



Coffee



From health care to self care



As you like it



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.

Mushroom coffee garnered 22 billion views on social media & online channels! +92% CAGR of new mushroom coffee launches tracked (Global) (Oct 2018-Sep 2023)*

What we expect to see in 2025-6

- Functional - focus, energy, immunity, protein
- Mushroom coffee
- Lower sugar, lower calorie
- Plant based



Flavour inspiration

Watch List

Coconut

Growing

Almond
Salted caramel
Dark chocolate

Mainstream

Caramel
Hazelnut
Milk chocolate
Vanilla



The need for new

Trend Overview

Gen Z have a heightened preference for adopting more exotic or world flavours. 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”.*

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

Seasonal launches and limited edition launches in iced coffee increased from 2021 to 2023.

What we expect to see in 2025-6

- Limited edition flavours, seasonal launches
- New flavours paired with mainstream favourites
- TikTok continuing to inspire coffee: whipped coffee, banana coffee, ‘Starbucks dupes’

Flavour inspiration

Watch List

Blonde chocolate
Toffee
Ruby chocolate
Banana
Biscotti
Olive oil

Growing

Almond
Salted Caramel
Peppermint
White chocolate
Pistachio
Dark chocolate

Mainstream (pairings)

Caramel
Hazelnut
Milk chocolate
Vanilla

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

- Dessert and bakery inspired profiles
- Borrowed nostalgia - American flavours



Flavour inspiration

Watch List

Blonde chocolate
Toffee
Butterscotch
Fudge

Growing

Almond
Salted Caramel
Peppermint
White chocolate
Dark chocolate
Gingerbread

Mainstream

Caramel
Hazelnut
Milk chocolate
Vanilla

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 the growing popularity of the espresso martini, we may see blurred lines with iced coffee and cocktail mixers.

With consumers continuing to work at home, we are likely to see larger pack size to cater for more at home consumption.

What we expect to see in 2025-6

- Premium coffee options
- Canned coffee
- Larger pack sizes for at home consumption



Flavour inspiration

Watch List

Coconut
Creamy profiles

Growing

Almond
Salted caramel
Dark chocolate

Mainstream

Caramel
Hazelnut
Milk chocolate
Vanilla



SYNERGY[®]
INSPIRING TASTE™

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](#)