Ocean Spray®

INGREDIENTS

2025 CRANBERRY TREND REPORT

Today's Consumer Demands & What They Mean for Cranberries



Ocean Spray INGREDIENTS

INTRODUCTION

Trends in consumer preferences inform food & beverage manufacturers' innovation efforts and ultimately what ends up in shoppers' carts.

Luckily the experts at Ocean Spray Ingredients know what consumers are looking for in 2025 and how our cranberries fit in the development of your next great product launch.

CONTENTS

Healthy Eating Pumps Up Dried Fruit Demand p.2

Fruit-Ful Indulgence p.5

Pack a Punch for the Taste Buds p.6

Snackification Revolution p.7

Out with the Old, In with the New(stalgia) p.9

Here for a Good Time, Not a Long Time p.11

HEALTHY EATING PUMPS UP DRIED FRUIT DEMAND

Due to the ever-increasing interest in healthy eating among today's consumers, the dried fruit market is gaining momentum and is projected to continue.

Healthy food choices have become the norm, and dried fruits have become an option consumers increasingly choose because they provide vitamins, minerals and dietary fiber, and they are considered a good replacement for other high-calorie snacks.[1]

Dried fruits are also an ideal addition to a healthy diet because they provide key nutrients such as fiber and vitamins A and C. However, only 1 in 10 U.S. adults eat the recommended daily fruit intake,[2] so with dried fruits making their way into more products, and being top-of-mind, consumers may get closer to meeting the daily recommended intake.

Delicious, dried fruits, such as sweet, bold, tart Sweetened Dried Cranberries, can elevate any recipe with mouth-watering flavors, eye-catching, bright color and chewy textures.



For Example
Sweetened Dried Cranberries from Ocean Spray Ingredients can brighten a wide range of offerings: baked goods, salads, snack bars, trail mixes and more!

The global dried fruit market is expected to grow from $9.34 billion in 2024 to

10.17B

IN 2025[1]

50%

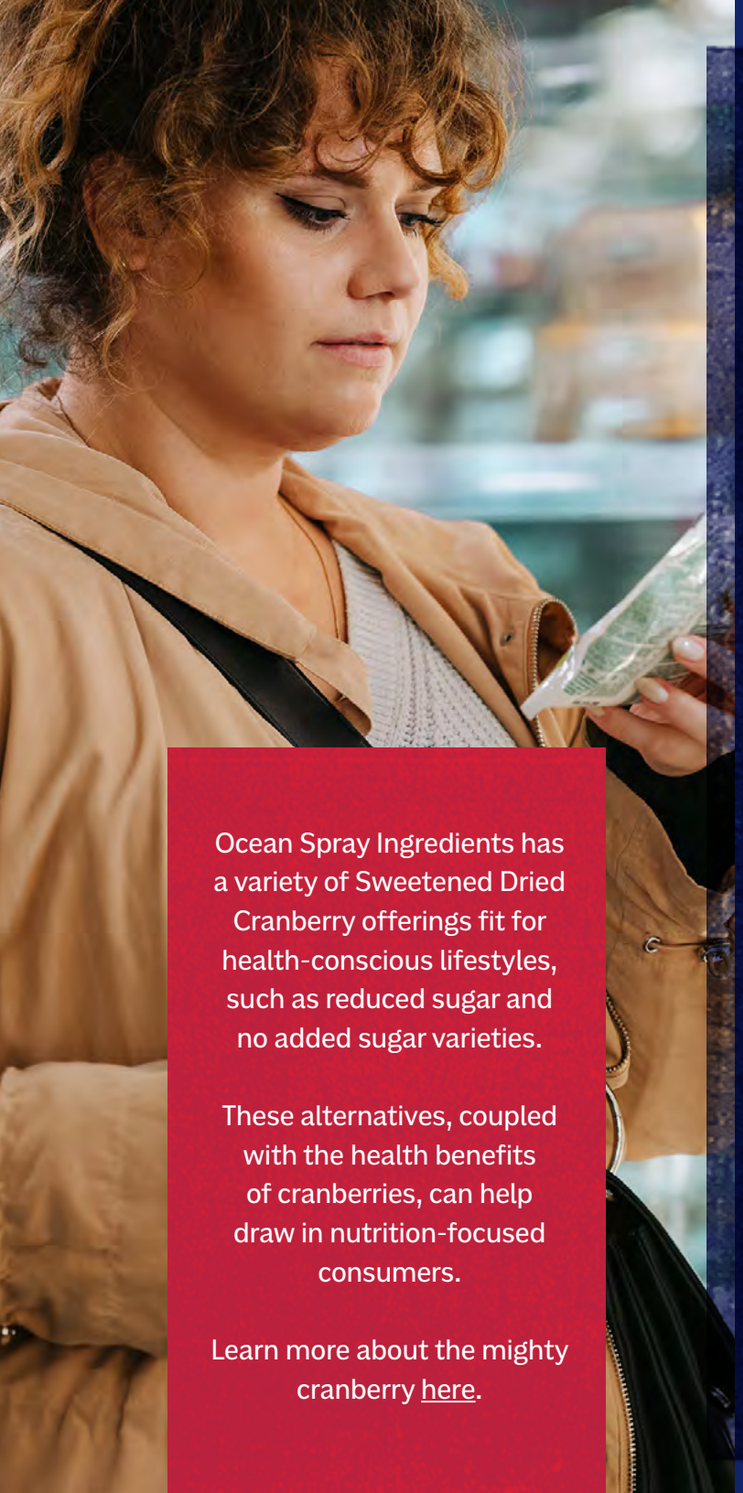
OF U.S. CONSUMERS

say healthy eating is a top priority for them.[3]

63%

OF U.K. ADULTS

attempt to eat healthy all or most of the time.[4]



Ocean Spray Ingredients has a variety of Sweetened Dried Cranberry offerings fit for health-conscious lifestyles, such as reduced sugar and no added sugar varieties.

These alternatives, coupled with the health benefits of cranberries, can help draw in nutrition-focused consumers.

Learn more about the mighty cranberry here.

MORE HEALTH CONSCIOUS = MORE LABEL CONSCIOUS

CLEAN LABELS & SIMPLE INGREDIENTS HAVE APPEAL

Health-conscious consumers are checking food labels, looking for healthy ingredients to be included and unnecessary chemical-sounding additives to be excluded. Clean labels and whole ingredients, such as dried fruit inclusions, appeal to these shoppers.

CLAIMS CONVINCE SHOPPERS

Label claims on food & beverage packaging readily provide consumers with key attributes of a product so they can make informed decisions. Many health-conscious consumers rely on claims to know how a product may fit into their lifestyle.

Globally, two-thirds of consumers say they always read health claims and labels when making food and beverage choices.[5]

48%

OF CONSUMERS IN INDIA

say they always look at ingredients on product packaging.[6]

41%

OF CONSUMERS IN THE U.K.

say they actively look out for label claims.[7]

24%

OF CONSUMERS IN EUROPE

say that they always look at the ingredients of interest on product packaging.[8]

FRUIT-FUL INDULGENCE

Also driven by the increased interest in healthy eating, consumers are looking for better-for-you ways to indulge.

They may be eating healthy, but they don't want to sacrifice sweet treats, savory snacks or rich dishes.

Today's consumers want more than just healthy foods—they want to love the way their food tastes and feels. Appeal to them with fruit-ful indulgent options.

THE TRUE MEANING OF HEALTHY EATING

Today, healthy eating is viewed as a balance that includes indulgence and emphasizes freshness and nutrition.

Using decadent, indulgent — made from real fruit — natural ingredients is the winning combination to catch the eye of this audience.

NEARLY

1 in 2

CONSUMERS IN THE U.S. AND CANADA

say that they are willing to compromise on indulgence for healthier food.[10]

53%

DEFINE

"better-for-you" foods as containing quality ingredients.[9]

31%

OF RESPONDENTS

cite that the use of natural/less artificial ingredients is the best way to make indulgent food and beverage categories healthier.[10]

80%

OF MIDDLE EASTERN CONSUMERS

highlight that it is important to have moments of indulgence during the day.[11]



Ocean Spray Ingredients' Sweetened Dried Cranberries are a delicious source of sweetness—offering rich indulgence made from real fruit.

Think decadent combinations, such as cranberries enrobed in dark chocolate or a cran-orange cookie.



PACK A PUNCH FOR THE TASTE BUDS



Today's consumers are seeking flavor exploration and exciting eating experiences.

They're on the hunt for bold, intriguing flavor combinations that draw their interest enough to take a risk on trying something new. Younger generations specifically are searching for new taste experiences; **50% of Gen Z tried more flavors in 2024 than the previous year, compared to 34% of consumers across all age groups.**[12]

Additionally, as inflating food prices drive more people to dine out less, consumers are bringing their flavor trials home with ingredients sourced from their grocery trips. **In-store shopping is the top resource for flavor discovery**, and there is an opportunity for manufacturers to appeal to these explorers if they can stock the shelves with new, bold formulations.

72%
OF U.S. CONSUMERS
discover new flavors at grocery retailers.[12]

36%
OF U.S. CONSUMERS
say health trends encourage them to try new flavors and ingredients.[12]

3 in 5
CONSUMERS IN THE U.K.
say they are open to trying new global cuisines and flavors.[13]

Cranberries are bold and tangy; consumers crave the taste of cran.
Sweetened Dried Cranberries pack a perfectly balanced punch of flavor versatile enough to be ideal for both sweet and savory formulations.

Flavor Combos Trending Today:
Cranberry & Hibiscus Tea
Cranberry & Coconut
Cranberry & Hot Sauce

4 in 5 global consumers believe that most foods taste better with some level of heat.[14]

MORE CRAN = MORE FLAVOR CREATIVITY



THE BERRY BEST COMBO.
BerryFusions® Fruits from Ocean Spray Ingredients are an innovative product designed to mimic the flavor of another fruit by naturally infusing or topically applying natural fruit juice or fruit flavor. They are a great, cost-effective alternative to other premium dried fruits, such as blueberry, strawberry, raspberry or cherry.



BLENDABILITY
Sweetened Dried Cranberries are ideal for cran-tastic flavor combinations! The cranberry profile provides excellent blending opportunities with other inclusions such as other dried fruits, nuts, chocolate and more.

SNACKIFICATION REVOLUTION

QUICK FLASHBACK TO 2020

The snacking landscape has seen significant changes over the past several years since the pandemic.

During that uncertain time, snacks were a source of joy and a break in consumers' many monotonous days at home; **52% of adults around the world agreed that snacking had been a "lifeline" throughout the pandemic**,[15] which led to more snacking.

Also, professionals working from home no longer had set lunch breaks and started to have more snacks throughout the day, with snacks often replacing full meals.

For example: 81% of Indian consumers indicate they replace one meal daily with a snack.[16]

Globally, 64% of consumers report replacing at least one meal with a snack, which is a 5% increase compared to pre-pandemic numbers.[17]

BACK TO 2025

Consumers have brought this pro-snack attitude into their lives post-COVID. Plus, with many students and professionals returning to in-person workplaces, consumers are back on the move and therefore eating on-the-go, leading to an increased demand for smaller portions and convenient packaging.

88%

OF GLOBAL CONSUMERS

indulge in snacking daily.[18]

59%

OF GEN Z CONSUMERS

are snack adventurers and want to try new snacks.[19]



Ocean Spray® Ingredients Sweetened Dried Cranberries are a perfect addition to on-the-go trail mixes. Cranberries pack a bold, tart, sweetness that pair perfectly with other sweet and salty mix inclusions. Better yet, imagine replacing traditional raisin mixes with brighter, more versatile cranberries.

Over 50% of U.S. consumers want to see more dried cranberries in their snacks.[20]







The U.S. Snack Bar Market size is estimated to be $12.44 billion USD.[22]

RAISING THE BAR

Snack bars are the epitome of the on-the-go snack. These handheld consumer favorites have nearly limitless flavor and nutrition possibilities.

Certain consumer groups **eat snack bars as often as 2-3 times per week**, including Gen Z, millennials and households with children under 19.[21] Bars are most frequently consumed **in the morning or afternoon as snacks between meals**.[21]

Within this already booming segment, there is even more room for opportunities for products that expand consumers' perceptions of who eats bars and when.

For example, positioning sweet bars as an ideal after-dinner treat for young children or appealing to an older audience with bars that can bolster healthy eating with high fiber or higher protein content.

In a survey,

20%

OF U.S. CONSUMERS

chose cranberry as their preferred flavor of bar.[21]

TASTE

is the top attribute when choosing a snack bar.[21]

More than

1/3

OF RESPONDENTS

reported purchasing snack bars in the past year.[21]

CONSUMERS CRAVE CRAN

Consumers' favorite inclusions in snack bars are fruits and nuts, including the mighty cranberry.

Sweetened Dried Cranberries are the perfect addition to snack bar formulations due to their delicious sweet, tangy flavor, and eye-catching bright red color.

OUT WITH THE OLD, IN WITH THE NEW(STALGIA)

As Gen Z gains additional purchasing power, the food and beverage market is seeing more of the newstalgia effect.

Their interest in flavors, textures and formats nostalgic to their childhood are growing in popularity; this generation is re-embracing food trends of the 90s and early 2000s, but often with modern twists.

Interest in nostalgic products is high, but on the other hand, the older version of products just won't do.

For example, Bagel Bites® have re-emerged with Keto diet-friendly options and readily available air-fryer instructions.

Bagel Bites® is a registered trademark of H.J. Heinz US Brands LLC.

76%

OF PEOPLE AGED 22 TO 55

love things that remind them of their past.[23]

46%

OF U.S. CONSUMERS IN THE U.K.

say that traditional/nostalgic flavor most influences their food and beverage choices.[24]





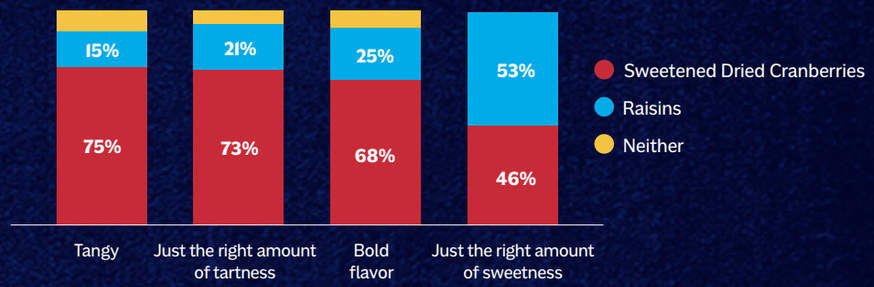
A TWIST ON OLD RAISIN-PACKED RECIPES

Sweetened Dried Cranberries are the perfect solution to modernizing traditionally raisin-packed snacks and baked goods, especially as nostalgia for raisins wanes in younger generations.

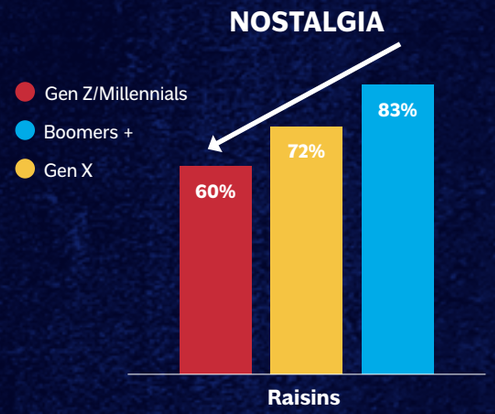
Imagine oatmeal cookies and trail mix with the raisins swapped out for cranberries—they would boast brighter, bolder colors and rich, tangy taste, while still alluding to the original snack.

Research shows that dried cranberries shine in flavor, outperforming raisins on being tangy and bold with just the right amount of tartness.

TASTE ATTRIBUTES



Are "Sweetened Dried Cranberries" the new nostalgic dried fruit?



Source: 2023 Toluna SDC vs Raisin Assessment (n = 400)



WHAT DOES "NEWSTALGIA" MEAN?

Newstalgia is taking a nostalgic food or beverage product from the past and elevating it with a modern twist.





CRANBERRY: A FLAVOR WITH YEAR-ROUND APPEAL

The flavor, color and versatility of cranberries are perfect for limited additional and seasonal offerings—with opportunities to draw in consumers all year round. Consider:

- Pink & red pops of color for Valentine's Day
- Bright, refreshing fruit flavors to beat the summer heat
- Perfectly warm, autumnal pairings of cranberry + pumpkin
- Classic, wintery Christmas desserts showcasing cranberry



HERE FOR A GOOD TIME, NOT A LONG TIME

Limited-Time Offers, or "LTOs," are the norm in today's food & beverage industry.

Every season has its staple flavors. These offerings create a sense of urgency and excitement that drives consumers to buy.

And, on the other hand, these offerings allow manufacturers to test different products for a short period of time. This lets them experiment with their audience and learn what flavors, formats and packaging may appeal to them, without the long-term commitment of a permanent offering.

32%

OF U.S. CONSUMERS

see limited-time and/or seasonal flavor offerings as a reason to try a new flavor.[13]

64%

OF CONSUMERS

act on a limited-time offer when they otherwise would not buy anything.[25]

ABOUT THE AUTHOR OCEAN SPRAY INGREDIENTS

Ocean Spray Ingredients is the leading premiere supplier of cranberry ingredient solutions for food and beverage manufacturers, backed by 700+ family farmers globally.

The versatility of cranberries is embraced and showcased through their diverse portfolio of ingredients, providing solutions for a range of applications such as, but not limited to:

- **Snacks**
  Bars, Trail Mixes, Clusters
- **Salads**
  Kits, Toppers, Dressings
- **Confectionery**
  Fudge, Truffles, Bars
- **Bakery**
  Scones, Cookies, Cakes
- **Breakfast Cereal**
  Granola, Oatmeal, Muesli
- **Dairy**
  Yogurt, Ice Cream, Cheese

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OUR JOURNEY

In 1930, Ocean Spray was founded by three maverick farmers—bonded by bold cranberry love. Since then, we've grown into a vibrant global agricultural cooperative of family farmers in the United States, Canada and Chile. Together, we've worked to preserve the family farming way of life for nearly 100 years, and for generations to come.

Today, our cranberries show up in more than a thousand deliciously nourishing products in over 100 countries worldwide.

United by passion and purpose, Ocean Spray is committed to trailblazing the power of the mighty cranberry through its offbeat taste and uncanny nutrition to feed better, happier lives for all.

Born Tart. Raised Bold.™

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