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
BERRY TRENDING SWEET FLAVOR SPOTLIGHT

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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Sources: Mintel GNPD, Datassential