

### 2025-2026 Trends

## Alcohol, low and noalcohol 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 Growing Mainstream Kiwi Peach Lemon Blueberry Ginger Orange Watermelon Blood orange Mango Pink grapefruit Passion fruit Honey Tea Coconut Raspberry Authentic alcohol flavours Coffee Mint



\*The Food People, Drinks Watching

uk.synergytaste.com

## 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

SYNERGY'

#### Growing

Passion fruit Pineapple Mandarin Pink Grapefruit Peach Coconut

#### Mainstream

Lemon Orange Lime Raspberry Strawberry

uk.synergytaste.com





# Breaking the rules

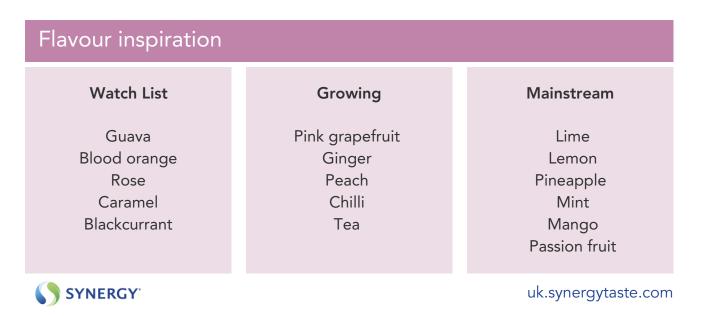
#### Trend Overview

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



## The need for nev

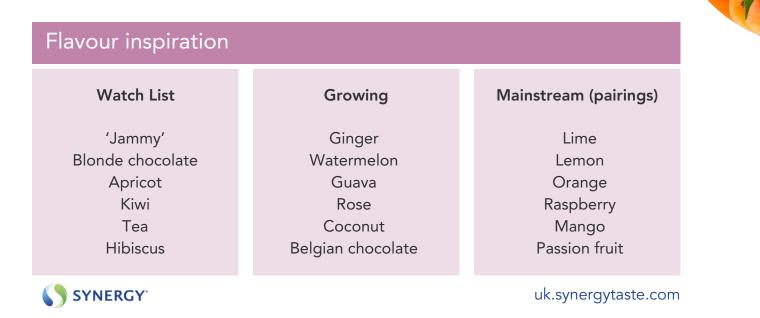
#### Trend Overview

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



## 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

\*Innova: Seren Charrington –Hollins - cited in Innova Reports

uk.synergytaste.com



### Feeling inspired?

At Synergy, we're passionate about turning insights into innovation. Using a blend of art, science and insight we can help our customers to navigate the changing demands of the marketplace with products that stand out from the crowd.

Click here to get in touch