



SYNERGY[®]
INSPIRING TASTE™

2026 TASTE TRENDS

European alcohol, low and
no-alcohol beverages



IN THIS REPORT

This report, created with support from Innova, we take a look at key trends in the alcohol and no/low alcohol category across Western and Eastern Europe.

Covering the last 3 years, we highlight emerging ingredient trends and product claims, giving a clear picture of what's shaping the 2026 market and what consumers are looking for.



2026 TRENDS

Consumers in Europe are continuing to diversify their repertoire, seeking out new flavours from around the globe. They are also looking to moderate their alcohol intake in a variation of ways, leading to a journey of flavour discovery.

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TOP FLAVOURS

Consumers are seeking authenticity in the beverages they consume. Either looking for traditional flavours from other cultures, or nostalgic flavours they know and love from the past.



EXPERT CALL OUT

The Margarita is one of the most popular cocktails in the world. With a tequila base, it is constantly seeing new iterations from sweet and sour, to herbs and spice.

46%

of flavoured alcoholic beverages launches in Europe are from the UK

12%

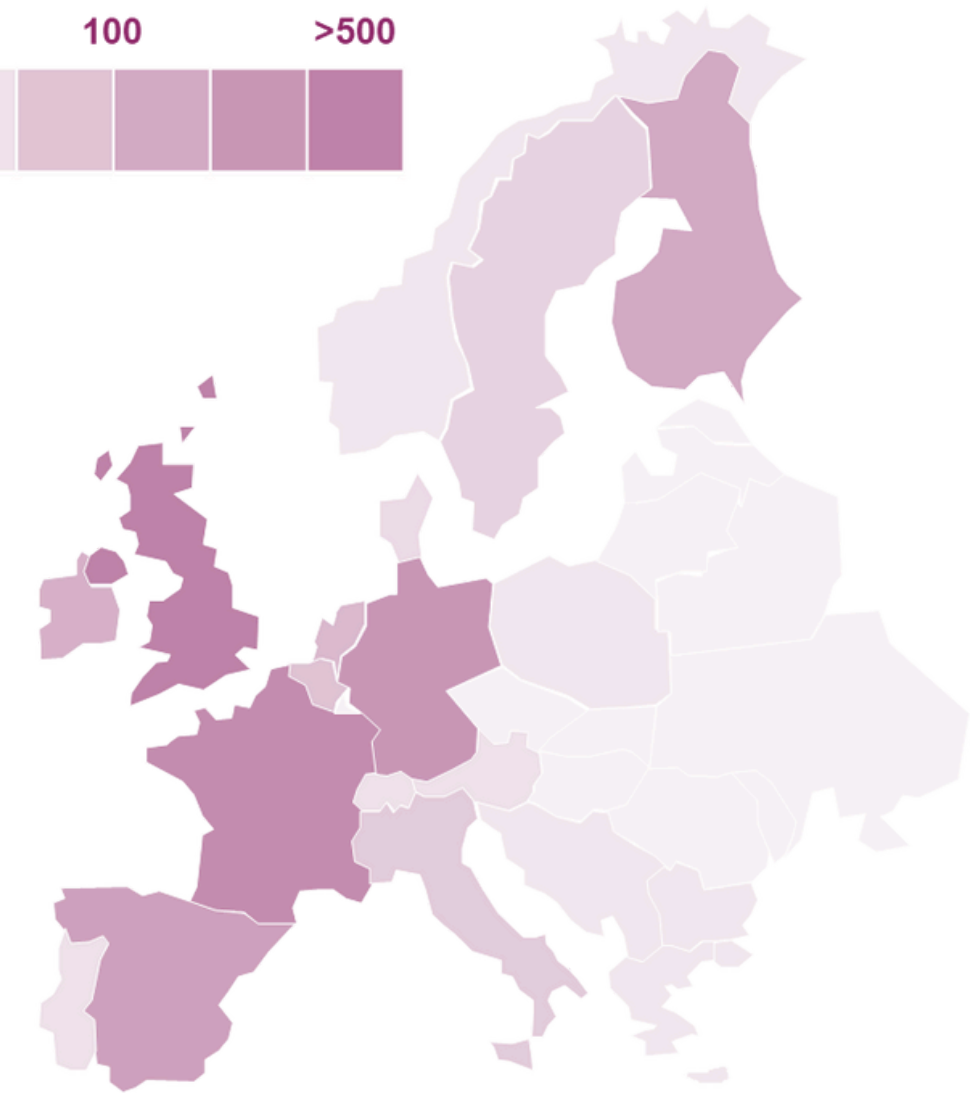
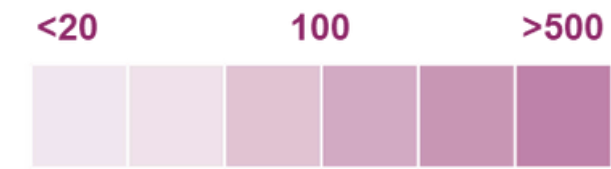
of flavoured alcoholic beverages launches in Europe are from Germany

1 in 10

No/Low launches drinks focus on calorie reduction

73%

Of consumers are moderating to some extent
(United Kingdom)



NPD Summary



Tequila & Mezcal

It is one of the strongest value growth spirits, up 7.6% CAGR (2018-24). With Margarita and Paloma cocktails trending, this surge reflects the demand for premium agave spirits and vibrant, citrus-forward serves.

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All in Moderation

Consumers are increasingly looking for new ways to moderate their alcohol intake. Whether that be a 0.0% beer, a mid-strength wine, or even having a mini-cocktail instead of a full serve, the category continues to be dynamic and innovative.



The Subject of Calories

A demand for reduced-calorie alcoholic beverages is rising, driven by health-conscious consumers seeking lighter options that balance with their lifestyles.

Plum
 Pomegranate
 Lemon-Lime
 Yuzu
 Melon
 Spices
 Mandarin
 Herbs
 Hot Peppers
 Honey

INTRODUCTION

Milk Chocolate
 Coffee
 Pineapple
 Watermelon
 Vodka
 Pink Grapefruit
 Cocoa
 Cosmopolitan

GROWTH

Peach
 Mojito
 Cola
 Lemonade
 Berry
 Blood Orange
 Red Apple
 Pina Colada
 Espresso
 Margarita

MATURE

Raspberry
 Lime
 Lemon
 Orange
 Mango
 Passion Fruit
 Strawberry
 Cherry

PROVEN FAVOURITES

Growth in product launches over the last year is high or the flavour is highly mentioned on social media

Appearance in product launches has been growing over the last year

Appearance in product launches has been growing over the last 4 years

Consistently appeared within top 15 NPD over the last 5 years

TRENDING FLAVOURS

Citrus, Berry and Stone Fruit flavours have remained a mainstay of the alcohol category. As consumers look for more variety, complexity and depth in what they drink, we are seeing the rise of various botanical (e.g. herbs, spices) and indulgent flavours (e.g. honey).

FLAVOUR SPOTLIGHT



MARGARITA

The margarita is a classic and versatile Mexican cocktail made with tequila, lime juice, and triple sec, enjoyed in countless variations from fruity twists to frozen blends, often served with a salted rim.

In Europe, margaritas are getting a premium twist with cristalino tequila, spicy and tropical flavours. Agave spirits like mezcal and raicilla are also gaining traction, pushing beyond the classic serve.

TOM CLEGHORN
EUROPEAN BEVERAGE CATEGORY MANAGER

KEY STATS

42.5%

CAGR growth in European launches of Margaritas has made this cocktail more widely available.

44%

of UK drinking population say they are likely or very likely to buy a ready-to-drink Margarita cocktail.

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ONE TO WATCH



#cocktailsathome
There are 18.5k videos on Tiktok on Cocktails at Home, highlighting the opportunity for creative serves at home.

LATEST NPD



Gather Spicy Mango Margarita, United Kingdom



Tios White Hard Tea Margarita, Denmark



Buzzballz Tequila Rita, Germany & UK

SOCIAL MEDIA ALCOHOL TRENDS



The trends in numbers

Mango Spicy Margarita recipe received **2.6 million** views

The **Hugo Spritz** received over **290 Million** views last year on TikTok

M&S Stockport got **700,000** views showcasing their new canned cocktails

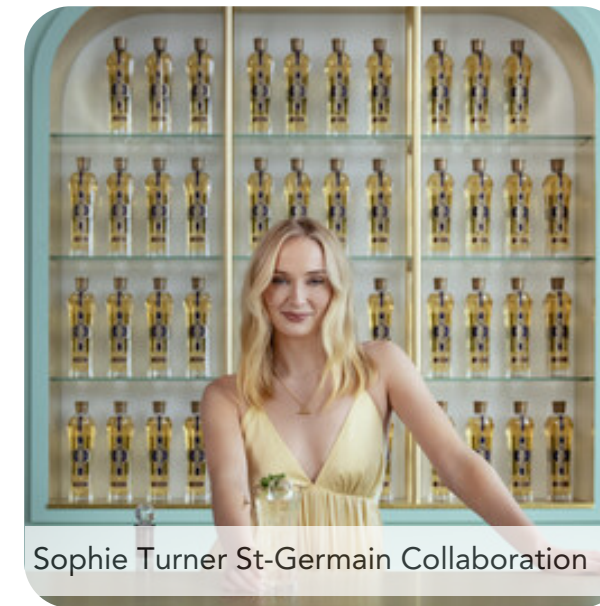
Mention of **jalapeño** in drinks has risen **32%** in the UK



Smirnoff Spicy Tamarind Launch

Spicing up the classics

Social conversation around spicy flavours and ingredients in cocktails has surged, with mentions of jalapeño in drinks rising by 32% in the UK. The trend was highlighted when influencers like TikTok food creator @Michaelfinch, had his "Mango Spicy Margarita" recipe receive 2.6 million views, highlighting the widespread appeal of bold, spicy twists on the traditional.



Sophie Turner St-Germain Collaboration

Botanical and sustainable

Consumers are increasingly willing to pay a premium for brands that prioritize sustainability, with botanical flavours gaining popularity in spirits for their unique taste profiles. The Hugo spritz, an elderflower-based liqueur, gained 290 million TikTok views last year and celebrities, such as Sophie Turner, have also embraced this trend, collaborating St-Germain



M&S New Canned Cocktails

Cocktails available at home

Canned cocktails have surged in popularity on social media, for those seeking the comfort and convenience of enjoying bold, bar-quality drinks at home. With easy access to popular flavours like Mojito, Daiquiri, and Pina Colada, these rtd options are perfect for staying in. M&S Stockport's introduction of new flavours garnered over 700,000 views on TikTok!



AUTHOR:

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EUROPEAN CATEGORY DEVELOPMENT
MANAGER - BEVERAGES

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