

Emerging Flavors in Soft Drinks: New Flavor Blends, Next Generation Superfruits, and Future Opportunities

Introduction

This report provides a comprehensive global review of growing and emerging flavors in soft drinks by sub-segment and region. In addition, it evaluates the drivers affecting the development of flavors, technological developments, and innovations in the soft drinks flavoring industry.

Scope

- Evaluate the current market dynamics in soft drinks and the key drivers behind the trends, including a breakdown of consumer issues.
- Assess the latest regulatory developments in terms of product claims, nutritional labeling and their impact on the soft drinks industry.
- Analyze the key flavor trends from a regional and a segment-specific perspective, as well as insight on new and fast growing flavors.
- Outline new developments in science and technology, including satiety, nutrient boosting and natural sweeteners.
- Evaluate the trends that will shape future flavor development and insight into emerging opportunities and challenges.

Research and analysis highlights

A growing trend in concentrates is the launch of products designed to mix into either alcoholic or non-alcoholic cocktails. This area has widened into multiple flavor variations including Amaretto, Bloody Mary, Cosmopolitan, Irish Cream, Margarita, Mojito, and pina colada.

In functional drinks herbs, spices and exotic fruits all increased in frequency. Chamomile had the most significant growth and a number of berry variants also appeared more frequently, including wild berry, and blue raspberry.

The blending of superfruits with herbs, botanicals, seaweed and or algae in functional soft drinks will grow in importance as these ingredient groups are inherently healthy, offer interesting flavors and will deliver an array of health benefits to consumers.

Key reasons to purchase this research

- Gain insight into consumer trends that are driving the soft drinks industry and how they influence flavor development.
- Learn which soft drinks segments have the highest growth rates and what opportunities they present for the flavor industry.
- Understand the latest NPD flavor trends by sub-segment and region and learn which ones are the most innovative.
- Identify the flavoring opportunities that are emerging from the latest technologies in satiety, nutrient boosting and natural sweeteners.
- Evaluate future flavoring opportunities by studying emerging trends in flavor blending & definition and the use of next generation superfruits.

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