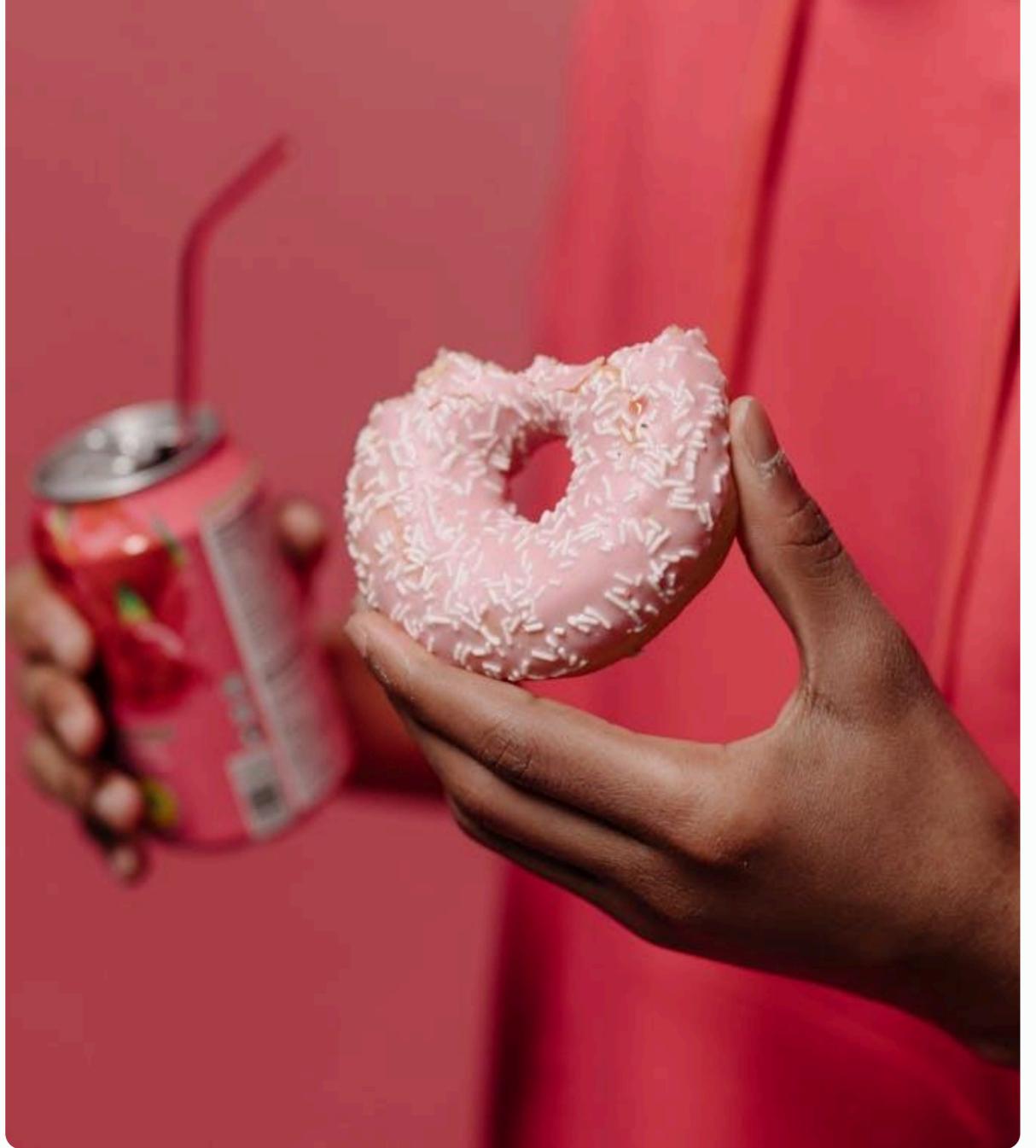




# TOP 5 TRENDS IN CONFECTIONERY AND BEVERAGE FLAVORS



### Key Takeaways:

- Find out how innovation is changing flavor choices globally.
- Understand shifting consumer flavor preferences and their impact on buying behaviors.
- Learn which chocolate flavor pairings make premium experiences.
- Check out what's new in energy drink formulations, clean-label beverages, and reduced-sugar confectionery flavors.

Consumer flavor preferences have always controlled supply and demand, and today's trends in confections and beverages are no exception. These preferences are often driven by:

- What social media influencers are eating
- Global or local health concerns (like a recall or new superfood discovery)
- Advances in food technology that solve complex food problems

Shoppers also want to see more organic or natural-tasting ingredients in their consumables, so food vendors are beginning to be picky about what they stock on their shelves.

At Metarom USA, because we have a first-row seat to what flavors and ingredients hundreds of food companies are ordering, we can help you simplify the manufacturing process and make sense of which flavors could give your brand a boost.

Here's a deeper look at what's driving trends in confectionery and beverage flavors so you can start producing food items that are uniquely flavorful and satisfy growing consumer needs.

# 01

## Global Flavor Innovation Trends



**acti'boost**

SWEETENER

**acti'mask**

FLAVOR MASKING

**acti'plus**

FLAVOR SOLUTIONS

Metarom USA's French flavor chemists bring a blend of science and passion to the table, crafting flavor solutions that genuinely capture the essence of natural ingredients without adverse health implications, making them an excellent choice for dietary and nutritional needs.

Our line of ACTI'SENS flavors represents the cutting edge of trends in confectionery and beverage flavors because it addresses key global flavor innovation challenges brands face today: People want genuine flavors with less sugar and clearer ingredient lists. Solutions such as Acti'boost and Acti'mask help achieve this balance. Acti'plus lets you adjust flavors in ways that keep products interesting without changing their original taste.

Together, these products are pushing the envelope in [clean label reformulation](#) for food manufacturers worldwide.

# 02

## Consumer Flavor Preferences

- Coconut
- Lemon Lime
- Caramel
- Peach
- Cinnamon
- Vanilla
- Lemon Drop
- Pineapple

Even while health choices change, today's consumers still want the familiarity of their favorite flavors.

Certain ingredients can evoke a sense of nostalgia when eaten or even when smelled, through [memory recall](#) in confectionery and beverage flavors. This sensory stimulation draws an emotional connection to the food. How does this help you? Selecting the right trending flavors to include in your products can change purchasing behavior.

Nostalgic purchases go hand-in-hand with seasonal preferences:

- **Winter:** Consumers love vanilla and coconut around the holidays.
- **Fall:** People like the warmth and spiciness of caramel and cinnamon.
- **Summer:** Flavors like lemon and lemon lime bring the fun.
- **Spring:** Go for calm, fruity flavors like peach and pineapple.

These ingredients remind consumers of happy times, so they should certainly be considered in your seasonal marketing strategy.

Metarom understands consumer flavor preferences on a psychological level. That's why we customize flavors to blend seamlessly into your recipe. We also offer alternative, healthier additives to help you capture your customers' minds and bellies.



# Premium Chocolate Flavor Pairings

- [Caramel Syrups](#)
- [Flavored Coffee](#)
- [Chocolate Mint](#)
- [Chocolate Mousse](#)
- [Other Brown Note Flavor Extracts](#)

Metarom's sweet brown flavors sweeten and improve the texture and mouthfeel of your product. These confectionery and beverage flavors are so decadent that they've landed themselves in our top 5 trends, and here's why:

- Brown notes bring richness and depth to chocolate and coffee products.
- Consumers love to indulge in anything toasty, nutty, spiced, or caramelized.
- Brown flavors create a sensory experience that feels sophisticated.

If you're thinking about trending this year, boost your sweets with premium chocolate flavor pairings that keep customers interested.

03



# 04

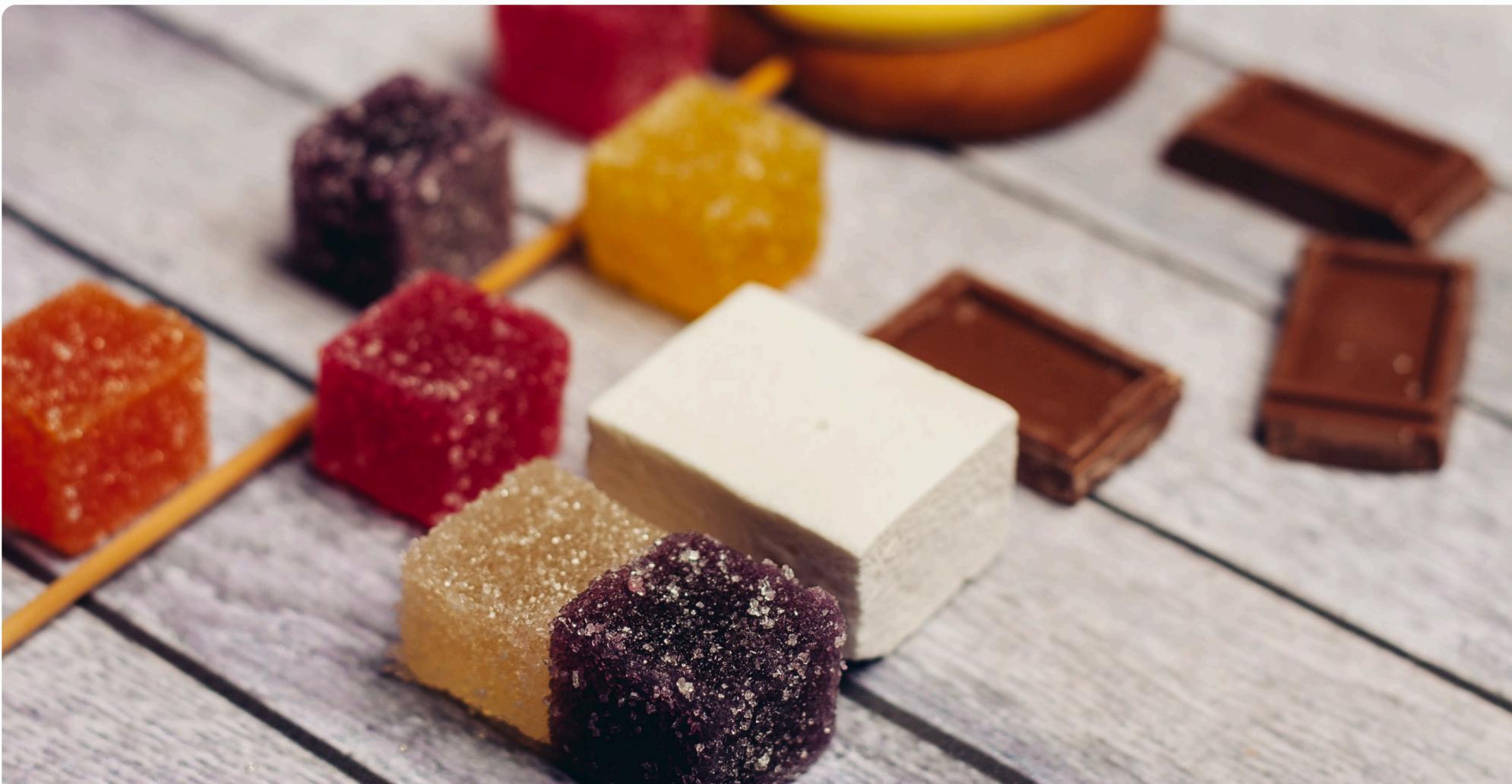
## Reduced-Sugar Confectionery Flavors

- [Sweetness Enhancers](#)
- [Masking Agents](#)
- [Bitter Blockers](#)

Cutting back on adding sugar to your products can be tricky when choosing trendy flavors for confections and beverages. Consumers want the taste of sweet, without the weight gain. People are trying to lose weight now more than ever, with the global crises of obesity and the emergence of socialized weight loss medications like GLP-1. In fact, over 50% of the worldwide population of adults are actively [trying to lose weight](#), so how does Metarom help solve this problem?

- Reduced-sugar confectionery flavors can help you maintain that gratifying sweet taste while promoting healthier choices.
- Our bitter blockers are essential because they neutralize any sour aftertaste from natural flavors or sugar replacements.
- Masking agents improve taste and hide unwanted notes, making your final food product pleasing to the taste buds without changing the recipe.

These functional trends allow brands to create unique confectionery and beverage flavors that consumers will thank them for.



# 05



## Clean-Label Beverage Flavors

- [Liquid/Water-Soluble Flavors](#)
- Protein Drink Flavors
- Energy Drink Flavor Formulations

Food shoppers nowadays want simpler, more natural ingredient lists in their beverages, too.

Metarom's liquid and water-soluble flavors enable brands to reinvigorate their drinks with cleaner ingredients. We offer a complete line of Ready-To-Drink (RTD) flavor options that enhance taste in manufactured goods. These clean-label beverage flavors are great for protein drinks, botanicals, superfoods, energy drink flavor formulations, and more. And if you need to mask the taste of your beverage blend, our sweetness enhancers, masking agents, and bitter blockers work well with your liquid formula.



# How Flavor Trends Are Shaping the Future of Consumables

The confections and beverages industry continues to follow consumer flavor trends as manufacturers look for smarter, more creative ways to deliver products that taste great and support healthy living. Brands need to be at the center of these evolving consumer preferences to grow.

Some market movements to keep an eye on are:

1. Global flavor innovation with ACTI'SENS flavors
2. Consumer flavor preferences like vanilla, caramel, and coconut
3. Premium chocolate flavor pairings, such as chocolate mint or caramel syrups in flavored coffee
4. Reduced-sugar confectionery flavors like sweetness enhancers and bitter blockers
5. Clean-label beverage flavors like energy drink formulations and RTD flavor options

Stay up-to-date about the latest confectionery and beverage flavor trends by [reaching out](#) to the specialists at Metarom USA. We also have an extensive [flavor catalogue](#) with hundreds of flavors to choose from. We're here to help you simplify development and find flavors that really sell, so that you can get more value out of every product.

