



## TRENDING FRUIT FLAVORS 2021 & BEYOND

Assertions about flavor trends can sometimes seem heavy on intangibles and light on data. To fill this gap between theory and fact, FONA developed Flavor Radar®, a flavor mapping methodology that trends flavors from novel idea to everyday pantry staple.

FONA's Flavor Radar uses 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.

Based on an analysis of fruit flavors within food, beverage and healthcare products, these are the trending fruit flavors we recommend for 2021 and beyond.

	<p><b>APRICOT</b></p>	<p>With a sweet and tart flavor profile, apricot is the forgotten orchard fruit. Similar to peaches with their fuzzy exterior, apricots pair well with sweet flavor profiles like peach, mango and honey. Apricot is showing 39% growth in new product introductions in North America from 2018-2019. Top product categories include: fruit snacks, sweet spreads and bars. Apricot flavored products are described as: natural, healthy, and tasty by consumers. Apricot appears in the mainstream portion of our Flavor Radar.</p>
	<p><b>BLACK CURRANT</b></p>	<p>With a sweet and sharp flavor with a somewhat astringent taste, black currants have a taste unlike other berries. Black currants pair well with apple, blackberry and apricot. Black currant is showing 217% growth in new product introductions in North America from 2018-2019. Top product categories include: sugar &amp; gum confectionery, alcoholic beverages and fruit spreads. Black currant flavored products are described as: unique, indulgent treat, and tasty. Black currant is appearing in the everyday portion of our Flavor Radar.</p>
	<p><b>BLUEBERRY</b></p>	<p>With a sweet and slightly tart flavor, blueberries are one of the most popular berry flavors. Blueberry pairs well with apple, pomegranate and lemon. Blueberry is showing 10% growth in new product introductions in North America from 2018-2019. Top product categories include: snacks, bakery, and dairy. Blueberry flavored products are described as: tasty, indulgent treat and healthy by consumers. Blueberry is appearing in the everyday portion of our Flavor Radar.</p>
	<p><b>CHERRY</b></p>	<p>A true balance of sweet and sour, cherries are a popular stone fruit. Cherry pairs well with chocolate, sour and lime. Cherry is showing 10% growth in new product introductions in North America from 2018-2019. Top product categories include: snacks, sugar &amp; gum confectionery, and desserts &amp; ice cream. Cherry flavored products are described as: indulgent treat, fun and tasty by consumers. Cherry is appearing in the everyday portion of our Flavor Radar.</p>
	<p><b>CRANBERRY</b></p>	<p>Known for their signature tart flavor, cranberries are often sweetened to balance the overall flavor profile. Cranberry pairs well with orange, apple and raspberry. Cranberry is showing 31% growth in new product introductions in North America from 2018-2019. Top product categories include: snacks, bakery, and juice drinks. Cranberry flavored products are described as: healthy, natural and tasty by consumers. Cranberry is appearing in the everyday portion of our Flavor Radar.</p>
	<p><b>DRAGON FRUIT</b></p>	<p>Dragon fruit is a true tropical flavor with its sweet and delicate taste that is best described as a cross between a kiwi and a pear. Dragon fruit pairs well with white tea, raspberry and lemongrass. Dragon fruit is showing 71% growth in new product introductions in North America from 2018-2019. Top product categories include: meal replacement beverages, energy drinks, and RTD (iced) tea. Dragon fruit flavored products are described as: unique, indulgent treat, and tasty by consumers. Dragon fruit is appearing in the everyday portion of our Flavor Radar.</p>
	<p><b>GUAVA</b></p>	<p>Guava is described as having a sweet flowery essence with a taste that combines both strawberry and pear. Guava pairs well with strawberry, passion fruit and other tropical flavors. Guava saw significant growth (82%) from 2017-2018 and showing 8% growth from 2018-2019 within new product introductions in North America. Top product categories include: juice drinks, alcoholic beverages, and sweet spreads. Guava flavored products are described as: unique, natural, and healthy by consumers. Guava is appearing in the everyday portion of our Flavor Radar.</p>

	<p><b>LEMON</b></p>	<p>With its extremely sour flavor profile, lemon adds a refreshing brightness and balance to beverages and entrees alike. Lemon pairs well with lime, ginger and blueberry. Lemon is showing 18% growth in new product introductions in North America from 2018-2019. Top product categories include: juice drinks, flavored water, and sugar &amp; gum confectionery. Lemon flavored products are described as: tasty, fun, and refreshing by consumers. Lemon is appearing in the everyday portion of our Flavor Radar.</p>
	<p><b>LYCHEE</b></p>	<p>Lychees are simply sweet with a distinct floral taste and pair well with pineapple, coconut and mango. Lychee is showing 200% growth in new product introductions in North America from 2018-2019. Top product categories include: juice drinks, desserts &amp; ice cream and sugar &amp; gum confectionery. Lychee flavored products are described as: unique, fun, and refreshing by consumers. Lychee is appearing in the mainstream portion of our Flavor Radar.</p>
	<p><b>ORANGE</b></p>	<p>With their sweet and juicy flavor, oranges are one of the most popular orchard fruits with its versatile flavor profile. Orange pairs well with mango, cranberry and cream. Orange is showing 20% growth in new product introductions in North America from 2018-2019. Top product categories include: juice drinks, sugar &amp; gum confectionery, and bakery. Orange flavored products are described as: tasty, refreshing, and indulgent treat by consumers. Orange is appearing in the everyday portion of our Flavor Radar.</p>
	<p><b>RED GRAPEFRUIT</b></p>	<p>Red grapefruit is a tropical citrus fruit, described as having a juicy, succulent and sweet-tart taste, Red grapefruit pairs well with blood orange, cranberry and pineapple. Red grapefruit is showing 300% growth in new product introductions in North America from 2018-2019. Top product categories include: juice, alcoholic beverages, and nectars. Red grapefruit flavored products are described as: refreshing, tasty, and healthy by consumers. Red Grapefruit is appearing in the everyday portion of our Flavor Radar.</p>
	<p><b>STRAWBERRY</b></p>	<p>Strawberries are juicy and sweet with a slightly sour taste. They can also be described as fresh, cooked, and jammy. Strawberry pairs well with banana, lemonade and cream. Strawberry is showing 18% growth in new product introductions in North America from 2018-2019. Top product categories include: dairy, sugar &amp; gum confectionery, and desserts &amp; ice cream. Strawberry flavored products are described as: tasty, indulgent treat, and fun by consumers. Strawberry is appearing in the everyday portion of our Flavor Radar.</p>
	<p><b>WATERMELON</b></p>	<p>Known as the iconic taste of summer, watermelon has a signature sweet flavor. Watermelon pairs well with strawberry, sour, and lemonade. Watermelon is showing 7% growth in new product introductions in North America from 2018-2019. Top product categories sugar &amp; gum confectionery, juice drinks, and flavored water. Watermelon flavored products are described as: tasty, fun, and refreshing. Watermelon is appearing in the everyday portion of our Flavor Radar.</p>
	<p><b>YUZU</b></p>	<p>Hailing from Japan, yuzu is explosively fragrant and has a briskly tart flavor reminiscent of limes and oranges. Yuzu pairs well with honey, orange, and ginger. Yuzu is showing 50% growth in new product introductions in North America from 2018-2019. Top product categories chocolate confectionery, alcoholic beverages, and sauces &amp; seasonings. Yuzu flavored products are described as: unique, indulgent treat, and tasty by consumers. Yuzu is appearing in the up &amp; coming portion of our Flavor Radar.</p>