

BERRY

TRENDING SWEET
FLAVOR SPOTLIGHT



GROWING FLAVOR

Berry is appearing as a growing flavor according to Mintel GNPD

PAIRS WELL WITH:

- Lemon
- Watermelon
- Vanilla



+300% GROWTH
in North America new
product introductions from
Q4 2020 vs Q4 2021

TOP PRODUCT CATEGORIES

Snacks, Alcoholic Beverages,
Dairy

71% OF CONSUMERS

love or like Berry, 91%
know it and 84%
have tried it



BODYARMOR EDGE BERRY BLITZ
FLAVORED SPORTS DRINK is made
with over 1,000mg of potassium-packed
electrolytes plus 100mg of caffeine.
42% of consumers responded that they
likely or definitely would buy this product.



NATURE'S PATH ORGANIC MIXED BERRY
GRANOLA is said to be a good source of
fiber, is low in sodium and free from added
sugar.
40% of consumers responded that they
likely or definitely would buy this product.

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