



PAPAYA

2023 • FLAVOR INSIGHT REPORT

OVERVIEW

Papayas are best known for their high levels of Vitamin C and digestive enzymes. Also known as the papaw or pawpaw, this tropical fruit is native to Mexico, Central America, and part of South America, and the flesh has a flavor profile that is exotic and a sweet-tart flavor. The seeds are edible and have a peppery flavor but are often discarded. We are spotting papaya in new products from snacks, dairy products, and juice drinks. Let's take a closer look and see where papaya is appearing on the menu, in new products, and social media.



**Papaya is showing
19% global growth on
restaurant menus since
2021.**

PAPAYA

Social Listening Summary

There are over 1.69 million posts on Instagram using the hashtag #papaya. Most of the posts are touting the health benefits of papaya, but also consumers sharing their own recipes using papaya.

- @tarladalal shares a recipe for a papaya pear yoghurt smoothie with Greek yogurt and coconut milk.
- @eddriantjhia shares a beautiful picture of a papaya breakfast boat. This post includes not only the papaya hashtag but also #veganfood and the other fruits included such as banana, strawberry, blueberry, pomegranate, dragon fruit, and golden berry.



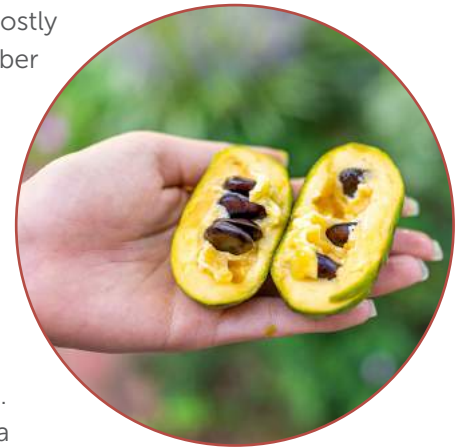
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PAPAYA RECIPES ON
FOODNETWORK.COM

On Foodnetwork.com, 449 recipes and articles appear when searching for papaya. The recipes range from papaya smoothies, salads, soup, chicken, papaya-cilantro salsa, pineapple-papaya chutney and even a recipe for a papaya facial.

The New Yorker | Move Over, Acai— It's the Pawpaw's Time

In the September 2022 issue of The New Yorker magazine, they introduce Michael Judd, an edible-landscape designer from Maryland, who says he eats mostly pawpaw from August to October when it is in season. From pawpaw crème brûlée, pawpaw panna cotta, lasagna with black beans and pawpaw—the options for this delicious fruit are endless. As a true fan of this tropical fruit, Judd says, "I'm a modern-day pawpaw ambassador," he said. "Pawpaws for the people! It's a movement."



PAPAYA

ON THE MENU Q1 2021-2022

260

PAPAYA MENTIONS ON
THE MENU

Source: Mintel Menu Insights

- **5%** growth in papaya flavored menu items from 2021-2022.
- **Casual dining** is the top restaurant segment with **44%** of papaya flavored menu items appearing there.
- **Entrees & appetizers** are the top menu segments and each account for **37%** of all papaya flavored menu items.



MENU MENTIONS:

- CASUAL DINING: **Macadamia Nut Chicken** served with Shoyu cream, **pineapple-papaya marmalade**, red bell peppers, miso whipped potatoes, and sautéed green beans at Kona Grill in Scottsdale, AZ.
- FINE DINING: **Ensalada de Palmitos** featuring, fresh Hamakua Farms hearts of palm, red cabbage, grapefruit, radish, cucumber and avocado with a **grapefruit-papaya dressing** at Oyamel Cocina Mexicana in Washington, DC.
- QSR: **Electric Sunshine**—described as a vibrant way to start your day, this smoothie includes **papaya juice**, mango, pineapple, orange sherbet, fresh lemon squeeze, ginger, and turmeric at Robek's in Los Angeles, CA.

Consumer Awareness of Papaya

Papaya is a tropical flavor that popular with consumers. According to Datassential's Flavor Tool, papaya is in the 60th percentile, meaning that consumers love papaya more than 60% of all other items.

- **85%** know it
- **55%** have tried it
- **40%** love or like it

PAPAYA

Global New Product Introductions: 2018-2022

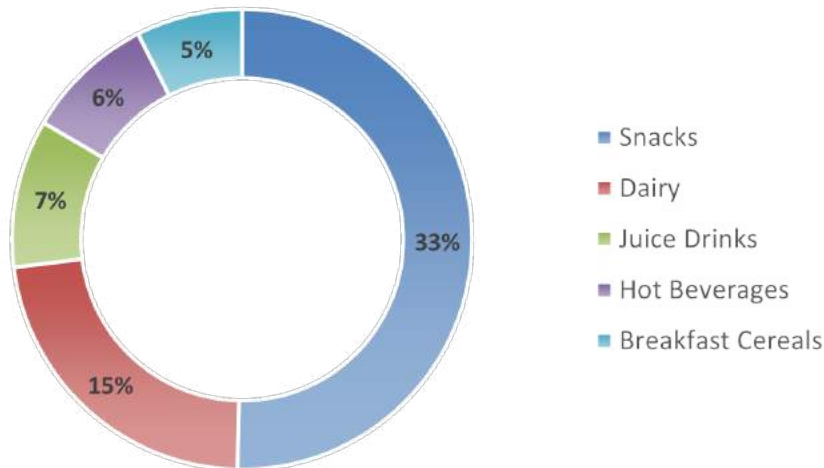
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PAPAYA FLAVORED
NEW PRODUCT
INTRODUCTIONS

GLOBAL FAST FACTS:

- **Europe** is the top global region for papaya flavored new product introductions.
- **Snacks** is the top product category globally for papaya flavored new products.
- **Passion fruit and mango** are tied for the top flavor paired with papaya.

TOP PAPAYA FLAVORED PRODUCT CATEGORIES



KELLOGG'S 100% PLANT PROTEIN PRO MUESLI BREAKFAST CEREAL:

This product contains super seeds, 7-grains and 14g of soy protein per serving. Also contains papaya, cranberries and raisins. | India



SANA-SOL ORANGE AND PAPAYA FLAVORED CHILDREN'S VITAMINS:

This product is a children's vitamin with plant-based omega-3 fatty acids EPA and DHA, as well as vitamin D3. | Finland



ENCONA PAPAYA HOT PEPPER SAUCE:

This product is inspired by hot sauces in the West Indies and scores a 3 out of 4 on the manufacturer's intensity scale. | France

PAPAYA

North America New Product Introductions: 2018-2022

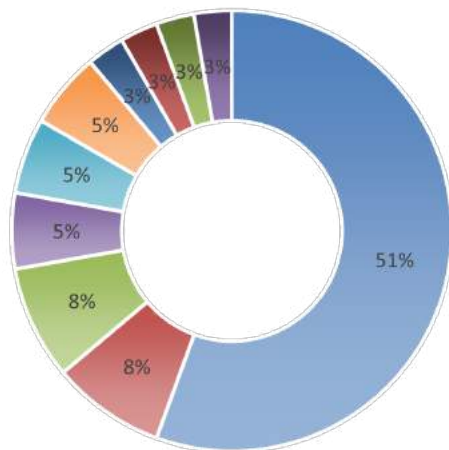
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PAPAYA FLAVORED
NEW PRODUCT
INTRODUCTIONS

FAST FACTS:

- **North America** accounts for 8% of papaya flavored new product introductions.
- **Snacks** is the top product category in North America for papaya flavored new products.
- **Strawberry** is the top flavor paired with papaya.

TOP PAPAYA FLAVORED PRODUCT CATEGORIES



- Snacks
- Healthcare
- Juice Drinks
- Fruit & Vegetables
- Alcoholic Beverages
- Sauces & Seasonings



GOURMETNUT POWER UP NATURE'S MIX: This product includes a blend of cranberries, almonds, peanuts, pineapple, raisins, papaya and cashews.

45% of consumers responded that they likely or definitely would buy this product, significantly outperforming its subcategory. | US



LIDL RAINFOREST TRAIL MIX: Dried pineapple, raisins, dried cherries, roasted almonds, roasted peanuts, banana chips, dried papaya, dried strawberries and dried cranberries.

58% of consumers responded that they likely or definitely would buy this product, significantly outperforming its subcategory. | US



CAPRI SUN ADVENTURES PAPAYA WATERMELON JUICE DRINK BLEND: The product is made from concentrate with other natural flavor and all-natural ingredients and contains 10% juice and 35% less sugar than leading regular juice drinks.

54% of consumers responded that they likely or definitely would buy this product, significantly outperforming its subcategory. | US

THE TAKEAWAYS

Papaya is showing growth around the globe with the majority of new products appearing in Europe. Papaya is popular on restaurants menus, with casual dining as the key restaurant segment accounting for 44% of papaya flavored menu items. With its exotic and sweet-tart profile, papaya pairs well with other tropical flavors such as pineapple but is also paired with herbs such as cilantro for use in salsas and chutneys. The question is—is papaya on your Flavor Radar?



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SOURCES:

Mintel GNPD

Datassential

Mintel Menu Insights

Mintel Purchase Intelligence

Food Lover's Companion

The New Yorker Magazine

FoodNetwork.com



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