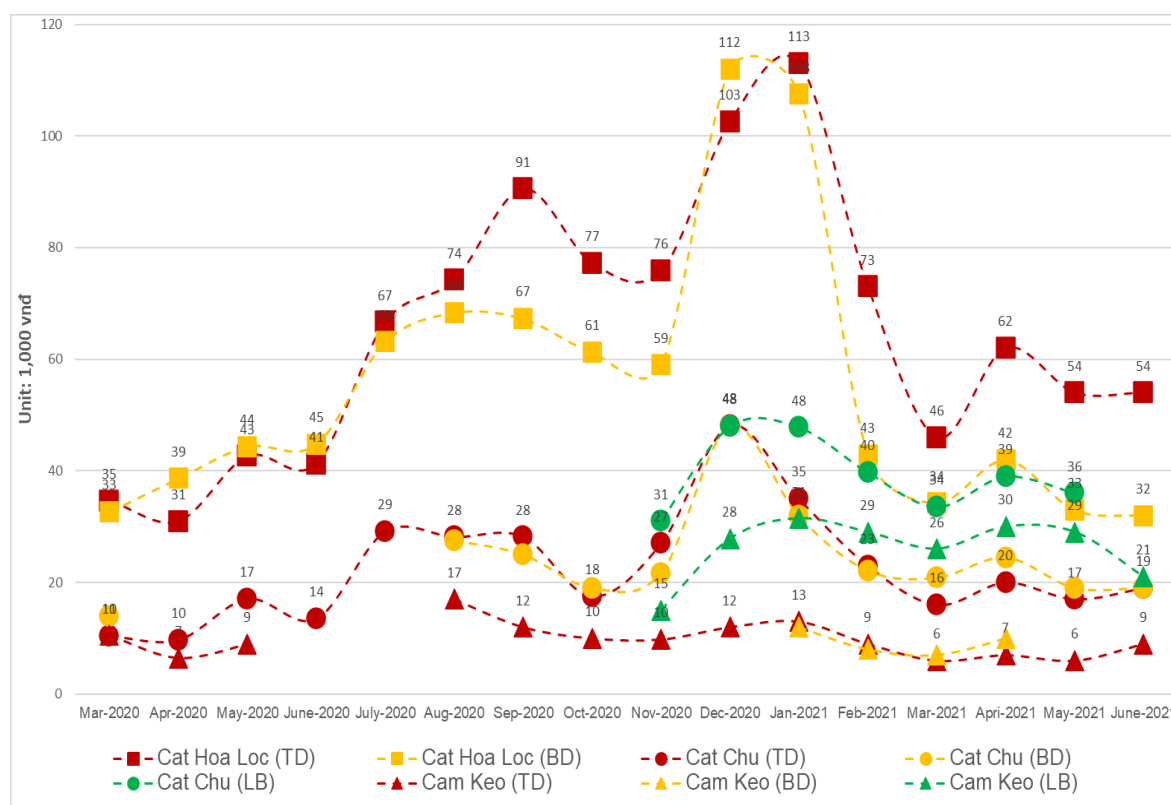
---

<sup>1</sup> (1) Collectors transport mangoes directly to Binh Dien market overnight. (2) Collectors rent a container truck to transport mangoes from their province to Thu Duc market. (3) Green mangoes from Southern Vietnam are transported to Long Bien market by trucks without cold storage.

- Mangoes from Long Bien wholesale market are sold to wet markets in Hanoi and other northern provinces
- Vietnamese wholesale markets also sell directly to consumers

### 3.2 Mango pricing - wholesale markets

Monthly prices (grade 1) of three main mango varieties – Cat Hoa Loc, Cat Chu, and Cambodian Keo - from March 2020 are presented (see Figure 4). Detailed price series by wholesale market, variety and grade are included in Appendices 4, 5 and 6.



**Figure 4: Monthly mango prices (grade 1) of Cat Hoa Loc, Cat Chu, and Cambodian Keo at the wholesale markets**

Source: Weekly mango prices at Thu Duc, Binh Dien, and Long Bien wholesale markets

- Compared to Cat Chu and Cambodian Keo, Cat Hoa Loc has the highest price
- Prices of grade 1 Cat Hoa Loc mangoes rose dramatically from about VND35,000/kg in March 2020<sup>2</sup> to double (even nearly triple at Thu Duc market) in August and September 2020<sup>3</sup>
- Prices dropped slightly in October 2020<sup>4</sup> and reached the peak (more than VND110,000/kg grade 1 Cat Hoa Loc) in December 2020 and January 2021<sup>5</sup>
- Prices of grade 1 Cat Hoa Loc mango in 2021 followed a similar trend. However, grade 1 Cat Hoa Loc prices in March 2021 were 31% higher than in March 2020 (VND46,000/kg vs VND35,000/kg).

<sup>2</sup> High supply in March (starting the main mango season) and low demand in March 2020 (due to COVID19).

<sup>3</sup> Mangoes from western provinces came to the season end in late April and early May. The season is over from June until mid-October.

<sup>4</sup> Higher supply starts from late October because of starting of the mango season from western provinces.

<sup>5</sup> There was very low supply of Cat Hoa Loc during December 2020 and January 2021 because of off-season.

- Although Cat Chu's price in the wholesale markets also followed a similar pattern as Cat Hoa Loc's price (lower in-season and higher off-season) the price gap between in-season and off-season grade 1 Cat Chu mangoes was smaller than the gap for Cat Hoa Loc
- Compared to Cat Hoa Loc, prices of Cat Chu in the wholesale markets are much lower, being just half or a third of Cat Hoa Loc's price and even a quarter in some off-season months
- Compared to Cat Hoa Loc and Cat Chu, grade 1 Cambodian Keo mango had the lowest prices
- Prices of Cambodian Keo in southern wholesale markets tend to be stable at around VND13,000/kg on average
- Notably, grade 1 Cambodian Keo price at Long Bien market was much higher than that in Thu Duc and Binh Dien markets (VND39,000/kg vs VND9,000/kg in February 2021)
- In the Long Bien market, the Cambodian Keo price was even higher than Cat Chu's price in Binh Dien and Thu Duc markets
- The price of grade 1 Cat Chu in Long Bien market was also higher than that in the southern wholesale markets

---

## 4 Insights

### *Mango trading in the wholesale markets*

- Cat Hoa Loc mango is the most popular variety at the southern wholesale market
- Compared to Long Bien and Binh Dien, Thu Duc wholesalers sell more mango varieties
- 'Weight' is the main criterion for grading mangoes
- The majority of Green Keo mangoes are imported directly from Cambodia, and other mango varieties at the three markets are grown domestically
- The majority of mangoes in the wholesale markets was produced in Cao Lanh, Dong Thap
- Mangoes at Thu Duc market not only come from western provinces but also eastern provinces and south-central coast provinces
- The majority of mangoes at Binh Dien market come from western provinces
- Southern mangoes available at Long Bien market mainly come from Dong Thap (transported to the market by trucks without cold storage)
- Collectors are the main mango suppliers in the wholesale markets
- Vendors and stalls in wet markets are the main buyers of wholesale markets
- Vietnamese wholesale markets also sell their products directly to consumers

### *Mango pricing in the wholesale markets*

- Cat Hoa Loc is the premium variety sold at the highest prices
- Compared to the main season (and shoulder season), mangoes are sold at higher prices in the off-season
- Mango prices, in general, reach peaks in December and January and bottom in March
- Compared to other markets, mango suppliers in Thu Duc market come from many provinces making mangoes available at this market almost year-round
- Because of transportation costs from southern provinces to the north, mango prices at Long Bien market are higher than those in the southern wholesale markets. Long Bien wholesalers do not sell the most premium Cat Hoa Loc variety
- The effects of COVID19 Cat Chu and Cambodian Keo prices are higher and longer than on Cat Hoa Loc price

This study finds that Cat Hoa Loc mango is the premium variety that is sold at the highest price, most popular in the southern wholesale markets (highest supply and highest demand), and least affected by COVID19. It means compared to other varieties; Cat Hoa Loc mango has a lot of potential for further development in the domestic market in the future. However, this study found that Cat Hoa Loc mango was not sold at Long Bien wholesale market. Therefore, it is necessary to conduct a study to examine the demand, willingness to pay, post-harvest storage and transportation of this variety in the northern markets, to further develop Southern Vietnam mango production.

The project team can use the pricing information from this study to:

- Apply cost and benefit analysis to evaluate the revenue gain from interventions that improve mango quality, change variety, or manipulate flowering time
- Share mango pricing information to stakeholders in the value chain so that they can make informed decisions based on the spatial and temporal dynamics in mango prices