

iTi Tropicals' Insight Report: Coconut Water

DISCOVER WHAT'S POSSIBLE WITH
COCONUT WATER

February, 2024



iTi Tropicals' Insight Report Outline

**Coconut Water Insight Report:
Exploring Nature's Hydrating Powerhouse**

**New Product Launches:
North America and Latin America**

**New Product Launches:
North America**

**Coconut Water in the Digital World:
Social Media Overview**

**How iTi Tropicals is Utilizing Coconut Water:
iTi Recipes**

Takeaways

About iTi Tropicals



Coconut Water Insight Report: Exploring Nature's Hydrating Powerhouse

Coconut water delivers a very mild and delicate flavor that carries a slightly salty undertone. While referred to as “water”, coconut water is actually juice. The juice contains five essential electrolytes and is naturally low in sugar.

Coconut water adds an exotic touch to any product, whether it's sweet or savory. It is perfect for mocktails (and cocktails), smoothies, sauces, dressings, marinades, frozen novelties, and more! Coconut water brings a unique and refreshing element to the culinary world that many consumers are just discovering. Coconut water juice is popping up left and right in new products across the globe, including sports beverages, juice blends, smoothies, hard seltzers, beers, wines, and more.

Let's take a closer look at how coconut water is being used in new products on social media and at iTi Tropicals.



New Product Launches: North America and Latin America

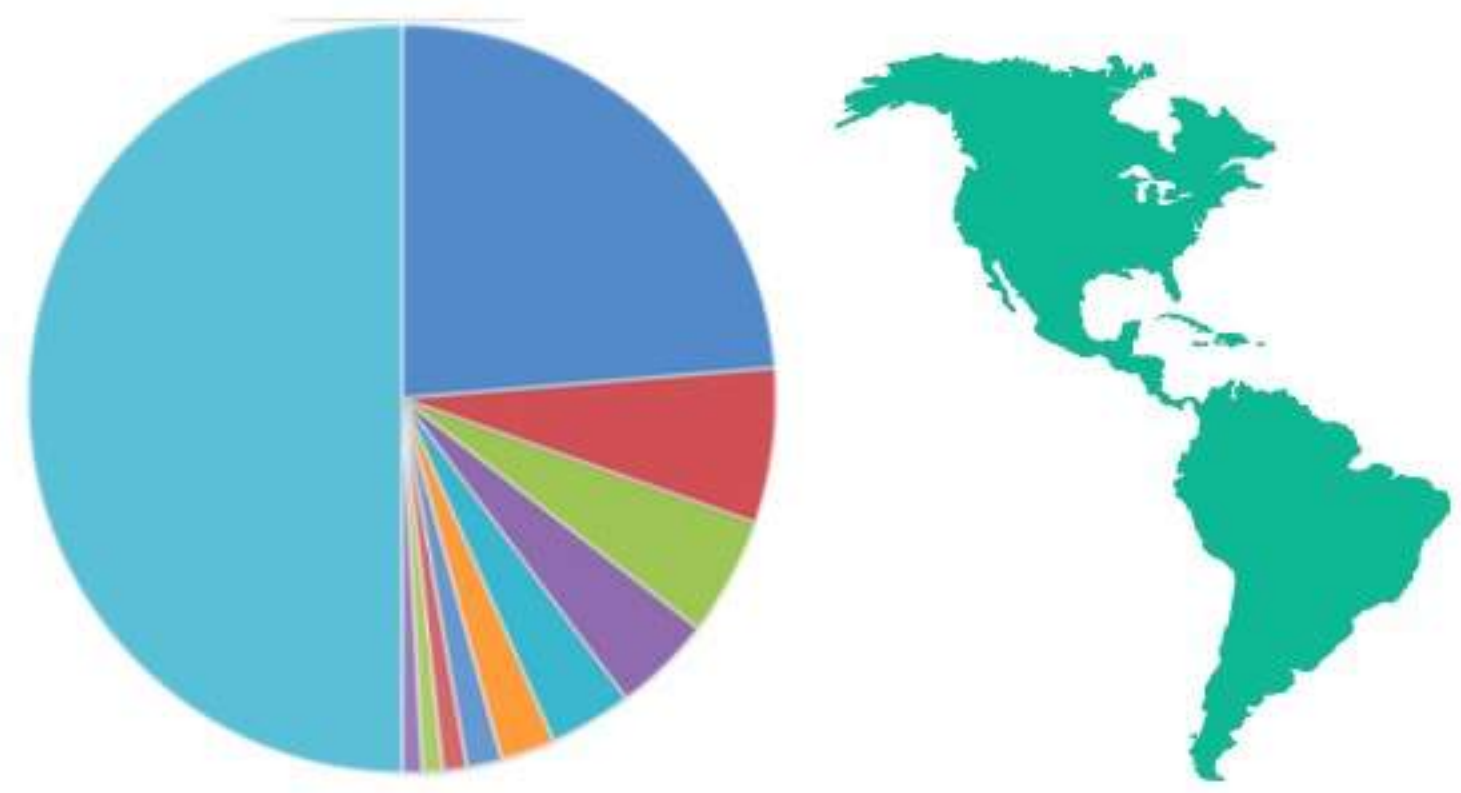
Growing Product Lines

- **2,625** new product launches that utilize coconut water or coconut water concentrate (2019-2023).
- The coconut water market is expected to **grow at an annual rate of 11.79%** in the forecast period 2021 to 2029 (Data Bridge: Market Research).

Global Facts

- **Brazil** is the top country for new product launches that utilize coconut water or coconut water concentrate.
- **Sports Drinks** are the top category for product launches.
- The top five fruit pairings are **pineapple, mango, strawberry, lime and watermelon.**

Top 10 Categories for Coconut Water Product Launches in North and Latin America



- Juice
- Sports Drinks
- Fruit Flavored, Still Beverages
- Nutritional & Meal Replacement Drinks
- Nectars
- Plant-Based Drinks (Dairy Alternatives)
- Carbonated Soft Drinks
- Plant-Based Spoonable Yogurt (Dairy Alternatives)
- Kombucha and Other Fermented Drinks
- Energy Drinks

New Product Launches: North America and Latin America

Top Products Launched Containing Coconut Water

Hidra Tao Hydrating Beverage



Coconut water sports beverages made with 10% coconut water. Available in five flavors including passion fruit and coconut. | CO

Jungle Endurance Smart Hydration Beverage



Hydration beverage made with a combination of juices including coconut water. | BR

Electrik Smoothie Cubes: Pink Dragon Fruit



Bite-sized smoothie cubes made with coconut water for electrolytes and dragon fruit puree. | MX

New Product Launches: North America

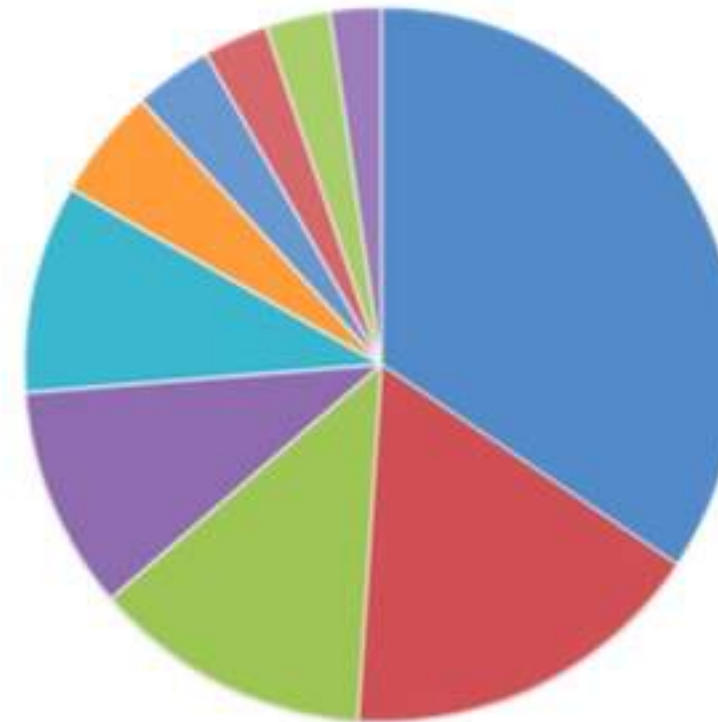
Growing Product Lines

- **1,528** new product launches that utilize coconut water or coconut water concentrate (2019-2023).
- Top claims associated with new coconut water products launched are **functional, organic, vegan, no additives/preservatives**, and **plant-based** (2019-2023).

North America Facts

- **Juice** is the top category for product launches containing coconut water and/or coconut water concentrate in North America.
- **Plain/Unflavored** is the most popular flavor profile for new coconut water products.
- The top five fruit pairings are **pineapple, mango, strawberry, watermelon and berry**.

Top 10 Categories for Coconut Water Product Launches in North America



New Product Launches: North America

Top Products Launched Containing Coconut Water

Tara Mango Passion Fruit Sparkling Coconut Water



Sparkling coconut water with mango and passion fruit flavors. | US

Recover Hydrating Sports Beverage



Coconut water beverage that is formulated with 8 ions and lightly sweetened with Stevia. | MX

Thirsty Buddha Sparkling Coconut Water



Made with pure coconut water, natural fruit flavours and lightly carbonated for a refreshing twist, | CA

Coconut Water in the Digital World: Growth on Google

- **584,000,000 Google search** results for coconut water
- **231,000,000 Google search** results for coconut water recipes



@iowagirleats created a strawberry lemonade with a coconut water base.

Source: Google



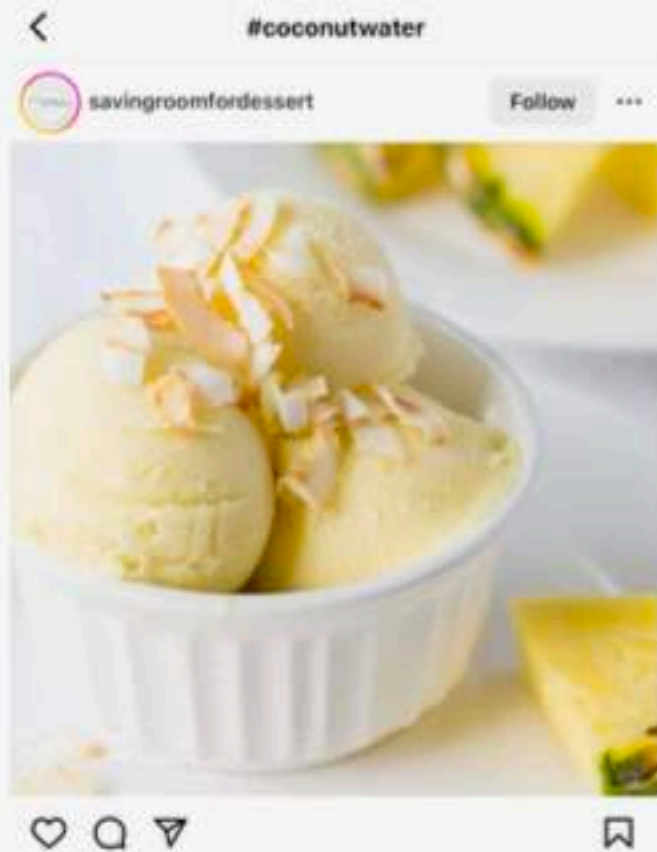
@GenusRecipes created a coconut water vegetarian broth recipe utilizing coconut water to help with flavor depth.



@thesocialsipper created a Pineapple Coconut Mockarita with coconut water and pineapple juice.

Coconut Water in the Digital World: Growth on Instagram

- **1,226,231 posts** under the hashtag #coconut water on Instagram
- **10,480,396 posts** under the hashtag #coconut on Instagram

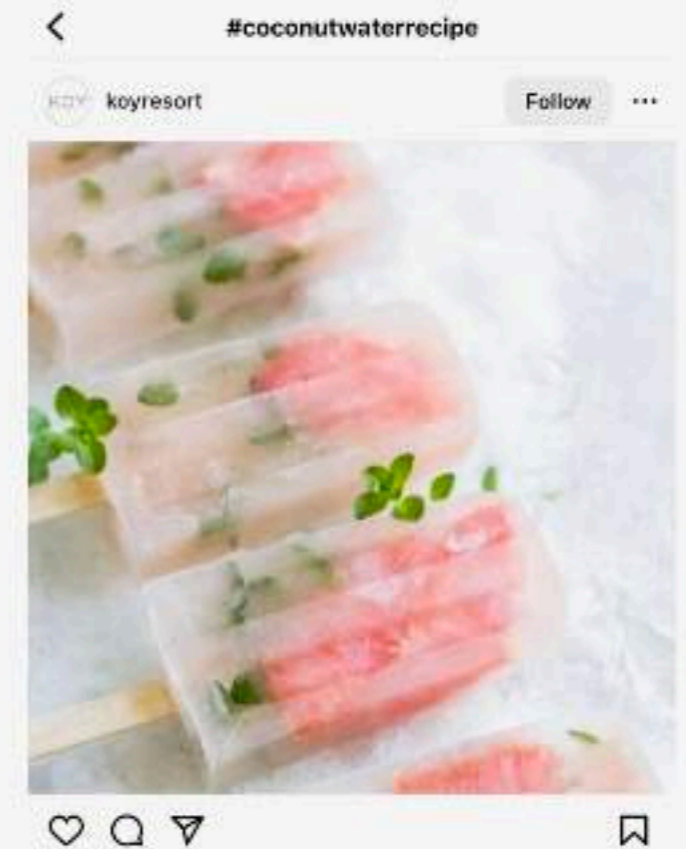


@savingroomfordessert

created a piña colada sorbet made with coconut water and coconut cream.



@pratibhas189 created a cucumber, mint, and coconut water smoothie.



@koyresort created refreshing grapefruit thyme, and coconut water ice pops.

Coconut Water in the Digital World: Social Media Overview



With its growing popularity on social media platforms like Instagram, boasting over **1,226,231 posts** under the hashtag #coconutwater, and an astounding **231,000,000 Google search results** for coconut water recipes it's clear that this tropical marvel has captured the hearts-and taste buds-of food enthusiasts and chefs worldwide.

iTi Tropicals' social media features many different passion fruit recipes and infographics.

 **LinkedIn:** iTi Tropicals, Inc.

 **Instagram:** @ititropicals

 **Instagram:** @ititropicalsinc

How iTi Tropicals is Using Coconut Water



iTi Tropicals' Recipe: Coconut Watermelon Agua Fresca

Ingredients

<u>Ingredients</u>	<u>Percent (w/w)</u>
Water	77.61%
Lime Juice	11.15%
Sugar	5.98%
2610 Coconut Water Concentrate	3.58%
Watermelon Juice Concentrate, 65 Brix	1.68%
Total	100.00%

Directions

- 1) Measure all ingredients.
- 2) Completely dissolve granulated sugar in water to create a simple syrup (add heat if needed to dissolve the sugar, then allow syrup to cool.)
- 3) Combine simple syrup and remaining ingredients into a container and mix well. Pour into a glass with ice (if desired) and garnish with passion fruit seeds.

How iTi Tropicals is Using Coconut Water



iTi Tropicals' Recipe: Coconut Basil Ice Cream

Ingredients

Ice Cream Mix

2200 Aseptic Coconut Cream, No Stabilizers

Water

Basil Concentrate

2610 Coconut Water Concentrate

Total

Percent (w/w)

68.68%

21.18%

8.44%

1.05%

0.65%

100.00%

Directions

- 1) Measure all ingredients.
- 2) Combine all ingredients. Mix well.
- 3) Transfer mixture to ice cream maker and freeze according to manufacturer's directions.

How iTi Tropicals is Using Coconut Water



iTi Tropicals' Recipe: Coconut Water Stock

Ingredients	Percent (w/w)
Water	63.05%
Onions	8.98%
Carrots	7.57%
Leeks	7.25%
Celery	6.31%
2610 Coconut Water Concentrate	4.16%
Garlic Cloves	0.79%
Parsley	0.79%
Fennel	0.47%
Black Peppercorns	0.47%
Bay Leaves	0.16%
Total	100.00%

Directions

- 1) Weigh all ingredients. The vegetables and herbs will need to be cut into different sizes.
 - Carrots, Celery, Leeks, White Onion: $\frac{1}{2}$ " dices
 - Garlic: $\frac{1}{4}$ " dice
 - Parsley: Chiffonade
 - Black Peppercorns, Fennel Seeds: Crushed in mortar and pestle.
- 2) After the vegetables and herbs have been prepared, combine the water, 2610 Coconut Water Concentrate, carrots, celery, leeks, onions, and garlic to a stock pot. Bring the mixture to a boil.
- 3) Once the mixture is boiling, add the black peppercorns and fennel seeds. Depouillage to remove any impurities and reduce to a simmer. Once simmering, add the parsley. Continue to simmer for one hour.
- 4) Remove the stock from heat and strain to remove all vegetables, herbs, and spices.

iTi Tropicals' Coconut Water Products

<u>Product</u>	<u>Brix</u>	<u>Packaging</u>
Aseptic Coconut Water, NFC	3.6° - 4.3°	Carton, Drum
Frozen Coconut Water Concentrate	60.0° +/- 1.0°	Drum, Pail
Frozen Organic Coconut Water Concentrate	60.0° +/- 1.0°	Drum, Pail
Frozen Coconut Water Concentrate, Ultra Heat Treated	60.0° +/- 1.0°	Drum, Pail
Frozen Coconut Water Concentrate, Filtered	60.0° +/- 1.0°	Drum, Pail



Takeaways

Expand your Product Line with Coconut Water

Coconut water, a Southeast Asian fruit grown in tropical regions, is popular among food enthusiasts for its flavor and versatility. It has delicate, mild flavor and is packed with five essential electrolytes, vitamins, and minerals that aid in hydration.

Coconut water's versatility shines through in a wide range of applications from soups and broths, sauces and dressings, smoothies and cocktails, and even ice creams and ice pops.

The North American and Latin American passion fruit market is thriving. There have been **2,625 new products** containing coconut water introduced to the market from 2019-2023 and is expected to continue to grow. Brazil continues to lead coconut water innovation, particularly in sports drinks.



About iTi Tropicals

iTi Tropicals is the leading industrial ingredient supplier of tropical and exotic fruit juice concentrates and purees. For more than 30 years, our team has been entrusted to provide our customers with the highest quality and ethically sourced tropical fruit purees, juices, and concentrates in bulk.

We take pride in offering an extensive portfolio of plant-based products, including organic and conventional products. We have partnered with the best local sources from around the globe who meet our high standard of excellence.

We value innovation and creativity. iTi has a skilled staff of food scientists with extensive backgrounds in the food industry ranging from Quality Assurance to Product Development. We are passionate about using our knowledge and creativity to assist customers in creating new and exciting products.

Request a free sample by visiting: www.ititropicals.com

