

# ORANGE

## TRENDING FRUIT FLAVOR SPOTLIGHT



### MAINSTREAM FLAVOR

Orange is appearing in the mainstream portion of our Flavor Radar



### PAIRS WELL WITH:

- Mango
- Cranberry
- Cream

### 26% GROWTH

in orange flavored hot beverages from 2019-2020 globally.

### TOP PRODUCT CATEGORIES

Juice drinks, sugar & gum confectionery, and bakery

### TASTY, REFRESHING, AND INDULGENT TREAT

consumer descriptions of orange

## Flavor Radar®



FONA's Flavor Radar is a flavor mapping methodology that trends flavors from novel idea to everyday pantry staple. Using a mix of current data points from industry-renowned databases and an in-depth analysis on how a flavor trend is affecting the food industry, FONA is able to make flavor recommendations for 2021 & beyond.

## NEED DETAILS ON OTHER TRENDING FRUIT FLAVORS?

Contact your Account Executive or visit [www.fona.com/chat](http://www.fona.com/chat)

Even more trend reports and insights can be found at [www.fona.com/insights](http://www.fona.com/insights)