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Fruit Inclusions in Dairy July 2024



**For more information, please contact
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Mintel's Market Predictions

Consumers are interested in fruit flavors in their sweets.



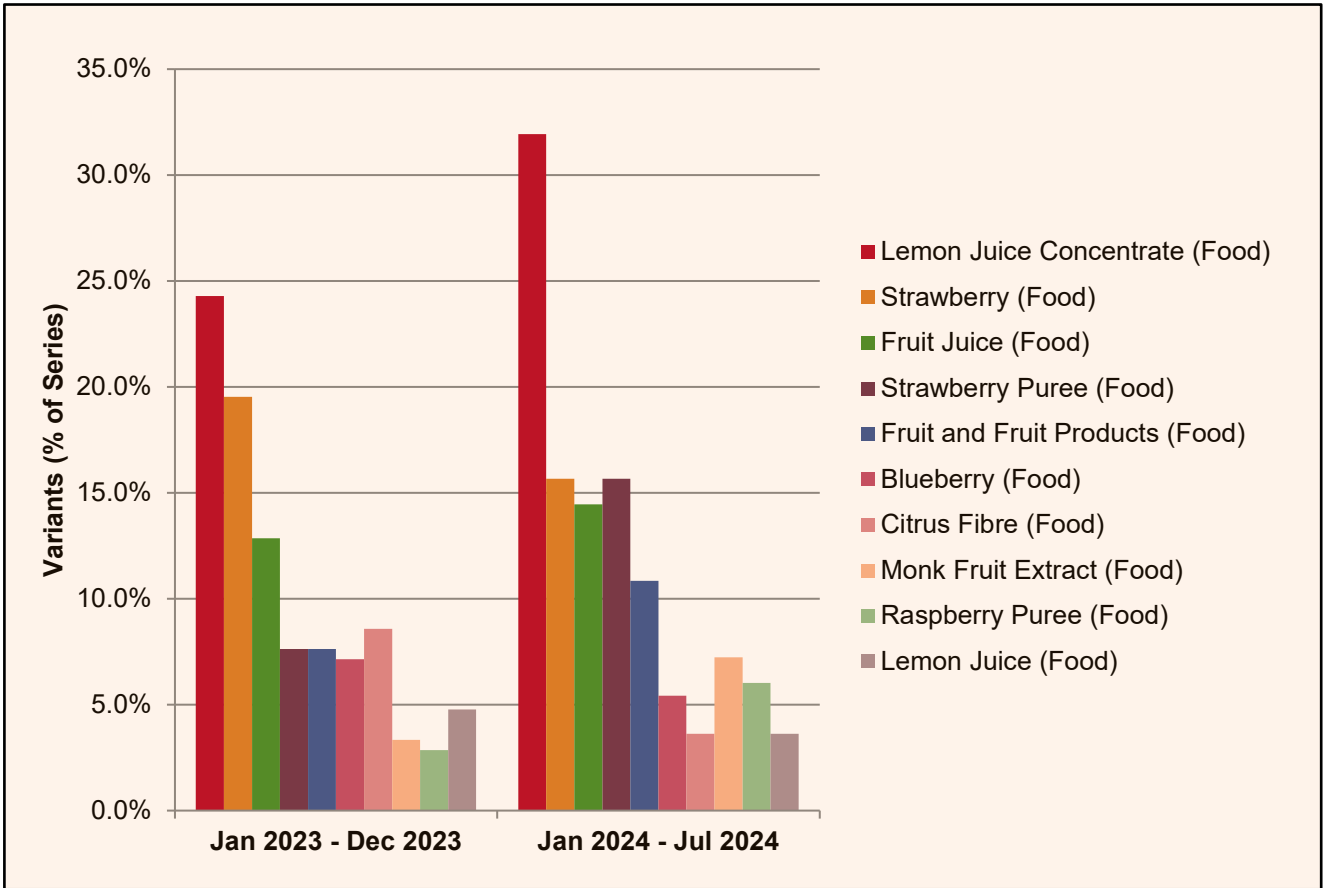
The data shows that a significant portion of US consumers have tried exotic fruit flavors in desserts or confections, such as mango (66%), guava (46%), and dragon fruit (41%) 1.1. Additionally, there is a trend towards including fruit and vegetables as ingredients in snacks, with 67% of internet users who snack having snacked on fruit or vegetables in the last three months 3.1. Furthermore, there is an opportunity for snacks that include fruit and vegetables as ingredients to appeal to consumers, particularly parents who are looking for snacks to help their kids get nutrients 3.1. This suggests a consumer interest in fruit flavors and ingredients across various sweet and snack categories.





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Top 10 Fruit Ingredients in Dairy & Ice Cream



Bonne Maman Ice Cream with Raspberries & Raspberry Swirl



Premium quality whole milk and fresh cream plus generous, flavorful swirls of carefully selected and gently prepared raspberries.



Häagen-Dazs Lemon Cultured Creme

200 calories per serving- Gluten free- Grade A- Logos and certifications: Kosher, How2Recycle with Check Locally.



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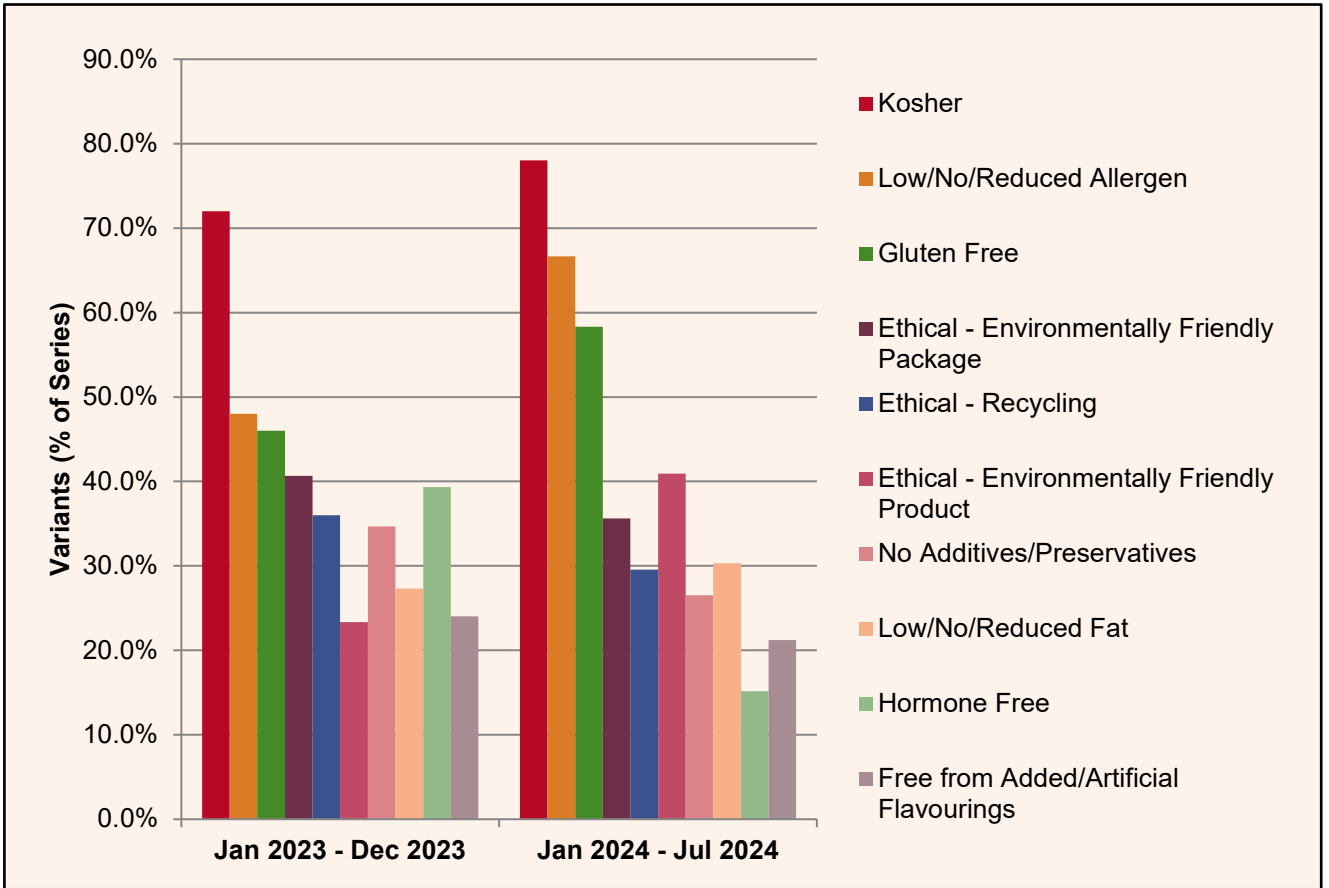
Source: Mintel Global New Products Database (GNPD)





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Top 10 Claims – Dairy Products Containing Fruit



Yelloh! Passion Punch Sherbet



No Additives/Preservatives, Kosher, Free from Added/Artificial Flavorings



Chobani Flip Strawberry Cheesecake Lowfat Greek Yogurt with Graham Cookies

All Natural Product, Free from Added/Artificial Flavorings, Free from Added/Artificial Preservatives, Hormone Free, Kosher, Low/No/Reduced Fat, No Additives/Preservatives



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Source: Mintel Global New Products Database (GNPD)





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Yogurt Opportunities



There are several trends in yogurt that involve fruit, as indicated by the following points:

1. Innovation in Flavor: Brands like YoCrunch by Dannon are innovating by incorporating playful, nostalgia-inducing flavors and mix-ins that appeal to both children and adults. This trend, known as "kidulting," is on the rise, and it leverages the idea of yogurt as a childhood snack to create a sense of nostalgia for adult consumers. YoCrunch has seen a significant increase in sales (+20%) from 2022 to 2023, suggesting that consumers are responding positively to these exciting flavors 2.1



2. Health and Convenience: Brands such as Chobani, Dannon Light + Fit, and Two Good Smoothies are experiencing sales growth by tapping into health trends and the need for convenient, nutrient-dense snacks. These brands offer yogurt drinks that cater to busy lifestyles and the demand for portable, high-protein options 2.2

3. Exotic Fruit Flavors: In the broader context of food trends, there is a growing interest in exotic fruit flavors in the United States. This is evidenced by the expansion of açai smoothie bowls in foodservice and the inclusion of exotic fruits like passion fruit, mango, dragon fruit, star fruit, and guava in Starbucks' Refreshers line. Since a significant portion of US diners have been exposed to these flavors, there is an opportunity for fruit manufacturers, and potentially yogurt brands, to incorporate such exotic fruit flavors into their products to meet consumer interest 3.1



While the provided information does not explicitly mention the combination of high-protein yogurt trends with fruit flavors, it can be inferred that combining high-protein content with popular fruit flavors, including exotic ones, could be a promising direction for yogurt brands to explore. This would align with the consumer interest in both high-protein foods and novel, exciting fruit flavors.



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Ice Cream Opportunities



There's space for routine and variety

Consumers are loyal to ice cream/frozen novelties products, but doses of variety shake up experiences and infuse fun. The future of frozen treats will be a balancing act of embracing the comfort in familiarity and offering options for newness with innovative formats, customization inspiration and flavors that excite.

SPRINKLE IN EXCITEMENT

76% of ice cream and frozen novelty consumers agree that trying unique flavors is a fun experience

Frozen novelties can break out of confines

Frozen novelties have the potential to break into new occasions and blur the lines between treats and snacks. Formats and ingredients can grow snack associations with younger generations or add touches of premiumization to elevate occasions. Yet there is room to grow engagement as a kid friendly option with BFY blurring, too.

Maximize frozen treats at home

Consumers are going back out for ice cream, and also showing excitement for store brands meaning that the bar is rising for brands of all types. Especially as younger generations look to maximize frozen treat experiences, there is opportunity to level up the market and connect consumers to quality and premium perceptions.



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Ice Cream Opportunities



Jeni's Powdered Jelly Donut Ice Cream features vanilla custard, raspberry jelly and a brown sugar donut crumble (US).

Fruit is becoming a more popular inclusion in ice cream. This is indicated by the trend of consumers looking for more exotic fruit options, as seen in the frozen fruit segment 1.1, and the interest in fruit innovation among Millennials, who favor exotic fruit varieties in their smoothies 4.1

Additionally, the emergence of bakery and dessert flavors in ice cream, such as Jeni's Powdered Jelly Donut Ice Cream which features raspberry jelly 2.1 suggests that there is a growing trend to incorporate fruit flavors into ice cream products.

Moreover, the popularity of foodservice ice cream flavors and foodservice-inspired retail flavors 2.2 2.3 indicates that consumers are interested in a wider range of flavors, including those with fruit, in their ice cream experiences.

Flavourscape AI: ice cream, frozen yogurt, frozen desserts

US: flavors with high or stable growth momentum across select* ice cream and frozen novelty categories

Mintel Flavorscape AI explores the future of flavor and flavor combinations using data science; understanding which flavors are trending across different ice cream and frozen dessert categories to inform product and flavor development in the Ice Cream & Frozen Novelties market.

Novel	Emerging	Established
Crumble/streusel	Churro	S'mores
Poppy seed	Marshmallow	Salt (sea)/fleur de sel
Guava	Passionfruit/maracuja	Birthday cake/party cake
Marzipan/persipan	Milk (goat)	Waffle
Chili/chilli pepper	Cinnamon bun/cinnamon roll	Cocoa/cacao

* includes dairy based ice cream & frozen yogurt, plant based ice cream & frozen yogurt (dairy alternatives), frozen desserts
 Source: Flavorscape AI



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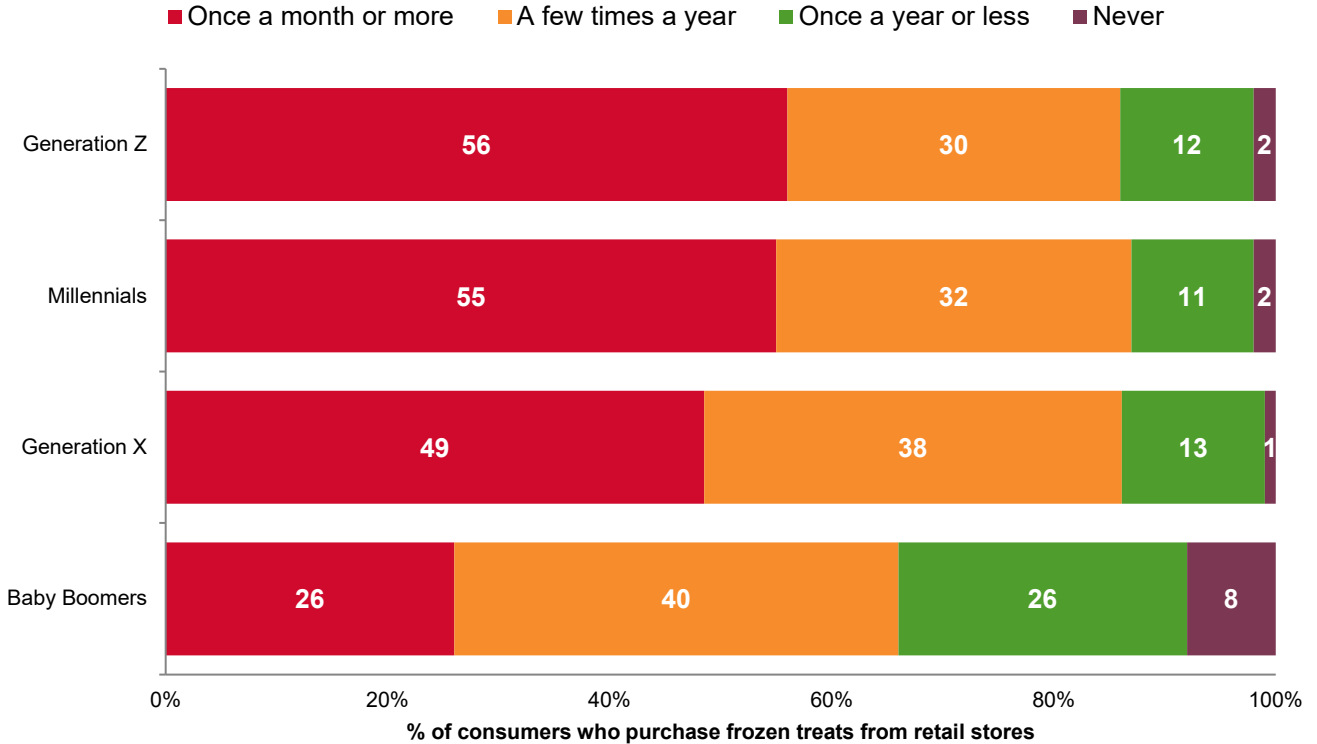




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Generational differences point to interest in new frozen treat trials

US: frequency of new frozen treat trial, by generation, 2024



With all sorts of frozen treat innovation in the past decade, from plant-based, to savory, unexpected flavors, and more, its unsurprising that younger generations are drawn to variety and are more likely to explore new frozen treats more often. With no shortage of options, the challenge, then, lies in grabbing these consumers attention. Attention grabbing tactics don't require a complete overall, and can even simply mean tweaking existing, established options. New twists on classic flavors, cross category collaborations, or even incorporating an experiential aspect (eg customizable options) with inspiration from away from home ice cream experiences can make the explorative occasions more experiential.



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Source: Mintel Global New Products Database (GNPD)





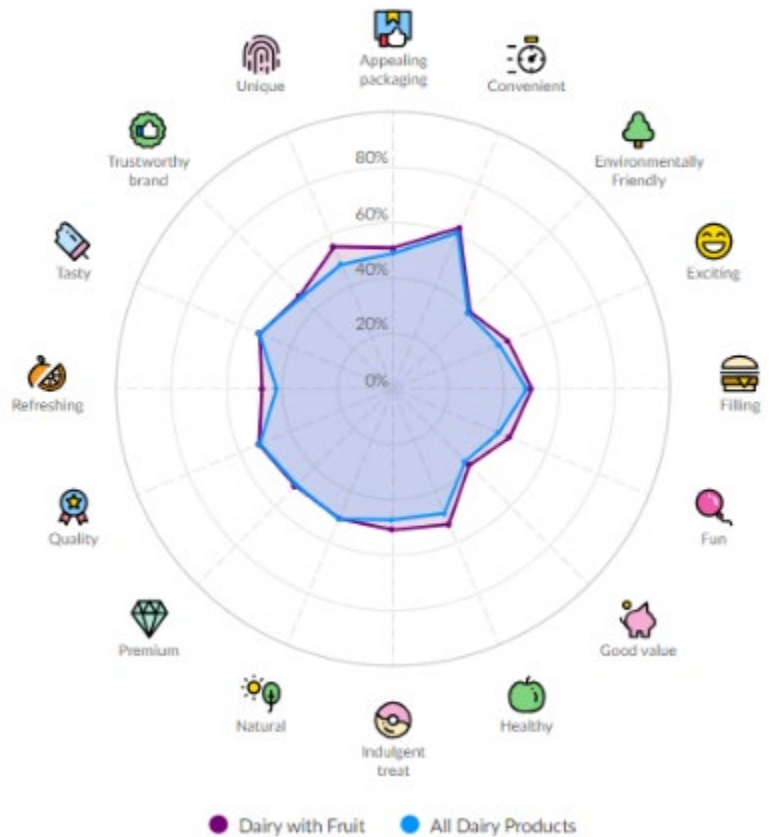
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US consumers are looking for more fruit in their diets

US consumers recognize the holistic health benefits of a diet rich in fruit and vegetables. This is evidenced by the fact that 66% of adults in the US are eating more fruit and vegetable produce for long-term health 5.1.

Additionally, fruits and vegetables are frequently seen as offering the best solution for a range of health issues, including heart health and energy-boosting benefits, in various markets surveyed 3.1.

The inclusion of natural fruit and vegetable ingredients is seen as a great shortcut for brands appealing to health-seeking consumers 3.1. Therefore, it can be inferred that US consumers do see foods including fruit as healthier.



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Source: Mintel Global New Products Database (GNPD)





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US consumers are looking for more fruit in their diets

Male, Midwest, 18-34	
Purchase Intent	Sentiment Analysis
<i>Definitely would purchase</i>	<i>Positive</i>



Verbatim: Looks absolutely delicious. Anyone who loves mangos will be attracted to this product. The pictures and branding is great for this yogurt alternative. From a shoppers perspective I would think this is healthy and eco friendly, especially if the mangos were harvested without any harm at all.



Female, West, 55+	
Purchase Intent	Sentiment Analysis
<i>Definitely would purchase</i>	<i>Positive</i>

Verbatim: I buy Greek yogurt every time I go shopping. I usually buy plain Greek yogurt and add fruit to control the sugar. This is really great because it only has 2 gm of sugar per serving.

Male, South, 55+	
Purchase Intent	Sentiment Analysis
<i>Definitely would purchase</i>	<i>Positive</i>



Verbatim: I love trying new Ben & Jerry flavors. Great quality and taste. I like the size.



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Products with no artificial flavors



**Dannon Light + Fit
Zero Sugar
Strawberry Banana
Flavored Cultured
Dairy Drink**

- 40 calories
- 8g of protein
- 0g sugar
- Flavored with other natural flavors
- At least 50% less fat than average cultured dairy drinks
- Contains less than 1% juice

**Whipnotic
Strawberry Swirl
Pasteurized
Grade A Dairy
Whipped
Topping**

With just the touch of a button, all-natural fruit juices and flavor essences will have the taste buds in a sensory overload, transcending everything known about whipped cream

**Kemp's Transformers
Mixed Berry Smooth
Cottage Cheese**

- All the goodness of cottages cheese with a delicious new smooth and creamy taste kids will love
- Free from artificial flavors and high fructose corn syrup
- Contains probiotics



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Products with all natural product claims



La Fermière Peach Apricot Creamy Whole Milk Yogurt

- Naturally French
- All natural ingredients
- Free from gluten, rbGH



Chobani Complete Mixed Berry Vanilla and Strawberry Cream Lowfat Greek Yogurt Drink Variety Pack

- Only natural ingredients
- Free from added sugar, lactose, fake fruit, artificial flavors or sweeteners, preservatives, gluten and rBST



Yasso Strawberry Chocolate Crunch Greek Yogurt Bars

- Made with real fruit
- Naturally flavored creamy Greek yogurt, with other natural flavors, dipped in crunchy milk chocolatey coating - it is more than just newsworthy, it's legendberry!