

Opportunities in the
Food & Beverage Space

Ripe for Discovery: **Fruit Flavors**

Whether it's a familiar favorite or an adventurous new bite, fruit flavors are often a go-to for consumers. In fact, 85% claim to always choose a fruit flavor when available. With fruit flavors being associated with freshness, seasonality, and global intrigue, it is no surprise that consumer taste preferences for fruits are evolving. To uncover sentiments and flavor preferences for fruit profiles in sweet foods, we're sharing insights from our proprietary Fruit Flavor Study.

Key Flavor Themes:

Berries & Summer Fruit | Orchard | Exotic | Citrus

93%
of consumers
are interested
in trying a NEW
FRUIT PROFILES*

Consumer Drivers

Context is essential when exploring fruit preferences and trending flavors. Fruit-flavored products resonate with consumers because they are perceived as delivering natural sweetness, a refreshing experience, and abundant choice.

Seasonality also plays a key role in cravings for fruit flavors. For example, orchard fruits often peak in popularity during the fall, while exotic fruits gain traction in warmer months corresponding with harvest cycles. According to Datassential, prickly pear is the top indexing fruit flavor on U.S. menus during the summer months.

Top 3 Reasons Consumers Enjoy Fruit-Flavored Products*

1. Fruit is naturally sweet
2. They taste light, refreshing & clean
3. There's a wide variety of fruit flavors to choose from



Fruit Flavor Sentiments

Consumers indicated whether they want more, less, or the same amount of each fruit flavor type in sweet products they eat (e.g., ice cream, baked goods, cereal, candy).*



Berries & Summer Fruits



Consumers continue to show strong interest in berries and summer favorites like strawberries, blueberries, and watermelon. These fresh, vibrant flavors work beautifully across sweet categories. Pairing them with complementary notes or introducing unexpected, innovative fruits can create exciting new taste experiences.

Exotic Fruits



More adventurous flavors are gaining traction as consumers become increasingly curious about global taste profiles. Exotic fruits such as mango and dragon fruit are moving from niche to mainstream, and consumers want to see these unique flavors reflected in the products they purchase.

Orchard Fruits



Orchard fruits remain tried-and-true staples. Apples, pears, and similar flavors continue to hold strong appeal, with consumers expecting these familiar favorites to maintain a strong presence on shelves.

Citrus Fruits



Citrus fruits like oranges, limes, and tangerines offer opportunities for reinvention. Introducing nuanced varieties or regional specialties can elevate citrus to the next level and help deliver a more premium flavor.

Fruit Flavors to Watch

By integrating consumer survey results with industry data on menu presence and product innovation, we've uncovered fruit flavors you'll want to watch. These encompass both familiar favorites as well as bold, distinctive profiles gaining momentum.

Berries & Summer Fruits

Black Raspberry | Marionberry | Black Currant

Exotic Fruits

Prickly Pear | Guava | Dragonfruit

Orchard Fruits

Pear | Apricot | White Peach

Citrus

Yuzu | Mandarin | Blood Orange



Taco Bell: Dragonfruit Freeze



Kroger: Summer Fizz
Blood Orange Sherbet



Everglazed Donuts (Disney
Springs): Black Raspberry
Beret Donut



Nut Butter Bites: Straw-Pearly



82% of consumers are interested/extremely interested in **BLACK RASPBERRY** flavor



78% of consumers are interested/extremely interested in **DRAGON FRUIT** flavor



81% of consumers are interested/extremely interested in **WHITE PEACH** flavor



78% of consumers are interested/extremely interested in **MANDARIN** flavor



Translating it to **Taste**

While seasonal and familiar fruits maintain strong appeal, consumers are also increasingly drawn to exotic and tropical varieties that offer a sense of discovery. For product developers, this creates opportunities to innovate through the “Approachable Adventure” technique—combining well-known fruit flavors with more unique or unexpected ones to balance familiarity and novelty. Additionally, pairing fruits with complementary notes such as cinnamon, honey, or dessert-inspired profiles enhances depth and complexity of flavor.

Fruit Flavor Inspiration in Application:



Strawberry Basil Lemonade Ice Pop
featuring strawberry, lemonade, and basil flavors and a juicy enhancer.



Orange Cinnamon Tea Cookie
featuring orange, cinnamon, and black tea flavors and a juicy enhancer.



Pineapple Berry Pectin Jelly
featuring pineapple and mixed berry flavors and a juicy enhancer.



Your Partner in Turning Trends into Taste

Turn trends into meaningful and flavorful innovation with McCormick Flavor Solutions. Our team of experts collaborates with you from concept to manufacturing to bring new ideas to life.

Connect with your sales representative or [click here](#) to get started.



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