

Summer

As the days get longer and the temperatures rise, it's time to kick back and relax! Refreshing seasonal fruits and ice cream shoppe flavors abound and truly are the launchpad for the summer season. To better understand the summer seasonal flavor desires of consumers, our Marketing and Insights Team conducted a nationwide survey with over 1000 respondents and the results are in!

90% of consumers said they find food and beverage products with ingredients specific to the season very appealing.

81% of consumers consider themselves adventurous when it comes to trying new seasonal flavors.

RECOMMENDED* SUMMER FLAVORS

Overall Desirability Ranked by % Interest

Strawberry Shortcake (4.27)

Chocolate Brownie Sundae (4.26)

Milkshake (4.25)

Watermelon (4.05)

Strawberry Lemonade (4.03)

Banana Split (4.02)

Orange Creamsicle (3.99)

Cherry Pie (3.90)

Peaches & Cream (3.89)

Tropical Punch (3.87)

Root Beer Float (3.81)

Margarita (3.61)



Lemonade, berry & cherry flavors

were the highest rated summer flavors for overall liking (mean scores of 4.3 or above on a 5-point scale). Berry and lemonade combination flavors have very strong scores with 12 different combos rating 3.7 or above.



35% of consumers seek **“everyday” flavors** that they already stock in their pantry and fridge. This was a 7% increase over last year's survey results.

*Recommended flavors with a mean of 3.5 or above, rated on scale of 1–5 with 5 being extremely interested.

U.S. PRODUCT LAUNCHES WITH SUMMER INSPIRED FLAVORS



Target's Good & Gather
Strawberry Shortcake
Whole Grain Baked Bars



Oats Overnight
Orange Creamsicle



Nonni's Bakery
Lemon Biscuits