

BLACK CURRANT

TRENDING FRUIT
FLAVOR SPOTLIGHT



EVERYDAY FLAVOR

Black Currant is appearing
in the everyday portion of
our Flavor Radar



PAIRS WELL WITH:

- Apple
- Blackberry
- Apricot

59% GROWTH

in black currant flavored
health care products from
2019-2020 globally

TOP PRODUCT CATEGORIES

Sugar & gum
confectionery, alcoholic
beverages and fruit spreads

UNIQUE, INDULGENT TREAT, TASTY

consumer
descriptions of black
currant

Flavor Radar®



FONA's Flavor Radar is a flavor mapping methodology that trends flavors from novel idea to everyday pantry staple. Using a mix of current data points from industry-renowned databases and an in-depth analysis on how a flavor trend is affecting the food industry, FONA is able to make flavor recommendations for 2021 & beyond.

NEED DETAILS ON OTHER TRENDING FRUIT FLAVORS?

Contact your Account Executive or visit www.fona.com/chat

Even more trend reports and insights can be found at www.fona.com/insights