CHERRY
TRENDING SWEET
FLAVOR SPOTLIGHT

PAIRS WELL WITH:
• Lime
• Berry
• Orange

+233% GROWTH
in North America new
product introductions from
Q4 2020 vs Q4 2021

TOP PRODUCT CATEGORIES
Sugar & Gum Confectionery,
Bakery, Alcoholic Beverages

75% OF CONSUMERS
love or like Cherry, 96%
know it and 89%
have tried it

GROWING FLAVOR
Cherry is appearing as a
growing flavor according
to Mintel GNPD

KARMA PROBIOTIC WATER VARIETY PACK
includes: Strawberry Lemonade; Blueberry
Lemonade; and Berry Cherry flavors.
30% of consumers responded that they
likely or definitely would buy this product.

BLUE BUNNY CHERRY CHOCOLATE
CHUNK FROZEN DAIRY DESSERT contains
cherry chunks and dark chocolate flakes.
60% of consumers responded that they
likely or definitely would buy this product.

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Sources: Mintel GNPD, Datassential