

## Mintel Quarterly Update Fruit Ingredient Activity – \*Snack Product Launches

Oct 2015

**% of US snack product launches with fruit\* ingredients, by sub-category, Jan. 2012 – Sept. 2015**

	% of TTL Sample	Pt. Chg. '12 vs. '14
Snack/Cereal/Energy Bars	34.00%	6.10%
Fruit Snacks	26.60%	4.40%
Snack Mixes	15.10%	-2.90%
Hors d'oeuvres/Canapes	6.60%	-5.70%
Meat Snacks	5.30%	-3.30%
Vegetable Snacks	4.10%	2.30%
Nuts	1.70%	-0.40%
Wheat & Other Grain-Based Snacks	1.60%	-0.90%
Corn-Based Snacks	1.30%	0.10%
Savoury Biscuits/Crackers	1.20%	0.10%

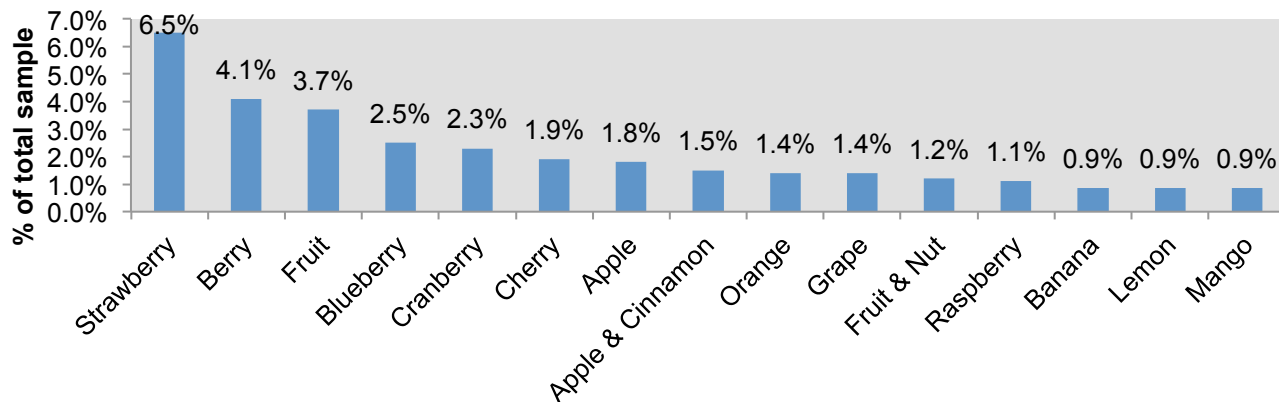
Total Sample = 1,528

**% of US snack product launches with fruit\* ingredients, by fruit\* ingredient group, Jan. 2012 – Sept. 2015**

Fruit Ingredient Group	% of TTL Sample
Fruit Concentrates (and all children)	41.20%
Fruit Juice (and all children)	24.80%
Fruit Purees, Pulpes, Paste, Nectars, Compotes, Syrups (and all children)	15.10%
Fruit Peel (and all children)	3.10%
Fruit Solids (and all children)	2.30%
Fruit Flakes (and all children)	0.59%

Total Sample = 1,528

**% of US snack product launches with fruit\* ingredients, by fruit flavor, Jan. 2012 – Sept. 2015**



Total Sample = 1,528

\*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.

\*Snacks = Bean-based snacks, cassava \* other root-based snacks, corn-based snacks, fruit snacks, hors d'oeuvres, meat snacks, nuts, other snacks, popcorn, potato snacks, rice snacks, snack mixes, snack/cereal/energy bars, vegetable snacks, wheat & other grain-based snacks and crackers

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### Examples of US snack launches with fruit ingredients - USA



Orchard Valley Harvest Cranberry Almond Cashew Trail Mix with Sea Salt (Sept 2015) Click [here](#) for product details



Farmer's Crate Baked Apple Thins are made from the finest hand-picked fruits by cutting them in thin layers and baking to perfection Click [here](#) for product details



Bare Crunchy Fuji Red Apple Chips are gluten free, 100% organic, fat free and non-GMO. Made with organically farmed apples. Click [here](#) for product details



Boom Chicka Bites Fruit & Nut Pomegranate & Cashews Ancient Grain Popcorn Clusters contain popped sorghum, popcorn, puffed amaranth, cashews and pomegranate. Click [here](#) for product details



Shine Organics Purify Apple, Guava, Kale, Strawberry, Parsley & Chia is described as the smartest on-the-go organic snack that contains a blend of organic fruits, veggies and micronutrients. Click [here](#) for product details



Manitoba Harvest Hemp Foods Apple Cinnamon Bar is a hemp seed bar containing 10g plant based protein and 10g omega-3 and omega-6. Click [here](#) for product details



Crispy Green Crispy Fruit Freeze-Dried Apple has been relaunched and is now free from GMO. The all natural apple is 100% fruit and is freeze-dried to remove water from the fresh apples while retaining the fruit's true essence in a light and crisp texture. Click [here](#) for product details



Plum Organic Go Bar Chocolate Brownie Flavor Soft Baked Oat Bar with Veggies is made with apple and dates. Click [here](#) for product details