

**KERRY**

**EUROPE**

Taste Charts 2026

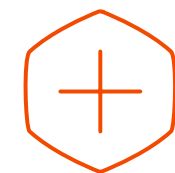
# FUTURE READY

Find your flavour edge.

Uncovered  
Analysed  
Developed  
Delivered







When taste is non-negotiable it takes more than guesswork to shape the future of flavour.

It takes

**1,200+**

Scientists

**100**

Flavourists

**70**

Food-craft Experts

**250+**

Marketing and  
Insights Voices

working in unison, researching, analysing and decoding consumer signals to pinpoint what's next in the world of flavour.

The **2026 Taste Charts** are built to spark better conversations, fuel faster ideation, drive smarter decisions; decisions backed by data, inspired by creativity and grounded in real consumer insight. Decisions that give you the confidence to move forward and the edge to stay ahead.



# Methodology & Categories

For over a decade, we've combined data, insights and expertise to reliably predict flavours that will remain popular and excite consumers in the year ahead. Our approach has evolved to highlight dominant and trending flavours under a fresh lens that reflects the market's changing nature.

Each Taste Chart now features three lifecycle categories:

## What's **NOW**

**Dominant Flavours**  
Top 20 largest flavours over the past 5 years.

## What's **NEW**

**Trending Flavours**  
Top 20 fastest-growing flavours over the past year.

## What's **NEXT**

**Future Flavours**  
Flavours predicted to gain momentum in the next 12 months.



This year, our collection of taste charts offers a deeper dive into the food and beverage universe. The Taste Charts have expanded from 5 to 7 categories to provide a richer view of evolving flavours:

## Food & Beverage Categories

### Refreshing Beverages

Soft drinks, sparkling waters, juices and chilled beverages. Vibrant, thirst-quenching options that refresh, hydrate and energise with every sip.

### Sweet

Desserts, sweets, biscuits, yoghurts, ice creams, granolas and snack bars. These are the feel-good favourites that bring joy, comfort and a little celebration to every bite.

### Alcohol & Alcohol Inspired Beverage

Beers, cocktails, liqueurs, wines and spirits. Whether classic or alcohol-free, these are the celebratory sips that bring people together and mark the moment.

### Soups, Sauces, Dressings & Dips

Rich soups, zesty sauces, creamy dressings and flavourful dips. These are the tastemakers that layer in complexity and turn simple dishes into something special.

### Tea, Coffee & Cocoa

Iced coffee, hot coffee, espresso-based drinks, hot teas, iced teas and cocoa. These are the warm and refreshing sips that energise mornings, soothe afternoons and bring comfort throughout the day.

### Meat & Meals

Ready-to-eat dishes, pasta, pizza, appetisers and sides. These hearty meals and meat-based favourites bring warmth, satisfaction and everyday ease to the table.

*Across some regions and countries, we also feature a Cuisine and Ingredient Chart to showcase additional taste variances.*

### Savoury Snacks

Chips, crisps, salty crackers, popcorn, meat snacks, puffed treats, tortillas and nachos. Snacks that deliver bold taste, satisfying crunch and everyday enjoyment.



Refreshing

# BEVERAGE

WHAT'S  
NOW  
DOMINANT FLAVOURS

TOP 5 FLAVOURS

- 1 Apple
- 2 Orange
- 3 Lemon
- 4 Mango
- 5 Strawberry

- |                  |                 |
|------------------|-----------------|
| 6 Cola           | 16 Blackcurrant |
| 7 Ginger         | 17 Pomegranate  |
| 8 Pineapple      | 18 Cherry       |
| 9 Raspberry      | 19 Mint         |
| 10 Peach         | 20 Blueberry    |
| 11 Lime          |                 |
| 12 Passion Fruit |                 |
| 13 Banana        |                 |
| 14 Pear          |                 |
| 15 Green Apple   |                 |

WHAT'S  
NEW  
FASTEST GROWING FLAVOURS

TOP 5 FLAVOURS

- 1 Black Cherry
- 2 Nectarine
- 3 Dragon Fruit
- 4 Blue Raspberry
- 5 Lychee

- |                   |                    |
|-------------------|--------------------|
| 6 Sage            | 16 Agave           |
| 7 Hazelnut        | 17 Guarana         |
| 8 White Peach     | 18 White Tea       |
| 9 Pomelo          | 19 Chinotto Orange |
| 10 Matcha Tea     | 20 Ginseng         |
| 11 Kefir          |                    |
| 12 Salted Caramel |                    |
| 13 Margarita      |                    |
| 14 Green Coffee   |                    |
| 15 Honeydew       |                    |

WHAT'S  
NEXT  
FUTURE FLAVOURS

TOP 5 FLAVOURS

- 1 Apricot
- 2 Apple Cider Vinegar
- 3 Baobab
- 4 Mangosteen
- 5 Nata De Coco



INSIGHT  
Beverage

WHAT'S  
NOW

Green Apple

810	58.1%	44%
NPD Launches	YoY Growth	Proliferation <sup>1</sup>

WHAT'S  
NEW

Nectarine

25	300%	22%
NPD Launches	YoY Growth	Proliferation <sup>1</sup>

WHAT'S  
NEXT

Mangosteen

16	200%	22%
NPD Launches	YoY Growth	Proliferation <sup>1</sup>

<sup>1</sup> The number of times the flavour appears globally



# Alcohol & Alcohol-Inspired BEVERAGE

## WHAT'S NOW DOMINANT FLAVOURS

### TOP 5 FLAVOURS

- 1 Raspberry
- 2 Lime
- 3 Orange
- 4 Mango
- 5 Lemon

- 6 Passion Fruit
- 7 Strawberry
- 8 Cherry
- 9 Peach
- 10 Milk Chocolate
- 11 Pineapple
- 12 Grapefruit
- 13 Vanilla
- 14 Coffee
- 15 Ginger
- 16 Mojito
- 17 Coconut
- 18 Rhubarb
- 19 Mint
- 20 Elderflower

## WHAT'S NEW FASTEST GROWING FLAVOURS

### TOP 5 FLAVOURS

- 1 Sea Salt
- 2 Blue Raspberry
- 3 Bubble Gum
- 4 Redcurrant
- 5 Pink Peppercorn

- 6 Yuzu
- 7 Gooseberry
- 8 Sour Cherry
- 9 Smoke
- 10 Jalapeno Chilli
- 11 Tangerine
- 12 Pumpkin
- 13 Dark Chocolate
- 14 Plum
- 15 Apple Cinnamon
- 16 Lemongrass
- 17 Spiced Rum
- 18 Guava
- 19 Salted Caramel
- 20 Anise

## WHAT'S NEXT FUTURE FLAVOURS

### TOP 5 FLAVOURS

- 1 Tea
- 2 Pomegranate
- 3 Turmeric
- 4 Fig
- 5 Chipotle Chilli



## INSIGHT Beverage

### WHAT'S NOW

Cherry

465  
NPD Launches

21.5%  
YoY Growth

67%  
Proliferation<sup>1</sup>

### WHAT'S NEW

Guava

116  
NPD Launches

56.3%  
YoY Growth

67%  
Proliferation<sup>1</sup>

### WHAT'S NEXT

Fig

26  
NPD Launches

200%  
YoY Growth

22%  
Proliferation<sup>1</sup>

<sup>1</sup> The number of times the flavour appears globally



# TEA, COFFEE & COCOA

## WHAT'S NOW DOMINANT FLAVOURS

### TOP 5 FLAVOURS

- 1 Coffee
- 2 Pumpkin Spice
- 3 Lemon
- 4 Ginger
- 5 Peach

- |               |                   |
|---------------|-------------------|
| 6 Mint        | 16 Peppermint     |
| 7 Vanilla     | 17 Apple          |
| 8 Orange      | 18 Milk Chocolate |
| 9 Chamomile   | 19 Turmeric       |
| 10 Caramel    | 20 Hazelnut       |
| 11 Raspberry  |                   |
| 12 Cinnamon   |                   |
| 13 Strawberry |                   |
| 14 Hibiscus   |                   |
| 15 Mango      |                   |

## WHAT'S NEW FASTEST GROWING FLAVOURS

### TOP 5 FLAVOURS

- 1 Bergamot Orange
- 2 Brownie
- 3 Maple
- 4 Nougat
- 5 Marzipan

- |                        |                   |
|------------------------|-------------------|
| 6 Pistachio            | 15 Aloe Vera      |
| 7 Lychee               | 16 Coconut        |
| 8 Brown Sugar          | 17 Cookie Crumble |
| 9 Matcha               | 18 Guava          |
| 10 White Chocolate     | 19 Blueberry      |
| 11 Praline             | 20 Lavender       |
| 12 Goji Berry          |                   |
| 13 Cherry Blossom      |                   |
| 14 Aronia (Chokeberry) |                   |

## WHAT'S NEXT FUTURE FLAVOURS

### TOP 5 FLAVOURS

- 1 Peanut
- 2 Plantain
- 3 Hojicha
- 4 Chicory
- 5 Ube



## INSIGHT Hot Beverage

### WHAT'S NOW

Strawberry

533

NPD Launches

55.9%

YoY Growth

100%

Proliferation<sup>1</sup>

### WHAT'S NEW

Cherry Blossom

20

NPD Launches

600%

YoY Growth

22%

Proliferation<sup>1</sup>

### WHAT'S NEXT

Ube

New

NPD Launches

Emerging

YoY Growth

22%

Proliferation<sup>1</sup>

<sup>1</sup> The number of times the flavour appears globally



# SAVOURY SNACKS

## WHAT'S NOW DOMINANT FLAVOURS

### TOP 5 FLAVOURS

- 1 Cheese
- 2 Sea Salt
- 3 Chilli
- 4 Paprika
- 5 Barbecue

- 6 Sour Cream & Onion
- 7 Tomato
- 8 Sesame
- 9 Rosemary
- 10 Sweet Chilli
- 11 Cheddar Cheese
- 12 Salt & Vinegar
- 13 Garlic
- 14 Smoke
- 15 Milk Chocolate
- 16 Bacon
- 17 Pizza
- 18 Honey
- 19 Green Olive
- 20 Black Pepper

## WHAT'S NEW FASTEST GROWING FLAVOURS

### TOP 5 FLAVOURS

- 1 Bacon & Maple
- 2 Sweet & Spicy
- 3 Tzatziki
- 4 Honey BBQ
- 5 Fajita

- 6 Camembert Cheese
- 7 Korean BBQ
- 8 Carolina Reaper Chilli
- 9 Dill Pickle
- 10 Chilli & Lime
- 11 Tomato & Basil
- 12 Sweet BBQ
- 13 Manchego Cheese
- 14 Sweet & Smoky
- 15 Mac & Cheese
- 16 Tikka Masala
- 17 Pecorino Cheese
- 18 Pink Peppercorn
- 19 Peri Peri Chilli
- 20 Hot Honey

## WHAT'S NEXT FUTURE FLAVOURS

### TOP 5 FLAVOURS

- 1 Chanterelle Mushroom
- 2 Thai Tom Yum
- 3 Miso
- 4 Parmigiano Reggiano Cheese
- 5 Marmite



## INSIGHT Snacks

### WHAT'S NOW

Rosemary

515

NPD Launches

18.3%

YoY Growth

56%

Proliferation<sup>1</sup>

### WHAT'S NEW

Manchego Cheese

8

NPD Launches

500%

YoY Growth

11%

Proliferation<sup>1</sup>

### WHAT'S NEXT

Marmite

13

NPD Launches

25%

YoY Growth

11%

Proliferation<sup>1</sup>

<sup>1</sup> The number of times the flavour appears globally



# SWEET

## WHAT'S NOW DOMINANT FLAVOURS

### TOP 5 FLAVOURS

- 1 Milk Chocolate
- 2 Hazelnut
- 3 Strawberry
- 4 Vanilla
- 5 Almond

- 6 Caramel
- 7 Raspberry
- 8 Dark Chocolate
- 9 Orange
- 10 Coconut
- 11 Lemon
- 12 Salted Caramel
- 13 White Chocolate
- 14 Peanut
- 15 Blueberry
- 16 Cherry
- 17 Apple
- 18 Banana
- 19 Mango
- 20 Nougat

## WHAT'S NEW FASTEST GROWING FLAVOURS

### TOP 5 FLAVOURS

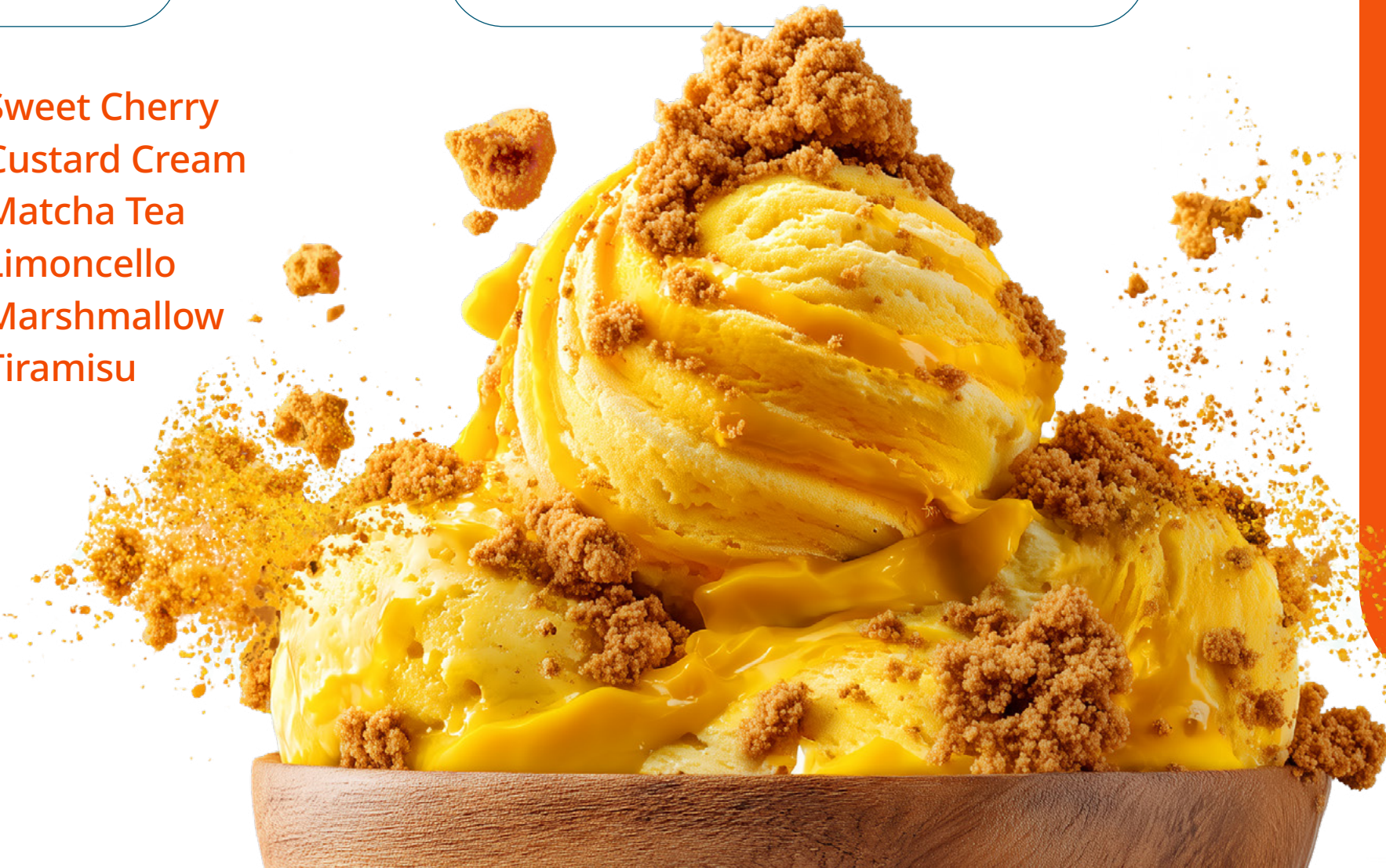
- 1 Vanilla & Cream
- 2 Coconut & Cream
- 3 Orange & Cream
- 4 Cotton Candy
- 5 Chocolate Cake

- 6 Hazelnut & Cream
- 7 Cookie Crumble
- 8 Golden Apple
- 9 Chocolate Truffle
- 10 Pistachio & Cream
- 11 Strawberry Cheesecake
- 12 Salted Butter
- 13 Cocoa & Cream
- 14 Peach Melba
- 15 Sweet Cherry
- 16 Custard Cream
- 17 Matcha Tea
- 18 Limoncello
- 19 Marshmallow
- 20 Tiramisu

## WHAT'S NEXT FUTURE FLAVOURS

### TOP 5 FLAVOURS

- 1 Chantilly Cream
- 2 Miso
- 3 Key Lime Pie
- 4 Prosecco Wine
- 5 Salted Licorice



## INSIGHT Sweet

### WHAT'S NOW

2567  
NPD Launches

28.7%  
YoY Growth

Mango  
44%  
Proliferation<sup>1</sup>

### WHAT'S NEW

15  
NPD Launches

900%  
YoY Growth

Orange & Cream  
22%  
Proliferation<sup>1</sup>

### WHAT'S NEXT

16  
NPD Launches

300%  
YoY Growth

Miso  
11%  
Proliferation<sup>1</sup>

<sup>1</sup> The number of times the flavour appears globally



# SOUP, SAUCES & DRESSINGS

## WHAT'S NOW DOMINANT FLAVOURS

### TOP 5 FLAVOURS

- 1 Tomato
- 2 Chilli
- 3 Garlic
- 4 Chicken
- 5 Onion

- 6 Basil
- 7 Cheese
- 8 Curry
- 9 Pork
- 10 Dill
- 11 Paprika
- 12 Green Pesto
- 13 Black Pepper
- 14 Red Bell Pepper
- 15 Mushroom
- 16 Sun-Dried Tomato
- 17 Ginger
- 18 Parsley
- 19 Smoke
- 20 Olive

## WHAT'S NEW FASTEST GROWING FLAVOURS

### TOP 5 FLAVOURS

- 1 Gherkin
- 2 Ponzu
- 3 Buffalo Sauce
- 4 Fenugreek
- 5 Feta Cheese

- 6 Hot Honey
- 7 Mussels
- 8 Chinese Five Spice
- 9 Shakshuka Sauce
- 10 Yuzu
- 11 Sweet & Spicy
- 12 Chilli & Lime
- 13 Turkey Gravy
- 14 Sorrel
- 15 Peach
- 16 Ginger Soy
- 17 Ethiopian Berbere
- 18 Black Truffle
- 19 Chipotle Chilli
- 20 Black Garlic

## WHAT'S NEXT FUTURE FLAVOURS

### TOP 5 FLAVOURS

- 1 Thai Basil Pesto
- 2 Brown Butter
- 3 Date Tamarind Chutney
- 4 Pistou
- 5 Tourn



## INSIGHT Soups & Sauces

### WHAT'S NOW

Black Pepper

1042  
NPD Launches

Mainstream  
YoY Growth

100%  
Proliferation<sup>1</sup>

### WHAT'S NEW

Chilli & Lime

32  
NPD Launches

800%  
YoY Growth

11%  
Proliferation<sup>1</sup>

### WHAT'S NEXT

Tourn

New  
NPD Launches

Emerging  
YoY Growth

11%  
Proliferation<sup>1</sup>

<sup>1</sup> The number of times the flavour appears globally



# MEAT & MEALS

## WHAT'S NOW DOMINANT FLAVOURS

### TOP 5 FLAVOURS

- 1 Smoke
- 2 Tomato
- 3 Chilli
- 4 Garlic
- 5 Mozzarella Cheese

- 6 Spinach
- 7 Mushroom
- 8 Onion
- 9 Curry
- 10 Barbecue
- 11 Pepper
- 12 Cheddar Cheese
- 13 Tomato & Basil
- 14 Lemon
- 15 Paprika
- 16 Ricotta Cheese
- 17 Emmental Cheese
- 18 Basil
- 19 Sesame
- 20 Sweet Chilli

## WHAT'S NEW FASTEST GROWING FLAVOURS

### TOP 5 FLAVOURS

- 1 Nori
- 2 Korean Gochujang
- 3 Yuzu
- 4 Sweet & Sour
- 5 Sweet Barbecue

- 6 Romano Cheese
- 7 Buttermilk
- 8 Garlic Butter
- 9 Korean Kimchi
- 10 Sweet Paprika
- 11 Zucchini
- 12 Sweet & Spicy
- 13 Tarragon
- 14 Beechwood Smoke
- 15 Honey Sriracha
- 16 Honey Soy
- 17 Thai Basil
- 18 Balsamic Onion
- 19 Korean Barbecue
- 20 Corn

## WHAT'S NEXT FUTURE FLAVOURS

### TOP 5 FLAVOURS

- 1 Black Truffle
- 2 Korean Bulgogi
- 3 Vietnamese Nuoc Mam
- 4 Pepperoncini Chilli
- 5 Korean Bibimbap



## INSIGHT Meat & Meals

### WHAT'S NOW

Tomato & Basil

32

NPD Launches

1250%

YoY Growth

11%

Proliferation<sup>1</sup>

### WHAT'S NEW

Sweet & Spicy

27

NPD Launches

1100%

YoY Growth

33%

Proliferation<sup>1</sup>

### WHAT'S NEXT

Korean Bulgogi

27

NPD Launches

1700%

YoY Growth

33%

Proliferation<sup>1</sup>

<sup>1</sup> The number of times the flavour appears globally



# SPOTLIGHT

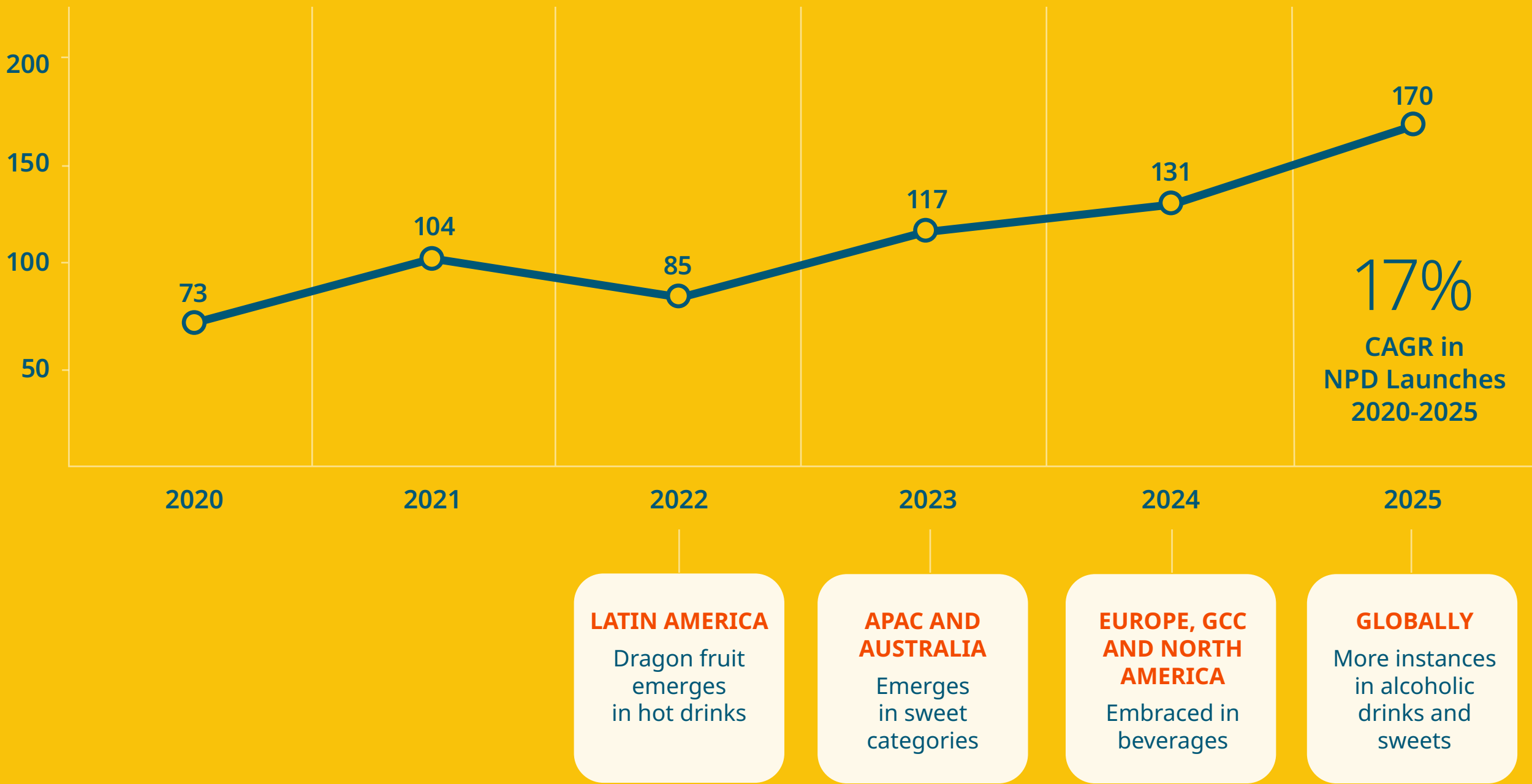
## From Exotic to Iconic: Dragon Fruit Shapes the Future of Refreshment

Dragon fruit’s rise is more than a trend. It’s a testament to the global appetite for adventurous, refreshing flavours that redefine beverage innovation. What started with Latin American roots has now captured the imagination of consumers and brands worldwide.

PREDICTED IN 2017 TASTE CHARTS

### Beverage NPD Launches Globally for Dragon Fruit

# of product launches



### Inside the Trend

#### Explosive Growth

Dragon fruit launches have surged with a 17% CAGR from 2023 to 2025, signalling its rapid ascent in the global flavour landscape.

#### Consistent Trendsetter

Featured 63 times on the Kerry Taste Charts over the past five years, dragon fruit is a proven favourite among trend-watchers.

#### Beverage Star

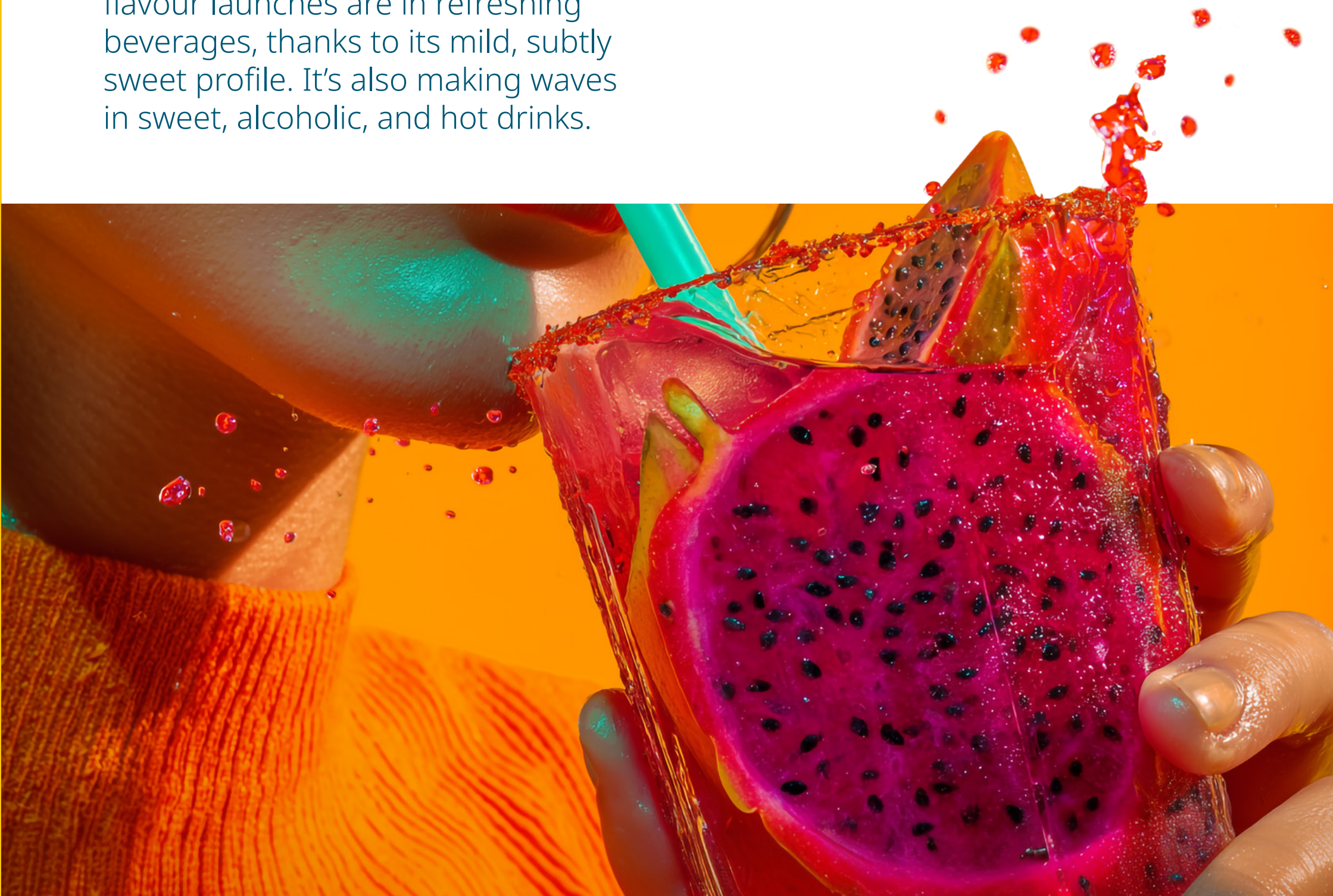
Over half of all dragon fruit flavour launches are in refreshing beverages, thanks to its mild, subtly sweet profile. It’s also making waves in sweet, alcoholic, and hot drinks.

#### Seasonal & Search Peaks

Consumer interest and product launches for ‘dragon fruit’ and ‘pitaya’ consistently spike during the summer, with beverages leading the charge.

#### Regional Leaders

Latin America—especially Brazil and the Andean region—are at the forefront of dragon fruit innovation, but the trend is rapidly expanding into Europe and North America.





# SPOTLIGHT

## Beyond Cheddar: Mapping Cheese Evolution

Cheese isn't just a flavour, it's a feeling. From comfort and nostalgia to indulgence and irresistible cravings, cheese sparks emotions worldwide. Kerry's 2026 Taste Charts map the journey of 31 cheese flavour varieties across global markets, revealing what's trending and why.

### 2026 TASTE CHARTS PREDICTION



68%

of consumers say cheese flavours bring a level of comfort with excitement to savoury snacks.



Now: Dominant cheese flavours. New & Next: Cheese flavours





Find your  
**FLAVOUR EDGE**

**You've seen the data. You've explored the flavours. Now it's time to act.**

Whether you're reformulating, launching or exploring what's next, Kerry is ready to partner with you, bringing science-backed innovation and food-craft ingenuity to every step.

Every flavour is sample-ready.  
Every chart is built for action.

**We're future ready. Are you?**



**KERRY**

The logo consists of the word "KERRY" in a bold, white, sans-serif font. Below the text is a white, slightly curved horizontal line that spans the width of the letters.