

5.1%
expected CAGR of the North American plum market, 2026 to 2034.
DataIntelo

Flavor Spotlight
Plum

Plums are among the world's earliest cultivated fruits, valued across cultures for their versatility. The Japanese plum, common in the U.S., features deep red-purple skin, juicy flesh, and a sweet-tart flavor reminiscent of apricot and peach. Enjoyed fresh, dried (as prunes), cooked, fermented, or pickled (as a condiment called ume in Japanese cuisine), plum flavor is well suited for beverages, alcoholic drinks, bakery, confectionery, and savory sauces.

From our experts

"Plum is a **beautifully complex flavor** that can move between a sweet, floral profile and a richer brown-fruit character. Plum also blends well with other fruits and can easily shift into a more candied, holiday-inspired direction, like sugar plum.

Inspired by the profile, I developed a **Plum Ashwagandha Gummy**. The brown fruit and tea-like notes of ashwagandha pair naturally with the richer flavor of plum, with Optify® Taste Modification helping to balance the bitterness."

- Beth Julian, Principal Scientist

McCormick Flavorsolutions

Contact us or click to request a FREE PLUM flavor sample.