



# JACKFRUIT

## 2020 • FLAVOR INSIGHT REPORT

With plant-based diets growing so quickly, jackfruit has become a staple in meat alternative meal offerings and has expanded beyond canned jackfruit and jackfruit chips. This huge relative of the breadfruit and the fig can weigh up to 100 pounds, which is how it earned its reputation as the world's largest fruit. Since 2014, jackfruit flavored new products are growing globally with 177% growth. Asia Pacific is the key region for growth with 71% of all new products, but it's no surprise that North America is showing 200% growth in the past year. Let's take a closer look at the various forms of jackfruit on the menu, in social media, and in new products.



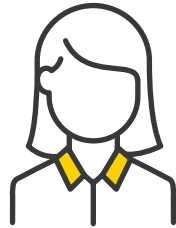
# JACKFRUIT

## Social Listening Summary

We conducted a social listening analysis on jackfruit covering the previous six months. An overview is provided below.



Mentions per Hour



70%  
Female

Key Consumer Voice

*Keywords: tacos, burger, amazing, delicious*



### KEY CONSUMER INTERESTS

- 1) 76% Food & Drink
- 2) 55% Desserts & Baking
- 3) 28% Cooking

### TOP POSTS

Instagram: Recipe for jackfruit sliders using Bone Suckin' Sauce

Instagram: @sam\_eyeam posted "These jackfruit keep getting better and better. Never a filter to show you the beauty the picture has captured."

Source: Infegy



14

JACKFRUIT RECIPES  
ON FOOD.COM



On Food.com, 14 recipes appear when you search for jackfruit. Recipes include jackfruit sliders, BBQ jackfruit sandwiches, jackfruit tacos, jackfruit smoothies, fruit salad and a cassava and jackfruit cake.

## Jackfruit: flavor of the month, but for all the wrong reasons.

In the June/July 2019 issue of The Economist, they discuss how jackfruit is the flavor of the month, but for all the wrong reasons. Based on how jackfruit is tastier when fried instead of as a pulled pork like, they are recommending that jackfruit is better approached as a novel variety of vegetable, than a meat substitute.



# JACKFRUIT

ON THE MENU: Q3 2018-Q3 2019

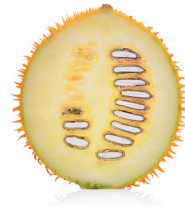
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JACKFRUIT MENTIONS  
ON THE MENU

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Fine Dining is the top restaurant segment, with entrée, small plates and salads the top three menu sections with the most jackfruit-flavored items. Entrées account for 59% of all jackfruit-flavored menu items.



## MENU MENTIONS:

- **Tamales Waffles Jackfruit al Pastor** includes a baked tamale dough into a waffle and is topped with a **sweet and spicy jackfruit al pastor**, fresh pineapple, cumin-spiced crema, avocado and cilantro at Native Foods Café in Los Angeles, CA.
- Sunda Sundae (at Sunda in Chicago, IL) includes scoops of avocado, sweet corn and cheddar cheese, and ube-macapuno ice cream. Atop, sweet red mung beans, **jackfruit**, berries, coconut gel, plus a drizzle of sweetened condensed milk and toasted coconut flakes to round it out.



*Sunda Sundae*



“River North’s Southeast Asian eatery Sunda is offering an exotic take on the classic sundae.”

-Eater Chicago



# JACKFRUIT

Global New Product Introductions: 2014-2019

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281

JACKFRUIT FLAVORED  
NEW PRODUCT  
INTRODUCTIONS

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## GLOBAL FAST FACTS:

- **ASIA PACIFIC** is the top global region for jackfruit new product introductions with 71% of all new products.
- **FRUIT SNACKS** is the top product sub-category globally for jackfruit flavored new products.
- **CURRY** is the top flavor paired with jackfruit.

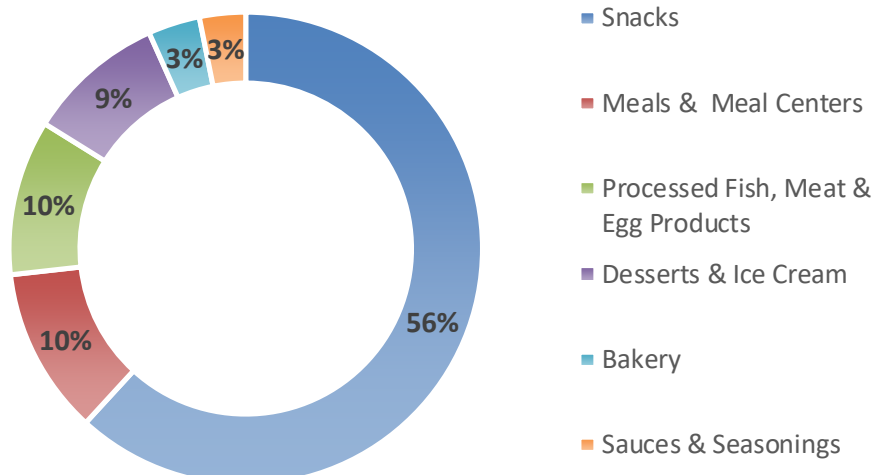


**ESSENTIAL TRADING TORTELLINI WITH JACKFRUIT, COURGETTE & BASIL:** Vegan and Organic includes 100% vegetable tortellini made from the best local organic ingredients and Italian durum wheat. | UK



**COOP JACKFRUIT IN A BBQ MARMALADE:** Contains 70% jackfruit and described to have a firm consistency and perfect for curries, long-cooked stews and wok-based meals. | Switzerland

## TOP JACKFRUIT PRODUCT CATEGORIES



**NOLA PANDAN JACKFRUIT FLAVORED GRANOLA CHIPS:** Described as a baked, crunchy, crispy and healthy snack, which is high in fiber and protein. | Indonesia

# JACKFRUIT

## North America New Product Introductions: 2014-2019

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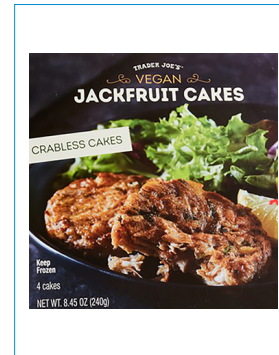
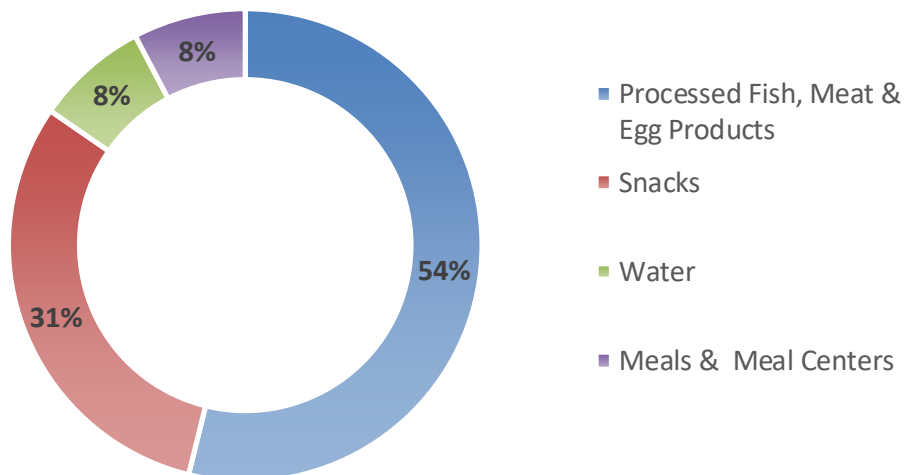
JACKFRUIT FLAVORED  
NEW PRODUCT  
INTRODUCTIONS

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### NORTH AMERICA FAST FACTS:

- **NORTH AMERICA** accounts for 5% of all jackfruit flavored new product introductions.
- **MEAT SUBSTITUTES** is the top product sub-category for jackfruit flavored new products.
- **THAI** is the top flavor paired with jackfruit.

### TOP JACKFRUIT PRODUCT CATEGORIES



**TRADER JOE'S VEGAN JACKFRUIT CAKES:** Described as crabless cakes that have the textures and flavors of seafood-based cakes but are made with all vegan ingredients. 20% of consumers responded that they likely or definitely would purchase this product, significantly underperforming its subcategory. | USA



**ALDI VITA LIFE RASPBERRY, GUAVA & JACKFRUIT VITAMIN WATER:** Contains 110% of vitamin A, vitamin E, vitamin D and essential B vitamins plus potassium, calcium and glucosamine. 37% of consumers responded that they likely or definitely would purchase this product, significantly outperforming its subcategory. | USA



**TRADER JOE'S YELLOW JACKFRUIT CURRY WITH JASMINE RICE:** An authentic coconut milk based Thai yellow curry which is loaded with flavor, has a moderate amount of heat, and contains chunks of artichoke, jackfruit, eggplant and red bell peppers. Only 34% of consumers responded that they likely or definitely would purchase this product, significantly underperforming its subcategory. | USA



# THE TAKEAWAYS

*The interest in jackfruit is making its way to North America through meat alternative offerings. For those posting about jackfruit on social media: key interests are food & drink, desserts & baking and cooking. This distinct flavor profile adds a unique character to dishes beyond pulled jackfruit including smoothies, flavored waters and fruit snacks. The question is: is jackfruit on your Flavor Radar?*

## SOURCES:

Mintel GNPD  
Mintel Menu Insights  
Mintel Purchase Intelligence  
Food.com  
Food Lover's Companion  
Infegy  
The Economist  
Eater Chicago  
Sunda Restaurant



## 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/](http://www.fona.com/contact-fona/)