

STRAWBERRY

TRENDING FRUIT FLAVOR SPOTLIGHT



EVERYDAY FLAVOR

Strawberry is appearing in the everyday portion of our Flavor Radar



PAIRS WELL WITH:

- Banana
- Lemonade
- Cream

23% GROWTH

in strawberry flavored health care products from 2019-2020 globally

TOP PRODUCT CATEGORIES

Dairy, sugar & gum confectionery, and desserts & ice cream

TASTY, INDULGENT TREAT, AND FUN

consumer descriptions of strawberry

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