



2021 Trends | Fall Trend Report

What are consumers looking for in 2021?

1. Comfort in Nostalgia

Trending beverage flavors that are gaining traction in 2021 are those that provide comfort.

When you think about childhood flavors re-imagined for premium beverage flavorings, you get familiar flavorings like a cinnamon vanilla cold brew, bubble gum seltzer or a fruit punch gin cocktail. Nostalgic flavors in coffees like peanut butter, orange creamsicle, banana bread, blueberry cheesecake — are some of the concepts being introduced.

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2. Longing for Adventure

With the lack of travel comes the rise of interest in international flavorings. Flavors that take us with them on an escape through coffee, even though we are unable to physically travel. The rise in international flavorings been gaining steady popularity throughout the pandemic.

-In 2021 we are starting to see upcoming Mediterranean flavorings such as blood orange, orange blossom, figs, and dates.

-Tropical flavoring combinations are also making an appearance such as mango coconut, coconut and banana, and even mango and cacao.

Flavor Waves Adventure Suggestions

Tropical Coconut Caramel Nut

Island Vanilla Nut

Tahitian Hazelnut

Scottish Highlander Grog

German Chocolate Cake

Swiss Chocolate Almond

English Toffee

Belgian Chocolate

Bavarian Apple Strudel

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3. Fruit + Healing

Because of COVID-19 fruit flavorings fit into the plans of those who seek functional health benefits like immunity. Flavors based on fruits and vegetables may target both the health and comfort categories.

-Citrus flavors have the association of being healthy. Berries also have antioxidant properties. It is expected to see a rise of these flavors through all product categories.

-Examples of flavor trends in this area: blueberry, manuka honey nut, wild mixed berries and cream

Flavor Waves Fruit Suggestions

Blueberry

Manuka Honey Nut

Wild Mixed Berries and Cream

Orange Blossom Creamsicle (great for iced coffee)

Classic Flavors

'The Must Haves'
Top Selling flavors year after year

- French Vanilla
 - Hazelnut Cream
 - Toasted Southern Pecan
 - Highlander Grog
 - Vanilla Nut Cream
 - Pumpkin Pie Spice
 - Salted & Caramel Cream
 - Blueberry Pie & Cobbler
 - Mocha Chocolate
 - Cinnamon Hazelnut & Combos
 - Creme Brulee
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Innovative Flavoring Ideas

Apricot

-Possible combo pairings for coffee: brandy, whisky bourbon, cream, chocolate, scone. Our own online research has identified significant rises in popularity.

Black Currant

-Possible combo pairings for coffee: chocolate, mocha, cream, rum, baileys irish cream. Our research shows substantial growth in north america since 2019.

Maple

-Possible combo pairings for coffee: french toast, cappuccino, brown sugar, brittle

Kentucky Bourbon & Combo Flavors (vanilla)

Butter Toffee

Banana Coconut Cream Pie

Trending Now

As we took a deeper dive into publications for trending flavorings. These trending flavors are gaining popularity.

Huckleberry

Maple

Apricot

Blueberry

Black Currant

Honey

Why Custom Flavors?

Building peak custom signature taste with Flavor Waves

-The most popular of customization options for coffee are all related to flavor preferences

-Pull ahead of competitors with unique and stand-out flavors that consumers can only get from you

-Health conscious : Flavored coffee is healthier than adding sugar filled creamers

(Read our blog article. “5 Reasons to Create Custom Flavors for your Coffee or Tea Brand” [Here.](#))



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