

# Mango Emoji Proposal

**To:** Unicode Consortium

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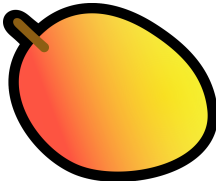
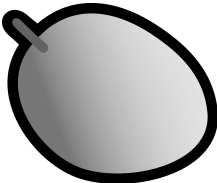
June 23, 2017

## Abstract

Mangoes are the most frequently consumed fruit in the world, and they deserve to be represented with an emoji. Although the fruit is somewhat uncommon in the United States, it is a staple throughout Asia and Latin America and has been cultivated for over 6,000 years. Mangoes also appear in over 2,000 different varieties and are consumed in an incredible variety of dishes, including chutneys, tarts, salsas, ice creams, and beverages.<sup>1</sup> Perhaps the most well-known mango-based dish is mango lassi, a drink made with yogurt and mango.

The mango emoji has potential usage that surpasses nearly all current fruit emoji, as indicated by Google Trends and Instagram. The extreme popularity and worldwide consumption of mangoes also provide strong arguments for its inclusion as an emoji in the next Unicode release.

## Identification

Image (color)	Image (BW)	CLDR short name	CLDR keywords
		mango	fruit

License: The mango emoji graphic is created by Rob Schwartz and is released under CC0 1.0: <https://creativecommons.org/publicdomain/zero/1.0/>

## Selection Factors - Inclusion

### A. Compatibility

Mango is not featured in other platforms.

## B. Expected usage level

### a. Frequency

Mango production occurs in over 90 countries, and the top five mango producing countries (India, China, Thailand, Indonesia, and Mexico) contain 3.193 billion people.<sup>123</sup>

Mangoes are consumed across the world in both cultural and modern dishes - in America, the fruit is popular fresh or dried, and is commonly found in consumer beverages. These mango juices or blends are sold by countless brands, including Naked, Simply Orange, Juicy Juice, Goya, Maaza, Jumex, Ceres, and Welch's.<sup>4</sup> In many countries, savory and sweet mango dishes are very popular: one example is Mamidikaya Pappu (below right), an Indian mango dish made with peas.



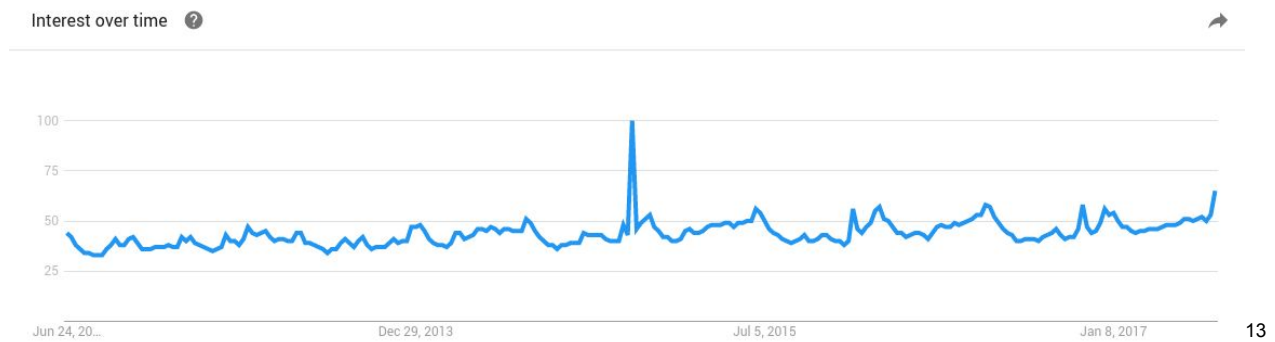
Examples of mango dishes <sup>56789</sup>

The mango has a rich historical presence as well - for millennia, some countries have regarded mango trees as status symbols.<sup>10</sup> Although the fruit originated in the region of India, South Asia, and Australia, it was introduced to South America, Mexico, Hawaii,

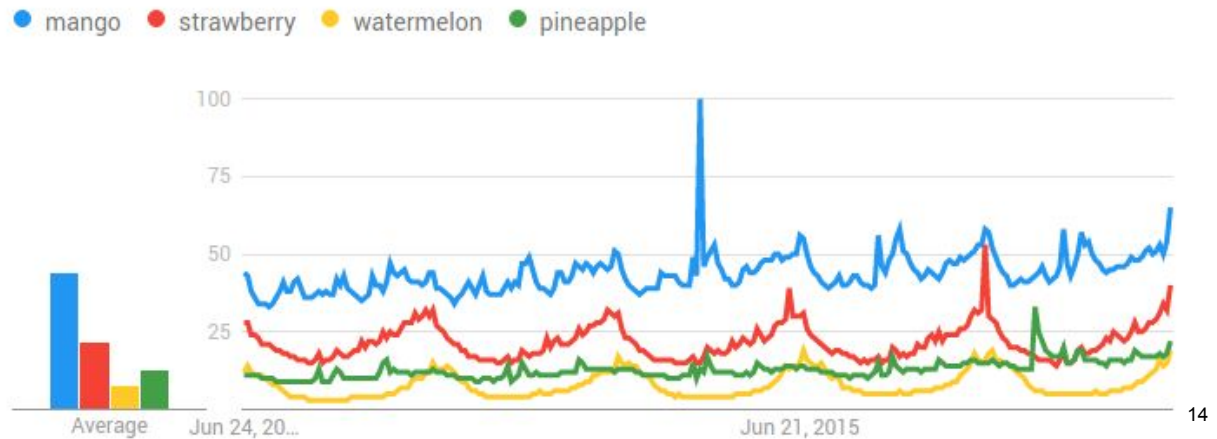
and Africa in the 19th century.<sup>11</sup> With the advent of modern trade, the worldwide presence of mangoes can be seen online today through Google Trends:



Searches for “mango” have trended consistently upwards, with seasonal variations:

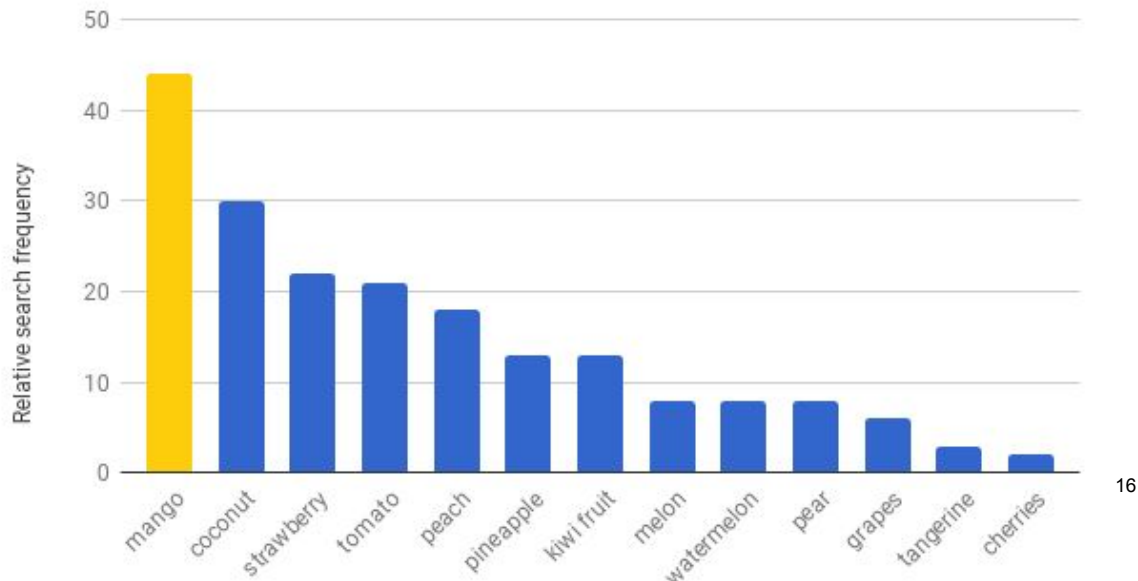


In fact, searches for the term “mango” far surpass searches for nearly every current fruit emoji. For example, “mango” searches exceed “strawberry”, “watermelon”, and “pineapple”:



It may come as a surprise that “mango” is **on average 5.14 times more popular** in Google Trends than any given current fruit emoji. Even though “mango” has no emoji presence, it would be tied with “lemon” as the **2nd most widely used** of all of the current fruit emoji (excluding “apple”)<sup>15</sup> given current Google Trends data.

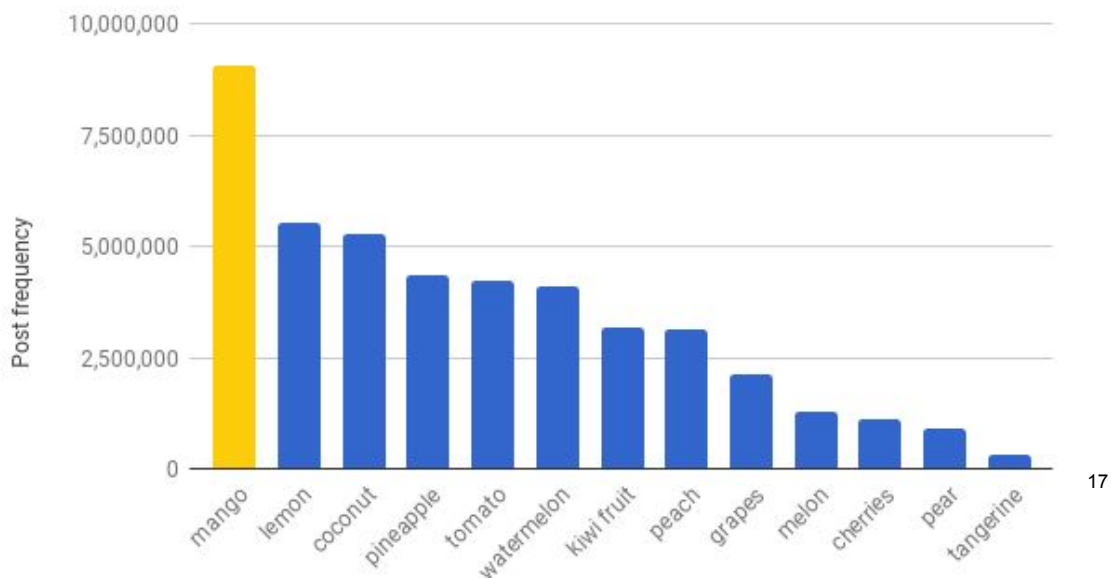
Google Trends: Fruit emoji that “mango” surpasses



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Instagram data corroborates these conclusions: “#mango” is **on average 4.96 times more popular** than the hashtag for any given current fruit emoji. Given current Instagram data, “#mango” would be the **3rd most widely used** hashtag of all of the current fruit emoji (excluding “apple”).

Instagram: Fruit emoji that “#mango” surpasses



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## **b. Multiple usages**

In a similar fashion as the coconut emoji, the mango emoji could be used to convey the sentiment that something is “exotic” or “tropical”.<sup>17</sup> This is because mangoes are often associated with tropical regions.

Furthermore, the mango is the national fruit of three different countries: India, Pakistan, and the Philippines. The mango tree is also the official national tree of Bangladesh.<sup>19</sup> Therefore a potential usage of the mango emoji could be to convey national pride.

## **c. Use in sequences**

Because of the wide usage of mangoes in food and drink, the mango emoji could be combined with many other emoji to indicate mango-based dishes:



= mango ice cream



= mango lassi



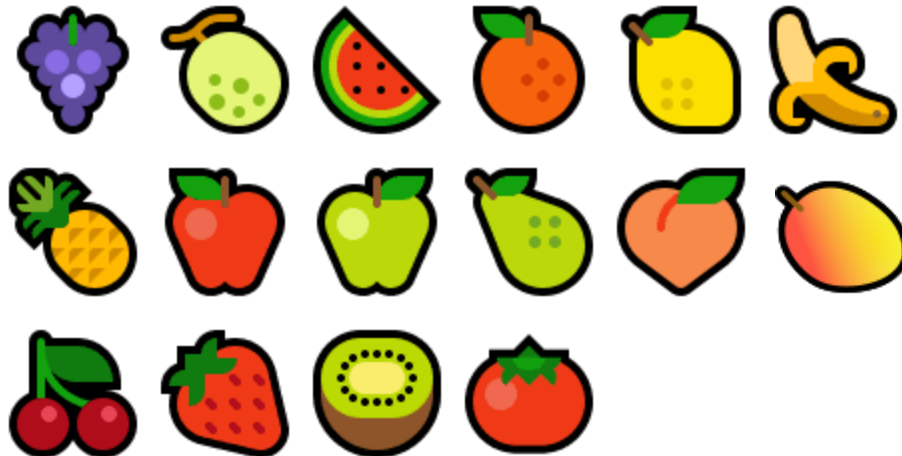
= mango salsa/chutney



= mango salad

### C. Image distinctiveness

The mango emoji is sufficiently unlike the other fruit emoji, yet it blends in stylistically.



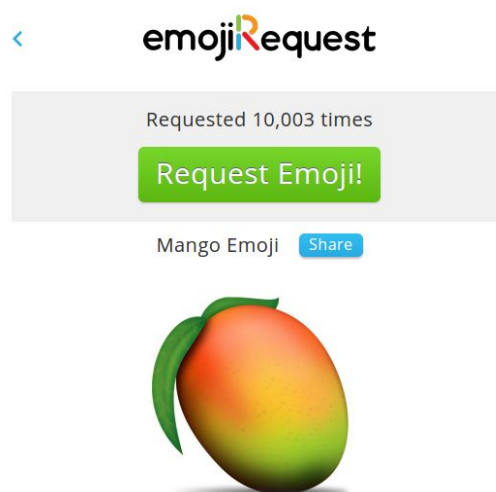
### D. Completeness

The mango is the most popular fruit in the world. It could be inferred that the current set of fruit emoji is incomplete without a mango emoji.

### E. Frequently requested

The mango emoji has been requested on many platforms, including Apple's support forums, Change.org, Emojirequest.com, and Twitter. This indicates a sustained interest and high potential usage.

Notably, the mango emoji has been requested over 10,000 times on Emojirequest.com:



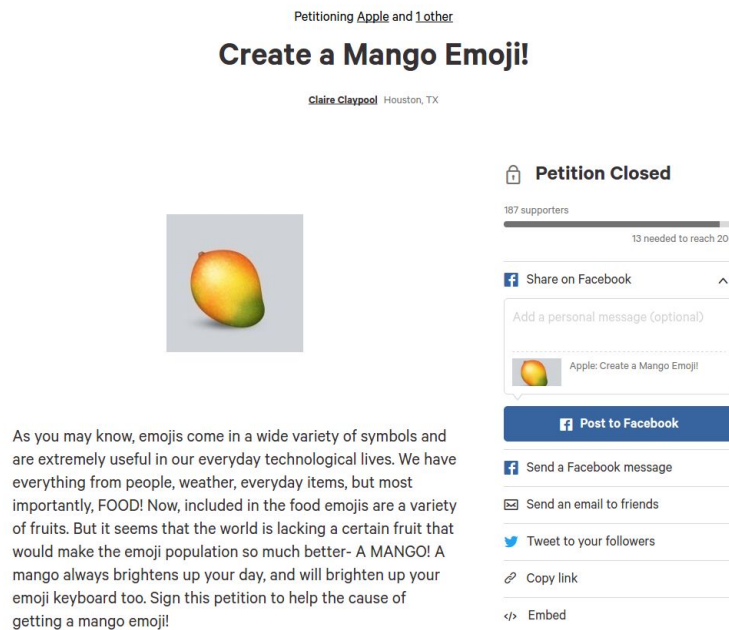


The mango emoji is also very frequently requested on Twitter: in fact, on one day this month there were **5 requests in 24 hours** for the emoji.



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Change.org has two petitions for a mango emoji. The larger petition has 187 supporters:



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## Selection Factors - Exclusion

### **A. Overly specific**

The mango emoji would only represent the mango fruit, which is appropriate and consistent with current fruit emoji (i.e. “pineapple” and “tomato.”) Of course, other meanings could be interpreted from the mango emoji, such as “tropical” or “exotic”.

### **B. Open-ended**

Mangoes are the most highly consumed fruit worldwide, which is a compelling reason to encode this emoji specifically. Other food items may deserve to become emoji as well, but the extreme popularity of the mango and its overwhelming statistical usage in comparison to current food emoji (see *Frequency*) makes the mango emoji a unique addition.

### **C. Already representable**

The mango emoji cannot be represented with existing emoji.

### **D. Logos, brands, UI icons, signage, specific people, deities**

N/A

### **E. Transient**

Mangoes have been consumed for thousands of years and will almost certainly be consumed into the future.

### **F. Faulty comparison**

The mango emoji would be included on its own merit and without regards to extending graphics for a current emoji.

## **Sort location**

The mango emoji belongs in the “food-fruit” grouping in the “Food & Drink” category. It would be most appropriately positioned after the peach emoji, because the two emoji both represent stone fruit (pit-bearing fruit).

## Endnotes

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- [11] Amber Pariona, "The Top Mango Producing Countries In The World," WorldAtlas, January 04, 2017, 1, accessed June 22, 2017, <http://www.worldatlas.com/articles/the-top-mango-producing-countries-in-the-world.html>.
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- [13] Ibid.
- [14] "Mango, Strawberry, Watermelon, Pineapple - Google Trends," Google Trends, June 22, 2017, 1, accessed June 22, 2017, <https://trends.google.com/trends/explore?q=mango,strawberry,watermelon,pineapple>
- [15] Results for the fruit are statistically conflated with results for Apple, Inc.
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- [17] "Instagram," Instagram, June 22, 2017, 1, accessed June 22, 2017, <https://www.instagram.com/explore/tags>
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## Appendix

Google Trends data:

Term	Relative search frequency	Mango popularity in comparison to term
apple	334	0.1317365269
banana	58	0.7586206897
lemon	44	1
mango	44	1
coconut	30	1.466666667
strawberry	22	2
tomato	21	2.095238095
peach	18	2.444444444
pineapple	13	3.384615385
kiwi	13	3.384615385
melon	8	5.5
watermelon	8	5.5
pear	8	5.5
grapes	6	7.333333333
tangerine	3	14.66666667
cherries	2	22

Instagram data:

Hashtag	Posts with hashtag	Mango popularity in comparison to hashtag
apple	17,812,847	0.5078050129
strawberry	12969494	0.697440702
banana	10,345,817	0.8743101681
mango	9,045,453	1
lemon	5,546,633	1.630800704
coconut	5,263,422	1.718549833
pineapple	4,375,820	2.067144672
tomato	4,250,200	2.12824173
watermelon	4,084,858	2.214386155

kiwi	3,182,634	2.842127936
peach	3,148,171	2.873240685
grapes	2,125,794	4.255093861
melon	1,310,026	6.904788913
cherries	1,111,621	8.137173551
pear	902,969	10.01745686
tangerine	328,141	27.5657507