

iTi Tropicals' Insight Report: Passion Fruit

DISCOVER WHAT'S POSSIBLE WITH
PASSION FRUIT

January, 2024



iTi Tropicals' Insight Report Outline

**Passion Fruit Insight Report:
Exploring the Tropical Sensation**

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

**New Product Launches:
North America**

**Passion Fruit in the Digital World:
Social Media Overview**

**How iTi Tropicals is Utilizing Passion Fruit:
iTi Recipes**

Takeaways

About iTi Tropicals



Passion Fruit Insight Report: Exploring the Tropical Sensation

Passion fruit delivers an intense flavor that is naturally tart, with a hint of sweetness, and is pleasantly aromatic. The juice is highly concentrated; a little goes a long way with its abundant top notes and tropical emphasis.

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

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



New Product Launches: North America and Latin America

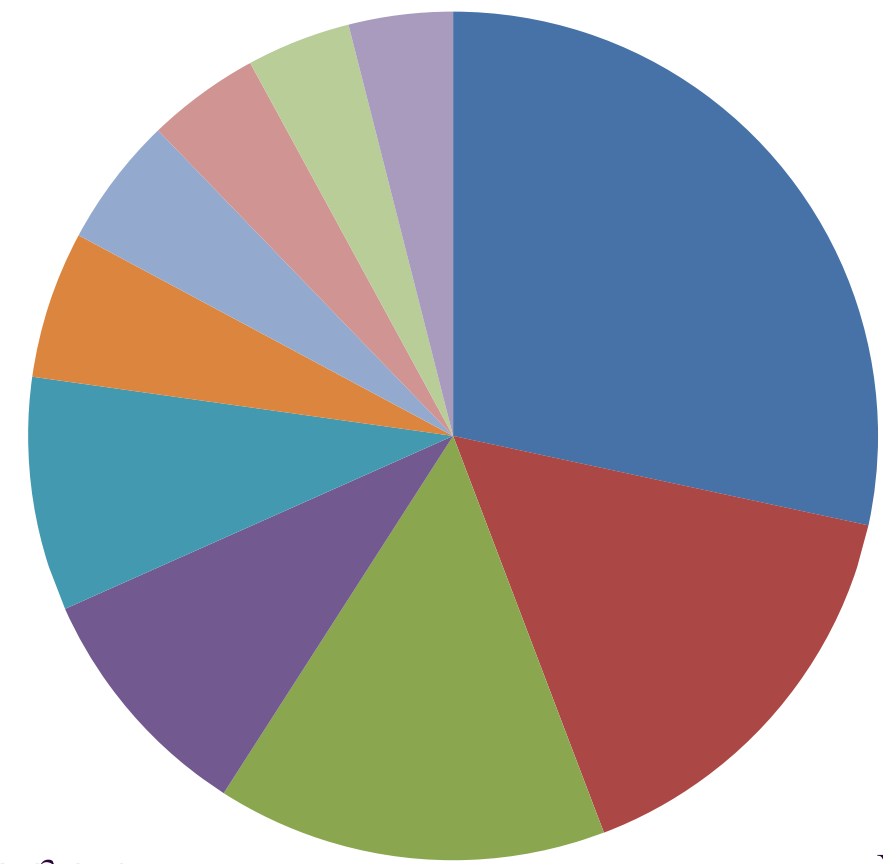
Top 10 Categories for Passion Fruit Product Launches in North America

Growing Product Lines

- **447** new product launches that utilize passion fruit juice, passion fruit juice concentrate, or passion fruit pulp (2018-2023).
- The passion fruit market is expected to grow at an annual rate of 4.67% in the forecast period 2021 to 2028 (Data Bridge: Market Research).

Global Facts

- **Brazil** is the top country for new product launches that utilize passion fruit juice, passion fruit juice concentrate, and/or passion fruit pulp.
- **Fruit flavored, still beverages** are the top category for product launches.
- The top three fruit pairings are **mango, pineapple, and apple.**



Sub-Category	Varieties
Fruit/Flavored Still Drinks	86
Juice	48
Nectars	45
Beverage Concentrates	28
Fruit Snacks	27
Spoonable Yogurts	17
Carbonated Soft Drinks	17
Beverage Mixes	15
Flavored Alcoholic Beverages	13
Fruit	13

New Product Launches: North America and Latin America

Top Products Launched Containing Passion Fruit

Tropicana Light Tropical Sunrise Drink



Contains 15% juice including mango puree and passion fruit juice concentrate. | US

Passion Kefir Water Drink with Passion Fruit and Peppermint



Water kefir mixed with passion fruit juice and peppermint juice. | CO

Carrefour Classic' Néctar de Maracujá (Passion Fruit Nectar)



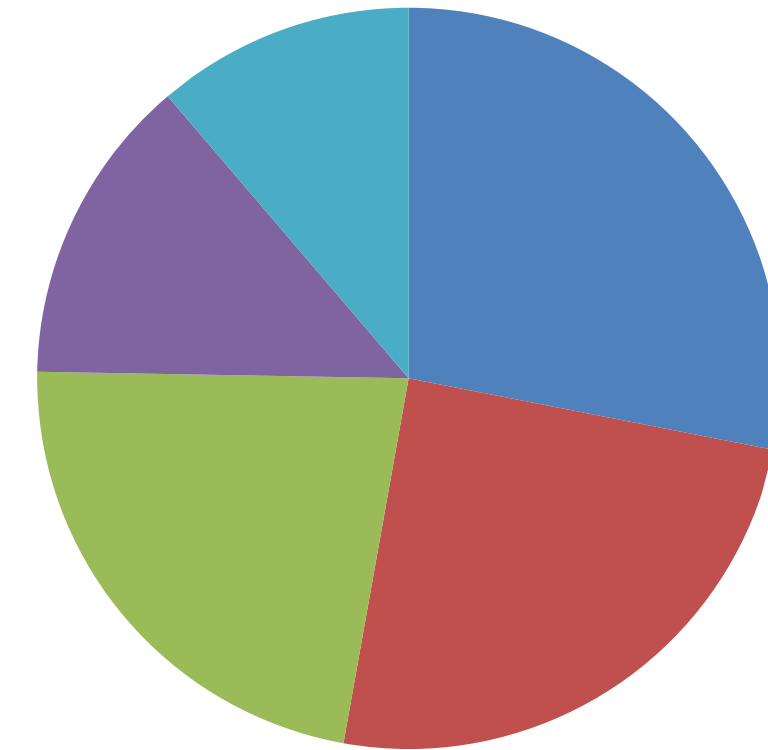
Contains a minimum 25% juice from passion fruit juice concentrate. | BR

New Product Launches: North America

North America Facts

- **Juice** is the top category for product launches containing passion fruit juice, passion fruit juice concentrate, and/or passion fruit pulp in North America.
- **Mango** is the top fruit paired with passion fruit followed by pineapple, banana, and apple.
- **182** new product launches from 2018-2023 containing passion fruit juice, passion juice concentrate, and/or passion fruit pulp.

Top 5 Categories for Passion Fruit Product Launches in North America



Sub-Category	Varieties
Juice	25
Fruit Snacks	22
Fruit/Flavored Still Drinks	20
Nectars	12
Fruit	10

New Product Launches: North America

Top Products Launched Containing Passion Fruit

High Noon Vodka & Soda Passion Fruit SKU



Vodka sodas made with passion fruit juice | US

Peach & Passion Fruit with Coconut Water Fruit Flavoured Drink



Contains a variety of juice including peach puree, passion fruit juice concentrate, and coconut water concentrate. | CA

Trader Joe's Brand Passion Fruit Rounds



Passion fruit juice and passion fruit seeds dehydrated to make a flavorful fruit snack. | US

Passion Fruit in the Digital World: Growth on Instagram

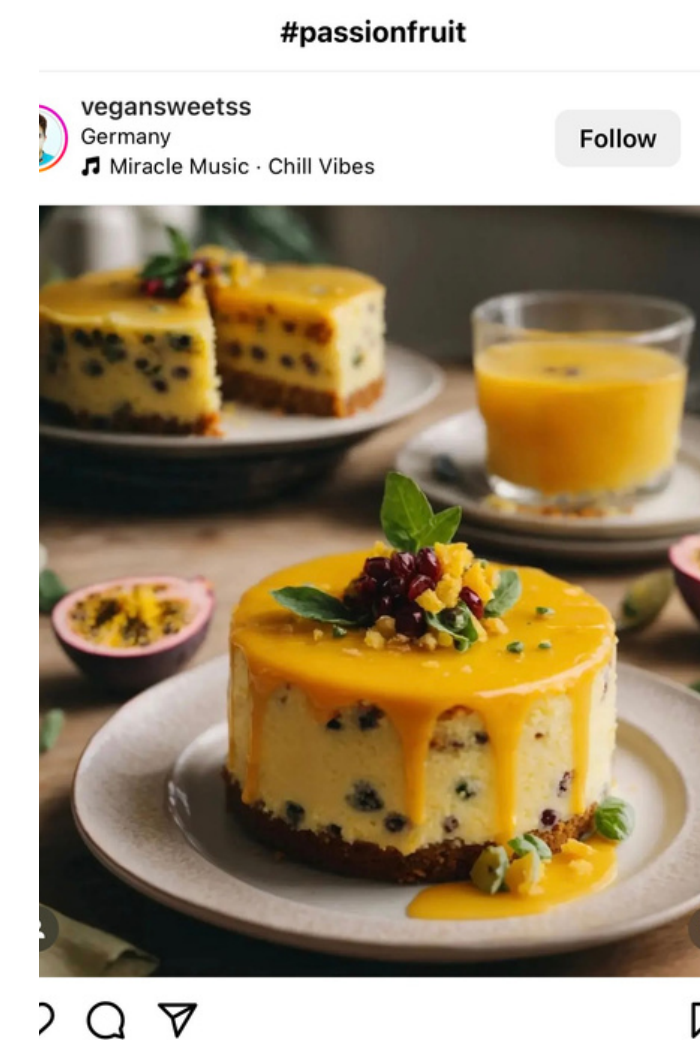
- **1,973,248 posts** under the hashtag #passionfruit on Instagram
- **69,100,000 Google search** results for passion fruit recipes



 **@thedinnerladies** created a passion fruit and coconut cake.



 **@lowhistaminekitchen** created a passion fruit mocktail with passion fruit juice and seeds.



 **@vegansweets** created a passion fruit cake that is vegan and plant-based.

Passion Fruit in the Digital World: Social Media Overview



With its growing popularity on social media platforms like Instagram, boasting over **1,973,248 posts** under the hashtag #passionfruit, and an astounding **69,100,000 Google search results** for passion fruit 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 Passion Fruit



iTi Tropicals' Recipe: Passion Fruit Lime Agua Fresca

Ingredients	Percent (w/w)
Water	55.72%
5000 Frozen Passion Fruit Juice	22.93%
Lime Juice	12.51%
Sugar	5.60%
2610 Frozen Coconut Water Concentrate	3.24%
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 Passion Fruit



iTi Tropicals' Recipe: Passion Fruit Ice Pops

Ingredients	Percent (w/w)
2200 Aseptic Coconut Cream, No Stabilizers	55.72%
Water	22.93%
50000 Froze Passion Fruit Juice	12.51%
Lime Juice	5.60%
Liquid Cane Syrup	3.24%
Total	100.00%

Directions

- 1) Measure all ingredients and combine in a pot.
- 2) Bring to a boil, then remove from heat. Stir to ensure mixture is uniform.
- 3) Pour into desired molds and freeze quiescently. Once completely frozen, remove from molds.

How iTi Tropicals is Using Passion Fruit



iTi Tropicals' Recipe: Passionate Dragon Frozen Novelty

Ingredients	Percent (w/w)
Dragon Fruit Frozen Novelty	50.77%
Passion Fruit Frozen Novelty	46.49%
Cacao Nibs	2.74%
Total	100.00%

Directions

- 1) Prepare the passion fruit and dragon fruit frozen novelty recipes (See the link below for the full recipe).
- 2) Once the frozen novelties have been made, fold half of the cacao nibs into the dragon fruit frozen novelty and the other half of the cacao nibs into the passion fruit frozen novelty.
- 3) Gently fold the dragon fruit and passion fruit frozen novelties together to create a vibrant dessert. Store in the freezer,

[Link to Full Recipe](#)

iTi Tropicals' Passion Fruit Products

<u>Product</u>	<u>Brix</u>	<u>Origin</u>	<u>Variety</u>	<u>Packaging</u>
Frozen Passion Fruit Juice	12.4° - 19.0°	Ecuador/Peru/Vietnam	Yellow/Purple	Drum, Pail
Frozen Organic Passion Fruit Juice	12.4° - 15.6°	Peru	Yellow	Drum, Pail
Aseptic Passion Fruit Juice	12.4° - 15.5°	Ecuador	Yellow	Drum, Pail
Frozen Passion Fruit Juice Concentrate	49.0° - 51.0°	Ecuador/Peru/Vietnam	Yellow/Purple	Drum, Pail
Frozen Organic Passion Fruit Juice Concentrate	49.0° - 51.0°	Peru	Yellow	Drum, Pail
Frozen Passion Fruit Juice Concentrate, Clarified, 65 Brix	65.0° +/- 1.0°	Ecuador	Yellow	Drum, Pail
Frozen Passion Fruit Essence	Not Applicable	Ecuador	Yellow	Drum, Pail



Takeaways

Expand your Product Line with Passion Fruit

Passion fruit, a South American fruit grown in tropical regions, is popular among food enthusiasts for its flavor and versatility. It has juicy, flavorful pulp with small black seeds and a sweet-tart taste and tropical aroma. In addition to its taste, passion fruit is also a source of vitamins and minerals.

Passion fruit's versatility shines through in a wide range of applications from jellies to pie fillings, cake frostings to smoothies, cocktails to sauces, and even salad dressings and ice creams.

The North American and Latin American passion fruit market is thriving. There have been **447 new products** containing passion fruit juice introduced to the market from 2018-2023 and is expected to continue to grow. Brazil continues to lead passion fruit innovation, particularly in fruit flavored, still beverages.



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

