FLAVOR PRODUCERS
Powered by Glanbia



Proprietary & Confidential Information of Flavor Producers, LLC © 2026 Flavor Producers, LLC. All rights reserved.


Powered by Glanbia
100+ YEARS
of liquid and dry flavor, extract & essence expertise
Glanbia
FOODAROM
Powered by Glanbia
In 2025, Flavor Producers became part of Glanbia partnering with Foodarom to bring their extensive ready-to-mix experience & spray drying capabilities into the fold
As pioneers in sustainable plant-based natural & organic flavors
OVER 40 YEARS
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
Organic
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
Rütz Isōz TrüBrüz Oatz Peelz
Tasteful Technology Taste Modification
Extensive taste modification technology to help you overcome functional off-notes
Modz™
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
Vertically Integrated Vanilla Portfolio
From source to resource our sustainable vanilla portfolio has the right solution for you

Generation Blind Box

Gen Z is like a blind box. You know roughly what's inside, but never quite know which version you'll get. Shared experiences connect this generation, yet individual tastes and priorities make every reveal a little different. This report lifts the lid on the values, passions and everyday challenges that shape their choices and influence what earns their attention.

Understanding those differences offers a starting point for formulating with Gen Z in mind. By exploring what matters to them and how that shows up in product choices, this report helps you consider how your products can reflect their needs and fit into their lives. There's plenty to unpack, and no single formula for the whole box.



FLAVOR PRODUCERS
Powered by Glanbia

Proprietary & Confidential Information of Flavor Producers, LLC © 2026 Flavor Producers, LLC. All rights reserved.


FLAVOR PRODUCERS
Powered by Glanbia
WHO IS GEN Z

One Generation, Not One Consumer

Born between 1997 and 2012, **Gen Z accounts for roughly 20.9% of the U.S. population** and spans several influential life stages, from teenagers and college students to young professionals establishing themselves in the workforce.

13 YEARS OLD → **29** YEARS OLD

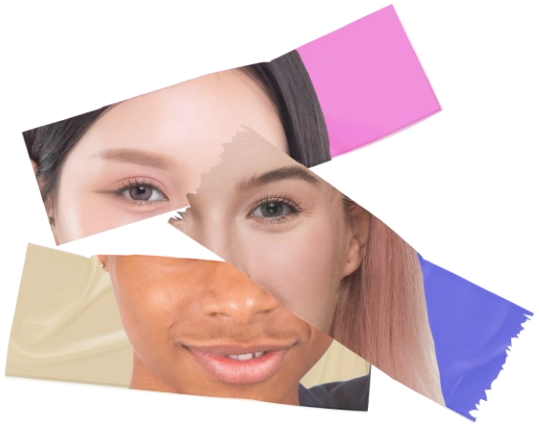


They share cultural signals, but differ in autonomy, income, and shopping responsibility

Gen Z is the most racially and ethnically **diverse generation** in U.S. history

51%+ **Identify as multicultural**

Source: CollageGroup Generations Demographics 2025



Gen Z spends less and buys less often than older generations today, but that may change shortly as their **purchasing power is rising quickly.**

It is projected that **their spending will reach $12.6 trillion by 2030**, up sharply from $2.7 trillion in 2024.

Source: NielsenIQ, Bank of America





FLAVOR PRODUCERS
Powered by Glanbia

Proprietary & Confidential Information of Flavor Producers, LLC © 2026 Flavor Producers, LLC. All rights reserved.

Delayed But Not Out

Gen Z entered the workforce in a perfect financial storm of pandemic disruption, with inflation at a 40 year high, surging food prices, record housing costs, and slower wage growth.

67%

of **Gen Z adults struggle to afford housing**, making them the most cost burdened generation

Source: yipinstitute.org

33%

Report **feeling stressed** about their finances

Source: Bank of America's 2025 Better Money Habits.



Gen Z is sacrificing to be financially responsible

35% are eating out less

20% have sold belongings

18% have skipped meals

18% work side jobs

15% moved back in with parents

Source: nationalmortgageprofessional.com

Value Minded

79% Wait for products to go on sale

Innova, PwC US, October 2025

.

Moving in the right direction

-7%

The share of Gen Z **receiving financial support from family fell** from 46% to 39% year over year

Source: Bank of America's 2025 Better Money Habits.





FLAVOR PRODUCERS
Powered by Glanbia

Proprietary & Confidential Information of Flavor Producers, LLC © 2026 Flavor Producers, LLC. All rights reserved.

FLAVOR PRODUCERS
Powered by Glanbia

GEN Z

evolving VALUES







Gen Z's Evolving Value Equation: Wellness

Gen Z's unique traits make its value equation slightly different from those of older generations.

Gen Z and millennials account for more than 41% of annual **U.S. wellness spending**

Source: McKinsey's 2025 Wellness Report



Wellness Redefined

of younger Gen Zers (13-24-year-olds) say that "wellness can be anything that makes you feel good"

Source: YPulse Health and Fitness

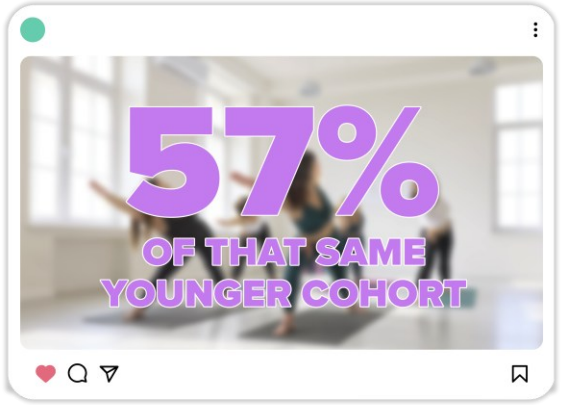
80% of Gen Z consumers regularly consume functional beverages, with energy drink adoption far higher among younger consumers than the overall U.S. population

Source: www.ey.com



Gen Z prioritizes fitness 16 points **more than the average U.S. consumer** (56% vs. 40%)

Source: McKinsey's 2024 Wellness Report



Have followed health or fitness advice from someone on social media

Source: YPulse Health and Fitness





FLAVOR PRODUCERS
Powered by Glanbia

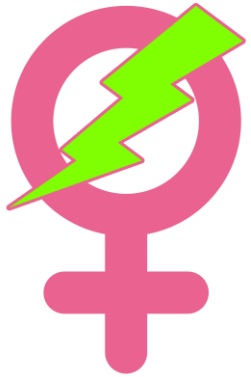
Proprietary & Confidential Information of Flavor Producers, LLC © 2026 Flavor Producers, LLC. All rights reserved.

Wellness: From Health Concerns to Flavor Innovation

Gen Z prioritizes everyday wellness needs, creating opportunities for functional products with exciting and innovative flavors.

Top Health Concerns

1. Weight (37%)
2. Sleep (36%)
3. Lack of Energy (34%)
4. Skin (27%)
5. Appearance (25%)



Energy

Among respondents who reported gender, lack of energy ranks first overall:

38% of females
30% of males

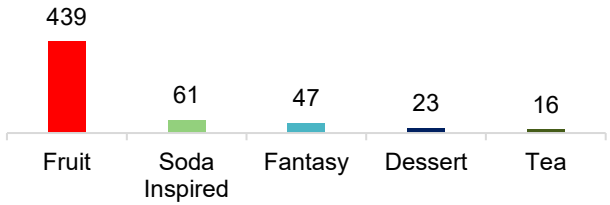
Source: Innova Health & Nutrition Survey 2026, U.S. respondents aged 18-24, "Which of the following health issues have you been concerned about in the past 12 months?"

Top Health Needs

1. Energy **+263.9% YoY**
2. Mental Health **-18.5% YoY**
3. Hair & Skin **-16.8% YoY**
4. Calm **+26.8% YoY**
5. Hydration **-5% YoY**

Source: Tastewise October 2026, Based on 3,204,285 Gen Z social conversations, Functional Health Needs

New Energy Drinks: Top Flavor Categories



Source: Innova New Product Database, New Launches in U.S. Energy Drinks, Jan 2025 – Oct 2026.

Fastest Rising Flavors in Gen Z Social Conversations

Sweet & Fruit

1. Dot Cake **+48,573% YoY**
2. Sudachi **+444% YoY**
3. Blackberry Pie **+253% YoY**
4. Japanese Cheesecake **+224% YoY**
5. Biscoff Tiramisu **+205% YoY**

Energy Drinks

1. Fuji Apple **+955% YoY**
2. Shirley Temple **+605% YoY**
3. Dirty Soda **+253% YoY**
4. Cherry Cola **+180% YoY**
5. Root Beer **+149% YoY**

Source: Tastewise October 2026, Based on 3,204,285 Gen Z social conversations



FLAVOR PRODUCERS
Powered by Glanbia

Proprietary & Confidential Information of Flavor Producers, LLC © 2026 Flavor Producers, LLC. All rights reserved.

Translating Gen Z: Wellness

For Gen Z, wellness combines long-term health with feeling good today. More energy, better hydration and balance help them get more out of life. Products should fit naturally into their routines and feel enjoyable to use.

As functional foods and beverages become daily staples, brands can connect specific benefits to the moments Gen Z needs them. Pairing relevant function with appealing flavors can make a healthy choice feel rewarding and give consumers a reason to keep coming back.





The Flavor Opportunity: look towards bright, refreshing traditional and exotic fruit flavors, unique and unexpected pairings, modernized indulgence, and classic nostalgic favorites.

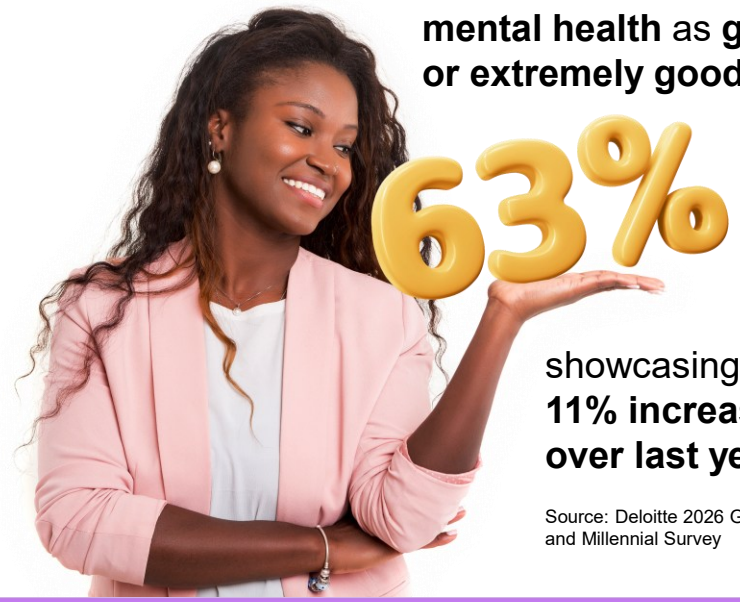
FLAVOR PRODUCERS
Powered by Glanbia

Proprietary & Confidential Information of Flavor Producers, LLC © 2026 Flavor Producers, LLC. All rights reserved.

Gen Z's Evolving Value Equation: Stress Management

Gen Z is navigating stress from several directions, including financial pressure, stretches of social isolation, A.I. and broader societal change. Those pressures have shaped their defining moments, and they are now redefining how they cope.

Gen Z's mental health outlook is improving with **4 in 10 saying their mental well-being has improved** over the last 12 months



63% of Gen Zs **rate their mental health** as **good or extremely good**

showcasing an **11% increase over last year**

Source: Deloitte 2026 Gen Z and Millennial Survey

Seeking More Community

67%

of **Gen Z felt lonely** at least **once a week**

28%

felt lonely **several times a day**

Source: Marmalade Trust survey of 2,000 UK 18–29-year-olds, published June 4, 2026 ahead of Loneliness Awareness Week (June 15–21, 2026).





of Gen Z and millennials **consider mindfulness a very high priority**

Source: McKinsey, The Future of Wellness 2025

Investing In Me

38%

Gen Z consumers say they **are spending more on themselves**

Source: VML, The Future 100: 2026 (Treatonomics).

Small Victories

57%

Gen Z "treats" themselves to something small at least once a week

Source: Bank of America's 2025 Better Money Habits.

FLAVOR PRODUCERS
Powered by Glanbia

Proprietary & Confidential Information of Flavor Producers, LLC © 2026 Flavor Producers, LLC. All rights reserved.

Stress Management: Finding Comfort

Gen Z is turning to food and beverages for comfort, emotional well-being, and moments of escape, creating opportunities for mood-driven flavors and indulgent experiences.



of **Gen Z** consumers **believe diet affects mental wellbeing**

Source: Attest, Stephanie Rand, “Gen Z food trends: what today’s young US consumers want.” Survey of 1,000 US Gen Z adults, ages 18–27.

82% Refresh & Restore

of consumers say **drinking their favorite beverages helps restore their mental health**

Source: KDP 2025 Beverage Trend Report



What Do You Have in Mind?

of Gen Z and Alpha consumers are more likely than older generations to **choose drinks based on mood** or occasion

Source: KDP 2026 Beverage Trend Report



of Millennial & Gen Z diners **crave comfort foods during periods of stress & uncertainty**

Source: Belle Communication, Brilli™ survey (n=548), May 2025. Reported by NRN, May 29, 2025.



82% of Gen Z **want products** with ingredients that **support relaxation or mood**

Source: GlobalData, Q2 2024 survey. Reported by Fiona Holland, Just Drinks, Jan. 6, 2025.

FLAVOR PRODUCERS
Powered by Glanbia

Proprietary & Confidential Information of Flavor Producers, LLC © 2026 Flavor Producers, LLC. All rights reserved.

Translating Gen Z: Stress Management

For Gen Z, a small treat can be a welcome pause when life feels like a lot. A favorite drink or comforting bite offers something to look forward to, turning an everyday routine into a little moment of enjoyment.

That moment can offer more than comfort. Interest in stress-relief ingredients suggests consumers want more value from comfort foods. Pairing delicious flavor with functional benefits can satisfy a craving while addressing an everyday need, giving consumers another reason to indulge and feel good about it.



The Flavor Opportunity: look toward flavors that connect with consumers, such as classic fruit combinations, fun and nostalgic profiles, or rich, indulgent desserts.



FLAVOR PRODUCERS
Powered by Glanbia

Proprietary & Confidential Information of Flavor Producers, LLC © 2026 Flavor Producers, LLC. All rights reserved.

Gen Z’s Evolving Value Equation: Drinking

With more of Gen Z reaching legal drinking age and the elder members ticking towards higher incomes, the heralded “sober generation” is starting to flip the script on alcohol.

Selective over Sessionability

Health still leads Gen Z's drinking choices. Their demand built a sophisticated adult non-alcoholic category, and they are the most likely of any generation (49%) to follow official health guidance on alcohol. The result is a generation that chooses selectivity over sessionability, seeking quality and occasion rather than volume.

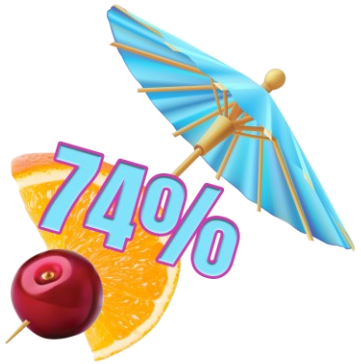
Source: IWSR Total Beverage Alcohol Trends

62% Taste is King

of Gen Z consumers rank **taste as the primary factor** in their alcohol purchase, versus just 32% citing price

Source: www.ohbev.com





A Little Late to the Party

of Gen Zers **drank in the past six months**, up from 66% three years ago and close to the adult average of 76%

Source: IWSR Total Beverage Alcohol Trends



Cocktails It Is

of Gen Z LDA+ drinkers reported **drinking cocktails** in the past six months, **more than any other generation**

Source: IWSR Total Beverage Alcohol Trends

Proprietary & Confidential Information of Flavor Producers, LLC © 2026 Flavor Producers, LLC. All rights reserved.

Drinking: Convenience Meets Flavor Exploration

Gen Z is embracing at-home drinking and ready-to-drink cocktails, driving demand for convenient formats, familiar favorites, and adventurous flavor combinations.



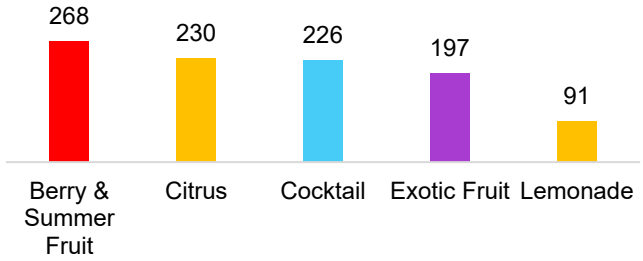
of Gen Z LDAs report **drinking primarily at home**, up from 42% in 2025

Ready-to-drink consumption rose significantly 11% points, from 31% in 2025 to 42% in 2026

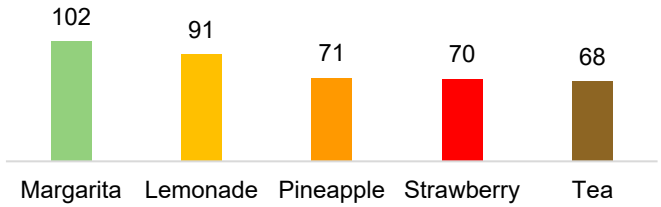


Source: Stephanie Rand, Attest, "Gen Z alcohol trends 2026" (June 24, 2026).

New Flavored Alcoholic Beverages: Top Flavor Sub-Categories



Top Flavors:



Source: Innova New Product Database, New Launches in U.S. Flavored Alcoholic Beverages and Seltzers, Jan 2025 – Oct 2026.

Fastest Rising Flavors in Gen Z Social Conversations

Cocktails

1. White Tea Shot **+178% YoY**
2. Peach Bellini **+139% YoY**
3. Hugo Spritz **+97% YoY**
4. Pimm's cup **+95% YoY**
5. White Zombie **+48% YoY**

Fruits Around Cocktails

1. Strawberry Kiwi **+102% YoY**
2. Huckleberry **+67% YoY**
3. Cantaloupe **+52% YoY**
4. Blue Raspberry **+39% YoY**
5. Lemon Lime **+37% YoY**

Source: Tastewise October 2026, Based on 3,204,285 Gen Z social conversations

Proprietary & Confidential Information of Flavor Producers, LLC © 2026 Flavor Producers, LLC. All rights reserved.

Translating Gen Z: Drinking

For Gen Z consumers of legal drinking age, the cheapest drink doesn't always win. Even on tight budgets, their appetite for cocktails suggests they'll make room for flavor and a premium experience.

Growing incomes may encourage exploration, while convenient premixed cocktails make new flavors easy to enjoy at home without the prep. That desire for flavor and convenience also extends to alcohol-free options, helping consumers moderate without giving up a premium experience.



The Flavor Opportunity: look towards classic cocktails, complex combinations, varietal fruits, sensorial attributes (heat, sour, bitter, umami) along with botanical and even savory accents.



FLAVOR PRODUCERS
Powered by Glanbia

Proprietary & Confidential Information of Flavor Producers, LLC © 2026 Flavor Producers, LLC. All rights reserved.

Gen Z's Evolving Value Equation: Crafting Experiences

Despite being the most digitally native generation, Gen Z is seeking out real experiences that offer authenticity, room for self expression and creativity, challenging the "always online" narrative.



56% of Gen Z **prefer investing in experiences** over material goods

Source: Eventbrite 2024



Creativity

72% of Gen Z say **"I like to express myself through style, creativity, etc."**

Innovation

57% of Gen Z say **"I like to experiment with new ideas and solutions."**

Source: Collage Cultural Traits Survey, December 2024

81% of Gen Z consumers are **prioritizing offline activities**



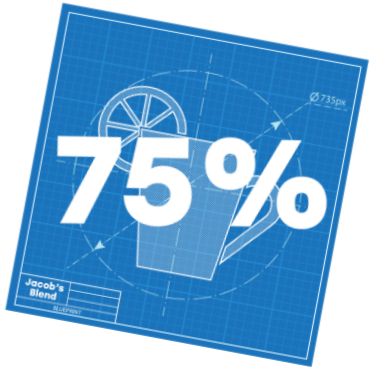
Source: Retail TouchPoints, "PwC Holiday Outlook 2026"



Better In Person

of Gen Z shoppers say they **enjoy browsing in person**, compared with 60% of consumers overall

Source: Retail TouchPoints, "PwC Holiday Outlook 2026"



Customized

of Gen Z consumers **customize their beverages**

Source: Keurig Dr Pepper State of Beverages 2025 Trend Report

FLAVOR PRODUCERS
Powered by Glanbia

Proprietary & Confidential Information of Flavor Producers, LLC © 2026 Flavor Producers, LLC. All rights reserved.

Experiences: Exploring the World Through Taste

Gen Z seeks discovery, creativity, and excitement through food and beverages, driving demand for globally inspired flavors, unexpected combinations, and limited-edition experiences.



of Gen Z consumers say they **seek out new cuisines**



of them **seek food with unique flavors**

Source: Attest, “Gen Z food trends: what today’s young US consumers want”



Taste the World

57% of Gen Z and Gen Alpha consumers say they **seek globally inspired beverages**

Source: KDP 2026 Beverage Trend Report



Now that’s Entertainment

of Gen Z and Alpha consumers want **beverages that** either **inspire or entertain** them

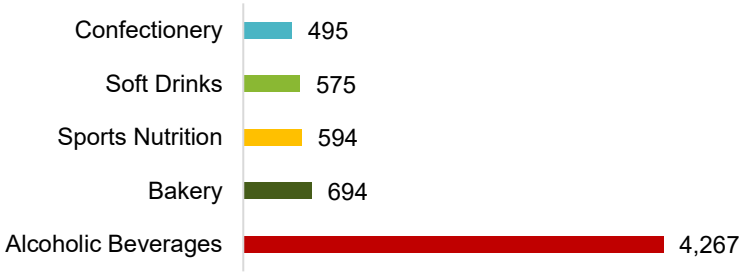
Source: KDP 2026 Beverage Trend Report



of Gen Z say **limited-edition flavors increase their interest**

Source: Innova

Top 5 Categories for Limited-Edition Launches



Source: Innova, All New Food and Beverage Launches with a Limited-Edition Claim, Last Five Complete Years



FLAVOR PRODUCERS
Powered by Glanbia

Proprietary & Confidential Information of Flavor Producers, LLC © 2026 Flavor Producers, LLC. All rights reserved.

Translating Gen Z: Crafting Experiences

For Gen Z, trying a new flavor is part of the fun. Food and drinks offer an everyday way to explore new cultures and try something unexpected, bringing a little adventure to familiar routines.

They enjoy putting their own spin on food and drinks, experimenting with unusual flavors and customizing their order. That same curiosity draws them to limited-time offerings, with anticipation adding to the excitement of finding a flavor they've been eager to try.





The Flavor Opportunity: look to craft experiences through unique, exotic, bold, and international flavors. Don't be afraid to bend genres by blurring the line between food and beverage.

FLAVOR PRODUCERS
Powered by Glanbia

Proprietary & Confidential Information of Flavor Producers, LLC © 2026 Flavor Producers, LLC. All rights reserved.

Let’s Collaborate

Gen Z’s individuality is worth celebrating. It opens opportunities to explore distinctive flavors and pair memorable taste experiences with meaningful nutritional benefits.

By partnering with Flavor Producers and Glanbia, you can turn these opportunities into products that combine amazing flavor with real nutritional benefits tailored to fit your target audience.

Share your product goals or next big idea with us. Together, we’ll help bring your vision to life.

We promise to do our best to make it an awesome experience, no cap.



FLAVOR PRODUCERS
Powered by Glanbia

Proprietary & Confidential Information of Flavor Producers, LLC © 2026 Flavor Producers, LLC. All rights reserved.


FLAVOR PRODUCERS
Powered by Glanbia
Let's Connect!
CLICK HERE TO LEARN MORE
CLICK HERE
FOODAROM
Powered by Glanbia
CLICK HERE
GEN Z

FLAVOR PRODUCERS
Powered by Glanbia



Thanks!

Proprietary & Confidential Information of Flavor Producers, LLC © 2026 Flavor Producers, LLC. All rights reserved.