

EXOTIC FRUIT FLAVOR PROFILES

OPPORTUNITIES IN THE FOOD
AND BEVERAGE SPACE

2022 TREND REPORT BITE



EXCITED ABOUT EXOTIC

Exotic, tropical and unique fruit flavors are trending as consumers seek new and novel experiences through the food and beverages they consume. As consumers have spent more time at home in the past few years, they have become more open and interested in trying unfamiliar and adventurous flavors. Their craving for exploration may be driven by their search for a break from repetitive cycles and a source of entertainment throughout the pandemic. In addition, many consumers believe exotic and tropical fruit flavors to have perceived health benefits like immune system health, relaxation and more. We're taking a look at the recent growth in this space, from new product introductions, flavors and more. Let's see where you can find opportunity for your brand.



57%

*Of U.S. fruit consumers
show interest in exotic
fresh fruits.*

66%

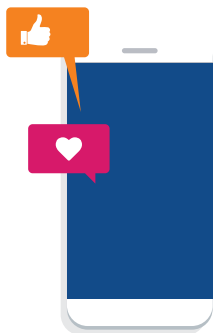
*Of consumers are eating
a greater variety of ethnic
foods today.*

Exploring Exotic

Over the past few years, consumer awareness of exotic fruit flavor profiles has increased for a variety of reasons, leaving much opportunity for food and beverage developers looking to innovate.

WHERE'S THE OPPORTUNITY IN EXOTIC FRUIT FLAVORS?

- More consumers are thinking and acting like foodies, providing opportunity for colorful dishes and adventurous taste experiences.
- Increasingly adventurous American palates are driving desire for authentic dishes and ethnic cuisine.
- Experimentation with flavor while at home during COVID-19 has created openness to new flavors.
- Trendy and fun opportunities for social media inspire innovation.



194K

posts on Instagram with #exoticfruit.

175.6M

views on TikTok with #exoticfruit.



“Growing consumer demand for exotic fruit profiles has resulted in a positive demand shift by consumer social mentions at home and in restaurants for Clementine, Navel, Tangelo and Blood Orange (Tastewise, 2020). This demand is not just found with orange, as there is a rise in authentic, natural, and organic varietal and exotic fruit profiles from regions all around the world.”

- FOOD DIVE



Defining Exotic

What one consumer might define as exotic, might not be consistent with another consumer’s perceptions due to cultural, geographical differences, preference and more. We broke down a few well-known and more “further out” exotic flavors and had consumers rate on a 5-point scale from “Dislike Very Much to Like Very Much.” Developers can find opportunity leveraging similar flavors to cater to consumers’ wanderlust and thirst for adventure.

EXOTIC FRUIT FLAVOR - CONSUMER INTEREST BREAKDOWN

FAMILIAR

FLAVOR	MEAN SCORE
• Pineapple	4.07
• Mango	3.87
• Passionfruit	3.70
• Banana	3.69
• Blood Orange	3.64
• Kiwi	3.61
• Coconut	3.58
• Pomegranate	3.57
• Meyer Lemon	3.50
• Key Lime	3.45



EXOTIC

FLAVOR	MEAN SCORE
• Guava	3.37
• Dragon Fruit	3.33
• Papaya	3.32
• Starfruit	3.22
• Prickly Pear	2.99
• Tamarind	2.98
• Lychee	2.74
• Plantain	2.64
• Yuzu	2.63
• Avocado	2.60



EXTRA EXOTIC

FLAVOR	MEAN SCORE
• Calamansi	3.26
• Casaba Melon	3.04
• Cloudberry	2.99
• Pomelo	2.99
• Makrut Lime	2.98
• Mangosteen	2.92
• Jackfruit	2.91
• Kumquat	2.88
• Persimmon	2.88
• Rambutan	2.70



SUPER EXOTIC

FLAVOR	MEAN SCORE
• Feijoa	3.16
• Soursop	3.01
• Kiwano Horned Melon	2.84
• Tamarillo	2.82
• Mamey	2.76
• Cherimoya	2.74
• Jujube	2.73
• Paw Paw	2.70
• Lucuma	2.67
• Cupuacu	2.65



PRODUCTS OF NOTE



APRATI FOODS is a new hard candy brand launched by American Licorice Co., maker of Sour Punch and Red Vines candy. The portfolio includes two hard candy assortments featuring varieties inspired by the local flavors of Cambodia. The Frutati candy comes in Blueberry Yuzu, Pineapple Passionfruit and Green Apple Mango flavors.

Source: Food Business News



BAYA ENERGY DRINK was launched by PepsiCo & Starbucks and contains caffeine naturally found in coffee fruit as well as the antioxidant vitamin C for immune support. The product is available in three flavors: Mango Guava, Raspberry Lime and Pineapple Passionfruit.



WELCH'S SUPERFRUIT MIX FRUIT SNACKS claims to “bring you on a flavor adventure with a unique and luscious combination of flavors” including Pomegranate-Passionfruit, Starfruit-Kiwi, Dragonfruit-Blackberry, Acai-Blueberry and Goji-Apricot.

44% of consumers responded that they likely or definitely would buy this product.

Approachable Adventure

Looking for a recipe for success with exotic flavors? Try creating flavor pairings through “Approachable Adventure.” This technique pairs a familiar flavor with an adventurous flavor to balance something consumers already know with something new and unique. We’ve seen this with now more common flavor combinations like strawberry kiwi, but flavor combination ideas with this pairing technique are seemingly endless in both food and beverage. Our pairing map shows a few examples that may help your brand inspire innovation for your next product development from less to more exotic.

“Consumers are seeking out more adventurous sensory experiences, so brands are introducing exotic and unfamiliar fruits to consumers’ palates by combining them with popular domestic true-to-fruit flavors.”

– BEV INDUSTRY



PRODUCT OF NOTE

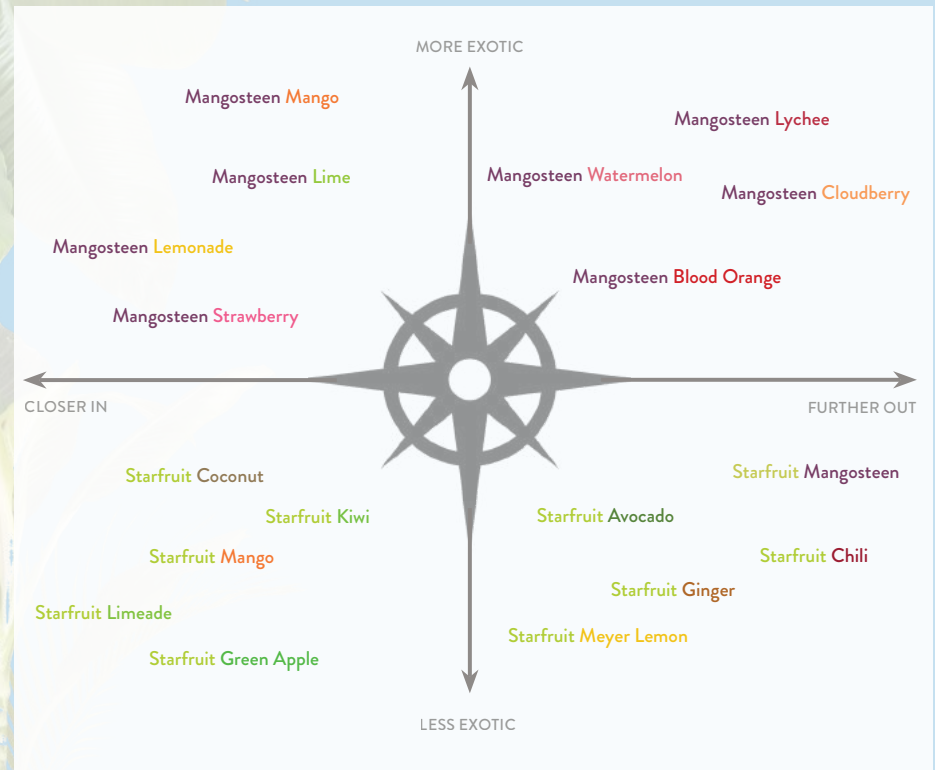


KONA SPIKED ISLAND SELTZER HARD SELTZER comprises Tropical Punch, Starfruit Lime, Strawberry Guava, and Passionfruit Orange Guava flavors, and features sparkling bubbles, enticing aromas and juicy flavors. The product contains 0g sugar, 2g carbs and 100 calories.

40% of consumers responded that they likely or definitely would buy this product.



EXOTIC FRUIT PAIRING MAP



Source: BevIndustry, Vecteezy.com

THE TAKEAWAYS

For consumers searching for adventure, but are still wary of travel, exotic flavors can serve as the perfect little getaway from home. These flavors gained popularity before the pandemic, but exotic, tropical and unique fruit flavors only continued to gain consumers' attention as they sought new and novel experiences at-home through food and beverage. In fact, 57% of U.S. fruit consumers show interest in exotic fresh fruits according to Mintel.

Developers looking to enter into this space have ample opportunity for innovation, especially when using the "Approachable Adventure" pairing technique – pairing a familiar flavor with a more unique flavor. From alcoholic beverages to juice, gummies and more, the exotic fruit market is surely growing. The question is, is your brand up for the adventure? We can help you discover your "what's next?".



SOURCES

- Mintel
- Mintel GNPD
- Bev Industry
- Progressive Grocer
- Food Dive
- Instagram
- TikTok
- Vecteezy

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.

From concept to manufacturing, we're here for you – every step of the way. Contact our sales service department at [630.578.8600](tel:630.578.8600) to request a flavor sample or chat us up at www.fona.com/contact-fona/.

REQUEST YOUR
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FLAVOR SAMPLE HERE

