

A Closer Look At African Mango Market Indicators

As we have mentioned, each supplement will have its market advantages and challenges. Let's take the time to examine a few market indicators in further detail to determine what kind of opportunity African Mango supplements represent for you and your brand.

Search Engine Popularity

The marketplace for dietary and weight-loss supplements has always been popular and growing.

The search term "African Mango" has remained relatively stable in the last five year period ending in December 2020. This is with the exception of two spikes in April and May of 2018. During this period, our research also found evidence which points at growing consumer interest in the product in the form of dietary supplements. This is represented by a 200% increase during this time for the related search term for "dietary supplement pills".

More recently, in the last 12-month period ending in October 2020, the search engine volume for "African Mango" experienced an 88% increase in popularity. Not surprisingly, this was synonymous with a rise in searches for the closely related term "weight loss," which surged by 550%. This is a positive indicator, hinting at a possible reason as to why consumers buy this product, which we will touch on later.

Finally our search engine optimization research indicates a low to moderate level of difficulty for reaching the first search results page for "African Mango" and other related keywords. Coupled with a moderately inexpensive keyword bidding price, this product may provide a reasonable opportunity for new brands.

Sales Performance

Now, let's evaluate the sales performance of African Mango supplements in the United States. E-commerce platform research reveals that the top 10 sellers of this supplement move hundreds of units a month while generating an average monthly revenue of thousands of dollars. Vendors have reached these numbers despite most of them having lower volumes of customer reviews. This is further evidence of an interesting opportunity for marketing-savvy brands who are looking to offer African Mango supplements.

Furthermore, according to [market research](#), the demand for African Mango extract is following an upward trend, and expected to show a growth rate of 3.7%, from \$104.9 Million to \$140.9 Million by 2026. With rising obesity rates and diabetes as a [public medical crisis](#) in the United States, merchants

and suppliers have jumped on the bandwagon to score big by selling this and similar weight loss supplements.

Why Do Consumers Buy African Mango?

African Mango is a fruit produced by an evergreen, dense tropical tree studied for its possible link in helping to lower blood pressure and maintain sugar levels for diabetic patients.

Research indicates that when taken as a nutritional supplement, African Mango has [potential benefits that may](#) help cleanse the body from toxins while supplying it with healthy nutrients. Unlike popular detoxifying supplements that can cause cramps after bile release, African Mango eliminates body waste without any side-effects.

Although there is no scientific medical evidence of positive health benefits of IG extracts (the extract in African Mango fruit), a few [studies](#) have shown that supplements coupled with a healthy diet can lower blood cholesterol levels and lead to weight loss.

Moreover, these supplements may also help [maintain leptin levels](#) in your body. Leptin is a hormone secreted by fat tissues, which communicates to the brain when you have enough stored fats. Low levels of Leptin may transmit 'starvation' to the brain, which leads to an increase in appetite. Conversely, a moderate leptin level may help decrease appetite and cravings.

Key Factors Affecting African Mango Potency

The African Mango extracts can be used in various forms, such as African Mango diet pills, seeds powder, formulas to be taken with water, and can even be ingested as a fruit. Since African Mango extract has been studied in relation with its possible effect on weight-loss, it can be coupled with green tea, apple cider vinegar, and other weight loss ailments to help support this function. It is claimed that taking these supplements 30 minutes before meals can curb appetite and reduce fat cell growth.