Euromonitor International

Sipping in Style: Flavour Trends in European Beverages

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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?

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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.