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ASIA

Tastepoint by IFF Predicts Ten Flavour Trends for 2026

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Tastepoint by IFF, a leader in innovative flavour creations and taste solutions, has identified 10 flavours expected to shape the North American food and beverage landscape in 2026. These predictions spotlight flavours expected to trend in retail, food service, and beyond throughout the coming year.

â??To continue delivering product development solutions that meet consumersâ?? unique and changing needs, we stay attuned to industry and market trends, keeping a pulse on whatâ??s relevant now and in the future,â• said Nicole Potash, Tastepoint general manager. â??Our annual flavour trend predictions reflect a vibrant mix of influences, from nostalgia-driven classics to global favourites gaining momentum in the US, as well as bold new combinations. We hope this yearâ??s list provides brands with valuable insights and fresh inspiration to create products that excite the senses and spark imagination.â•

At the intersection of science and creativity, Tastepoint draws on decades of experience to guide brands in developing trend-driven food and beverage products that ignite inspiration and delight consumer palates. Each year, Tastepoint forecasts ten flavour trends based on data-driven market analysis, food service menu tracking, social listening and changes in consumer behaviour. The 2026 list offers insights across categories, including confectionery, beverages, dairy, culinary, snacks and bakery. It reflects key trend movements such as nostalgia and better-for-you and identifies global flavours expected to gain traction in North America.

Mandarin:Â Already popular in juices and sparkling beverages, this citrus favourite is poised to expand into cocktails, coffee, frozen novelties, salad dressings and sauces.

Cherry:Â The sweet and tart flavour of cherry delivers a powerful sense of nostalgia and is expected to lead the way in new beverage launches and appear in snack bars and mixes, confectionery, and dairy applications.

Sweet Corn:Â Historically a staple dish worldwide, sweet corn is seeing renewed interest. Driven by the popularity of Mexican street corn, or Elote, and other global favourites, its versatility continues to expand.

French Onion Soup:Â A timeless comfort food, its deep, savoury profile is projected to move into new menu applications.

Cola:Â With its iconic flavour profile currently experiencing a resurgence, cola is expected to move beyond beverages and into unexpected categories such as ice cream and bakery.

Limoncello:Â As consumers seek authentic, premium experiences, this quintessential Italian liqueur is expected to influence new categories, from baked goods to ready-to-drink teas and coffees.

Sweet Heat:Â Often known as â??swicyâ?•, the crave-worthy combination of sweet and spicy flavours is gaining traction, expanding beyond culinary and snacks, into ice cream, cocktails and beyond.

Pancake:Â This comforting, sweet flavour is predicted to break free from breakfast and appear in a wide range of new formats fit for scoop shops or late-night snacks.

Tiramisu:Â Offering a decadent, layered flavour experience, tiramisu-inspired products are well-positioned to appear in categories beyond the bakery space.

Chai Spice:Â With chaiâ??s rise as a global favourite, its sweet-and-spicy profile is gaining popularity in food and beverage applications. Its aromatic depth offers a comforting yet elevated alternative to traditional warming spices.
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