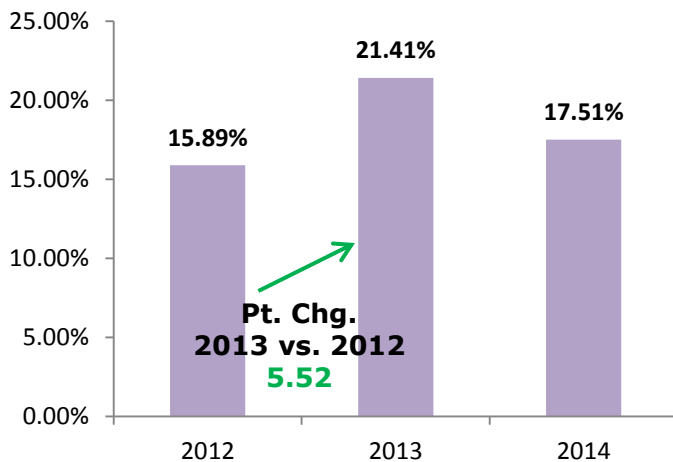


### Fruit Ingredient Activity – Snack Launches

US snack launches with fruit & fruit product ingredients\*, based as % of \*\*total snack launches from Jan 2012- May 2014



Top fruit ingredient groups used in snack launches, USA Jan 2012- May 2014

Fruit Ingredient	# of Variants
Fruit Concentrates	529
Fruit Juice	253
Fruit Purees, Pulpes, Paste, Nectars, Compotes, Syrups	179
Fruit Peel	32
Dried Fruit	28
Fruit Solids	21
Fruit Flakes	5

**17%** of US snack launches containing fruit or fruit products as an ingredient use a “made with fruit” or “fruit serving” or “real fruit” claim in the products description (141 products out of 832).

Sub-categories of US snack launches with fruit & fruit product ingredients, based as % of \*total snack launches from Apr. 2012- May 2014

Sub-Category	2012	2013	2014 YTD	Pt. Chg 2013 vs. 2012
Snack/Cereal/Energy Bars	28.18%	34.33%	29.71%	6.15
Fruit Snacks	43.94%	60.32%	66.29%	16.38
Snack Mixes	34.91%	37.42%	45.45%	2.51
Hors d'oeuvres/Canapes	19.05%	23.33%	15.85%	4.29
Meat Snacks	33.33%	27.27%	20.45%	-6.06
Vegetable Snacks	13.04%	35.71%	19.44%	22.67
Wheat & Other Grain-Based Snacks	3.42%	6.29%	1.47%	2.86
Corn-Based Snacks	2.90%	1.43%	4.17%	-1.47
Nuts	2.50%	3.03%	1.10%	0.53
Popcorn	2.80%	1.68%	2.99%	-1.12
Other Snacks	14.29%	44.44%	0.00%	30.16
Potato Snacks	0.00%	2.40%	1.11%	2.40
Bean-Based Snacks	12.50%	0.00%	12.50%	-12.50

\*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 Quarterly Update

June 2014

### Mintel Category Trends – Nuts, Fruits Snacks and Snack Mixes **Multicultural groups are an important audience**

**Hispanics and Asian consumers over-index on consumption of both nuts and dried fruits in the US, making them an important audience for the category. In fact, 39% of Asian consumers and 32% of Hispanic consumers rank themselves as high volume users of nuts, while they are also more likely to eat most types of fruit, both as a snack and as a baking ingredient.**

Demographic changes over the next few years will only strengthen their importance, with the **US Census Bureau forecasting that the Hispanic population will rise by 15.8% to 2016, as the Asian population grows by 14.4%.**

**US: World Market has launched an Exotic Fruit Mix**, containing pineapple, papaya, mango, kiwi and coconut chips.



While Hispanics are more likely to eat a wide range of dried fruits, they are particularly drawn to exotic varieties. Mintel consumer research shows that Hispanics eat more dried pineapples, mangos, papayas and figs than the rest of the population, encouraging manufactures to innovate around these ingredients.

**US: The Navitas Naturals brand** has launched Dragon Fruit Slices sourced from Thailand. The product is described as a “tropical super fruit for the modern life” and contains magnesium, iron and dietary fibre.



Asian-Americans, meanwhile, show a greater interest in eating mango, dates and plums than the general population. Fruit snack manufacturers are, however, also experimenting with a wider variety of Asian-sourced fruits to appeal to the demographic and a wider consumer base increasingly open to exotic, ethnic tastes.

### Recent snack launches with fruit ingredients, USA, 2014



Apple Cinnamon Chia Bars



Pomegranate Juice Infused Dried Cranberries



Beetberry 100% Fruit and Veg Snack



Epic Superfood Snack



Natural Kettle Cooked Apple Snack

For more information on fruit ingredient trends, please contact Tree Top at 509.698.1433