



# HIBISCUS

## 2020 • FLAVOR INSIGHT REPORT

Hibiscus is a tropical plant or bush with large brightly colored flowers. When the dried petals are steeped in hot (or cold) water, they release a tart, almost-cranberry like flavor and a deep red-violet color that looks more like cabernet than chamomile. Over the past 5 years, hibiscus has been showing growth around the globe with a 78% increase in new products since 2014. Europe is the key region for growth with 35% of all hibiscus flavored new products. Let's take a closer look at the various forms of hibiscus on the menu, in social media, and in new products.

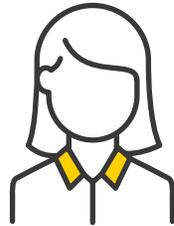
# HIBISCUS

## Social Listening Summary

We conducted a social listening analysis on hibiscus covering the previous 12 months. An overview is provided below.



Mentions per Minute



70%  
Female

Key Consumer Voice

**Keywords:** *green, iced, drink, delicious, ginger*



### KEY CONSUMER INTERESTS

- 1.) 60% Food & Drink
- 2.) 35% Desserts & Baking
- 3.) 24% Humor & Satire

### TOP POST

Instagram: @sunsoL\_muesli from Melbourne, Australia posted a recipe for "The most extra cake: strawberry **hibiscus** shortbread tart, with the most beautiful details... and it happens to be vegan!"

Source: Infegy Atlas



44

HIBISCUS RECIPES  
ON FOOD.COM



On Food.com, 44 recipes appear when you search for hibiscus. Recipes are mostly beverage and include hibiscus tea, hibiscus punch and hibiscus sangria. Other non-beverage recipes include: hibiscus nectar cake and hibiscus flower enchiladas.

## Hibiscus Sorbet

In the June 2019 issue of *Saveur* magazine, they highlight a sorbet recipe from La Tropicale in Paris which is meant for beginners. This sorbet does not include fruit but includes "dried hibiscus flowers and fresh ginger make for a sweet-tart, slightly spicy sorbet that's utterly irresistible." The recipe is simple with only three ingredients and the ability to control the overall sugar content for a refreshing dessert.



# HIBISCUS

ON THE MENU: Q4 2018-Q4 2019

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1,016

HIBISCUS MENTIONS  
ON THE MENU

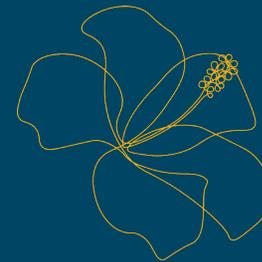
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Fine Dining is the top restaurant segment, with beverage, dessert and appetizer the top three menu sections with the most hibiscus-flavored items. Beverages account for 83% of all hibiscus-flavored menu items.



## MENU MENTIONS:

- **Hibiscus Apple Cider** features a vitamin rich **hibiscus flowers**, crisp apples and a touch of caramel at Argo Tea, nationwide.
- **Chicken Al Pastor** features crispy melted cheese, **hibiscus and chipotle tinga**, avocado, pina habanero pico at Puesto in La Jolla, California.
- **Corn Hibiscus Dessert** features a **hibiscus meringue**, corn pudding, and 'charred milk' ice cream at Le Bernardin in New York, NY.



21%

of US consumers would like to see items with floral flavors on a menu when dining out. -Mintel

# HIBISCUS

Global New Product Introductions: 2014-2019

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1,215

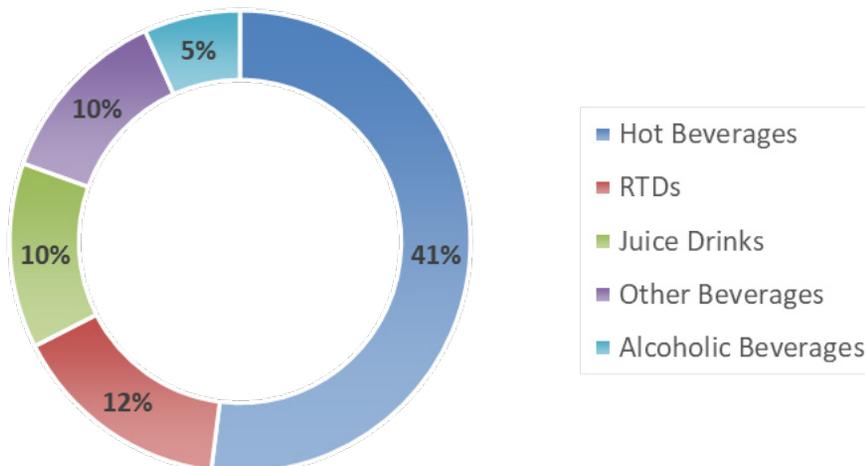
HIBISCUS FLAVORED  
NEW PRODUCT  
INTRODUCTIONS

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## GLOBAL FAST FACTS:

- **EUROPE** is the top global region for hibiscus new product introductions with 35% of all new products.
- **TEA** is the top product sub-category globally for hibiscus flavored new products.
- **RASPBERRY** is the top flavor paired with hibiscus.

## TOP HIBISCUS PRODUCT CATEGORIES



**OUTDOOR ORGANIC NUTRITION ORGANIC CHERRY, ALMOND AND HIBISCUS NUTRITIONAL BARS:** Created and cooked in the French Alps with Guérande salt, and is described as a concentrate of complete natural energy to go outside to play. | France



**NESTLÉ NESFIT SKIMMED YOGURT WITH RED FRUITS, OAT AND HIBISCUS:** Made with wholegrain oats and fruit and is free from lactose, fat and added sugar, is a source of fiber and protein, and contains 6g of protein per package. | Brazil



**GOODLEAF BERRY & HIBISCUS FLAVORED CBD INFUSED SPARKLING DRINK:** This African botanical spring water contains broad spectrum cannabidiol (CBD) which is known for its calming properties and said to hydrate the body and nourish the mind. | South Africa

# HIBISCUS

North America New Product Introductions: 2014-2019

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151

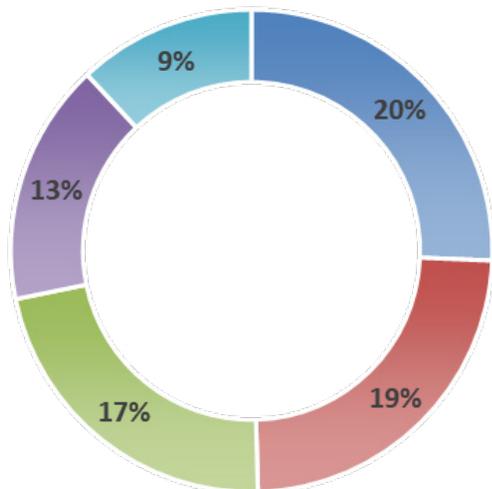
HIBISCUS FLAVORED  
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INTRODUCTIONS

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## NORTH AMERICA FAST FACTS:

- **NORTH AMERICA** accounts for 12% of all hibiscus flavored new product introductions.
- **TEA** is the top product sub-category for hibiscus flavored new products.
- **RASPBERRY** is the top flavor paired with hibiscus.

## TOP HIBISCUS PRODUCT CATEGORIES



## LA CROIX NATURALLY HI-BISCUS ESSENCED SPARKLING WATER:

This product is free from calories, sweeteners and sodium.

39% of consumers responded that they likely or definitely would purchase this product | USA



## WALLABY ORGANIC AUSSIE GREEK NO SUGAR ADDED PEACH HIBISCUS WHOLE MILK YOGURT:

Naturally flavored and contains with 4.5% milkfat and 11 g protein.

39% of consumers responded that they likely or definitely would purchase this product | USA



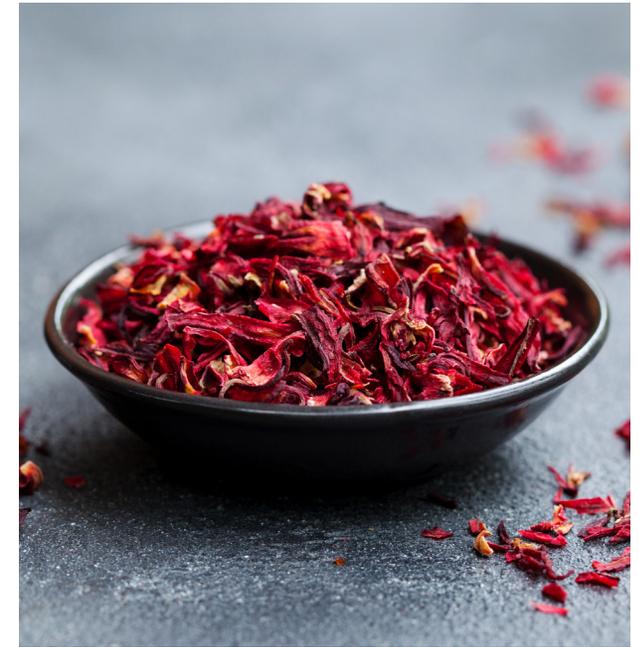
## LADY MAY SWEETS AND CONFECTIONS BLUEBERRY HIBISCUS GOURMET GUMMY TEDDIES:

Made with real fruit juice and premium ingredients and 100 calories per serving.

35% of consumers responded that they likely or definitely would purchase this product | USA

# THE TAKEAWAYS

*Hibiscus is showing consistent growth over the past 5 years and new products are being introduced around the globe. We are also spotting growth in hibiscus flavored menu items, with fine dining as the top restaurant segment and beverage accounting for 83% of all hibiscus flavored menu items. For those posting about hibiscus on social media the words green (as it relates to the inclusion of hibiscus in juice), iced, drink, delicious, and ginger are the words most often associated with posts about hibiscus. The floral flavor profile adds a unique top-note beyond beverages and is being introduced in yogurt, ice cream and even confectionery products. The question is—is hibiscus on your Flavor Radar?*



## SOURCES:

Mintel GNPD

Mintel Menu Insights

Mintel Purchase

Intelligence

Food.com

Food Lover's  
Companion

Infegy

Saveur

## YOU DESERVE MORE. LET'S GET STARTED.

What does true partnership look like? You deserve a flavor partner ready to turn these trends into the tangible.

Let FONA's market insight and research experts get to work for you. Translate these trends into bold new ideas for your brand. Increase market share and get to your "what's next." Our technical flavor and product development experts are also at your service to help meet the labeling and flavor profile needs for your products to capitalize on this consumer trend. Let's mesh the complexities of flavor with your brand development, technical requirements and regulatory needs to deliver a complete taste solution.

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