



GUAVA

2023 • FLAVOR INSIGHT REPORT

OVERVIEW

A small, round fruit with a light green skin and a pulp ranging from white to light pink—the guava is a tropical fruit and is grown in several tropical and sub-tropical regions. The flavor is often described as a cross between a strawberry and a pear, and the overall profile can range from sweet to sour, depending on ripeness. Guava is showing growth in both new product introductions and on the menu. We are spotting guava in new products from juice drinks, sweet spreads, and bakery. Let's take a closer look at where guava is appearing on the menu, in new products, and social media.



Guava is showing 40% growth on the menu in the past 4 years.

GUAVA

Social Listening Summary

There are almost 700,000 posts on Instagram when searching for the hashtag guava. From guava juice, guava cupcakes, and guava jam—there are many options for consumers to see how to use and eat guava.

- @an.edible.garden posted a picture of guava jam from the “wild guavas we collected.”
- @clickgoodfood_ from Indore, India shares a recipe for guava chutney, which is a traditional dish from Indian cuisine. The recipe includes guava and many fresh herbs such as cilantro, mint and chopped ginger and black pepper, green chiles and cumin to add some heat.
- @beytastebuds shares a picture of guava and cream cheese pastry puffs.



242

GUAVA RECIPES ON
FOODNETWORK.COM

On Foodnetwork.com, 242 recipes and articles appear when searching for guava. The recipes range from guava empanadas, guava cheese turnovers, guava granita and ribs with a guava BBQ sauce.

Better Homes & Garden | How to Eat Guava, According to Chefs

In a February 2023 blog post from Better Homes & Garden, they share a complete guide to buying, eating, storing, and cooking with guava. “Eating guava as fresh fruit is only the start of great ways to fall in love with it.” Nelly Terraza, Kitchen Manager for Casa Almenara, an Atlanta restaurant says, “I love to use guava in place of quince or pear in dessert recipes when I want to add a tropical spin. It also makes an amazing tea.”



GUAVA

ON THE MENU 2022

373

GUAVA MENTIONS ON
THE MENU IN 2022

Source: Datassential

- **40%** growth on the menu in the past 4 years and **14%** growth in 2022.
- **Casual Dining** is the key restaurant segment with **56%** of all guava flavored menu items
- **Beverage** is the top menu segment with **89%** of all guava flavored menu items



MENU MENTIONS:

- CASUAL DINING: **Guava Filled French Toast** featuring brioche, sweetened cream cheese and **guava filling**, butterscotch sauce, apple wood-smoked bacon at Icebox Café in Miami, FL.
- CASUAL DINING: **Guava Basil Mule** featuring Ketel One Vodka, **guava**, basil, lime, ginger beer at Keg Steakhouse in Windsor, ON, Canada.
- QSR: **Granola & Yogurt** featuring tropically inspired house-made granola, served with plain Greek yogurt and our **house-made guava jam** at Marination in Seattle, WA.
- CASUAL DINING: **Costillita** featuring apple cider juice slow-steamed baby-back ribs with **guava BBQ sauce** and yuca fries at Orinoco in Boston, MA

Consumer Awareness of Guava

Guava is a tropical flavor that the majority of consumers are familiar with. According to Datassential's Flavor Tool, guava is in the 58th percentile among all foods and flavors, meaning consumers love guava more than 58% of all other items.

- 74% know it
- 44% have tried it
- 33% love or like it



GUAVA

Global New Product Introductions: 2018-2022

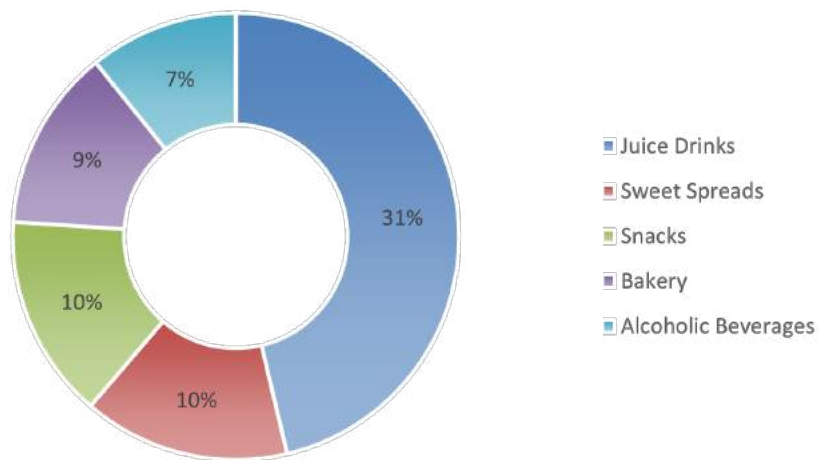
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GUAVA FLAVORED
GLOBAL NEW PRODUCTS

GLOBAL FAST FACTS:

- **Latin America** is the top global region for guava flavored new product introductions.
- **Juice Drinks** is the top product category for guava flavored new products.
- **Strawberry** is the top flavor paired with guava

TOP GUAVA FLAVORED PRODUCT CATEGORIES



INCREDBULL VIGOUR BCAA GUAVA FLAVORED DIETARY SUPPLEMENT:

This product is designed to help provide a perfect balance of endurance, strength, focus and energy with High-energy blend of beta-alanine, creatine, AAKG and vitamin C along with an alertness mind control matrix containing caffeine. | Colombia



YETI STRAWBERRY + GUAVA FLAVORED SPARKLING COLLAGEN DRINK:

This product contains 2,000 mg of collagen and described to “unleash the natural naked beauty of the skin by hydrating with essential vitamins, minerals, and collagen peptides.” | Sri Lanka



DON JOSÉ BOCA QUIPE! DULCE DE LECHE AND GUAVA SPREAD:

This product is a ready-to-eat caramel and cream spread with guava. | Colombia

GUAVA

North America New Product Introductions: 2018-2022

135

GUAVA FLAVORED
NORTH AMERICA NEW
PRODUCT INTRODUCTIONS

NORTH AMERICA FAST FACTS:

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



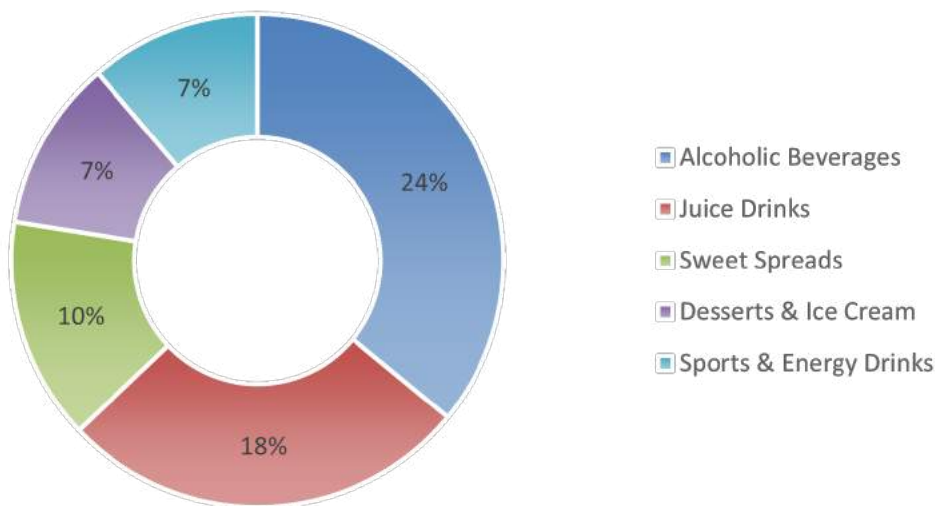
LITTLE GOURMET BRIGHT BLENDS BANANA BLUEBERRY STRAWBERRY GUAVA PUREE: This product contains no added sugar and described as “deliciously wholesome for toddlers.” | Canada



SIMPLY MIXOLOGY STRAWBERRY GUAVA MOJITO NON-ALCOHOLIC FLAVORED JUICE BEVERAGE: This product is non-alcoholic mocktail and mixer and is made with real fruit juice and a blend of lime juice with strawberry and guava purees.

59% of consumers responded that they likely or definitely would but this product, significantly outperforming its subcategory. | US

TOP GUAVA FLAVORED PRODUCT CATEGORIES



TROLLI SOUR TROPICAL DINOS GUMMI CANDY: THIS PRODUCT FEATURES THE FOLLOWING FLAVORS: mango-pineapple; yuzu-watermelon; and strawberry-guava.

48% of consumers responded that they likely or definitely would but this product, significantly outperforming its subcategory. | US

THE TAKEAWAYS

Guava is showing growth around the globe with the majority of new products appearing in Latin America. Guava is also showing growth on restaurant menus, with casual dining as the key restaurant segment accounting for 56% of all guava flavored menu items. On the menu, beverage is the top restaurant segment with 89% of all guava flavored menu items appearing on the beverage menu. With its sweet and tart flavor profile, guava pairs well with tropical flavors and berries alike, specifically strawberry. The question is—is guava on your Flavor Radar?



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SOURCES:

Mintel GNPD

Datassential

Mintel Purchase Intelligence

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