

exotic & superfruits



FLAVOR TONALITIES

OVERVIEW exotic & superfruits

Exotic fruits and superfruits dazzle with their vibrant colors, bold flavors, and impressive health benefits. From the tart burst of açai to the sweet, floral notes of dragon fruit, these fruits add intrigue and intensity to dishes and drinks across cultures.

More than just eye-catching ingredients, many superfruits are celebrated for their high antioxidant content, vitamins, and traditional healing roles. Rooted in indigenous practices and now embraced worldwide, exotic fruits offer both nourishment and a taste of the extraordinary.



MAIN CHARACTERISTICS







Texture





MOST POPULAR exotic & superfruit profiles



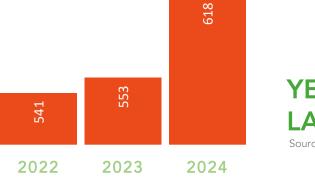
Launches – Last 3 Years Food & Beverage, US

Source: Innova Market Insights

mango

Mangos are bright, juicy fruits that bring a burst of tropical flavor to dishes and drinks around the world.

In food, mangos are prized for their sweetness, smooth texture, and ability to balance both savory and spicy dishes. In beverages, they're blended into smoothies, cocktails, and even teas-adding richness, tang, and a touch of sunshine in every sip.



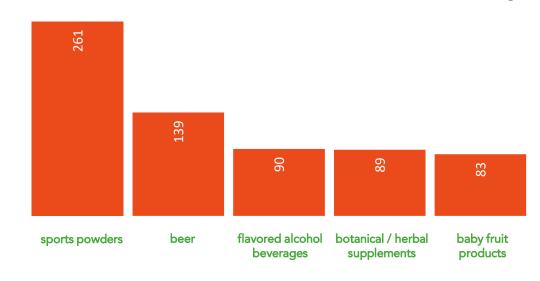






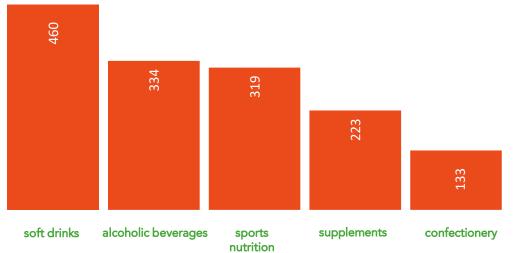
TOP 5 SUB-CATEGORIES

Source: Innova Market Insights



TOP 5 CATEGORIES

Source: Innova Market Insights







Gelatina Bicolor De Mango





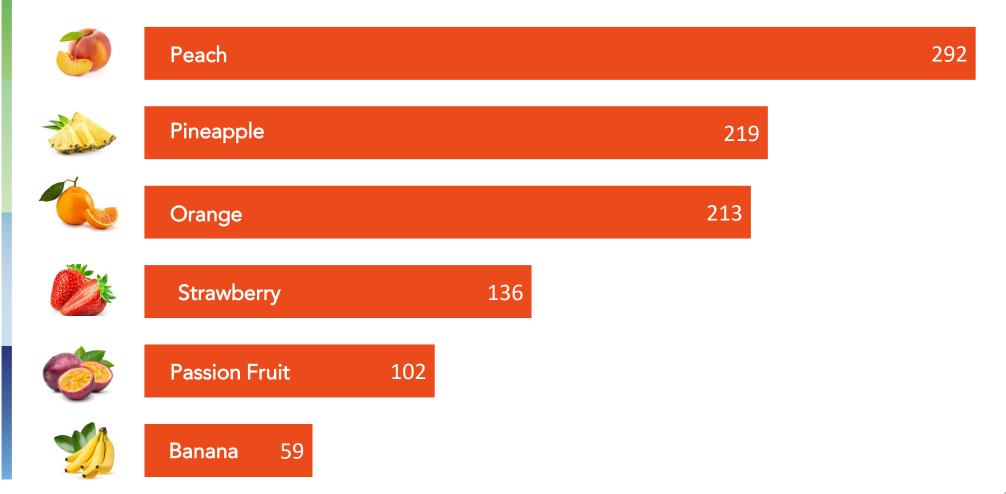
Strawberry Mango Popsicles





TOP FLAVOR BLENDS

Number of launches – US, Last 3 years

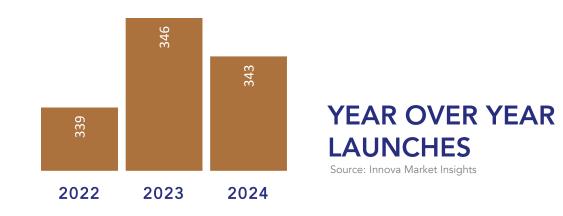




coconut

Known for its creamy texture and tropical flavor, coconut is a beloved ingredient in both food and beverages. From curries to baked goods, its rich, nutty profile adds depth and natural sweetness to savory and sweet dishes alike.

In beverages, coconut takes center stage in smoothies, cocktails, and plantbased milks–loved for its hydrating qualities and subtle sweetness. It's also valued for potential health benefits, including healthy fats and electrolytes.

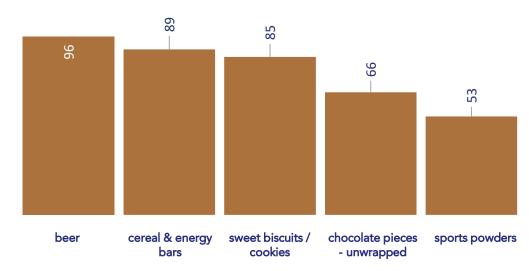




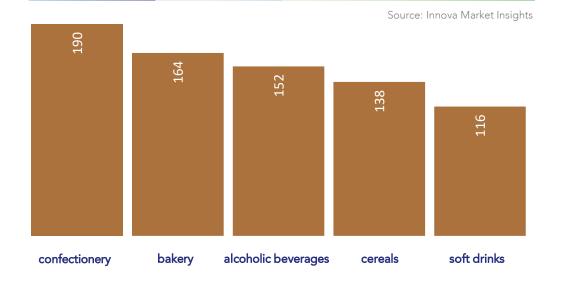


TOP 5 SUB-CATEGORIES

Source: Innova Market Insights



TOP 5 CATEGORIES







Thai Coconut Chicken Skewers



Cowboy Cookie

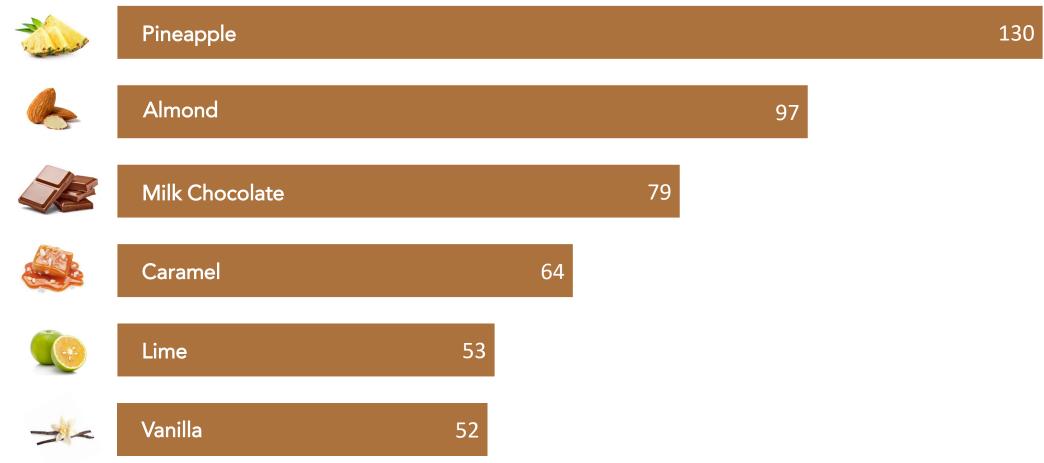


Coconut Crusted Tofu



TOP FLAVOR BLENDS

Number of launches – US, Last 3 years



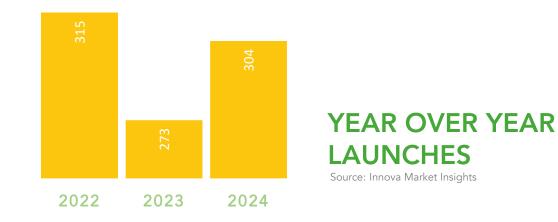
SYNERGY[®] FLAVOR TONALITIES



banana

Loved for its natural sweetness and creamy texture, banana is a staple ingredient in kitchens around the world. It adds richness to baked goods, smoothies, and breakfast dishes, while also pairing well with both sweet and savory flavors.

In beverages, bananas blend seamlessly into smoothies, shakes, and even cocktails-bringing body, sweetness, and a boost of potassium. Often associated with energy and digestion, bananas are as functional as they are flavorful.





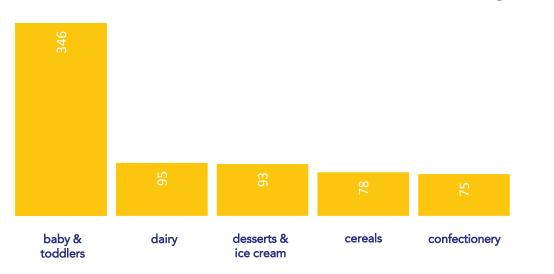


TOP SUB-CATEGORIES



TOP CATEGORIES

Source: Innova Market Insights







Peanut Butter Banana Bars



Banana Bread Chocolate Cookies



Banana Fluff Salad



TOP FLAVOR BLENDS

Number of launches – US, Last 3 years

	Strawberry	
3	Red Apple	97
	Peanut Butter	91
	Blueberry	81
6	Mango 59	
	Milk Chocolate	56



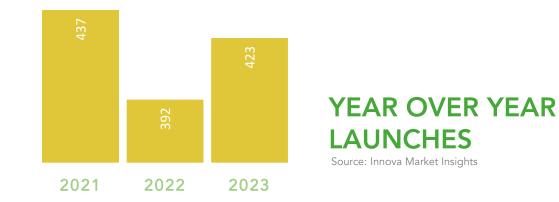
257



pineapple

Bursting with tropical flavor and vibrant acidity, pineapple brings a refreshing brightness to dishes both sweet and savory. Its juicy texture and natural tang make it a standout in everything from salsas and salads to baked goods and marinades.

In beverages, pineapple shines in smoothies, juices, and cocktails–lending a zesty sweetness and a dose of vitamin C. Celebrated for its digestive enzymes and antiinflammatory properties, pineapple is as nourishing as it is delicious.

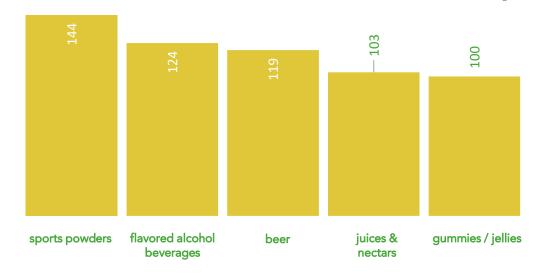






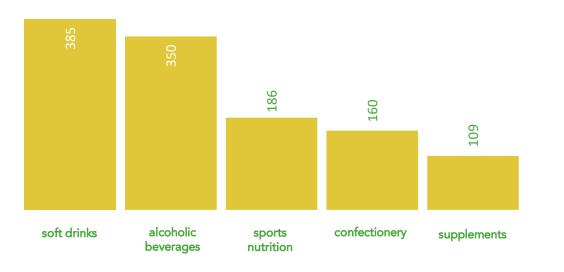
TOP 5 SUB-CATEGORIES

Source: Innova Market Insights



TOP 5 CATEGORIES

Source: Innova Market Insights







Pineapple Pretzel Salad



BBQ Pineapple Chicken



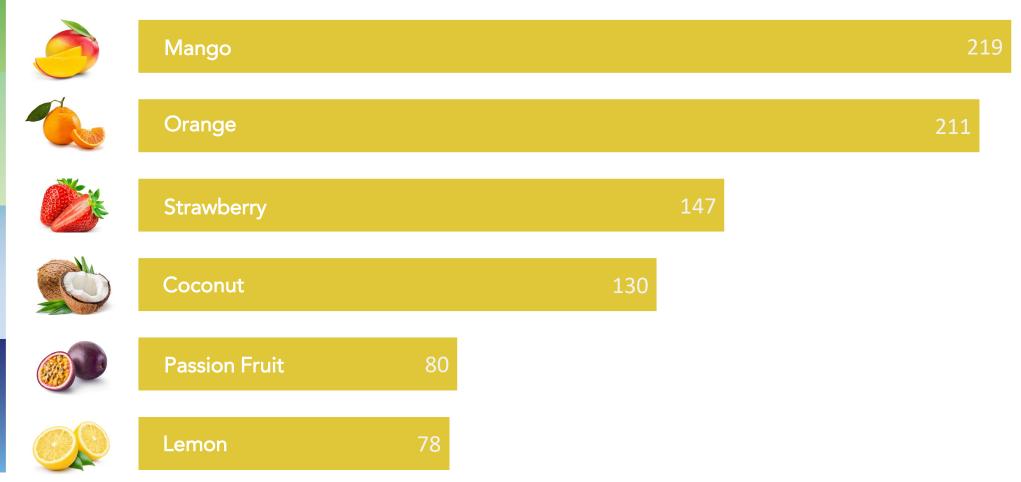
Ambrosia Salad





TOP FLAVOR PAIRINGS

Number of launches – US, Last 3 years



GROWING exotic & superfruit



PASSION FRUIT

508





LYCHEE

66

Launches – Last 2 Years Food & Beverage, US Source: Innova Market Insights

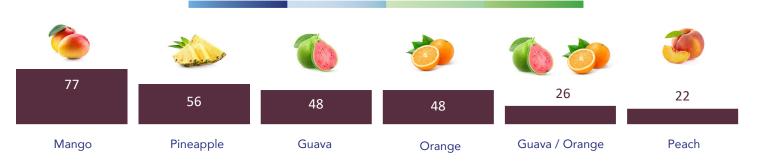


passion fruit

Passion fruit continues to gain popularity in 2025 for its bold, tangy-sweet flavor and tropical appealmaking it a standout choice in beverages, confections, and wellness products alike.



TOP FLAVOR PAIRINGS



Source: Innova Market Insights



pomegranate

Pomegranate remains a sought-after flavor prized for its deep, tart-sweet taste and rich antioxidant profile-often featured in juices, snacks, and functional foods that blend indulgence with health.



TOP FLAVOR PAIRINGS







Lychee emerged as a standout for its uniquely floral and tropical profile, setting itself apart from traditional fruit flavors and becoming a top choice for premium sweet and beverage applications.



TOP FLAVOR PAIRINGS



Source: Innova Market Insights

FLAVOR TO WATCH kiwi



Launches – Last 2 Years Food & Beverage, US Source: Innova Market Insights



kiwi

Kiwi is expected to see steady menu growth through 2025, especially in beverages, desserts, and globally inspired dishes—driven by consumer interest in vibrant, nutrientrich ingredients. This momentum on menus is likely to translate to retail growth as well, with increased demand for fresh, frozen, and value-added kiwi products like juices, fruit blends, and snacks.

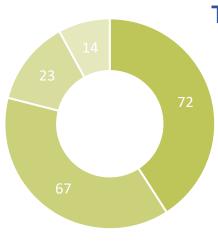
The rising popularity of red kiwi, in particular, is expanding the fruit's appeal and positioning it as a premium, eye-catching option for both foodservice and grocery aisles.











TOP 4 CATEGORIES sports nutrition soft drinks alcoholic beverages supplements

TOP 4 SUB-CATEGORIES

- sports powders
- flavored bottled water
- sports drinks rtd
- juices & nectars

PRODUCT LAUNCHES







Source: Innova Market Insights

PREDICTED GROWTH

4-Year: +9%

GROWTH POTENTIAL: ABOVE AVERAGE

KIWI ranks in the 76th percentile for future growth potential - Its growth is predicted to outperform 76% of all other foods, beverages, and ingredients over the next four years.

Powered by Mt™ Datassential's Al-basedenucas prediction engine

LIMITED TIME **OFFERS FEATURING KIWI**



5.7%

2018

5.2%

2017

4.7%

2015

4.6%

2016

5.2%

2019

5.5%

2020

5.4%

2021

4.9%

2022

5.1%

2023

SMOOTHIE KING.

Smoothie King Metabolism Boost Smoothie

5.2%

2024

5.1%

2025

2026



5.5%

PREDICTED

2027

5.4%

2028



5.5%

2029



The State Pros Coffee Dutch Bros Coffee Emerald Lemonade

Base: 2 Years Source: Datassential



FLAVOR TONALITIES

CONTACT US

For Additional Insight and Information <u>us.inquiry@synergytaste.com</u>

