



Soft Drinks and non-alcoholic 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, creating opportunities for soft drinks and non-alcoholic beverages. Drinking less or not at all is increasingly viewed as a social norm*.

What we expect to see in 2025-6

- Evolution of functional beverages - gut health, immunity, brain-health, skin-health, sleep, 'clean' energy
- Personalisation
- Blurring of the lines between soft drinks and non-alcoholic beverages



Flavour inspiration

Watch List

Kiwi
Blueberry
Mint
Blood orange
Lemon balm
Authentic alcohol flavours

Growing

Halo flavours
Peach
Ginger
Watermelon
Pink grapefruit

Mainstream

Lemon
Orange
Mango
Passion fruit
Raspberry

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 soft drinks to deliver premium solutions for nights-in, offering both convenience and quality.

What we expect to see in 2025-6

- Ready-to-drink non-alcoholic cocktails
- Premium mixers and soft drinks
- Functional beverages
- AI Vending



Flavour inspiration

Watch List

Mandarin
Bitter orange
Lychee
Coconut
Mint
Blackcurrant

Growing

Elderflower
Pineapple
Ginger
Grapefruit
Peach
Pineapple

Mainstream

Lemon
Orange
Apple
Mango
Raspberry
Lime

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 lines blurring of the lines between soft drinks and non-alcoholic beverages.

Taking inspiration from alcoholic beverages, RTD cocktails are twisting the classic with different flavour combinations and even changing the classic alcohol - we've seen fruity mojitos, cucumber spicy martinis and the classic tequila Paloma made with whiskey! Soft drinks can leverage these trends and learn to break the rules!



What we expect to see in 2025-6

- Twisted lemonades - tropical, stone fruits
- Twisted non-alcoholic cocktails
- Hopped water, Shandy twists

Flavour inspiration

Watch List

Guava
Bitter orange
Hops
Tea
Authentic alcohol flavours

Growing

Pink grapefruit
Strawberry
Chili
Ginger
Peach
Pineapple

Mainstream

Lime
Lemon
Passion fruit
Mint
Mango

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 Dirty soda through to slushies, bubble tea and pink drinks!



Flavour inspiration

Watch List

Dragonfruit
Pomegranate
Apricot
Kiwi
Tea
Hibiscus
Mandarin

Growing

Peach
Watermelon
Guava
Rose
Coconut
Strawberry
Pineapple

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

- Childhood favourites making a comeback: lemonade, pink lemonade, dandelion and burdock, cherryade
- Borrowed nostalgic - American influenced beverages: root beer, cream sodas
- Sweetshop and dessert-inspired profiles
- Co-branding

Flavour inspiration

Watch List

Madagascar Vanilla
Dandelion and Burdock
Root beer
Liquorice
Grape

Growing

Cherry
Rhubarb
Pineapple
Tropical
Rose

Mainstream

Lemon
Orange
Apple
Blackcurrant
Raspberry
Cola





2025-2026 Trends

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