



M Flavorsolutions

CALAMANSI

2023 • FLAVOR INSIGHT REPORT

OVERVIEW

Calamansi is a small citrus fruit popular in the Philippines and Southeast Asia and is becoming more well-known in the past few years in North America. Its tart and sour flavor makes calamansi similar to lemons and is it recommended to use calamansi similarly. Popular in Filipino sauces, soups, and beverages, we are spotting calamansi mostly in beverages on the menu and showing growth in calamansi flavored carbonated soft drinks, nectars, and other beverages as well. Let's take a closer look at where calamansi is appearing on the menu, in new products, and social media.



**51% growth in calamansi
global new product
introductions from
2021-2022.**

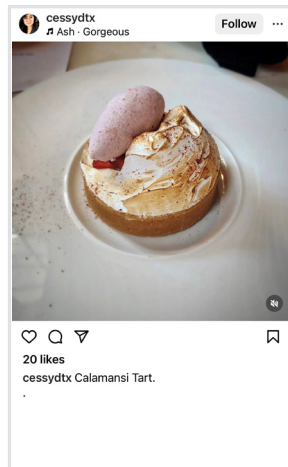
Source: Mintel GNPD

CALAMANSI

Social Listening Summary

While searching for the hashtag calamansi on Instagram, there are more than 100,000 posts. From fresh calamansi, calamansi flavored beer, calamansi extract and even pictures of beautiful calamansi desserts which are definitely missing on the menu and in new product introductions.

- @khanomnomnom posted a picture of Gula Melaka Pavlova that includes a calamansi curd and is topped with carambola, mangoes, grilled pineapple and drizzled with a Chinese black vinegar reduction.
- @cessydtx posted a picture of a calamansi tart topped with a blueberry compote and strawberry gelato.
- @manilagold shares a recipe and video for calamansi guacamole, where the juice Manila Gold calamansi is used in the recipe.



780

CALAMANSI
RECIPES ON
YUMMLY.COM

When searching Yummly.com, they have 780 recipes featuring calamansi. There is an array of recipes available from sweet to savory and everything in between. On the sweeter side recipes range from calamansi crumb muffins and calamansi crinkle cookies to a savorier offering with grilled tilapia with calamansi and crispy bangus with calamansi butter.

Calamansi Pie Recipe

On a recent blog post, the Unlikely Baker posts a recipe for a calamansi pie. "Calamansi pie tastes like your favorite calamansi juice in every bite. Perfectly sweet and tart, refreshing, so easy to make! A taste of summer in the colder months, a delicious way to stay cool in the warmer months. You'll love it."



CALAMANSI

ON THE MENU 2022

18

CALAMANSI
MENTIONS ON
THE MENU

Source: Datassential

- **29% growth** in calamansi flavored menu items from in the 4 years.
- **Casual dining** is the top restaurant segment with 50% of calamansi flavored menu items appearing there.
- **Beverage** is the top menu section with 61% of all calamansi flavored menu items.



MENU MENTIONS:

- CASUAL DINING: Black Sea Bass Pepes steamed in banana leaves, with lemongrass, Kaffir lime, and finished with a **calamansi vinaigrette** at Wayan in NYC.
- CASUAL DINING: Filipino Fried chicken served with pickled chiles and **Calamansi honey** at ReMix Kitchen Bar in Long Beach, CA.
- FINE DINING: Baby lettuce salad served with poached pear, bayley hazen blue cheese, **calamansi vinaigrette** and toasted walnuts at Bar Boulud in NYC.
- MIDSCALE DINING: BBQ Pinchos featuring pork shoulder skewers topped with a **calamansi cola glaze** at Bayan Ko in Chicago.

Consumer Awareness of Calamansi

Calamansi is new or unfamiliar to most consumers but does have a citrus flavor profile that consumers are extremely familiar with—there is low familiarity the name calamansi but does have a taste profile that consumers love. According to Datassential flavor tool, calamansi is in the 9th percentile among all foods & flavors, meaning consumers love calamansi more than 9% of all other items. In addition, calamansi has a heat score of “on fire,” since consumer familiarity has grown almost 5% in the past two years.

- **19%** know it
- **3%** love or like it
- **9%** have tried it

CALAMANSI

Global New Product Introductions

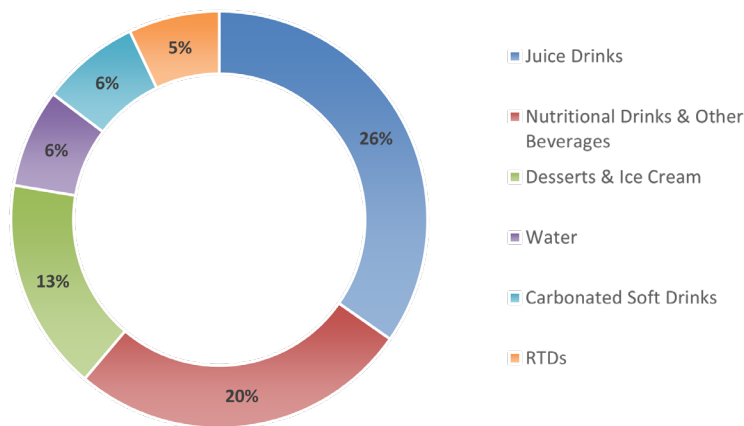
223

CALAMANSI FLAVORED
NEW PRODUCT
INTRODUCTIONS

GLOBAL FAST FACTS:

- **APAC** is the top global region for Calamansi flavored new product introductions.
- **Juice** is the top product category globally for calamansi flavored new products.
- **Lemon** is the top flavor paired with calamansi

TOP CALAMANSI FLAVORED PRODUCT CATEGORIES



PC PRESIDENT'S CHOICE MANGO & CALAMANSI CITRUS GRILLING RAW SHRIMP SKEWERS: this product features six marinated shrimp skewers and described as "combine the bright, fresh flavors of sweet mango and tart calamansi citrus with a touch of heat." | Canada



KONJAC PEARL COCONUT CALAMANSI TAIYAKI ICE CREAM: this product features coconut ice cream, pastry, chewy and crunchy pearls and a calamansi sauce. | Vietnam



HUI YUAN KALE & CALAMANSI FRUIT & VEGETABLE JUICE: this product features an array of juices including orange, apple, calamansi, kale, broccoli, celery, and spinach and coconut water and pumpkin puree. | China

THE TAKEAWAYS

With its tart and sour flavor, calamansi is gaining consumer familiarity from increased global new products and growth on the restaurant menus. Calamansi is showing growth in new products and on restaurant menus with casual dining as the key segment with 29% growth in calamansi flavored menu items in the past 4 years. Within new product introductions, calamansi is showing 51% growth from 2021-2022. Beverage is the top product category with the majority of calamansi flavored new products, which is no surprise with its citrus cousins also popular. The question is—is calamansi 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 McCormick Flavor Solutions 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, seasoning 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.

From concept to manufacturing, we’re here for you — every step of the way.

Contact your sales representative or chat us up at www.mccormickflavor.com/en-us/contact-us

SOURCES:

Mintel GNPD
Datassential
Instagram
Food Lover's

Companion
Yummlly
The Unlikely Baker



**Request Your
FREE
Flavor Sample Here**

