

## Mintel Quarterly Update

Aug 2014

### Fruit Ingredient Activity – Water and Dairy-Based Dessert Launches

**US water & dairy-based dessert launches with fruit & fruit product ingredients\*, % of \*total water & dairy-based dessert launches from Jan 2012- Jun 2014**



**Top fruit ingredient groups used in water & dairy-based dessert launches, USA Jan 2012- Jun 2014**

Fruit Ingredient	# of Variants
Fruit Concentrates	273
Fruit Purees, Pulps, Paste, Nectars, Compotes, Syrups	150
Fruit Juice	93
Fruit Peel	18

**17.5%** of US water or dairy-based dessert launches containing fruit or fruit products as an ingredients use a “made with fruit” or “fruit serving” or “real fruit” claim in the products description (44 products out of 252).

**Sub-categories of US water & dairy-based dessert launches with fruit & fruit product ingredients, shown as a % of total water & dairy-based dessert launches per year from Jan 2012- Jun 2014**

Sub-Category	2012	2013	2014 YTD
Dairy-Based Frozen Products	16.36%	17.19%	19.46%
Water-Based Frozen Desserts	64.71%	71.60%	87.80%



Ciao Bella Bartlett Pear Hibiscus Sorbetto comprises Bartlett pears infused with their smooth and buttery white flesh. Click [here](#) to view on GNPD.



Blue Bell Dipped Strawberry Fruit Bars are made with real strawberries and dipped in a thick layer of decadent milk chocolate flavored coating. Click [here](#) to view on GNPD.

\*Fruit Ingredients included in search are fruit concentrate, fruit flakes, fruit granules, fruit juice, fruit peel, fruit puree, fruit paste, fruit nectar, fruit solids and dried fruit\*\*Total snack launches where ingredients are analyzed

### Mintel Category Trends – Desserts & Ice Cream

North American consumers are looking for more healthy, convenient snack options. **Fresh fruit already enjoys the healthiest reputation of any snack, considered very healthy by 84% of US consumers,** just ahead of raw vegetables at 83%. This has encouraged fruit and vegetable producers to develop a wider range of portable options, allowing consumers to easily use produce in new ways and locations.



#### Dessert Snack with Coconut Water & Fruit Benefits:

Another popular health trend that has filtered into ice cream is coconut water. The drink's reputation as a natural source of electrolytes, potassium and magnesium has seen it embraced by the water-based frozen dessert brand Edy's Outshine.

The Nestlé Dryer's Ice Cream brand has launched two varieties – Coconut Waters with Banana and Coconut Waters with Pineapple, which will join its current fruit bar products. Each bar contains only 60 calories and is made from a blend of coconut water and "real fruit".

Kerry Hopkins, brand manager for Outshine, described the product as a "totally invigorating snack".

The pineapple version above was launched earlier this year in the US and also claims to be rich in vitamin C.

### Recent water and dairy-based dessert launches with fruit ingredients, USA, 2014



[Weight Watchers Strawberry Swirl Greek Frozen Yogurt](#)



[Dreyer's Limited Edition Summer in the City Cheesecake Ice cream](#)



[Yoplait Strawberry Frozen Yogurt Bars](#)



[Dreyer's Apple and Greens Fruit and Veggie Bars](#)