OVERVIEW
Papayas are best known for their high levels of Vitamin C and digestive enzymes. Also known as the papaw or pawpaw, this tropical fruit is native to Mexico, Central America, and part of South America, and the flesh has a flavor profile that is exotic and a sweet-tart flavor. The seeds are edible and have a peppery flavor but are often discarded. We are spotting papaya in new products from snacks, dairy products, and juice drinks. Let’s take a closer look and see where papaya is appearing on the menu, in new products, and social media.

Source: Mintel Menu Insights

Papaya is showing 19% global growth on restaurant menus since 2021.
PAPAYA Social Listening Summary

There are over 1.69 million posts on Instagram using the hashtag #papaya. Most of the posts are touting the health benefits of papaya, but also consumers sharing their own recipes using papaya.

- @tarladalal shares a recipe for a papaya pear yoghurt smoothie with Greek yogurt and coconut milk.
- @eddriantjhia shares a beautiful picture of a papaya breakfast boat. This post includes not only the papaya hashtag but also #veganfood and the other fruits included such as banana, strawberry, blueberry, pomegranate, dragon fruit, and golden berry.

449 PAPAYA RECIPES ON FOODNETWORK.COM

On Foodnetwork.com, 449 recipes and articles appear when searching for papaya. The recipes range from papaya smoothies, salads, soup, chicken, papaya-cilantro salsa, pineapple-papaya chutney and even a recipe for a papaya facial.

The New Yorker | Move Over, Acai—It’s the Pawpaw’s Time

In the September 2022 issue of The New Yorker magazine, they introduce Michael Judd, an edible-landscape designer from Maryland, who says he eats mostly pawpaw from August to October when it is in season. From pawpaw crème brûlée, pawpaw panna cotta, lasagna with black beans and pawpaw—the options for this delicious fruit are endless. As a true fan of this tropical fruit, Judd says, “I’m a modern-day pawpaw ambassador,” he said. “Pawpaws for the people! It’s a movement.”
PAPAYA
ON THE MENU Q1 2021-2022

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PAPAYA MENTIONS ON THE MENU

Source: Mintel Menu Insights

MENU MENTIONS:

- **CASUAL DINING:** Macadamia Nut Chicken served with Shoyu cream, pineapple-papaya marmalade, red bell peppers, miso whipped potatoes, and sautéed green beans at Kona Grill in Scottsdale, AZ.

- **FINE DINING:** Ensalada de Palmitos featuring, fresh Hamakua Farms hearts of palm, red cabbage, grapefruit, radish, cucumber and avocado with a grapefruit-papaya dressing at Oyamel Cocina Mexicana in Washington, DC.

- **QSR:** Electric Sunshine—described as a vibrant way to start your day, this smoothie includes papaya juice, mango, pineapple, orange sherbet, fresh lemon squeeze, ginger, and turmeric at Robek’s in Los Angeles, CA.

- **5%** growth in papaya flavored menu items from 2021-2022.

- **Casual dining** is the top restaurant segment with **44%** of papaya flavored menu items appearing there.

- **Entrees & appetizers** are the top menu segments and each account for **37%** of all papaya flavored menu items.

Consumer Awareness of Papaya

Papaya is a tropical flavor that popular with consumers. According to Datassential’s Flavor Tool, papaya is in the 60th percentile, meaning that consumers love papaya more than 60% of all other items.

- **85%** know it
- **55%** have tried it
- **40%** love or like it
PAPAYA

GLOBAL FAST FACTS:

- **Europe** is the top global region for papaya flavored new product introductions.

- **Snacks** is the top product category globally for papaya flavored new products.

- **Passion fruit and mango** are tied for the top flavor paired with papaya.

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PAPAYA FLAVORED NEW PRODUCT INTRODUCTIONS

**TOP PAPAYA FLAVORED PRODUCT CATEGORIES**

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Snacks</td>
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<tr>
<td>Dairy</td>
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<tr>
<td>Juice Drinks</td>
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<td>Breakfast Cereals</td>
<td>6%</td>
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<tr>
<td>Textures and Breakfast</td>
<td>5%</td>
</tr>
</tbody>
</table>

**KELLOGG’S 100% PLANT PROTEIN PRO MUESLI BREAKFAST CEREAL:**
This product contains super seeds, 7-grains and 14g of soy protein per serving. Also contains papaya, cranberries and raisins. | India

**SANA-SOL ORANGE AND PAPAYA FLAVORED CHILDREN’S VITAMINS:**
This product is a children’s vitamin with plant-based omega-3 fatty acids EPA and DHA, as well as vitamin D3. | Finland

**ENCONA PAPAYA HOT PEPPER SAUCE:**
This product is inspired by hot sauces in the West Indies and scores a 3 out of 4 on the manufacturer’s intensity scale. | France

Source: Mintel GNPD
PAPAYA

FAST FACTS:

- **North America** accounts for 8% of papaya flavored new product introductions.
- **Snacks** is the top product category in North America for papaya flavored new products.
- **Strawberry** is the top flavor paired with papaya.

GOURMETNUT POWER UP NATURE’S MIX: This product includes a blend of cranberries, almonds, peanuts, pineapple, raisins, papaya and cashews.

45% of consumers responded that they likely or definitely would buy this product, outperforming its subcategory. | US

LIDL RAINFOREST TRAIL MIX: Dried pineapple, raisins, dried cherries, roasted almonds, roasted peanuts, banana chips, dried papaya, dried strawberries and dried cranberries.

58% of consumers responded that they likely or definitely would buy this product, significantly outperforming its subcategory. | US

CAPRI SUN ADVENTURES PAPAYA WATERMELON JUICE DRINK BLEND: The product is made from concentrate with other natural flavors and all-natural ingredients and contains 10% juice and 35% less sugar than leading regular juice drinks.

54% of consumers responded that they likely or definitely would buy this product, significantly outperforming its subcategory. | US

Source: Mintel GNPD
THE TAKEAWAYS

Papaya is showing growth around the globe with the majority of new products appearing in Europe. Papaya is popular on restaurants menus, with casual dining as the key restaurant segment accounting for 44% of papaya flavored menu items. With its exotic and sweet-tart profile, papaya pairs well with other tropical flavors such as pineapple but is also paired with herbs such as cilantro for use in salsas and chutneys. The question is—is papaya on your Flavor Radar?

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SOURCES:

Mintel GNPD
Datassential
Mintel Menu Insights
Mintel Purchase Intelligence

Food Lover’s Companion
The New Yorker Magazine
FoodNetwork.com

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