

# GLOBAL BEVERAGE TRENDS





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**THE  
BOTANICALS<sup>+</sup>**

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**CITRUS  
EXOTICA**

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**CLASSIC'S  
TWIST**

4



**INTENSE &  
NOSTALGIC**



# THE BOTANICALS<sup>+</sup>

Consumers are now gravitating towards botanical-forward beverages

Floral profiles like hibiscus, lavender & elderflower are becoming more mainstream

The earthier, herbal flavours of turmeric, anise & rosemary will be in demand

There is 46% increase in beverages containing botanical extracts





# CITRUS EXOTICA

Original & sparkling drinks are now trending, with classics like Orange, Grapefruit, Lemon joined by Pink Grapefruit, Lime, Yuzu, Clementine & Pomelo

The popularity of sour flavors can also be seen in the use of Sour Cherry, which is the most common sour-flavored ingredient alongside Citrus fruits



# CLASSIC'S TWIST

The amalgamation of most popular & fast-growing flavor

Classic flavor fusions like Apple Cinnamon, Lemon Grass, Mixed Berries & Mint Chocolate are in demand





# INTENSE & NOSTALGIC FLAVOURS

Nostalgic flavors which resurrect childhood memories - Watermelon, Strawberry, Cherry, Apple & Grape

Gen Z easily attracted to more intense flavors including nostalgic flavors such as Chocolate, Caramel, Cookies & Coffee

It conveys pleasure & security





To Know More about Trends,  
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