



# WATERMELON

2023 • FLAVOR INSIGHT REPORT



## OVERVIEW

A member of the melon flavor, watermelon is one of the most popular fruits in that family with its sweet and refreshing flavor. No longer just a summertime favorite, watermelon is expanding into new product categories and being paired with new flavors to delight consumers of all ages. From watermelon margaritas and spicy watermelon candy canes—consumers can have their watermelon fix all year round. We are spotting watermelon in new products from snacks, dairy products, and juice drinks. Let's take a closer look and see where watermelon is appearing on the menu, in new products, and social media.



**Watermelon is showing  
21% global new product  
growth from 2021-2022.**

# WATERMELON

## Social Listening Summary

There are over 7.3 million posts on Instagram using the hashtag watermelon. From selecting the best watermelon at the farmer’s market to watermelon mojitos—the options for this juicy and refreshing fruit are endless.

- @theblondebutler from New South Wales shares a picture of a watermelon dish on their catering menu which is compressed watermelon, whipped goat curd, candied pepitas and an olive crumb.
- @mama\_taught\_me\_well from South Africa shares a picture of watermelon & kiwi slushes.
- @lulus.austin shares a picture of a watermelon margarita on their menu to celebrate national margarita day which was on February 22nd.



# 1,082

WATERMELON  
RECIPES ON  
FOODNETWORK.COM

On Foodnetwork.com, 1,082 articles and recipes appear when searching for watermelon. The recipes range from watermelon and feta salad, watermelon martinis, pickled watermelon, and watermelon gazpacho.

## “Warm Up Winter With Watermelon Fun”

In the January issue of Kansas City Parent, they feature an article with inspiration to make the most of being trapped indoors in the winter to chase away the wintertime blues. They offer ideas for activities that are tasty and fun—including using a fresh cut watermelon to create a watermelon snowman and a recipe for watermelon glazed meatballs that uses watermelon puree mixed with barbecue sauce.



# WATERMELON ON THE MENU 2022

# 726

WATERMELON  
MENTIONS ON THE  
MENU IN 2022

Source: Datassential

- **14%** growth on the menu in the past 4 years and **19%** growth in the past year.
- **Casual Dining** is the top restaurant segment with **21%** of all watermelon flavored menu items
- **Beverage** is the top menu segment with **81%** of all watermelon flavored menu items.



## MENU MENTIONS:

- CASUAL DINING: **Salmon Frutal** featuring Salmon topped with mango chimichurri **fresh watermelon** and pineapple salad topped with mint and balsamic glazed at 90 Miles Cuban Café in Chicago, IL.
- FINE DINING: **Griddled Boudin Cakes** featuring cast iron griddled Louisiana boudin, **sweet pickled watermelon rinds**, Cajun aioli, black pepper grissini at Brennan's of Houston.
- FINE DINING: **Sabrinatina** featuring our original martini, Grey Goose citrus vodka, **watermelon sorbet**, St. Germain, champagne nitro popsicle, chocolate monkey at Barton G. The Restaurant is in Miami Beach, FL.

## Consumer Awareness of Watermelon

Watermelon is a flavor that is extremely popular with consumers. According to Datassential's Flavor Tool, watermelon is in the 100th percentile among all foods and flavors, meaning consumers love watermelon more than 100% of all other items.

- 97% know it
- 93% have tried it
- 83% love or like it



# WATERMELON

Global New Product Introductions: 2018-2022

2,107

WATERMELON FLAVORED  
GLOBAL NEW PRODUCTS

## GLOBAL FAST FACTS:

- **APAC** is the top global region for watermelon flavored new product introductions.
- **Sugar & Gum Confectionery** is the top product category for watermelon flavored new products.
- **Strawberry** is the top flavor paired with watermelon



## VOELKEL BIO FRESHLY CHILLED WATERMELON LYCHEE SMOOTHIE:

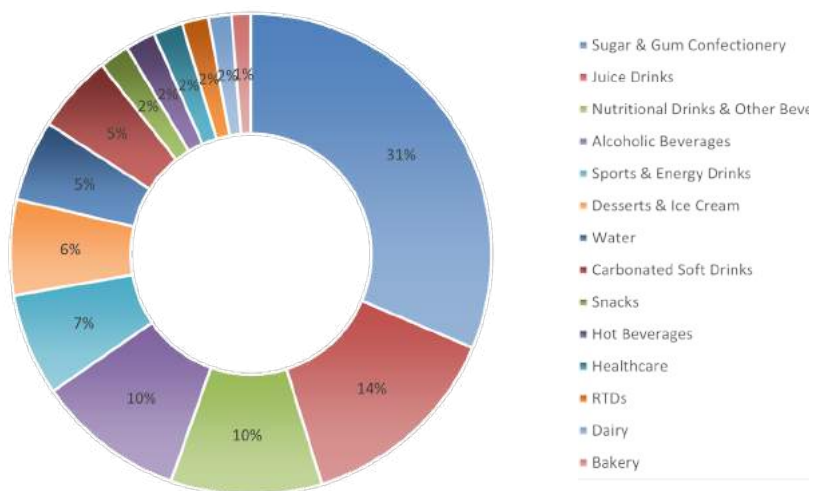
This product is a freshly chilled organic smoothie with “trendy ingredients” such as watermelon, açai, ginger and spirulina. | Germany



## PUP ICE WATERMELON FLAVORED FRUITY LOLLIES FOR ADULT DOGS:

Ready-to-freeze dog treats for small breeds to keep your dog cool in the hot summer sun. This product contains no added sugar, artificial colors or flavors. | UK

## TOP WATERMELON FLAVORED PRODUCT CATEGORIES



## JOE WEIDER VICTORY ENDURANCE BY WEIDER ENERGY UP GEL:

This product is a watermelon flavored concentrated carbohydrate gel that provides additional power during peak performance. | Spain

# WATERMELON

North America New Product Introductions: 2018-2022

507

WATERMELON FLAVORED  
NORTH AMERICA NEW  
PRODUCT INTRODUCTIONS

## NORTH AMERICA FAST FACTS:

- **North America** accounts for 24% of all watermelon flavored new product introductions.
- **Sugar & Gum Confectionery** is the top product category in North America for watermelon flavored new products.
- **Strawberry** is the top flavor paired with watermelon.



**GHOST WARHEADS SOUR WATERMELON ENERGY DRINK:** This product contains 200 mg of natural caffeine with brain-boosting nootropics.

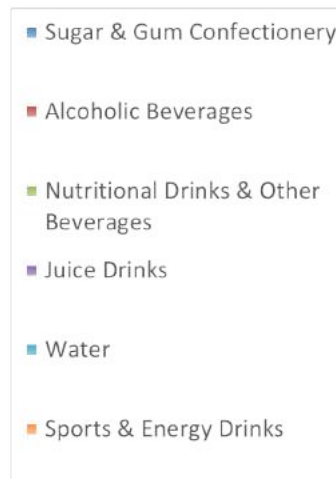
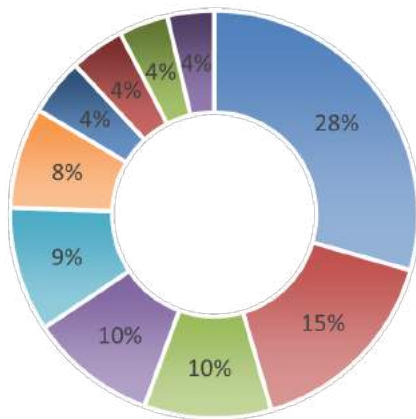
35% of consumers responded that they likely or definitely would buy this product, outperforming its subcategory. | US



**BRACH'S HOLIDAY HEAT SWEET & SPICY CANES:** This product was a limited-edition product for Christmas 2022 and features sweet and spicy flavors watermelon chili; pineapple chili; and mango chili.

36% of consumers that they likely or definitely would buy this product, under performing its subcategory. | US

## TOP WATERMELON FLAVORED PRODUCT CATEGORIES



**TAZO REFRESHERS ICED WATERMELON CUCUMBER HERBAL TEA & JUICE CONCENTRATE:** This product is described as a thirst quenching blend of hibiscus, juicy, smooth watermelon and crisp cucumber and can be mixed with water or seltzer.

35% of consumers responded that they likely or definitely would buy this product, outperforming its subcategory. | US

# THE TAKEAWAYS

*Watermelon is showing growth around the globe with the majority of new products appearing in APAC. Watermelon is popular on restaurant menus, with casual dining as the key restaurant segment accounting for 21% of all watermelon flavored menu items. With its juicy and refreshing flavor profile, watermelon pairs well with berries and tropical flavors, but makes the perfect sweet heat combination when paired with hot peppers. The question is—is watermelon on your Flavor Radar?*



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### SOURCES:

Mintel GNPD

Datassential

Mintel Purchase Intelligence

Food Lover’s Companion

Kansas City Parent Magazine

FoodNetwork.com



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