

# OUTLOOK 2023

## BEVERAGE TRENDS



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# FLONICALS

Floral and Botanicals will work as a team

Consumers will demand floral and botanical flavours in their beverages

Floral profiles like Cherry Blossom, Hibiscus, Orange Blossom and Elderflower

Botanicals like Vanilla, Ginger, Cinnamon and Herbs like Mint, Rosemary and Basil are becoming more mainstream





# *Sensations*

## Multi-Sensorial Experiences

Heat and Spiciness offer sensations, rather than tastes but elevates the overall experience by the likes of Ginger, Chili or Pepper, Wasabi



# Citrus Exotica

The background of the slide is a vibrant orange color, featuring several slices of oranges and dynamic water splashes, creating a fresh and energetic feel.

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



# COFFEE – SERVED COLD

Cold coffee is hot !

Though early adopters of cold brew coffee are younger consumers, but category consumption is growing consistently across age groups

Cold brew coffee is also much more stable than hot coffee, making it a popular choice for packaged beverages such as single-serve steeped coffee bags or wholesale coffee



# Classical Twist

The Modernization of Nostalgic flavours

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

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

It conveys pleasure & security



