



Sipping in Style: Flavour Trends in European Beverages

June 2023

[Table of Contents](#)

INTRODUCTION

Scope

Key takeaways

INNOVATING IN SOFT DRINKS

Constantly evolving flavour innovation remains key to long-term relevance and growth

INNOVATION NECESSITY

Flavour is the first pillar of innovation, renovation and disruption within beverages

BEVERAGE FLAVOURS IN EUROPE

Demand for exotic but balanced styles of beverages across demographics in Europe

While interest in exotic flavours grows, regional preferences are still shaped by tradition

An exotic flavour blast in functional drinks and other niche categories

DEMAND FOR ADDED VALUE AND FLAVOURS

Functional and fortified flavour innovation can boost more than refreshment

Fruit flavour combinations to support European demand for micronutrients in the diet

ADULT TASTE IN BEVERAGES

European Millennial consumers seek new flavours across RTD coffee and alcohol

ADJACENT INDUSTRY-LED FLAVOURS

Mixology across both alcohol and soft drinks, with distinctive flavour creations

DEMAND FOR COLOURS IMPACTS THE FLAVOUR

Innovating with both flavour and colour to reignite mature beverage categories

Flavour is linked to strong visual identity in drinks, vital for socially “shareable” innovation

INTRIGUE VIA FLAVOUR

Case study: #WhatTheFanta mystery flavour campaign drives consumer engagement

ADAPTIVE FLAVOUR SOLUTIONS

Fountain and countertop machines with AI can generate new insights on flavour trends

FORECAST

What's next for flavours?

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sipping-in-style-flavour-trends-in-european-beverages/report.