



Dried Fruit Market Trends

January 2021



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Source:
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Mintel Global New Products Database (GNPD)

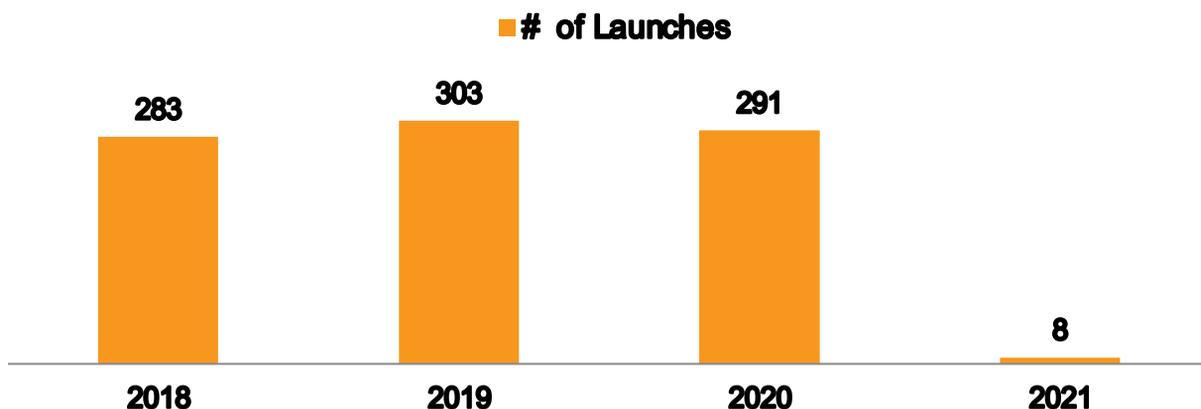


News and analysis on the food and beverage industry

Dried Fruit Trends January 2021

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US: # Food Product Launches with Dried Fruit, January 2018- January 2021



US: Top Dried Fruit Ingredients in Food Product Launches, January 2018- January 2021

Fruit	2018	2019	2020	2021	% change: 2018 - 2020
Lemon Powder	51	61	64	3	25.49%
Cherry Powder	64	50	49	0	-23.44%
Lime Powder	44	41	44	1	0.00%
Apple Powder	24	57	29	0	20.83%
Strawberry Powder	17	18	22	4	29.41%
Pineapple Powder	13	16	17	0	30.77%
Banana Powder	11	10	15	0	36.36%
Blueberry Powder	13	8	11	0	-15.38%
Orange Powder	9	11	10	0	11.11%
Mango Powder	12	8	9	0	-25.00%



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Jif Power Ups



Banana with Peanut Butter Chewy Granola Bars are made with Banana Flakes and provides 6g of protein.

Veggie's Made Great



Are made with dried blueberries, blueberry flakes, and even include fresh zucchini and carrots, provides 110 calories.

Whole Foods Fruit Strips Variety Pack



Contain organic dried apples, apple flakes, blueberries, blueberry flakes, raspberry puree and powder. The product is free from added sugar.

Focus On The Inherent Good

Even before COVID-19, consumers were on the quest for not only long-term health, but holistic wellness of both the body and mind. Mintel Global Trend Driver "Wellbeing" finds that nearly three quarters of consumers are willing to make short-term sacrifices to achieve those goals. Functionality is one of the most important trends within the food and drink industry, and consumer desire for functional benefits will persist during and after the pandemic. Fruit is a natural fit.

According to Mintel's, *Functional Ingredients in Food and Drinks – US, December 2019*, naturally functional food/drinks are those that are enhanced. For long-term resilience, non-fresh brands will have to shift focus to formulating and positioning products to meet contemporary palates coupled with nutritional aspirations. To reinforce nutritional value, brands can focus on the inherent good: making direct connections with inherent fruit benefits like fiber content, nutrient density, or RDA of vitamins and the functional benefits they deliver, like immunity, heart health, anti-inflammation, antioxidants, weight management and skin health to name a few.

Source: Lightspeed/Mintel
Base: 2,000 internet users aged 18+
Fieldwork: June 2020



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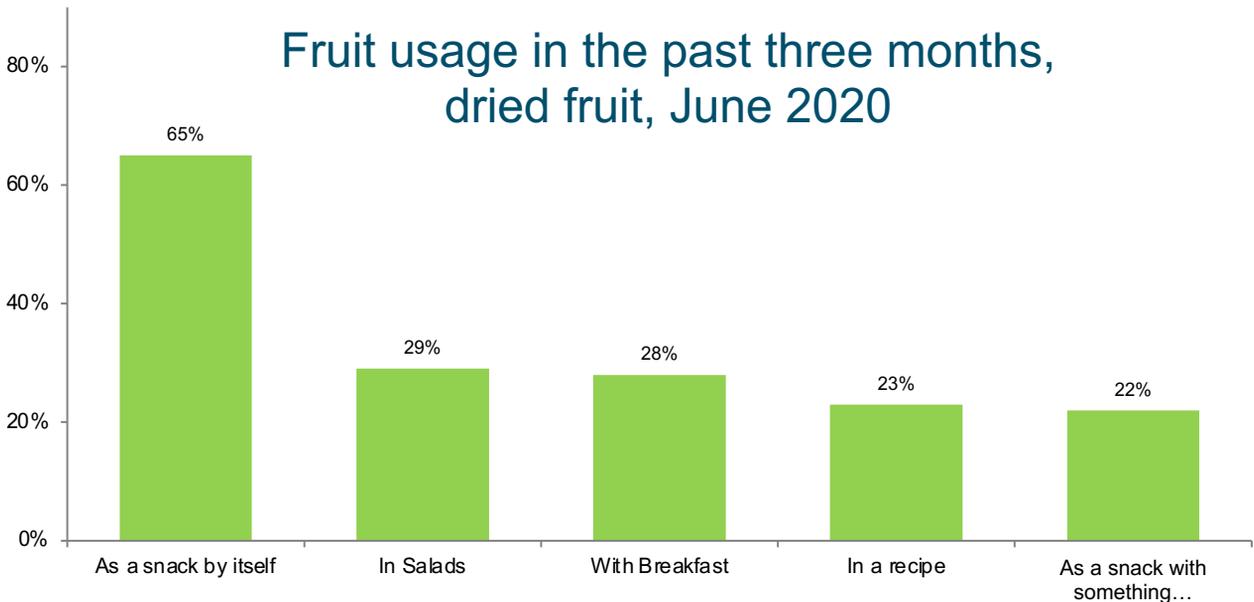


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Continue to innovate around consumers convenience needs

The COVID-19 pandemic has prompted more North American consumers to eat fruit and vegetables, reflecting a stronger awareness of the link between nutritious diets and healthy immune systems. And with obesity cited as a risk factor for the virus, eating fresh produce, rather than processed snacks, is also regarded as a means of achieving a healthier body weight.

For a few years now, fruit and vegetable innovation has pivoted around convenience and easy-to-prepare qualities. However, recent launches suggest there is more that brands can do in this time-saving area. For example, time-poor yet quality-focused home cooks have been targeted with pre-prepared sous-vide or marinated vegetables. Ultimately, there are opportunities to take convenience to new levels in fruit and vegetable products.





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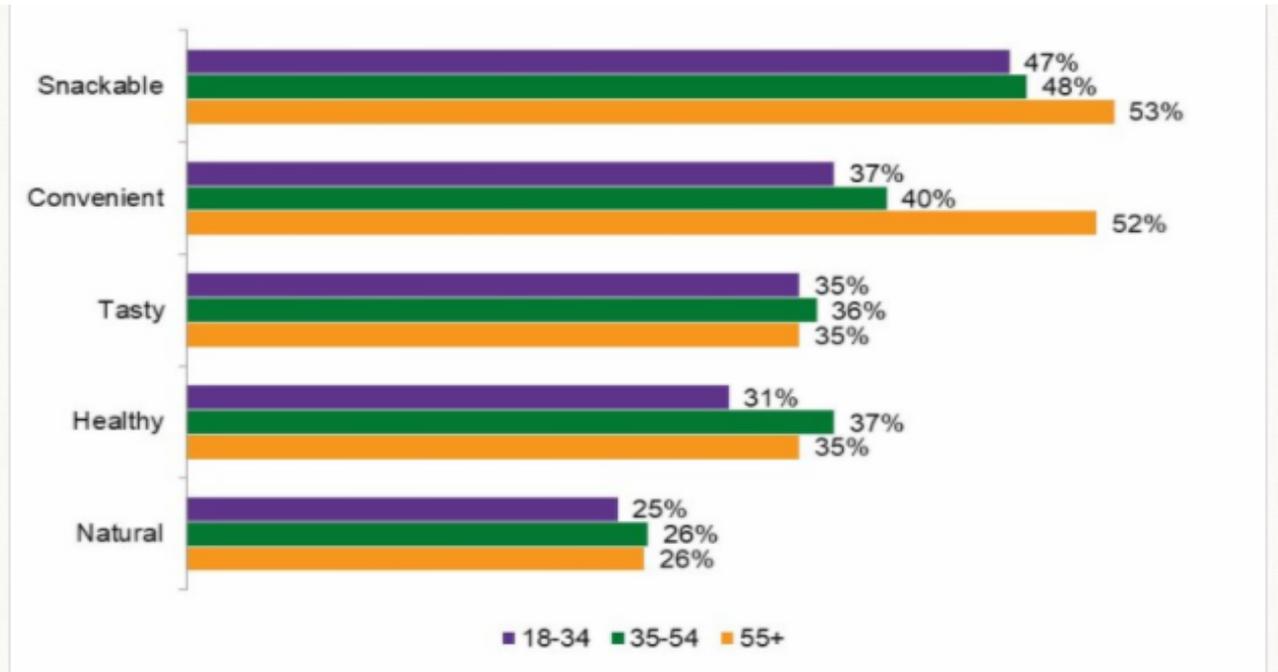
Dried fruit seen as a snackable, but its healthy perception lags

Dried fruit seems like a segment that could leverage health in an ideal snack form. Dried fruit is rated just as snackable as fresh, and after fresh, it gets higher associations with healthy, natural, and tasty than other fruit types. What is potentially troubling for the segment is that consumers aged 18-34 under-index in these associations. Moving their opinions to associate dried fruit with health and taste could be a challenge, but converting this snack-oriented group into dried fruit consumers would be rewarding. Only 8% of consumers consider dried fruit to be inexpensive, which could be detrimental to this segment if the recession lingers.

“Which of the following do you associate with each of these types of fruit? Please select all that apply per fruit type.”

Figure 54: Opinions of dried fruit, June 2020

Base: 2,000 internet users aged 18+ who have eaten fruit type in the past 6 months



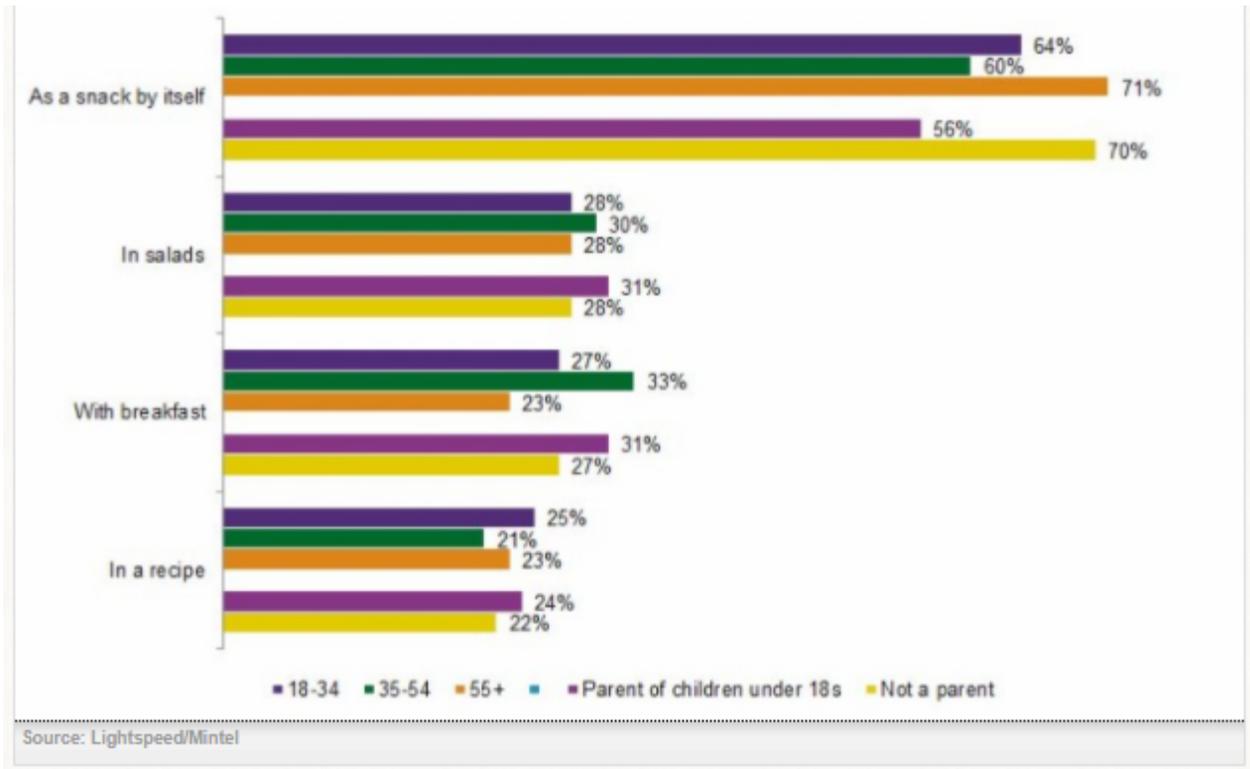


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“How have you used each of the following types of fruit in the past 3 months? Please select all that apply per type.”

Figure 46: Dried Fruit Usage, June 2020

Base: 723 internet users aged 18+ who have used dried fruit in the past 6 months



Dried fruit proves a snack solution for older consumers

The interest in dried fruit as a snack is more pronounced among older consumers than younger, and though it is lower than for fresh fruit, snacking is still the most common usage. In addition, lower-income consumers strongly over-index in usage of dried fruit as a standalone snack. Parents under-index in propensity to use dried fruit as a snack, perhaps pointing to an area of opportunity for dried fruits.



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Product Spotlight

Parent's Choice

Apple Cinnamon Toddler Cookies
\$ 1.77



Product Description

Parent's Choice Apple Cinnamon Toddler Cookies are now available. These baked graham cookies are made with real apples, whole wheat and no salt added. This kosher-certified product is naturally flavored, and retails in a 5-oz. pack.

Purchase Intent

83% of consumers say they intend to buy this product compared to 39% of the benchmark

"This is great for the entire family. Apple and cinnamon are a great combination. Product is organic and made from some fruit (apple)"

- FEMALE 35-54 SOUTH

"This is a new type of toddler snacks I haven't yet seen. Looks yummy and like something my child would enjoy. Great price value"

- FEMALE 18-34** MIDWEST

Attribute Ratings vs. the Benchmark

