

BLUEBERRY

TRENDING FRUIT
FLAVOR SPOTLIGHT



EVERYDAY FLAVOR

Blueberry is appearing
in the everyday portion
of our Flavor Radar



PAIRS WELL WITH:

- Apple
- Pomegranate
- Lemon

89% GROWTH
in blueberry alcoholic
beverages from
2019-2020 globally

TOP PRODUCT CATEGORIES

Snacks, bakery and dairy

TASTY, INDULGENT TREAT, HEALTHY

consumer
descriptions of
blueberry

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