



**FLAVOR
PRODUCERS**

Powered by Glanbia Nutritionals



2026

TREND FORECAST

100+
YEARS

of liquid and dry
Flavor, Extract &
Essence Expertise



In 2025,
Flavor Producers
became part of
Glanbia Nutritional.
Partnering with
Foodarom to bring their
extensive ready-to-mix
experience and spray
drying capabilities into
the fold.

As pioneers in
sustainable
plant-based
natural and
organic flavors.

CALIFORNIA GROWN

Founded in Los Angeles
in 1981, Flavor Producers
expanded to 3 U.S.
production sites and 3 R&D
centers in North America.



Industry Leader In Organic Flavors

Over 5,000 Organic Certifiable
Flavors in our Library



Unique Transparent Technology

Clean label solutions
supported by extensive
regulatory & sensory expertise



Tasteful Technology Taste Modification

Extensive taste modification
technology to help you
overcome functional off-notes



Vertically Integrated Vanilla Portfolio

From source to resource our
sustainable vanilla portfolio has
the right solution for you



Industry Leading Fulfillment & MOQs

Best-in-class 9-day lead time on
liquid & 15-day on dry flavors (larger
volumes may require additional time)
MTO Deliveries



TURN IT UP

IMMERSE YOURSELF IN
SONGS CURATED TO
THE 2026 TRENDS

FP FLAVOR PRODUCERS
Powered by Glanbia Nutritionals

FP
SOUNDTRACK

SCAN OR CLICK TO PLAY
ON SPOTIFY

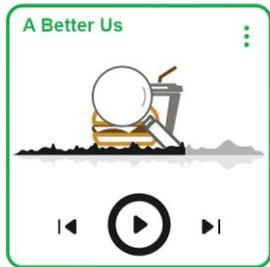
PITCH
S F
45 33

SPEED

POWER
OFF
ON

Macrotrend Platform Overview

Next Instore embodies the macro trends that drive innovation and inspire new product development in the food and beverage industry. Flavor Producers specializes in creating natural, organic, and transparent flavor options, crafted to enhance the sensory experience and cater to consumer preferences.



A Better Us

We all strive for self-improvement, so let's start with what sustains us. From organic offerings to clean and clear labels, sustainable packaging and beyond, the food industry is adapting to consumer demand for more personalized and sustainable options.



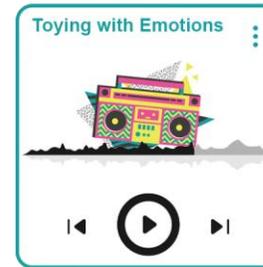
Borderless Taste

Taste has gotten bigger as the world has gotten smaller. Thanks to improvements in global communication along with consumers' access to exotic ingredients, cooking techniques and recipes, the flavors of the world are more available than ever.



A Growing Palate

Basic taste has grown up. Flavor profiles that were once avoided or thought too niche for large brands have surprised the market and found commercial success. Taste profiles like bitter, sour and umami, that were once an afterthought, are now part of the discussion in new product development.



Toying With Emotions

Online culture and social media have changed the way consumers are interacting with food. Food and drinks with emotional, visual or creative appeal are flooding social media, and in return expanding into foodservice and landing in retail spaces.



A Little Off-Base

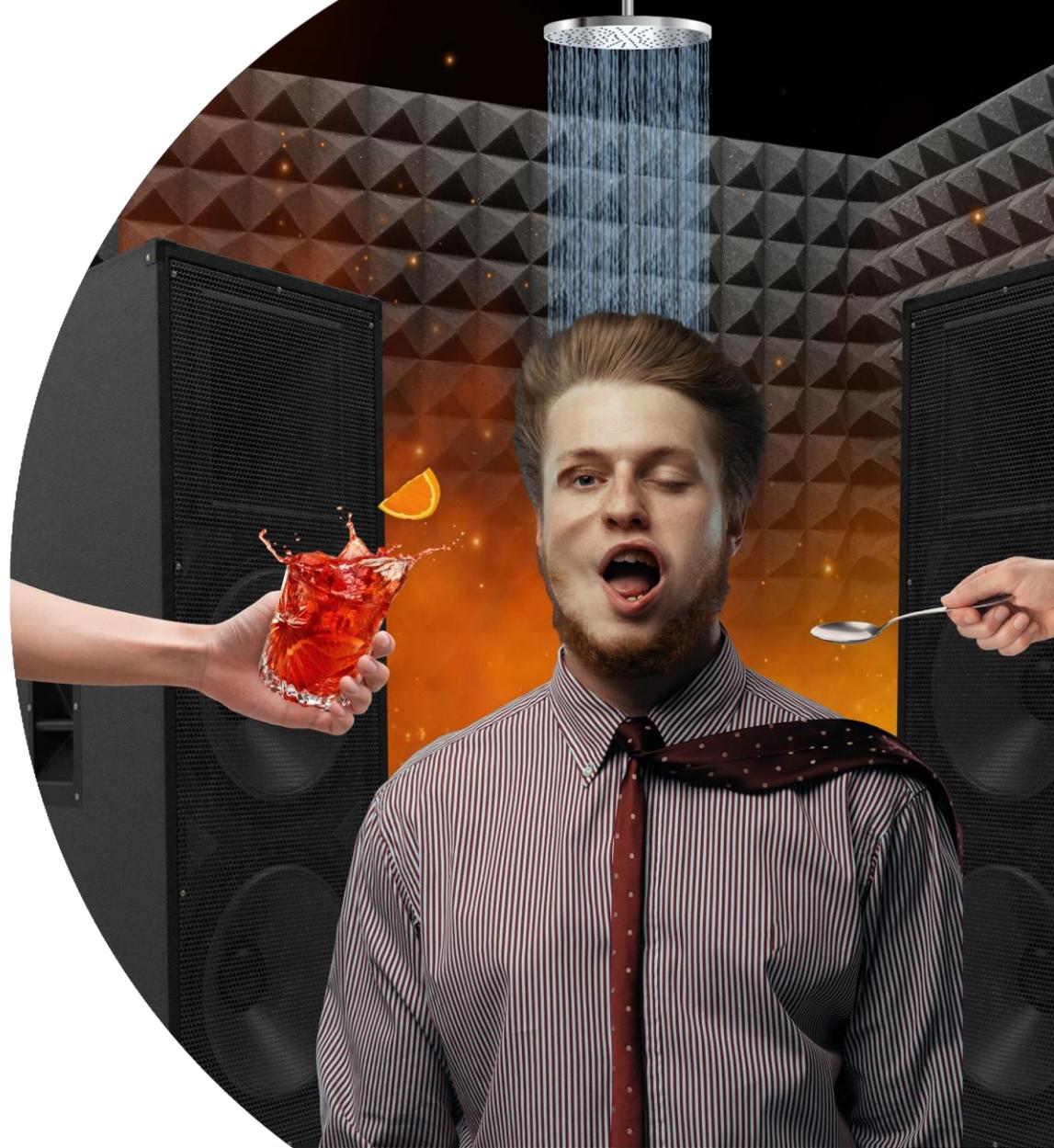
As functionality continues to change the food and beverage landscape, it has carved an expanding path of consumer flavor interaction and acceptance. The rise of "alternative" products has evolved flavor masking into flavor mimicking finding flavor optimization to fill in the gaps of new products.

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2026 Forecast

2026 Trend: A Wall of Taste: Full Sensorial Experiences

In today's food and beverage landscape, delivering great taste is only the beginning. Modern consumers expect products that create rich multisensory experiences, engaging not just the palate but also texture, aroma, color, and even sound. Successful products now appeal to the whole sensory spectrum, transforming consumption into a fuller, more immersive experience.



Sensory Overload



68% of U.S. consumers say sensory intensity (bold taste, texture, color) makes a food/beverage “more exciting.”

Source: Tastewise 2025 Flavor & Experience Report



58% of consumers say they “want to feel something” from a product — whether heat, sourness, buzz, fizz, or sensory surprise.

Source: Tastewise 2025 “Feel Something Foods” Analysis



61% of consumers want unexpected or contrasting textures in food & drink (chewy + creamy, crunchy + soft, popping inclusions).

Source: Datassential 2025 Texture Trends (MenuTrends)



57% of Gen Z and Millennials say they choose products for the multisensory experience (texture + visuals + aroma), not just flavor.

Source: Mintel 2025 Food & Drink Trends



innovation listed among **2025’s top sensory drivers** for beverages.

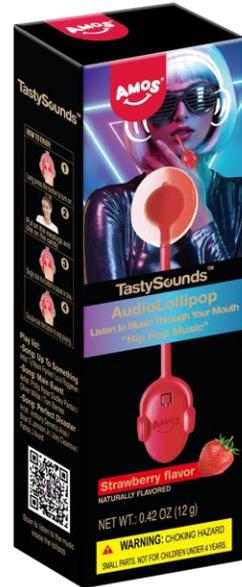
Source: IFT Food Technology 2025 Outlook

Wall of Taste: Recent Market Examples



Trolli® Gummi Pop

A hybrid of popsicles & gummies, this uniquely textured frozen dessert delivers a distinctive taste experience while adding an element of physical movement.



Amos TastySounds™

A sucker you can actually hear, this confectionery treat plays music in your mouth to create a truly multisensory experience.



Sonic® Picklerita Slush

A pickle and lime slushy partnership with Grillos® pickles that features pickle flavored popping bobas that burst in your mouth.



Sour Patch Kids Glow Ups

Sour Patch Kids featuring edible confetti that glows under blacklight.



Arizona Spicy Green Tea

Arizona Iced Tea partnered with Mike's Hot Honey to craft a spicy rendition of its classic green tea.

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2026 Trend: Going Emo: It's Not Just a Phase

Food and beverage have always carried emotional appeal, but that connection is becoming more evident than ever. Products increasingly focus on stress relief, mood boosting functionality and confidence enhancing benefits, ranging from beauty driven offerings to metabolism and GLP-1 aligned products. Together, they tap into a deeper desire we all share for a greater sense of self-worth.



Emotions to the Forefront



82% of beverage consumers say drinking their favorite beverages helps restore their mental health.

Source: KDP's State of Beverages 2025 Trend Report



64% of 18-25 year olds who are actively dating, say emotional honesty is what dating needs most.

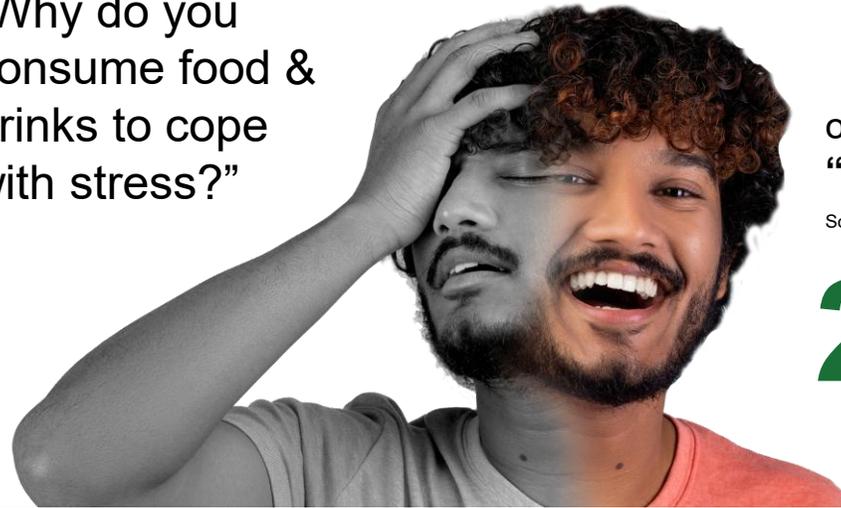
Source: Tinder's Year In Swipe™ 2025



“Why do you consume food & drinks to cope with stress?”

global consumers cope with stress through food and drink

Source: Innova Health & Nutrition Survey 2025 (Average of 11 countries),



74%

of consumers say to “improve mood”.

Source: Innova Top Global Flavor Trends 2026

40%

of consumers say to “calm down”.

27%

Increase in U.S. new food and beverage launches with an active brain health claim (481 in 2025 vs. 377 in 2024).

Source: Innova NPD

Going Emo: Recent Market Examples



E.U.B. Mood & Motivation

A functional sparkling beverage that supports the body's neurotransmitters to boost mood and motivation.



Novos Longevity Bars

Formulated with up to 20 superfoods these longevity bars offer a myriad of functional claims including supporting mind and mood.



Humm® Nitro Kombucha

A creamy and non-sparkling version of kombucha that contains probiotics for gut health and L-theanine for everyday stress support.



Happy Pop

A sparkling beverage made with dopamine-supporting adaptogens, juice, and organic caffeine to help support your mood.



Bloom™ Energy Sticks

These energy sticks are formulated with natural caffeine, B vitamins, and L-theanine to provide a clean pick-me-up while supporting the mind and metabolism.

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2026 Trend: Back to Our Roots: Comfort Plus

Wherever you are, home is where the mouth is. Family, comfort, memories and nostalgia all come together through our taste buds. In good times or bad, those familiar flavors stay with us. With mental and financial stress rising for many consumers, now is the time for a return to comforting tastes that deliver added health benefits, cleaner labels and a deeper sense of indulgence.



Comfort Plus



67% of consumers say inflation has pushed them toward **“safe, familiar, comforting foods.”**

Source: Mintel U.S. Inflation & Eating Behaviors 2025



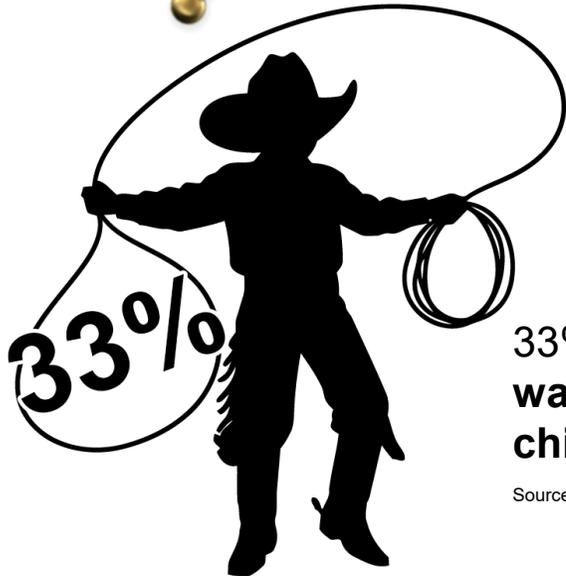
41% of consumers prefer **“elevated comfort”** flavors, familiar but upgraded with quality ingredients.

Source: Mintel 2025 Eating & Drinking Trends



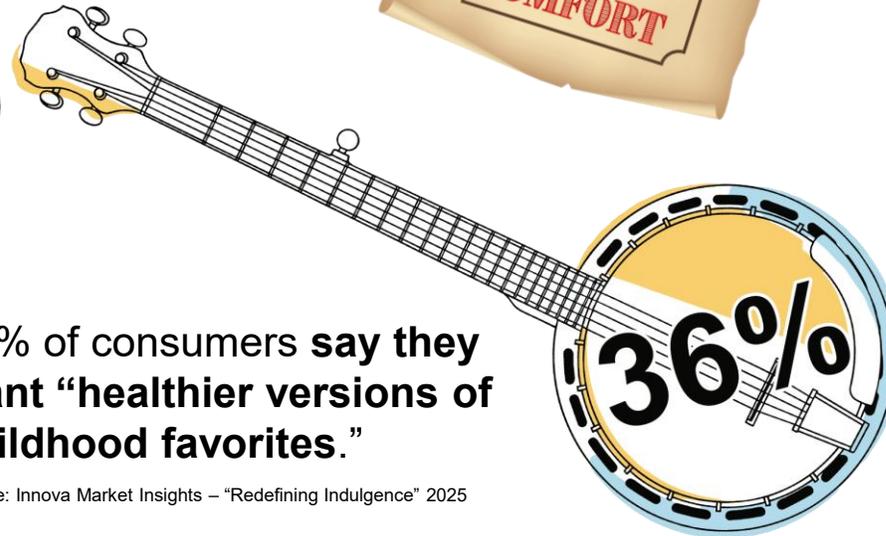
Nostalgic + Functional was identified by Tastewise as one of the **Top 5 Flavor Behavior Shifts in 2025** citing consumers increasingly mixing nostalgia with functional needs

Source: Tastewise 2025 Trends



33% of consumers say they want **“healthier versions of childhood favorites.”**

Source: Innova Market Insights – “Redefining Indulgence” 2025



36% of 2024–2025 U.S. beverage launches revived classic flavors paired with functional claims.

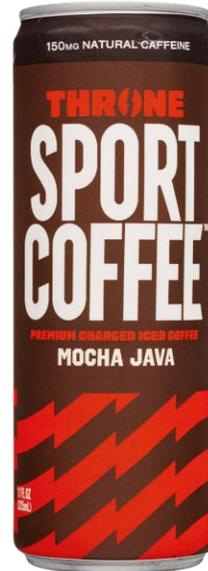
Source: Innova NPD (U.S. Launch Data 2024–2025)

Back to Our Roots: Recent Market Examples



Quaker® Protein Oatmeal

Classic oatmeal flavors get an upgrade with added protein for a more nutritious breakfast.



Throne Sport Coffee

A classic latte reimagined for the sports drink market, featuring 10g of protein and a healthy dose of natural caffeine.



Oreo Zero Sugar

The classic Oreo is getting a better-for-you upgrade as Nabisco unveiled a zero-sugar variety launching soon.



Alani PB&J

What would make the classic flavors of peanut butter and jelly even better? Well, if you ask Alani the answer would be protein.



Starbucks Protein Foam

Why use whipped cream when you can add protein? Starbucks now offers an optional protein cold foam to elevate your favorite beverage.

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2026 Trend: Punk Attitude: Pushing New Flavor Grounds

Challenging the mainstream with a rebellious edge, some brands are tearing down conventional flavor rules and blazing their own paths. They draw inspiration from global culinary traditions and push boundaries by bringing exotic, unexpected and even bold savory profiles into categories where no one expected them. It is flavor experimentation with attitude, inviting consumers to break from the ordinary and taste something fearless.



New Flavor Grounds



of U.S. consumers want “**unexpected flavor combinations**”

Source: Mintel – U.S. Beverage Trends 2024–2025



Over 50% of Gen Z consumers say they seek **standout flavors** that “feel expressive and different.”

Source: Mintel Consumer Behavior Reports

Build-Your-Own (+42 YoY) is the fastest rising service option in food and beverage conversations highlighting the desire to personalize eating experiences

Source: Tastewise December 2025



68% of U.S. consumers **say sensory intensity** (super sour, super spicy, hyper-flavor) **makes products “more exciting.”**

Source: Tastewise – 2025 Frictionless & Sensory Report

Intense Flavor is up **+228 YoY** in Social Food and Beverage Conversations.

Sweet & Savory is up **+128 YoY** in Social Food and Beverage Conversations.

Source: Tastewise December 2025

Sweet & Smoky is up **+287 YoY** in Social Food and Beverage Conversations.

Sweet & Spicy is up **+86 YoY** in Social Food and Beverage Conversations.



Punk Attitude: Recent Market Examples



Perfy Pepperoni Pizza

Perfy launched a limited-edition pepperoni pizza soda complete with its own pizza box packaging.



Sour Punch Pickle Roulette

Take a risk you might end up in a pickle. This dare edition of the popular confectionery features pickle as its bold high-risk flavor.



Fruit Riot Extreme

Frozen grapes get an extreme makeover as Fruit Riot collaborates with Warheads to create a bold, better-for-you fruity treat.



Kettle Brand Chamoy

Bringing a taste of Mexico to the kettle chip aisle, this chamoy flavored chip highlights the sweet, sour, and spicy profile of the beloved Mexican condiment.



Kraft Apple Pie Mac

Kraft took the classic odd pairing of cheddar cheese and apple pie and flipped it on its head with this limited-edition twist on its iconic Mac & Cheese.

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2026 Trend: Flavor & Functionality: The New Kings of Pop

A flurry of functional innovation is unfolding in real time in the soda space, as beverage giants and emerging brands rethink what mainstream refreshment can be and should be. They are experimenting with new ingredients, new benefits, and new experiences, creating a fast-evolving category where wellness and flavor come together to redefine what soda can offer.



Getting More Pop-ular



After decades of declines, U.S. Soda consumption has been **ticking up the last two years** and is estimated to reach 11.88 billion gallons by the end of 2025.

Source: Beverage Marketing



21% increase in new non-alcoholic carbonated beverage launches in the U.S. in 2025 (252 in 2024 vs. 305 in 2025 YTD)

36% had an active functional health claim.

Source: Innova GPD, December 2025



86% of U.S. consumers **now consume beverages with at least one functional benefit** (energy, immunity, gut, hydration).

Source: Tastewise Beverage Behavior Report (2025)



47% of consumers **say they want beverages that provide natural energy rather than sugary stimulation**

Source: Beverage Industry Energy Trends Report (2024/2025)



#DirtySoda surpassed 1.1 billion TikTok views in 2024 and currently tagged in over 85.7K posts, now **“heavy soda”** (high syrup ratio) **is gaining momentum.**

Source: TikTok Trend Stats (2024)

New Kings of Pop: Recent Market Examples



Pepsi Prebiotic Cola

Fresh off its acquisition of Poppi, Pepsi launched a prebiotic cola under its flagship brand.



Barebells Protein Soda

Moving beyond the protein bar segment, Barebells has launched protein sodas that offer 10g of clear protein in every can.



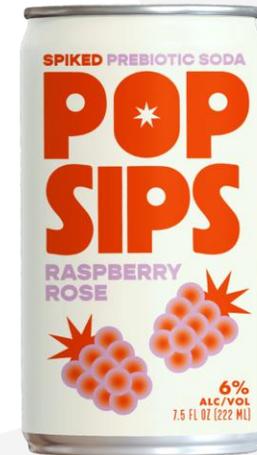
Slice Healthy Soda

Revitalizing a classic brand, the reintroduced Slice offers a prebiotics and probiotic enriched soda with only 4g of sugar.



Dirty Mountain Dew

Pepsico recently announced a Dirty version of Mountain Dew, showcasing rising momentum of Dirty Sodas.



Pop Sips Spiked Sodas

Pop Sips has a unique take on the better-for-you soda market by incorporating elements of the new better-for-you sodas and incorporating them into a hard soda.

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2026 Trend: Ate-0-Ate: Attention Mr. Worldwide

Sampling flavor beats from every corner of the globe, modern fusion is pulling inspiration from the streets rather than elite tradition. What emerges is a raw, unpolished energy that fuels new products with a sense of discovery and a deeper focus on authenticity. By blending real cultural influences with bold creative twists, these flavors channel the pulse of everyday communities and add a fresh hit of funk to the mainstream food and beverage world.



Sampling Beats



global consumers **like to try new foods** that they have never tasted before.

Source : Innova Flavor Survey 2025 (Average of 11 countries)



51% of global consumers **say they are increasingly looking for cuisines from other countries**

Source : Innova Flavor Survey 2025 (Average of 11 countries)

Top 5 Fastest Rising Cuisines in U.S. Social Conversations

1. French Israeli Fusion (+247% YoY)
2. French Lebanese Fusion (+98% YoY)
3. Mediterranean Mexican Fusion (+79% YoY)
4. Uyghur Cuisine (+69% YoY)
5. Floribbean (+66% YoY)

Source: Tastewise, December 2025



60%

of consumers say they **are open to trying traditional foods that have been given a modern twist.**

Source: Innova Top Global Flavor Trends 2026



Nearly 40% of consumers **have ventured into non-traditional food retail spaces** over the past year

Source: PWC Voice of the Consumer Survey 2025

Ate-0-Ate: Recent Market Examples



My Mochi Dubai Chocolate

Fusing Middle Eastern desserts with Asian classics, this Dubai Chocolate Mochi offers a unique blend of Asian indulgence.



El Jimador Cantarito

El Jimador is betting on the Cantarito, a lesser-known Mexican cocktail of tequila, citrus juices, and grapefruit soda that is traditionally served in a clay cup.



Wonder Hydrate Lychee

Highlighting innovation in functional gummies and flavor, Plant People introduced these electrolyte gummies that feature the popular Asian fruit Lychee.



TJ's Furikake Snack Mix

Trader Joe's brings Hawaiian flavors to the masses with a furikake snack mix, a savory blend of dried seaweed, fish flakes and sesame seeds.



Vigrs Berbere Spice Tea

Vigrs introduced a savory twist to the tea world by incorporating the African spice berbere into a distinctive adaptogenic blend.

2026 Trends: Key Elements



Let's Collaborate



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