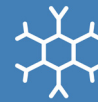




2025 SEASONAL FLAVOR GUIDE

Find the Traditional Favorites and
Emerging Taste Sensations to Generate
Buzz about Your Brand!

 FlavorSum



A Message from the FlavorSum Insights Desk

We’re excited to share the third annual Seasonal Flavor Guide for North America with you. The new edition gives you fresh, valuable insights about food and beverage flavor trends across spring, summer, fall, and winter.

One new feature you’ll notice is how we’ve highlighted changes in each flavor’s ranking from the previous issue, offering more context to help you stay ahead. Look for these updates in brackets, with explanations provided where needed.

Every year, we showcase our predictions for next year’s “Top Ten” flavors, all inspired by lively conversations across social media. We’re proud to report that ten of our 2024 “Flavors to Watch” picks have earned top spots in 2025’s rankings, validating the trends that are truly taking off.

- Thank you from the FlavorSum Team!



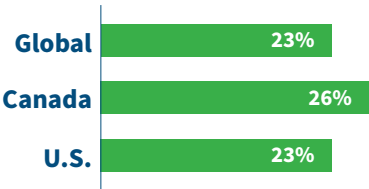
Why Seasonal Flavors and Limited Time Offers are Vital to your Portfolio and Innovation Plan



41% of **North Americans** are likely to make an **Impulse Purchase** when a food or beverage is Limited Edition.



You can use Seasonal and Limited Time Offer flavors to **influence the buying decisions** for about 1 in 4 North Americans



% Agreeing Seasonal/Limited Flavors Impact Product Choices

% of Launches with a Seasonal/Limited Edition Claim, October 2019 - September 2024

| | USA | Canada |
|------------------------|-----|--------|
| Sugar Confectionery | 27% | 8% |
| Bakery | 14% | 6% |
| Ice Cream | 9% | 6% |
| Refreshing Beverage | 6% | 4% |
| Spirits | 6% | 5% |
| Alcoholic Beverages | 5% | 2% |
| Sports & Energy Drinks | 4% | 3% |
| Cultured Dairy/Yogurt | 3% | 7% |

Continue reading to see the seasonal flavors trending across beverages, bakery, confectionery, ice cream and more!



Bakery

Bakery items bring fond memories and signal change throughout the year. Fresh fruits and berries during the rebirth that Spring represents lead into campfire favorites during the long Summer days. Holiday flavors and spicier notes are more prominent during the Fall and Winter when people seek a sense of coziness and comfort as the days become shorter.

Seasonal flavors in bakery often connote a homemade quality, whether it is brownies and s'mores in the summer, or apple and pumpkin pie in the winter.

One of our “Flavors To Watch” for 2024 moved into the Top Ten for this year – blueberry lemon.



TOP TEN FLAVORS
MORE ASSOCIATED WITH:

Spring & Summer

| | | | |
|---|---------------------------|----|--|
| 1 | Chocolate ^[nc] | 6 | Chocolate & Peanut Butter ^[new] |
| 2 | Blueberry ^[+2] | 7 | Blueberry Lemon ^[new] |
| 3 | Brownie ^[nc] | 8 | Cherry ^[new] |
| 4 | S'mores ^[+1] | 9 | Lemon & Poppy Seed ^[nc] |
| 5 | Berry ^[+2] | 10 | Peanut Butter ^[new] |

Because bakery is such a versatile format for flavor, looking beyond the Top Ten helps identify opportunities. Fruits and indulgence are flavors with strong growth in social discussion.

| Flavors to Watch | Growth |
|---------------------------|--------|
| Coconut Lemon | ●●●●● |
| Dark Chocolate & Sea Salt | ●●●●● |
| Blueberry Muffin | ●●●●● |
| Chocolate Espresso | ●●●●● |
| Confetti | ●●●●● |



TOP TEN FLAVORS
MORE ASSOCIATED WITH:

Fall & Winter

| | | | |
|---|---------------------------------|----|-------------------------------|
| 1 | Gingerbread ^[+2] | 6 | Apple Pie ^[+1] |
| 2 | Butter ^[-1] | 7 | Almond ^[new] |
| 3 | Shortbread ^[-1] | 8 | Pumpkin Spice ^[-4] |
| 4 | Pistachio ^[+2] | 9 | Raspberry ^[-1] |
| 5 | Milk Chocolate ^[new] | 10 | Pumpkin ^[-5] |

Fall and winter flavors to watch are often familiar favorites, but some trending flavors push into new tastes. Here are five buzzy flavors within the social discussion.

| Flavors to Watch | Growth |
|--------------------|--------|
| Maple Pecan | ●●●●● |
| Red Velvet | ●●●●● |
| Butter & Chocolate | ●●●●● |
| Ube | ●●●●● |
| Salted Caramel | ●●●●● |

[nc] = No change from 2024 list | [new] = New to 2025 list | [new] = On Flavorsum “Flavors to Watch” in 2024

Refreshing Beverages

Refreshing Beverages quench thirst, provide additional functional benefits and are a popular way to experience a burst of flavor. In-season fruits link with the Spring and Summer, with spicier and darker flavors trending during the Fall and Winter.

Fresh and tropical fruit flavors like peach, mango, and pineapple are popular during the warmer months, while ginger, tonic, and cranberry are launched more often during the cooler months.

One of our “Flavors To Watch” for 2024 moved into the Top Ten for this year – blackberry.



TOP TEN FLAVORS
MORE ASSOCIATED WITH:

Spring & Summer

| | | | |
|---|-------------------------------|----|------------------------------------|
| 1 | Blood Orange ^[new] | 6 | Pineapple ^[-3] |
| 2 | Berry ^[-1] | 7 | Peach Mango ^[-2] |
| 3 | Peach ^[+6] | 8 | Lime & Watermelon ^[new] |
| 4 | Blackberry ^[new] | 9 | Grapefruit ^[new] |
| 5 | Black Cherry ^[-3] | 10 | Cream Soda ^[-3] |

Beverages are a fantastic format when people want to experiment with new flavors. Looking outside of the Top Ten shows that unique fruits and fruit combinations are trending in social discussion.

| Flavors to Watch | Growth |
|------------------|--------|
| Basil Strawberry | ●●●●● |
| Lime Coconut | ●●●●● |
| Calamansi | ●●●●● |
| Coconut | ●●●●● |
| Blackberry Lemon | ●●●●● |



TOP TEN FLAVORS
MORE ASSOCIATED WITH:

Fall & Winter

| | | | |
|---|------------------------------|----|------------------------------|
| 1 | Tonic ^[+3] | 6 | Ginger Beer ^[new] |
| 2 | Cola ^[new] | 7 | Cranberry ^[-1] |
| 3 | Lemon & Lime ^[-2] | 8 | Root Beer ^[new] |
| 4 | Lemonade ^[-1] | 9 | Ginger Ale ^[new] |
| 5 | Strawberry ^[+4] | 10 | Orangeade ^[new] |

In-season tree fruits and berries are gaining momentum outside of the Top Ten. Often combined with more novel fruits, these familiar + novel pairings are gaining traction in the social discussion.

| Flavors to Watch | Growth |
|---------------------|--------|
| Apple Lychee | ●●●●● |
| Cherry Cola | ●●●●● |
| Cranberry Raspberry | ●●●●● |
| Pink Grapefruit | ●●●●● |
| Apple Pomegranate | ●●●●● |

[nc] = No change from 2024 list | [new] = New to 2025 list | [new] = On Flavorsum “Flavors to Watch” in 2024

Sports & Energy Drinks

Whether used for recovery after a thrilling game, or for a boost of energy to start the day, **Sports and Energy Drinks** provide a bounty of flavors for people. During the warmer Spring and Summer months, in-season fruits and seasonal beverages bubble to the top of the flavor list. During the cooler months, tropical fruits and tropical fruit blends are more prominent, offering a refreshing treat.

Flavors can also align with functional benefits; watermelon, for example, has strong associations with hydration, while green tea is synonymous with energy. Two of our “Flavors To Watch” for 2024 moved into the Top Ten for this year – cucumber-lime and mango-orange.



TOP TEN FLAVORS
MORE ASSOCIATED WITH:

Spring & Summer

| | | | |
|---|---------------------------------------|----|---|
| 1 | Grape ^[+1] | 6 | Cucumber Lime ^[>new] |
| 2 | Berry ^[-1] | 7 | Strawberry Lemonade ^[+2] |
| 3 | Orange ^[+1] | 8 | Berry Lemonade ^[new] |
| 4 | Strawberry Watermelon ^[-1] | 9 | Green Tea ^[-2] |
| 5 | White Peach ^[nc] | 10 | Pineapple & Black Cherry ^[new] |

With many fruits harvested during the Spring and Summer, the variety of seasonal flavors is immense throughout the two seasons. Social listening highlights five additional flavors outside of the Top Ten.

| Flavors to Watch | Growth |
|-------------------|--------|
| Apricot Mango | ●●●●● |
| Salted Watermelon | ●●●●● |
| Sour Apple | ●●●●● |
| Rose (flower) | ●●●●● |
| Lemon | ●●●●● |



TOP TEN FLAVORS
MORE ASSOCIATED WITH:

Fall & Winter

| | | | |
|---|--------------------------------|----|-----------------------------------|
| 1 | Lemon & Lime ^[+7] | 6 | Watermelon ^[-3] |
| 2 | Blue Raspberry ^[nc] | 7 | Citrus ^[nc] |
| 3 | Strawberry ^[-2] | 8 | Strawberry Kiwi ^[new] |
| 4 | Pineapple ^[+1] | 9 | Apple ^[-5] |
| 5 | Cherry ^[new] | 10 | Mango Orange ^[>new] |

Beyond the Top Ten, many flavors have appeal during the Fall and Winter. Spicy, familiar, and exotic perform particularly well in the social discussion.

| Flavors to Watch | Growth |
|---------------------------|--------|
| Coconut | ●●●●● |
| Starfruit Pineapple Peach | ●●●●● |
| White Cherry | ●●●●● |
| Strawberry Jalapeno | ●●●●● |
| Peach | ●●●●● |

[nc] = No change from 2024 list | [new] = New to 2025 list | [>new] = On Flavorsum “Flavors to Watch” in 2024

Cultured Dairy

Cultured dairy, whether yogurt, drinking yogurt, or plant-based options, provide a convenient format for flavor incorporation and exploration. Many of the Top Flavors highlighted in 2024 remain popular, but several new flavors joined the leaderboard.

Two bakery-inspired flavors are associated more strongly with Spring and Summer: key lime pie and apple pie. In the Fall and Winter, many new top flavors are fruit-forward and might be a momentary escape that brightens the cooler months.

One of our “Flavors To Watch” for 2024 moved into the Top Ten for this year – lemon.



TOP TEN FLAVORS
MORE ASSOCIATED WITH:

Spring & Summer

| | | | |
|---|---------------------------------------|----|-------------------------------|
| 1 | Vanilla ^[nc] | 6 | Maple Syrup ^[+3] |
| 2 | Key Lime ^[+1] | 7 | Peach Mango ^[new] |
| 3 | Vanilla Bean ^[-1] | 8 | Lemon & Lime ^[-1] |
| 4 | Strawberry Cheesecake ^[+1] | 9 | Key Lime Pie ^[new] |
| 5 | Mango ^[-1] | 10 | Apple Pie ^[new] |

Sweet, sour, or indulgent – here are five more trending flavors for Cultured Dairy during Spring and Summer, according to social listening.

| Flavors to Watch | Growth |
|--------------------|--------|
| Sour Cherry Honey | ●●●●● |
| Mango Passionfruit | ●●●●● |
| Alphonso Mango | ●●●●● |
| Honey | ●●●●● |
| Bananas Foster | ●●●●● |



TOP TEN FLAVORS
MORE ASSOCIATED WITH:

Fall & Winter

| | | | |
|---|---------------------------------------|----|--|
| 1 | Peach ^[+1] | 6 | Tropical ^[nc] |
| 2 | Strawberry ^[-1] | 7 | Blueberry Pomegranate ^[+2] |
| 3 | Rhubarb & Strawberry ^[new] | 8 | Lemon ^[+new] |
| 4 | Blueberry ^[new] | 9 | Granola & Mango & Pineapple ^[new] |
| 5 | Vanilla Cinnamon ^[nc] | 10 | Cherry Vanilla ^[new] |

Spices, fruits, and beverage-inspired flavors are some up-and-coming Cultured Dairy flavors for Fall and Winter, based on the social discussion.

| Flavors to Watch | Growth |
|----------------------------|--------|
| Cappuccino | ●●●●● |
| Honey Fig | ●●●●● |
| Elderberry Strawberry | ●●●●● |
| Apple Cinnamon | ●●●●● |
| Coconut Cream & Strawberry | ●●●●● |

[nc] = No change from 2024 list | [new] = New to 2025 list | [+new] = On Flavorsum “Flavors to Watch” in 2024

Ice Cream

Ice Cream is the number one dessert in North America, and flavor drives appeal. Offering on-trend seasonal options is a fantastic way to entice and delight. During the warmer months – also known as “Ice Cream Season” – flavors run from the fruity to the hyper-indulgent. In the colder months, flavor cues from other categories like bakery, confectionery, and coffee hit the right notes.

Combination flavors are another creative way to bring happiness through frozen treats.

One of our “Flavors To Watch” for 2024 moved into the Top Ten for this year – s’mores.



TOP TEN FLAVORS
MORE ASSOCIATED WITH:

Spring & Summer

| | | | |
|---|--------------------------------|----|----------------------|
| 1 | Chocolate & Peanut Butter [+2] | 6 | Mango [-1] |
| 2 | Strawberry [new] | 7 | Caramel [-6] |
| 3 | Coffee [+1] | 8 | S’mores [+new] |
| 4 | Almond & Pistachio [new] | 9 | Salted Caramel [new] |
| 5 | Cookie Dough [-3] | 10 | Vanilla & Fudge [-4] |

From fruit-focused to indulgent, many flavors scooping up attention in the Spring and Summer incorporate a baked note. Here are five more buzzy ice cream flavors in the social discussion.

| Flavors to Watch | Growth |
|------------------|--------|
| Cinnamon Bun | ●●●●● |
| Black Raspberry | ●●●●● |
| Chocolate Cherry | ●●●●● |
| Mocha | ●●●●● |
| Strawberry Pie | ●●●●● |



TOP TEN FLAVORS
MORE ASSOCIATED WITH:

Fall & Winter

| | | | |
|---|---------------------|----|---------------------------------|
| 1 | Mint [+2] | 6 | Peanut Butter [-2] |
| 2 | Chocolate Mint [nc] | 7 | Vanilla [new] |
| 3 | Chocolate [-2] | 8 | Espresso [-2] |
| 4 | Peppermint [+1] | 9 | Chocolate Caramel Sea Salt [-1] |
| 5 | Pumpkin Pie [+2] | 10 | Gingerbread [nc] |

Possibly taking cues from the family recipe book, socially-trending Fall and Winter seasonal flavors lean into favorite desserts and holiday memories.

| Flavors to Watch | Growth |
|-----------------------|--------|
| Brownie Batter | ●●●●● |
| Pumpkin Cheesecake | ●●●●● |
| Snickerdoodle | ●●●●● |
| Dulce De Leche | ●●●●● |
| Pumpkin Spice (latte) | ●●●●● |

[nc] = No change from 2024 list | [new] = New to 2025 list | [+new] = On Flavorsum “Flavors to Watch” in 2024

Sugar Confectionery

The colorful, eye-catching world of **sugar confectionery** is a joy to taste. Fruit flavors continue to be popular throughout the year, often with a sour twist for a mouth-puckering thrill.

Unlike many other food and beverage categories, launches during the Fall and Winter months do not align with more seasonal fruits and flavors. Brands may be using bursts of flavors, colors, and textures to brighten the long winter evenings.

Three of our “Flavors To Watch” for 2024 moved into the Top Ten for this year – pink lemonade, blue raspberry, and sour tropical.



TOP TEN FLAVORS
MORE ASSOCIATED WITH:

Spring & Summer

| | | | |
|---|--------------------------------|----|-------------------------------------|
| 1 | Fruit ^[new] | 6 | Sour Watermelon ^[+1] |
| 2 | Grape ^[-1] | 7 | Sour Blue Raspberry ^[+2] |
| 3 | Peach ^[-1] | 8 | Ginger ^[-2] |
| 4 | Pineapple ^[+1] | 9 | Blue Raspberry ^[new] |
| 5 | Pink Lemonade ^[new] | 10 | Sour Tropical ^[new] |

Several distinctive flavors are emerging as small treats to enjoy throughout the day. Here are five flavors getting attention in Sugar Confectionery.

| Flavors to Watch | Growth |
|----------------------|--------|
| Chili & Tamarind | ●●●●● |
| Sour Cherry Lemon | ●●●●● |
| Strawberry Shortcake | ●●●●● |
| Mandarin | ●●●●● |
| Chamoy | ●●●●● |



TOP TEN FLAVORS
MORE ASSOCIATED WITH:

Fall & Winter

| | | | |
|---|-----------------------------|----|-----------------------------|
| 1 | Strawberry ^[new] | 6 | Cinnamon ^[-4] |
| 2 | Cherry ^[+2] | 7 | Mango ^[new] |
| 3 | Blueberry ^[+3] | 8 | Apple ^[new] |
| 4 | Tangy ^[new] | 9 | Blackberry ^[+1] |
| 5 | Berry ^[-2] | 10 | Sour Peach ^[new] |

Beyond the Top Ten, social discussions show that off-season fruit and tropical flavors are buzzing among people.

| Flavors to Watch | Growth |
|------------------|--------|
| Watermelon | ●●●●● |
| Tamarind | ●●●●● |
| Black Cherry | ●●●●● |
| Yogurt | ●●●●● |
| Strawberry Mochi | ●●●●● |

[nc] = No change from 2024 list | [new] = New to 2025 list | [new] = On Flavorsum “Flavors to Watch” in 2024

Flavored Alcoholic Beverages

As the **Flavored Alcoholic Beverage** category evolves beyond seltzers towards ready-to-drink cocktails, seasonal flavor profiles are shifting. Fruit flavors continue to dominate launches, but specific alcohol bases and cocktails are moving onto the Top Ten Lists.

During the warm months, tropical fruits and fruity cocktails piqued interest from brands launching limited edition drinks. When the temperature cools, botanicals, herbs, and bitter beverages make a strong appearance.

One of our “Flavors To Watch” for 2024 moved into the Top Ten for this year – mango.



TOP TEN FLAVORS
MORE ASSOCIATED WITH:

Spring & Summer

| | | | |
|---|---------------------------------|----|-------------------------------------|
| 1 | Raspberry ^[nc] | 6 | Peach ^[-3] |
| 2 | Pineapple ^[nc] | 7 | Tropical Punch ^[nc] |
| 3 | Lime Margarita ^[new] | 8 | Rosé (wine) Sangria ^[nc] |
| 4 | Strawberry Kiwi ^[+6] | 9 | Lime & Vodka ^[new] |
| 5 | Mango ^[+new] | 10 | Lemonade ^[-6] |

Taking inspiration from non-alcoholic beverages, fresh fruity twists on perennial favorites are dominating the social discussion.

| Flavors to Watch | Growth |
|--------------------|--------|
| Peach Iced Tea | ●●●●● |
| Blueberry Lemonade | ●●●●● |
| Blue Raspberry | ●●●●● |
| Lemon Iced Tea | ●●●●● |
| Guava Strawberry | ●●●●● |



TOP TEN FLAVORS
MORE ASSOCIATED WITH:

Fall & Winter

| | | | |
|---|------------------------------|----|---|
| 1 | Gin & Tonic ^[nc] | 6 | Raspberry & Rosé (wine) ^[nc] |
| 2 | Margarita ^[nc] | 7 | Whiskey ^[new] |
| 3 | Lemon & Lime ^[+5] | 8 | Yuzu Pear ^[-1] |
| 4 | Wild Berry ^[-1] | 9 | Ginger ^[nc] |
| 5 | Orange ^[new] | 10 | Coffee ^[-5] |

Darker berries and popular coffee drinks are generating interest, but a trending citrus blend is building momentum. Here are five trending flavors to watch.

| Flavors to Watch | Growth |
|-------------------------|--------|
| Lime Yuzu | ●●●●● |
| Raspberry Tea | ●●●●● |
| Black Cherry Blackberry | ●●●●● |
| Pumpkin Spice Latte | ●●●●● |
| Blackberry Sage | ●●●●● |

[nc] = No change from 2024 list | [new] = New to 2025 list | [+new] = On Flavorsum “Flavors to Watch” in 2024

Spirits

A uniquely flavored **spirit** can elevate a cocktail to a specialty drink at a restaurant, a sip of relaxation after a long day, or a treat during a holiday gathering.

In the Spring and Summer, light, refreshing fruit flavors are prevalent, often featuring a citrus, melon, or berry. However, brands are also incorporating specific herbs and spices more frequently. In the Fall and Winter, creamy, spicy, and baked notes are more prevalent.

The spirit base may align more readily with different seasonal flavor profiles. Analyzing the top flavors by spirit shows fruit flavors are popular in lighter spirits, including vodka, gin, and even tequila. Spicier, more complex, and richer flavors are classics in dark spirits of whiskey and rum.



TOP TEN FLAVORS
MORE ASSOCIATED WITH:

Spring & Summer

| | | | |
|---|--------------------|----|-----------------|
| 1 | Watermelon [nc] | 6 | Sambuca [new] |
| 2 | Anise/Aniseed [nc] | 7 | Blueberry [new] |
| 3 | Pink Lemonade [nc] | 8 | Raspberry [new] |
| 4 | Orange [+3] | 9 | Cherry [new] |
| 5 | Grapefruit [+1] | 10 | Lime [-5] |



TOP TEN FLAVORS
MORE ASSOCIATED WITH:

Fall & Winter

| | | | |
|---|-------------------|----|--------------------|
| 1 | Coffee [nc] | 6 | Herbs/Herbal [new] |
| 2 | Spiced [nc] | 7 | Cinnamon [new] |
| 3 | Cream [nc] | 8 | Limoncello [new] |
| 4 | Gingerbread [new] | 9 | Blackcurrant [new] |
| 5 | Peppermint [+4] | 10 | Honey [-3] |

TOP FLAVORS BY SPIRIT TYPE

| Whiskey | Vodka | Gin | Rum |
|---------------|-----------------|----------------------|-----------|
| Peanut Butter | Pink Lemonade | Strawberry | Spiced |
| Peach | Watermelon | Lemon | Pineapple |
| Apple | Orange | Raspberry | Coconut |
| Maple Syrup | Apple | Blackberry-Raspberry | |
| Coffee | Cucumber & Mint | Spiced | Tequila |
| Pineapple | Citrus | Citrus | Coconut |
| Mango | Lemon | Herbs/Herbal | Lime |
| Honey | Grapefruit | Black Raspberry | Jalapeno |

[nc] = No change from 2024 list | [new] = New to 2025 list | ▶new = On Flavorsum “Flavors to Watch” in 2024



Source: Mintel GNPD, October 2019 – September 2024.
Spring/Summer: Q2 and Q3. Fall/Winter: Q4 and Q1.



Source: tastewise.io. Growth in social discussion of [flavor] + [category].

Growth in Discussion

| | |
|--------|-------|
| 0-5% | ●●●●● |
| 5-10% | ●●●●● |
| 10-15% | ●●●●● |
| 15%+ | ●●●●● |



800.525.2431 | FlavorSum.com

USA
Kalamazoo, MI

CANADA
Marlton, NJ

CANADA
Mississauga, ON

Gummy Vitamins, Minerals, & Supplements

Gummies are a favorite format for **Vitamins, Minerals, and Supplements (VMS)**, because the flavorful chews are a fun, delicious, and convenient way to boost micro-nutrients.

FlavorSum research reveals that people tend to purchase a gummy VMS based on functional benefit first, followed by flavor. However, flavors can cue functional benefits and offer some seasonal flair.

Lighter fruits, berries, citrus and creamier notes fit with Spring and Summer. Darker berries and sweeter fruits that link to immunity peak in the Fall and Winter.



TOP TEN FLAVORS MORE ASSOCIATED WITH:

Spring/Summer

| | | | |
|---|---------------------------------|----|--------------------------------|
| 1 | Berry ^[nc] | 6 | Orange ^[new] |
| 2 | Cherry ^[+1] | 7 | Grape ^[-3] |
| 3 | Blueberry ^[-1] | 8 | Mango ^[new] |
| 4 | Raspberry ^[new] | 9 | Sour Cherry ^[new] |
| 5 | Berry & Orange ^[new] | 10 | Lemon & Cream ^[new] |

Fall/Winter

| | | | |
|---|-------------------------------------|----|------------------------------------|
| 1 | Elderberry ^[nc] | 6 | Tropical ^[new] |
| 2 | Fruit ^[new] | 7 | Honey & Lemon ^[-4] |
| 3 | Apple Cider Vinegar ^[-1] | 8 | Berry & Verbena ^[nc] |
| 4 | Berry & Citrus ^[+6] | 9 | Pineapple ^[new] |
| 5 | Blackberry ^[new] | 10 | Lemon & Raspberry ^[new] |

[nc] = No change from 2024 list | [new] = New to 2025 list | [+new] = On Flavorsum "Flavors to Watch" in 2024

Water Ices, Ice Pops, & Frozen Lollies

Whether named **water ice, ice pop, or water lollies**, frozen delights are a favorite summer treat for kids and adults. The launch dynamics of the category build in seasonality that favors the Spring and Summer. But many new, appealing flavors are in the Top Ten list for Fall and Winter to inspire limited editions.

In the Spring and Summer, classic fruit and beverage flavors gained in the rankings or are new to the list. Fantasy flavors make an appearance. In the Fall and Winter, tropical fruits, dark indulgent flavors, and some globally-inspired spices are new to the Top Ten List.



TOP TEN FLAVORS MORE ASSOCIATED WITH:

Spring/Summer

| | | | |
|---|-------------------------------------|----|---|
| 1 | Lime ^[nc] | 6 | Lime & Blue Raspberry & Cherry ^[new] |
| 2 | Strawberry Lemonade ^[+1] | 7 | Lemonade ^[-2] |
| 3 | Lemon ^[+1] | 8 | Coconut Lime |
| 4 | Cotton Candy ^[new] | 9 | Tropical Punch ^[new] |
| 5 | Berry ^[+2] | 10 | Chili Pepper & Lime & Mango ^[new] |

Fall/Winter

| | | | |
|---|---------------------------------------|----|--|
| 1 | Dark Chocolate ^[new] | 6 | Orange Creamsicle ^[new] |
| 2 | Alphonso Mango ^[new] | 7 | Tangelo ^[new] |
| 3 | Mango & Passionfruit ^[new] | 8 | Chili Pepper & Mango ^[new] |
| 4 | Pineapple ^[new] | 9 | Lime & Chamoy ^[-3] |
| 5 | Banana & Acai ^[new] | 10 | Passionfruit Lemonade ^[new] |

[nc] = No change from 2024 list | [new] = New to 2025 list | [+new] = On Flavorsum "Flavors to Watch" in 2024



BRING YOUR SEASONAL FLAVOR CONCEPTS TO LIFE!

FlavorSum is committed to help speed your time-to-market and extend your in-house capabilities.

Contact us to discover how a partnership with FlavorSum can help you reach your goals with resources like flavor creation, insights, process validation, and commercialization expertise.



USA

Kalamazoo, MI

Marlton, NJ

CANADA

Mississauga, ON

800.525.2431 | FlavorSum.com