



SYNERGY[®]
INSPIRING TASTE[™]

2026 TASTE TRENDS

European Nutrition: Sports,
Performance & General Wellness



IN THIS REPORT

This report, created with support from Innova, we take a look at key trends in the sports bars and sports powders categories 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 2025 market and what consumers are looking for.



2026 TRENDS

Sports nutrition is now very much in the mainstream. According to Innova, 51% of UK consumers purchased a nutrition product at the supermarket (compared to 34% online). With more consumers buying through supermarket channels, convenient formats such as RTDs and bars are growing rapidly.

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TOP FLAVOURS

Social media continues to be one of the biggest drivers of flavour trends in nutrition. Brands are quick to react to trends like the Dubai chocolate, bringing products to market within months of something going viral.



EXPERT CALL OUT

Nutrition products with added functionalities, such as gut-health or cognitive will continue to grow as consumers look to added value products as a key differentiator.

20%

of sports powder launches tracked in Europe are from the United Kingdom

25%

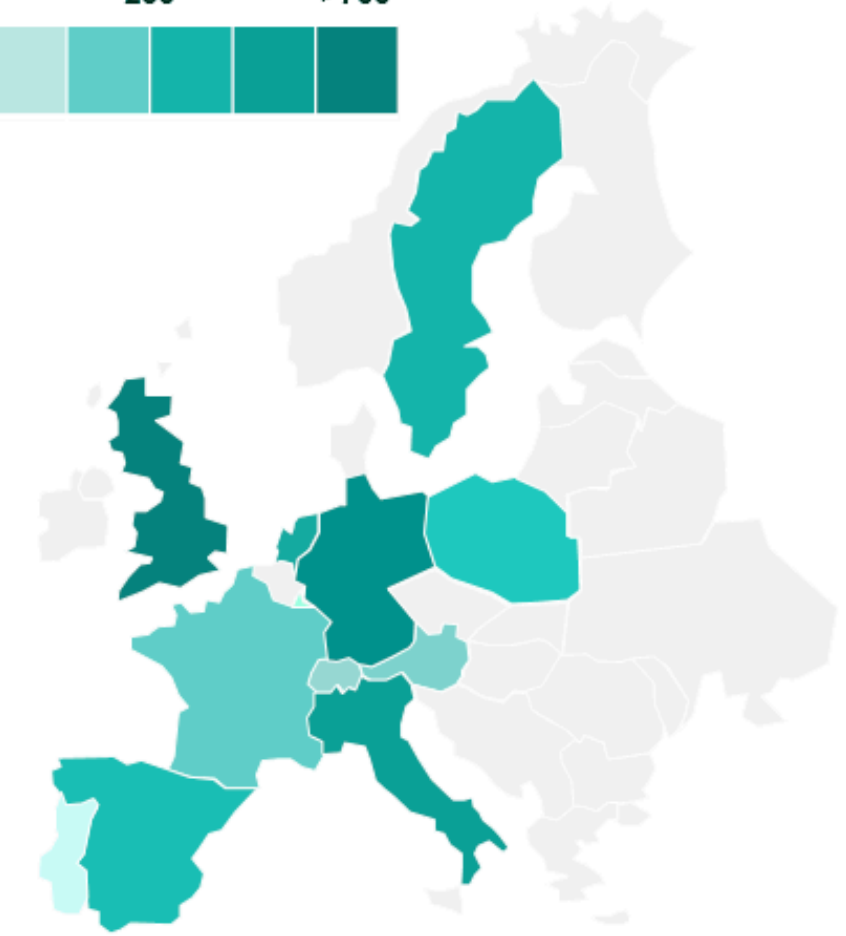
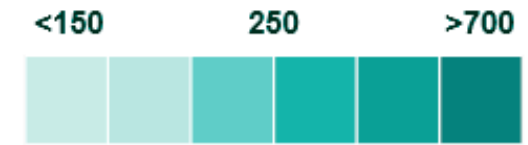
of British consumers say they buy a nutrition product on a typical grocery trip

1 in 3

sports powder launches are vegan, but this trend is slowing

28%

of British consumers say they have increased their consumption in the past year



NPD Summary



LTOs are driving growth

Limited Edition launches have been the fastest growing claim in protein bars (200% CAGR since 2022) whilst the number of co-branded launches has doubled every year since 2022.

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Functional

Tyrosine, Caffeine, Cystine, Creatine, Collagen & Probiotics were all amongst the fastest growing ingredients at the end of 2024. All of this points to the continuation of the functional trend as consumers look to added functionality from nutrition products.



Taste is everything

47% of British consumers say that taste/flavour is the top factor of importance when they buy a sports & functional nutrition product (level with cost). Taste is what drives repeat purchases which is why its critical brands get it right, whether that be masking off-notes or consistently delivering new flavours.

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Ginger
 Blood Orange
 Blackberry
 Ice Cream
 Cactus
 Pear
 Mocha Coffee
 Banoffee Pie
 Pistachio

INTRODUCTION

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

Peach
 Tea
 Cola
 Cherry
 Blue Raspberry
 Lemon & Lime
 Passion Fruit

GROWTH

Appearance in product launches has been growing over the last year

Mango
 Watermelon
 Green Apple
 Lime
 Pineapple
 Salted Caramel
 Lemonade

MATURE

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

Milk Chocolate
 Strawberry
 Vanilla
 Caramel
 Coffee
 Banana

PROVEN FAVOURITES

Appeared within top 15 NPD over the last 5 years

TRENDING FLAVOURS

Milk Chocolate, Vanilla & Coffee remain staples of the category, accounting for 22% of launches in 2024. Outside of the core flavours, consumers are increasingly looking for combinations of novel fruit profiles as well as indulgent dessert profiles.

"PISTACHIO, ONCE CONFINED TO THE REALM OF ICE CREAMS AND CONFECTIONERY, IS NOW EMERGING AS A SOUGHT-AFTER FLAVOR IN SPORTS NUTRITION PRODUCTS, THANKS TO ITS NUTTY RICHNESS AND CREAMY TEXTURE THAT SATISFY BOTH INDULGENCE AND PERFORMANCE."

CHRIS WHITING
EUROPEAN CATEGORY DEVELOPMENT
MANAGER: NUTRITION

KEY STATS

10%

growth in social media discussions regarding pistachio in the past 12 months₁

60%

growth in pistachio google searches since 2019₂

DID YOU KNOW?



Pistachio's are packed with nutrients! They're a great source of protein, fibre, healthy fats and antioxidants as well as a low calorie nut. They were first cultivated over 9,000 years ago!

FLAVOUR SPOTLIGHT



PISTACHIO

Pistachio's originate from the tree *Pistacia vera*, native to regions of Central Asia and the Middle East. Known for its distinct green colour and rich, slightly sweet, and nutty flavour, pistachio is thriving in the nutrition market. Especially thanks to the viral Dubai chocolate trend, where their nutritious elements complement the indulgent chocolate profile.

LATEST NPD



Cookie Dough & White Chocolate Pistachio Protein Powder, UK

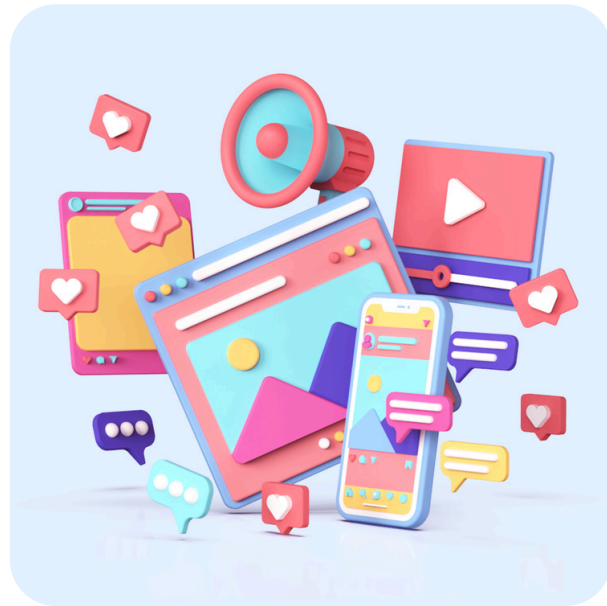


Pistachio Plant Protein powder, Netherlands



Pistachio Flavour Whey Protein Powder, UK

SOCIAL MEDIA NUTRITION TRENDS



The trends in numbers

Kefir was searched on Tesco **80,000** times in January

Over **300,000** bag of FreeSoul Greens have been sold direct from **TikTok**

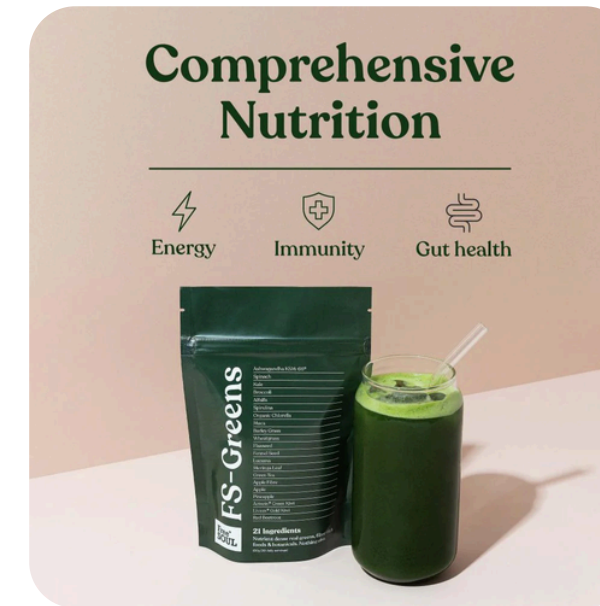
Protein coffee is searched over **27,000** times a month

#GutHealthMatters has been used in over **146,000** TikTok Videos



A happy and healthy gut

In January 2024 focus on gut health reached a new milestone, with global traffic related to gut health hitting an all-time high and 37% of people rank it as their primary health concern. Influencers in the health and wellness space have capitalized on this, creating content that includes gut-friendly recipes and product recommendations aimed at improving gut health.



Benefits of green juice

social medias ability to turn niche supplements into mainstream must haves is evident especially with greens. Platforms like TikTok and Instagram have helped brands like Bloom, with prominent influencers sparking curiosity and consumer interest by showcasing powdered greens that promise to boost nutrient intake, reduce bloating, and improve digestion.



Adding extra protein

Social media has fuelled the popularity of protein-enhanced products, with trends like mixing Coke and RTD protein drinks gaining traction. Discussions around protein substitutes has also increased, as online communities share their go-to protein snacks and drinks for maintaining nutrition and muscle mass whilst on weight loss injection or gym journeys



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EUROPEAN CATEGORY DEVELOPMENT
MANAGER - NUTRITION MARKET

Feeling Inspired?

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

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