

The background of the entire page is a photograph of several triangular slices of watermelon with red flesh and green rinds, scattered on a bright blue, vertically-grained wooden surface. Some slices have wooden sticks inserted into them, suggesting they are being served as sticks. The lighting is bright, highlighting the texture of the watermelon and the wood.

WATERMELON

2019 • FLAVOR INSIGHT REPORT

LIFE Magazine calls it one of the most memorable flavors in American life. Not only is watermelon ingrained in the lives of so many – the flavor has also been featured in 986 global new product introductions in the past two years. From grilled watermelon to sprouted seeds to flavored pre-workout, this versatile flavor is appearing in a variety of products and menu items. Let's take a look at the taste of watermelon, and see if there's opportunity here for your product development.

WATERMELON

Social Listening Summary

Check out FONA's social listening analysis on watermelon, covering the previous three years.

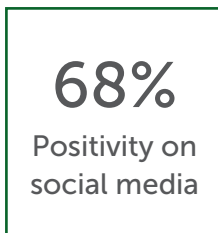


Mentions per minute



Key Consumer Voice

53%
Female



Popular Hashtags: #fruit #dessert #icecream #gourmet



KEY CONSUMER INTERESTS

- 1.) Food & Drink
- 2.) Desserts & Baking
- 3.) Pop culture

TOP POSTS

Twitter: @Healthline – “Watermelon 101: nutrition facts and health benefits”

Instagram: “@bubly has 2 new summer flavors on the way to stores now. The watermelon and pineapple are limited for the summer only.”

PURCHASE INTENT

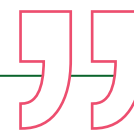
More than twice the number of consumers said they'd possibly purchase watermelon-flavored products than other fruit-flavored products. Compared to pineapple and lime flavors, watermelon is a rated higher for the attributes of **unique, fun, indulgent, exciting** and **refreshing**.



1,129

WATERMELON

RECIPES ON GENIUS
KITCHEN



On Cookpad.com, 1,129 recipes appear when you search for watermelon. Recipes include dishes and other items such as watermelon popsicles, watermelon salad with ingredients varying from feta cheese to arugula and red pepper flakes, toasted watermelon seeds, grilled watermelon and watermelon salsa.

WATERMELON ON TOP

The July 2019 edition of *Family Circle* features an article about how you can spice up your traditional watermelon, literally. The recipes include seasoning combinations such as; smoked paprika and Hawaiian black sea salt, ricotta cheese and Aleppo black pepper flakes and basil with evoo, and spicy honey and chopped pistachios. It also provides some tips on how to properly choose and store your watermelon such as choosing fruits based on a dark green color rather than size and to look for a yellow “field spot” to determine sweetness.



WATERMELON

On the Menu Q1 2018-Q1 2019

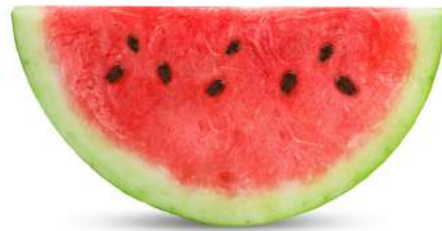
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WATERMELON
MENTIONS ON THE MENU

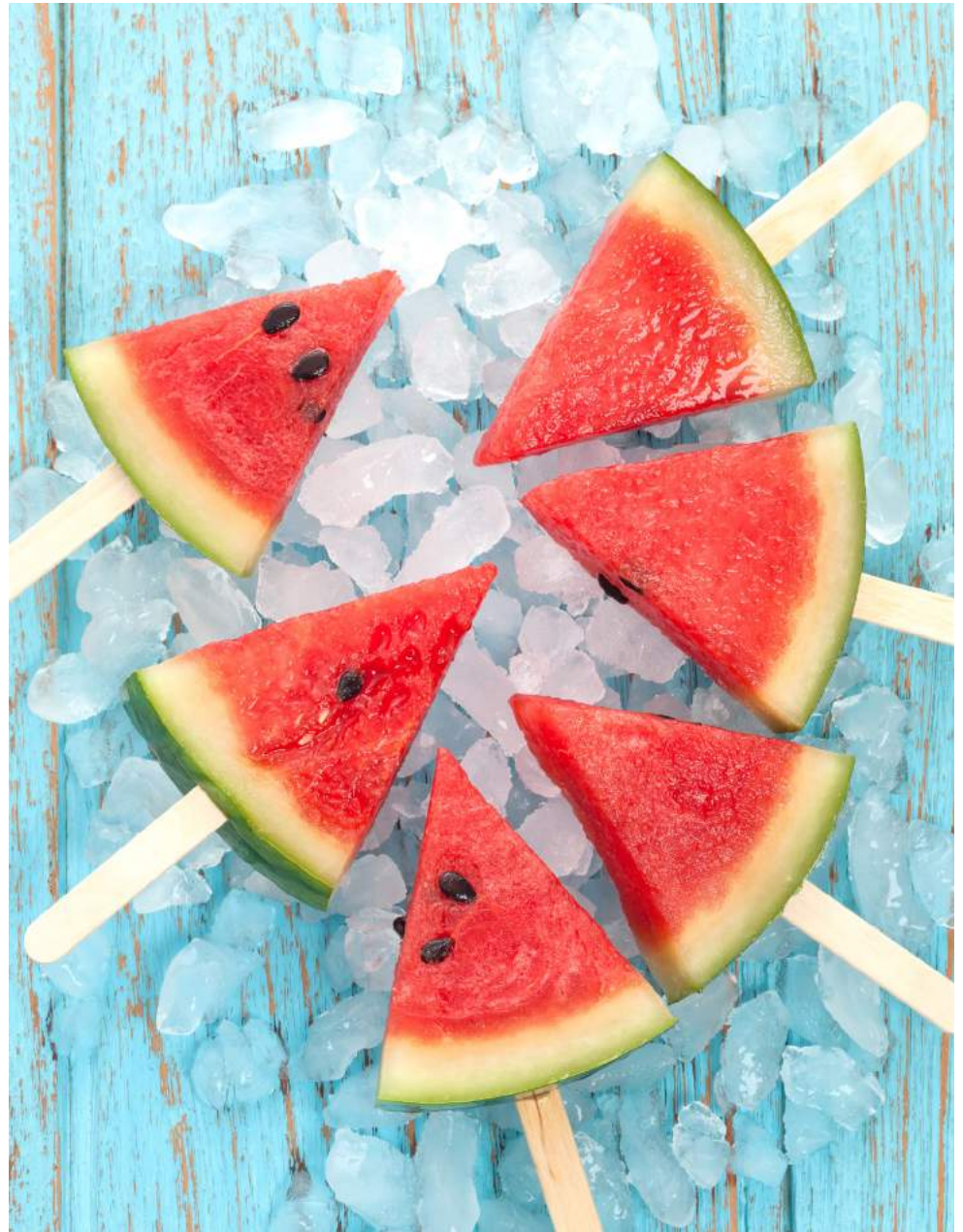
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Casual dining is the top restaurant segment, with beverage as the top menu section accounting for 86% of all watermelon flavored menu items.



MENU MENTIONS:

- **Asian Pork Burgers with Minted Watermelon** displays the versatility of the typically sweet ingredient. The **watermelon** is sliced and tossed with cucumbers in mint, lime juice, canola oil, salt and pepper to make a flavorful side dish.
- **Watermelon Steak** is served at The Ducks Eatery in NYC's East Village. This dish looks like a delicious, juicy roast, however it is actually a **cooked watermelon**. To give the outer appearance of a steak, the watermelon is brined in salt, ash and spices then smoked for 8 hours before being carved up tableside.
- **Tomato, Watermelon, and Feta Skewers with Mint and Lime** is a specialty item that can be modified to fit your personal taste. This is also offered as a relish for sausages and a grilled chicken sandwich or as the dressing for a green or pasta salad.



Source: Mintel Menu Insights

WATERMELON

Global New Product Introductions: 2017-2019

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986

WATERMELON FLAVORED
NEW PRODUCT
INTRODUCTIONS

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GLOBAL FAST FACTS:

- **ASIA PACIFIC** is the top global region for watermelon new product introductions.
- **PASTILLES, GUMS & CHEWS** are the top product sub-category globally.
- **STRAWBERRY** is the top flavor paired with watermelon.



STRAWBERRY, WATERMELON AND BASIL FROZEN BARS:

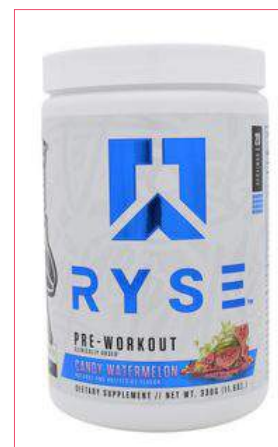
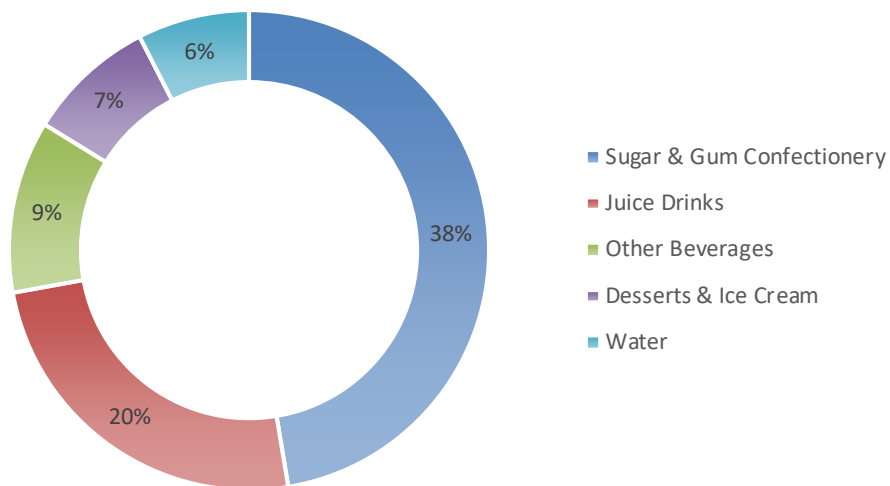
This “100% natural” and kosher product is made with real fruit and free from gluten, dairy, colorants, gums and refined sugar. It is also vegan and retails in a 6 pack. |UK



SPROUTED WATERMELON SEEDS WITH CELTIC SEA SALT:

This product from Freeland Foods is marketed under the Go Raw brand. Said to be an excellent source of protein, a good source of iron, magnesium, and other nutrients and free from cholesterol. | Argentina

TOP GLOBAL NEW PRODUCT CATEGORIES



RYSE PRE-WORKOUT DIETARY SUPPLEMENT WITH CANDY WATERMELON FLAVOR:

This product is a flavored drink powder that is said to increase pump, energy and strength. The product contains caffeine, CarnoSyn and citrulline malate. | Australia

8% of consumers polled said that they would likely or definitely would buy this product, significantly underperforming its subcategory.

WATERMELON

North America New Product Introductions: 2017-2019

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WATERMELON FLAVORED
NEW PRODUCT
INTRODUCTIONS

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NORTH AMERICA FAST FACTS:

- **NORTH AMERICA** accounts for 23% of all watermelon-flavored new product introductions.
- **PASTILLES, GUMS & CHEWS** are the top sub-category in North America for watermelon-flavored new products.
- **STRAWBERRY** is the top flavor paired with watermelon.



GAHARO COFFEE BEANS: This product is from the Ritual Coffee Company and is a specialized product inspired by Burundi, East Africa. It is made with feature notes of watermelon, grapefruit and papaya. It retails in a biodegradable package. |USA

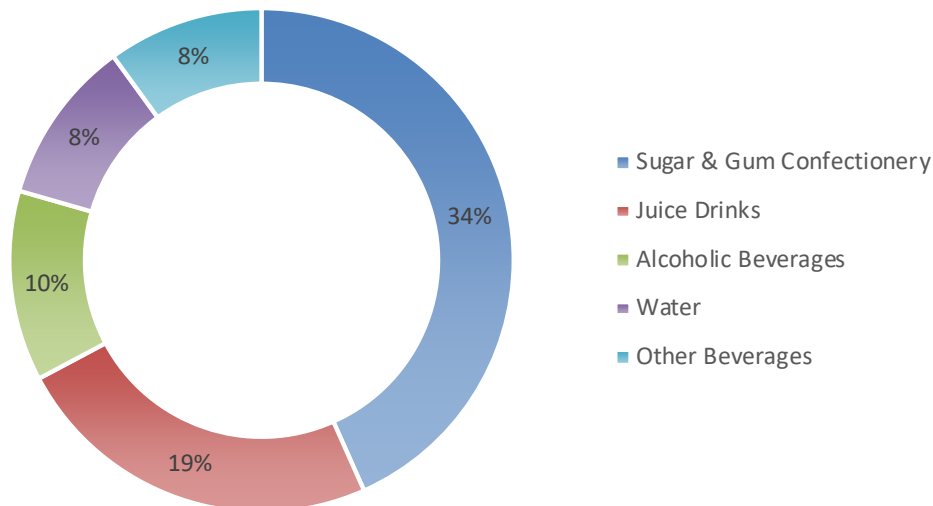
• **12%** of respondents that they would possibly buy this product, under performing its subcategory.



WATERMELON FLAVORED SOUR SNACKS: Sun-Maid Watermelon Flavored Sour Raisin Snacks are made with whole fruit golden raisins and contain no added sugar, GMOs, artificial flavors or synthetic colors. They are described as a naturally flavored product that offers a taste that kids love. |USA

• **24%** of consumers responded that they would possibly buy this product, underperforming its subcategory.

TOP NORTH AMERICA NEW PRODUCT CATEGORIES



WATERMELON SPARKLING WATER: This PepsiCo product is sold under the Bubly brand and available for the summer only. It is a zero calorie product without any added sugars.

• **37%** of consumers polled said they would possibly buy this product, outperforming its subcategory.

THE TAKEAWAYS

The popularity is clear, but does that mean it's right for your product? Purchase intent shows that consumers view watermelon flavor as more unique, fun, indulgent, exciting and refreshing. When trying a new product, customers are almost 2x more likely to choose a watermelon flavored product compared to any other fruit flavor. Watermelon might feel like a known entity -- but that may mean it is the perfect flavor to combine with an exotic or unusual taste, pushing the boundaries for an innovative product.



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 or chat us up at

www.fona.com/contact-fona/



SOURCES:

Mintel GNPD
Mintel Menu Insights
Mintel Purchase Intelligence
Genius Kitchen
Food & Wine
Infegy
Family Circle