



2024 Beverage Flavor Trends





What to expect in 2024...

It is all about quality over quantity in 2024. Consumers want to make sure their beverages have the top tier ingredients with added health benefits (i.e. gut health, relaxation, healthy energy). Consumers are also longing for the classic flavors such as root beer, coca cola, and grape.

In 2023, we saw RTD cocktails become very popular and it won't stop in 2024. Mocktails are also on the rise. Consumers in this market put a lot of attention on these drinks tasting JUST like the real thing.

The flavor trends we have noted for 2024 are fruity, herby, refreshing, and exciting!



A Twist On Classic Flavors & An Emphasis on Quality

There is a huge emphasis on what is going into the products we eat and drink. Consumers are looking for clean ingredients that also meet their taste requirements. Two of the most popular 'healthy' soda brands are OLIPOP and Poppi. These two brands not only have the taste down but they also have the ingredients dialed. With ingredients like apple cider vinegar and probiotics, these sodas are for everyone.

As well as coming out with fun new flavors like ginger lemon, raspberry rose, and tropical punch, both brands have also come out with many of the nostalgic flavors like coca cola, dr. pepper, grape soda, and orange soda. And there is one thing we do know... nostalgia will *never* go out of style.



Poppi's Doc Pop



OLIPOP's Vintage Cola

RTD Cocktails & Mocktails Are In

While mocktails have been around forever... they just started gaining major popularity. There is a 'sober-curious' movement happening and brands are taking advantage of that. More and more consumers are recognizing the benefits of being alcohol free and are turning to mocktails. There are some RTD mocktails with aptogens and others with mushrooms, however, the ones we are seeing soar high in popularity are the non alcoholic versions of the real cocktails (i.e. margarita, Kentucky mule, greyhound).

The same goes for RTD cocktails. Consumers love convenience, especially when it tastes good. White claws and other hard seltzer companies are losing popularity because canned cocktails taste THAT much better. Consumers have always had a very strong opinion on the flavors of hard seltzers, but one thing they can count on is if they choose a RTD cocktail, the flavor is going to be unmatched.



Improv
NA Lime Margarita



Salt Point
Cape Cod Cocktail



Athletic Brewing
NA Blueberry IPA



Cut Water
Tiki Run Mai Tai

Flavors On The Rise

With 2024 just getting started, we have some ideas of what flavors will be trending in the next few months to come and what you should expect to see from your favorite beverage companies:

Prickly Pear

Watermelon Lime

Lychee

Ginger Lemon

Lemon Lavender

Grapefruit Rosemary

