

The background of the slide is a photograph of a rustic wooden table. On the table, there are several items: a glass of water with a lime slice and a mint leaf, a glass of strawberry water with strawberries and a mint leaf, and a whole lime. A red and white striped straw is also visible on the left side of the table.

# THE 12 BEVERAGE TRENDS YOU NEED TO KNOW NOW

We've compiled a list of flavor, ingredient and functionality trends across the entire beverage landscape. The result: A list of overall trends that you can use for inspiration or simply as knowledge to have in your back pocket.

Turn these trends into the tangible. We can prepare a presentation specific to your segment, product or consumer. Cheers!

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# BAKERY & INDULGENCE-INSPIRED

Consumers want to have their cake and eat it too — especially if it's in a better-for-you beverage with added functionality.

## POPULAR FLAVORS BEYOND THE BAKERY AISLE



BIRTHDAY CAKE



BLUEBERRY MUFFIN



SUGAR COOKIE



BROWNIE/BLONDIE



LEMON BAR



COOKIE DOUGH



S'MORES



ICE CREAM

## PRODUCTS OF NOTE



Blueberry muffin  
Whey protein powder



**40%** of consumers responded that they would buy this product.

Vanilla bean macaron  
Bagged tea



# AROUND THE GLOBE

Travel the world without leaving the couch—consumers crave adventure and beverage companies are taking note, sending consumers abroad with just one sip.

## PRODUCTS OF NOTE



Breakfast in Paris  
Bagged tea



Mexican style  
Chocolate milk



Madagascar vanilla  
Cold brew coffeekucha



India spice chai  
K-Cup pods



Jamaica blood orange  
Sparkling beverage

40% of consumers responded  
that they would buy this product.



Source: Mintel GNPD, Mintel Purchase Intelligence

# AMAZING ADAPTOGENS

Driven by the growing self-care trend, adaptogenic herbs that support relaxation, energy, immunity, or other health benefits are sprouting up in all different kinds of beverages.

## POPULAR ADAPTOGENS



ASHWAGANDHA



AMLA



MUSHROOMS  
[CHAGA, CORDYCEPS, REISHI]



SCHISANDRA



MORINGA



GINSENG



MACA



TULSI

## PRODUCTS OF NOTE



Hot cococa K-Cup pods  
w/ Reishi mushrooms



RTD chai tea  
w/ ashwagandha



Maca-berry flavored  
kombucha

**21%** of consumers responded  
that they would buy this product.



# BOTANICALS, HERBS AND SPICES

Flavors and ingredients with well-known associations to relaxation are trending as consumers seek ways to wind down.

## POPULAR BOTANICALS

ROSE  
LAVENDER  
VIOLET  
LOTUS

CHRYSANTHEMUM  
ELDERFLOWER  
HIBISCUS  
HONEY SUCKLE

JASMINE  
CHAMOMILE  
ORANGE BLOSSOM  
CHERRY BLOSSOM

JUNIPER

## POPULAR HERBS & SPICES

ROSEMARY  
CARDAMOM  
TURMERIC

THYME  
SAGE  
GINGER

MINT  
BASIL  
LEMONGRASS

SAFFRON



## PRODUCTS OF NOTE



Cucumber mint  
Alkaline spring water



**32%** of consumers responded  
that they would buy this product.

Lavender  
Sparkling soda



# CAN'T SAY NO TO NOSTALGIA

Nostalgia never dies and consumers can't resist fun flavors inspired by some of the childhood favorites or those with cross-category influence from other food products.

## TRENDING FLAVORS FULL OF FANTASY AND NOSTALGIA



COTTON CANDY



FIREWORK POPSICLE



RAINBOW UNICORN



BANANA SPLIT



SOUR CANDY



MYSTERY



BLUE RASPBERRY



COSMIC

## PRODUCTS OF NOTE



SOUR PATCH KIDS®  
BCAA workout beverage



**25%** of consumers responded that they would buy this product.

Rainbow Unicorn  
Energy drink





# (DON'T) SPILL THE TEA

Steep and take a sip of one of these upcoming tea types or formats.

## TRENDING TEA TYPES

PURPLE TEA  
BUTTERFLY PEA FLOWER TEA  
MORINGA  
ROOIBOS



## NEW FORMATS

COLD BREW  
NITRO  
SPARKLING  
RTD LATTES WITH PLANT MILKS  
TEA BLENDS  
BLENDED W/ COFFEE, JUICE,  
COCONUT WATER, ETC.



## PRODUCTS OF NOTE



Butterfly pea flower  
Bagged tea



RTD cold brew tea  
w/ lemonade

# FEELIN' FRUITY

Fun fruit flavors are a natural fit for beverages, and we've got our eye on bright citrus and tropical varieties.

## TRENDING FRUIT FLAVORS:



MEYER LEMON



CLEMENTINE



ARONIA BERRY



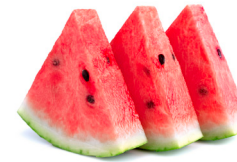
YUZU



BLOOD ORANGE



DRAGONFRUIT



WATERMELON



TART CHERRY

## PRODUCTS OF NOTE



Dragonfruit  
BCAA workout beverage



**38%** of consumers responded that they would buy this product.

Clementine  
Sparkling beverage



# FORMATS FOR ALL

Slow brew or add bubbles—sometimes innovation inspiration comes from a new format.

## TRENDING FORMATS

**COLD BREW**  
COFFEE & TEA

**COLD-PRESSED**  
JUICE

**BEVERAGE BLENDS**  
MIXING TEA/  
COFFEE, TEA/  
JUICE, COFFEE/  
JUICE, JUICE/  
COCONUT WATER

**REFRIGERATED**  
**RTD**  
CONSUMERS EQUATE  
REFRIGERATION WITH  
FRESHNESS,  
“BEING HEALTHY”

**SPARKLING**  
WATER, COFFEE,  
TEA, JUICE

**NITRO**  
COLD BREW &  
TEA

## PRODUCTS OF NOTE

**33%** of consumers responded  
that they would buy this product.

Source: Mintel GNPD, Mintel Purchase Intelligence



RTD sparkling  
cold brew



RTD nitro tea



# FUN WITH FUNCTIONALITY

The more, the merrier. Consumers today want their beverages to do it all.

## DESIRED FUNCTIONALITY

HYDRATION  
BEAUTY  
FOCUS/CONCENTRATION  
IMMUNITY

ENERGY  
RELAXATION  
DIGESTIVE HEALTH

## PRODUCTS OF NOTE

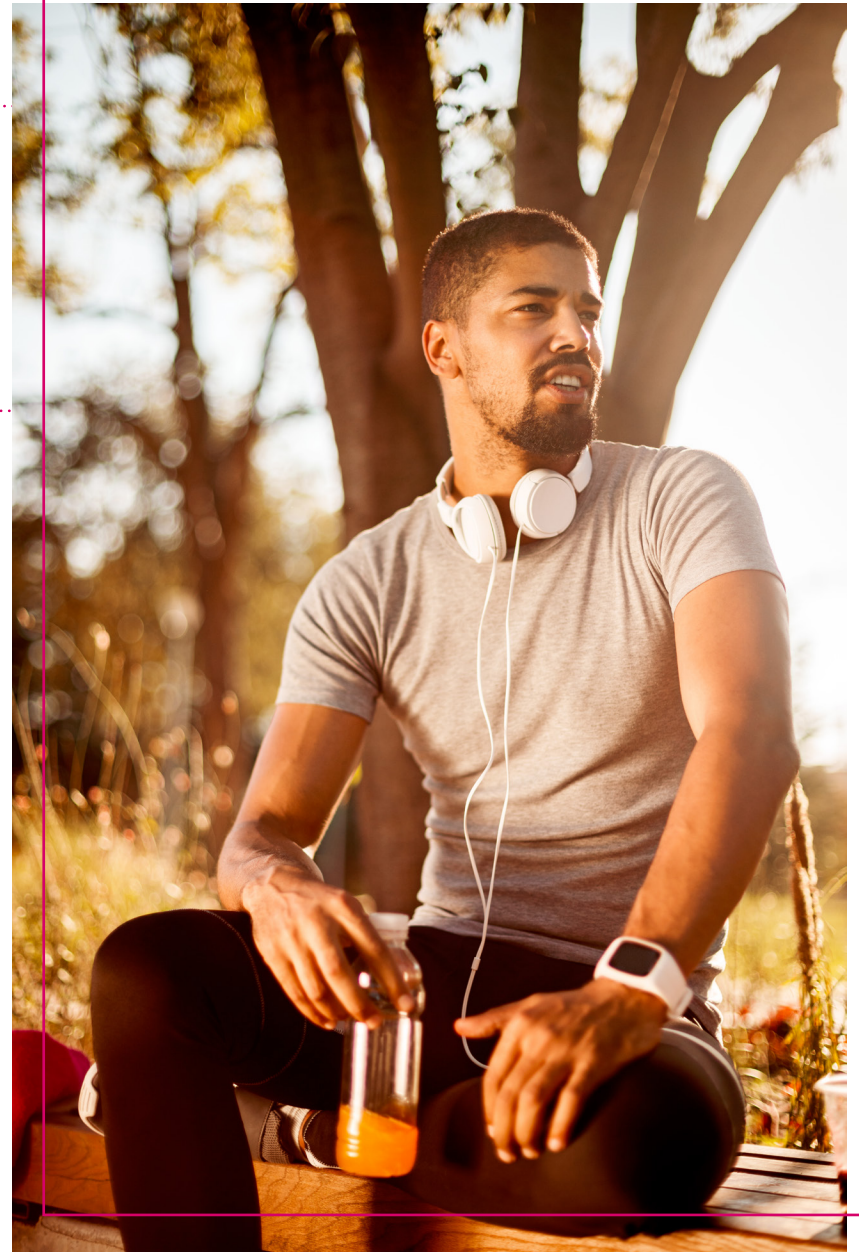


Powdered hydration beverage



20% of consumers responded that they would buy this product.

Immunity wellness shot



Source: Mintel GNPD, Mintel Purchase Intelligence





# POP OF COLOR

Eye-catching hues dominate Instagram, and today more people than ever view their food and beverages as art and self-expression.

## TRENDING NATURALLY-COLORFUL INGREDIENTS



CHARCOAL



BEET



SPIRULINA



GINGER



TUMERIC



BUTTERFLY PEA  
FLOWER

## PRODUCTS OF NOTE



RTD charcoal  
lemonade



Bright Beets  
RTD smoothie



Ginger lemon  
RTD tea

# TAKE A SIP: MOCKTAILS

With the side and health effects of alcohol consumption being widely known, some consumers are opting out of traditional happy hour and reaching for beverages featuring flavors inspired by cocktails...without the hangover.

## TRENDING FRUIT FLAVORS



ROSÉ



PALOMA



PIÑA COLADA



BELLINI



MARGARITA



MOJITO



SANGRIA

## PRODUCTS OF NOTE



Piña colada  
Energy drink



22% of consumers responded that they would buy this product.

Peach bellini  
Juice blend



# RELAX, IT'S CBD

The passing of the 2018 Farm Bill legalized CBD from domestically-grown hemp with <0.3% THC. The market for CBD beverages is booming, and once regulatory framework is laid out by the FDA, the grass will be a little greener.

## TRENDING PRODUCTS WITH CBD

|                        |                       |
|------------------------|-----------------------|
| TEA                    | SPARKLING WATER       |
| COFFEE                 | NON-ALCOHOLIC SPIRITS |
| JUICE                  | PRE- & POST-          |
| PROTEIN BEVERAGES      | WORKOUT BEVERAGES     |
| CARBONATED SOFT DRINKS |                       |

## PRODUCTS OF NOTE



RTD cold brew  
w/ coconut milk  
& CBD



Non-alcoholic beer  
w/ CBD & THC



Sparkling water  
w/ CBD



# TRENDING & UP-AND-COMING FLAVORS

## Flavor Radar®



At FONA, we know that discovering **what's next** is important to your product development. Consumers' tastes and interests are constantly changing, and you must stay ahead. FONA can help. Through Flavor Radar® flavor mapping methodology, we're committed to helping you grow by exploring flavor trends and patterns.

Flavor Radar® is an in-depth mix of current data points from industry-renowned databases and detailed analysis flavor trends affecting the food industry. There are four categories: **Novel**, **Up & Coming**, **Mainstream** and **Everyday**. Our experts categorize based on indicators like new product introductions, restaurant menus, social media and print media data.

This mix of sources and insights combine to create our Flavor Radar® Watch List, as we chart the movement of flavors from a new, novel idea through everyday pantry staple.

The goal? To help you move forward, and create new products consumers will love.

## FLAVORS: THE FULL LIST

We're keeping an eye out on these flavors.

### NOVEL

Maqui Berry  
Jackfruit  
Vadouvan  
Saffron  
Baobab



### UP & COMING

Violet  
White Cranberry  
Yuzu  
Piri Piri



### MAINSTREAM

Rooibos  
Pink Peppercorn  
Rose  
Lemongrass  
Chimichurri



### EVERYDAY

Avocado  
Lime  
Blood Orange  
Tahitian Vanilla  
Macadamia Nut







## TURN THESE TRENDS INTO THE TANGIBLE

*The flavor possibilities are endless. Thinking about flavor innovation? Our marketing team can help you identify white space opportunities and brainstorm flavor concepts your consumers will love. Or, we can provide a deeper dive into an area of interest to you.*

## YOU DESERVE MORE. LET'S GET STARTED.

What does true partnership look like? You deserve a flavor partner ready to turn these trends into the tangible.

Let FONA's market insight and research experts get to work for you. Translate these trends into bold new ideas for your brand. Increase market share and get to your "what's next." Our technical flavor and product development experts are also at your service to help meet the labeling and flavor profile needs for your products to capitalize on this consumer trend. Let's mesh the complexities of flavor with your brand development, technical requirements and regulatory needs to deliver a complete taste solution.

From concept to manufacturing, we're here for you — every step of the way. Contact our sales service department at 630.578.8600 to request a flavor sample or chat us up at [www.fona.com/contact-fona/](http://www.fona.com/contact-fona/)

