

A top-down view of several triangular slices of watermelon with black seeds scattered on a teal background. A semi-transparent red rectangle is centered over the image, containing the title and text.

WATERMELON

2022 • FLAVOR INSIGHT REPORT

Watermelon is a very popular flavor in the U.S. that you can expect at every picnic and backyard BBQ. Watermelon is a fruit that is a part of the melon family and is native to Southern Africa over 4,000 years ago. It has a watery texture with a sweet flavor which can be eaten as a snack or as an ingredient in an array of dishes and beverages. Spotted in new products from sugar & gum confectionery, juice drinks, and even desserts – we are seeing 23% growth in global new watermelon flavored products from 2017-2021. Let's take a closer look and see where watermelon is appearing on the menu, in new products, and social media.

WATERMELON

Social Listening Summary

We conducted a social listening analysis on watermelon for the last 30 days. An overview is provided below.



Mentions in the
Past 30 days



52%
Male

Key Consumer Voice

POPULAR POSTS



In a tweet from @foodietechlab, she shares a picture of a watermelon "cake" that is entirely made of fruit, with watermelon as the main ingredient. "Watermelon cake [homemade] #viral #trending #foodie #foodblogger #foodphotography #ff #tbt #ico"



In a tweet from @RossChastain (Nascar Driver) he is a "melon partner" and sharing the benefits of hydration from eating watermelon. "As it turns out, hydration is pretty important for guys like me. Fact: You can't spell watermelon without water. At 92% water, it's a great hydrator. #WatermelonEveryday #MelonPartner #EatFloridaWatermelon "

338

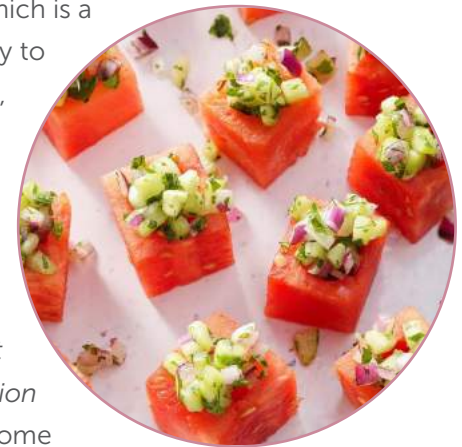
WATERMELON
RECIPES ON
FOODNETWORK.COM

On Foodnetwork.com, 338 total recipes appear when searching for watermelon. The recipes range from beverages like Watermelon Martinis and Watermelon Limeade to desserts such as Watermelon Granita Parfait and Watermelon Sorbet as well as healthy offerings including Watermelon Pizza and Watermelon-Cucumber Salad.

Taste of Home | Watermelon Cups

In the June/July 2022 issue of Taste of Home, they share multiple recipes for family gatherings for all summer long. Recipes range from appetizers, main dishes, and desserts. One specific recipe is called Watermelon Cups which is a

light appetizer that is very easy to make. It includes watermelon, cucumber, red onion, fresh mint, fresh cilantro, and lime juice. "This lovely appetizer is almost too pretty to eat! Sweet watermelon cubes hold a refreshing topping that showcases cucumber, red onion and fresh herbs." —Taste of Home Test Kitchen



WATERMELON ON THE MENU 2021

609

WATERMELON
MENTIONS ON THE
MENU IN 2021

Source: Datassential

- **6%** growth in watermelon flavored menu items from 2017-2021
- **Casual Dining** is the top restaurant segment with **52%** of watermelon flavored menu items appearing there.
- **Beverage** accounts for **78%** of all watermelon flavored menu items.



MENU MENTIONS:

- **Watermelon Burst Sorbet Ice Cream** featuring a **watermelon** flavored sorbet with slightly sour **watermelon** flavored swirls at Baskin Robbins nationwide.
- **Classic Watermelon Breeze Smoothie** featuring a combination of **watermelon** and grape juices blended with raspberry sherbet, strawberries, and pineapple at Jamba Juice available nationwide.
- **Red, White & Blueberry Salad** featuring all-natural chicken breast, fresh spinach, crumbled feta cheese, strawberries, blueberries, and **watermelon**. Served with a fat-free raspberry vinaigrette at Newk's Eatery nationwide.

Consumer Awareness of Watermelon

Watermelon is a flavor to that is extremely familiar to consumers. According to Datassential's Flavor Tool, watermelon is a part of the 98th percentile meaning that consumers love watermelon more than 98% of all other items.

- 80% love or like it
- 98% know it
- 94% have tried it



WATERMELON

Global New Product Introductions: 2017-2021

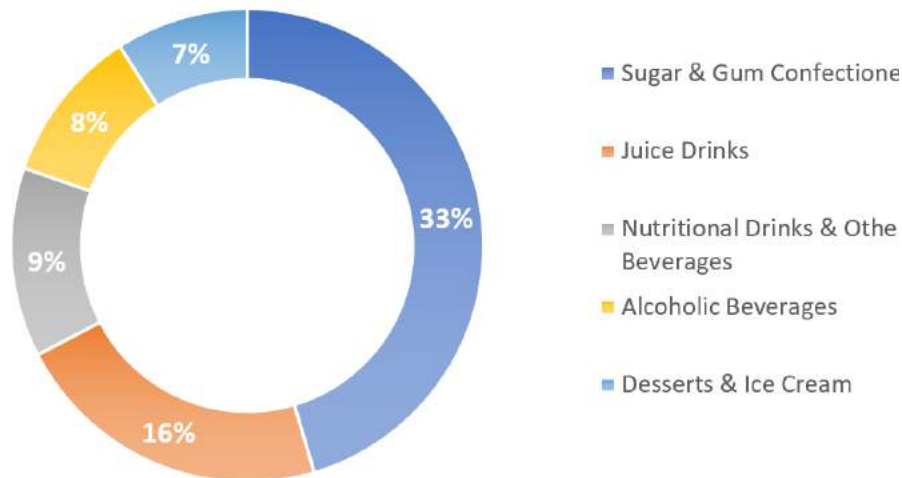
1,948

WATERMELON FLAVORED
NEW PRODUCT
INTRODUCTIONS

GLOBAL FAST FACTS:

- **Asia Pacific** is the top global region for watermelon flavored new product introductions.
- **Sugar & Gum Confectionery** is the top product category globally for watermelon flavored new products.
- **Strawberry** is the top flavor paired with watermelon which is followed by mint.

TOP WATERMELON FLAVORED PRODUCT CATEGORIES



BABYLOVE STRAWBERRY & WATERMELON IN APPLE: This product is made with 100% organic fruits and has no added sugar. The product can be described as practical and delicious snack for babies starting at one year old. | GERMANY



BONSOY SPARKLING COCONUT WATER WITH WATERMELON: This product is described as a healthy sparkling water that has no added sugar or added nasties. This product is also a vegan. | Australia



CANDY KITTENS SOUR WATERMELON GOURMET SWEETS: This product is described as a vegan product that is gluten free, palm oil free, and carnauba wax free. This product is a fruit gummy that has watermelon juice, natural flavors, and colors. | Denmark

WATERMELON

North America New Product Introductions: 2017-2021

469

WATERMELON FLAVORED
NEW PRODUCT
INTRODUCTIONS

FAST FACTS:

- **North America** accounts for 24% of all watermelon flavored new product introductions.
- **Sugar & Gum Confectionery** is the top product category in North America for watermelon flavored new products.
- **Strawberry** is the top flavor paired with watermelon.

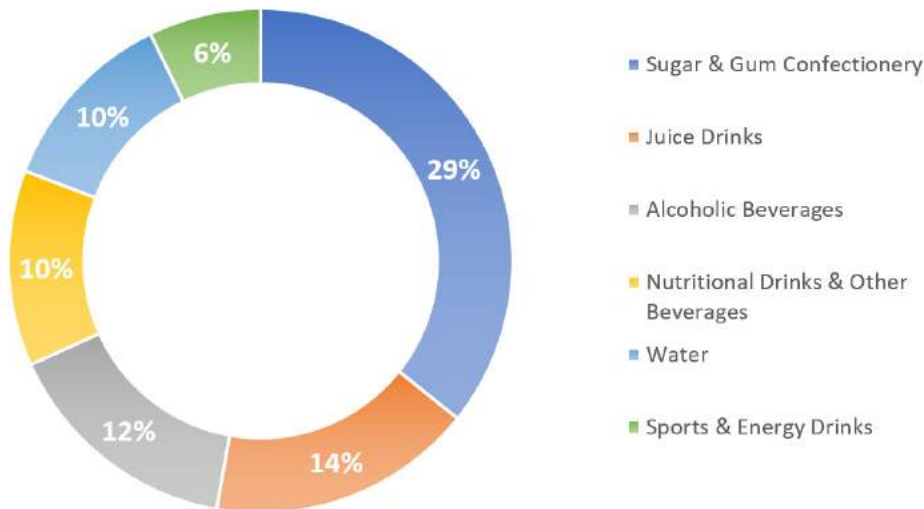


OOYA RASPBERRY WATERMELON STIMULATING INFUSION: This product is a plant-based organic energy drink. It contains 90mg of naturally occurring caffeine per 250ml can. | Canada



GLEE WATERMELON NATURAL CHEWING GUM: This product is vegan certified as it is described as plant-based and is free from multiple items like GMOs, plastics, artificial colors, flavors, and sweeteners. | USA

TOP WATERMELON FLAVORED PRODUCT CATEGORIES



FRIENDLY FARMS WATERMELON BLENDED LOW FAT GREEK YOGURT: This product is described as light to eat but is protein rich. It is also gluten free. | USA



PLUS SWEET

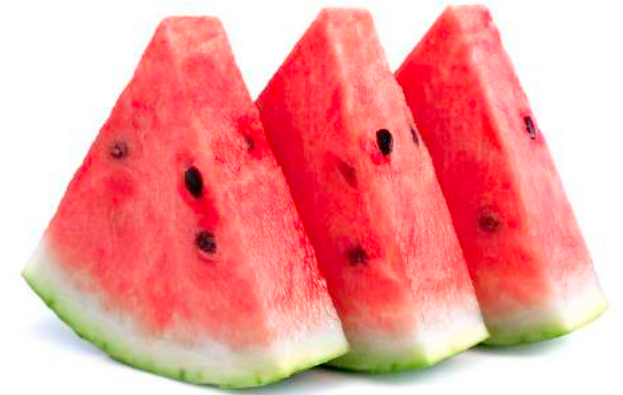
Skip the full-on sugar rush. Everything we once thought about what it means to be sweet is off the table. Sweetness is being balanced with other favorite flavors—savory, smoky and heat for an unexpected complexity that’s satiating and often unexpected. As we move away from overly sweet and improvise on reducing sugar, there is experimentation and fluidity in what it means to be “sweet,” whether expressed as a no rules, layered approach in ice cream or salad—sweet notes are intermingled with other flavors.

Watermelon=Plus Sweet

Watermelon fits perfectly into McCormick’s 22nd edition of Flavor Forecast. It is a versatile flavor that pairs well with everything from sweet, sour, salty and even spicy. From watermelon and feta salads, balsamic watermelon chicken salad, fire & ice salsa (watermelon + jalapeno) and even simply adding salt to your watermelon to eat as is—the options are endless with this juicy and delicious summer staple.

THE TAKEAWAYS

Watermelon is showing growth around the globe with the majority of new products appearing in APAC. Watermelon is also showing growth on restaurant menus, with casual dining as the key restaurant segment and beverages accounting for 78% of watermelon flavored menu items. With its sweet and juicy flavor, watermelon is a wonderful pair to sweet, salty, and even spicy flavors. Watermelon also fits perfectly into the 22nd edition of McCormick's Flavor Forecast trend Plus Sweet. The question is—is watermelon on your Flavor Radar?



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. Let's mesh the complexities of flavor with your brand development, technical requirements and regulatory needs to deliver a complete taste solution.

From concept to manufacturing, we're here for you — every step of the way. Contact our sales service department at 630.578.8600 to request a flavor sample.

SOURCES:

Mintel GNPD

Datassential

Taste of Home

Foodnetwork.com

BrandWatch

Food Lover's Companion

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FREE
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