



Alcohol, low and no-alcohol beverages



From health care to self care



As you like it



Breaking the rules



The need for new



Moving forward with nostalgia

From health care to self care

Trend Overview

Gen-Z are leading the self care trend using technology and non-traditional sources for advice and solutions. With consumers taking a more holistic view of their wellbeing, there is decreased focus on instant satisfaction and more attention on longer-term goals.

Consumers are continuing to review their alcohol intake. Drinking less or not at all is increasingly viewed as a social norm*.

What we expect to see in 2025-6

- Premium non-alcoholic cocktails
- Cocktails with lower sugar - without compromising taste
- Fruit-profiled non-alcoholic beers
- The return of the Shandy!



Flavour inspiration

Watch List

Kiwi
Blueberry
Blood orange
Honey
Tea
Authentic alcohol flavours

Growing

Peach
Ginger
Watermelon
Pink grapefruit
Coconut
Coffee

Mainstream

Lemon
Orange
Mango
Passion fruit
Raspberry
Mint

As you like it

Trend overview

Whilst there is a continued focus on convenience, consumers have shown no willingness to compromise on quality or taste.

Many consumers now use “on-the-go” choices to meet their needs on special occasions and social meet-ups*.

With consumers cutting back on eating out, there is the opportunity for alcoholic beverages to deliver premium solutions for nights-in, offering both convenience and quality.

What we expect to see in 2025-6

- Premium cocktails - 8%+ ABV
- Cuisine-paired cocktails and cocktails in meal deals
- Canned wine



Flavour inspiration

Watch List

Mandarin
Bitter orange
Blood orange
Lychee
Blackberry

Growing

Passion fruit
Pineapple
Mandarin
Pink Grapefruit
Peach
Coconut

Mainstream

Lemon
Orange
Lime
Raspberry
Strawberry

Breaking the rules



Trend Overview

Brands and beverages are breaking the rules and pushing the boundaries! With non-alcoholic beers sitting in meal deals we continue to see blurring of the lines.

Classic cocktails are being twisted with different flavour combinations and even changing the typical alcohol - we've seen fruity mojitos, cucumber spicy martinis and the classic tequila Paloma made with whiskey!

What we expect to see in 2025-6

- Twisted cocktails
- Cocktail flavoured beers
- Spicy alcoholic beverages
- Hard versions of popular soft drinks: lemonade, tea



Flavour inspiration

Watch List

Guava
Blood orange
Rose
Caramel
Blackcurrant

Growing

Pink grapefruit
Ginger
Peach
Chilli
Tea

Mainstream

Lime
Lemon
Pineapple
Mint
Mango
Passion fruit

The need for new



Trend Overview

Gen Z have a heightened preference for adopting more exotic or world flavours. Over the past three years there has been 33% average annual growth in beverages with a Limited Edition claim. 1 in 2 consumers say that they are likely to make a one-time impulse purchase “when the food or beverage product is a limited edition”.*

Beverage brands need to engage consumers with new flavours and exciting combinations to capitalise on impulse purchases and attract new consumers.

What we expect to see in 2025-6

- Limited edition flavours, seasonal launches
- New flavours paired with mainstream favourites
- TikTok continuing to inspire beverages: From Negroni Sbagliato with Prosecco through to jam cocktails and parmesan espresso martinis



Flavour inspiration

Watch List

'Jammy'
Blonde chocolate
Apricot
Kiwi
Tea
Hibiscus

Growing

Ginger
Watermelon
Guava
Rose
Coconut
Belgian chocolate

Mainstream (pairings)

Lime
Lemon
Orange
Raspberry
Mango
Passion fruit

Moving forward with nostalgia

Trend overview

Everything old is new! As we move further into times of uncertainty, it's not really surprising that consumers are turning towards familiar flavours which evoke moments of comfort and offer escapism.

Food memories are more sensory-driven than other memories as they involve all five senses – when you're that thoroughly engaged with the stimulus, it has a more powerful impact.*

What we expect to see in 2025-6

- Hard versions of childhood favourites: lemonade, pink lemonade, cherryade
- Kitschy cocktails
- Creamy cocktails
- Sweetshop and dessert-inspired profiles
- Co-branding



Flavour inspiration

Watch List

Strawberry
Peanut butter
Salted caramel
Cherry
Marshmallow

Growing

Madagascan vanilla
Rhubarb
Blackcurrant
Pineapple
Coconut

Mainstream

Lemon
Orange
Apple
Raspberry
Cola



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