

Taste Charts 2026

FUTURE READY

Find your flavour edge.

discovered
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.

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.

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.

Savoury Snacks

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

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.

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.

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.

Refreshing

BEVERAGE

WHAT'S NOW

DOMINANT FLAVOURS

TOP 5 FLAVOURS

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

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

WHAT'S NEW

FASTEAST GROWING FLAVOURS

TOP 5 FLAVOURS

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

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

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

810 NPD Launches 58.1% YoY Growth 44% Proliferation¹ Green Apple

WHAT'S NEW

25 NPD Launches 300% YoY Growth 22% Proliferation¹ Nectarine

WHAT'S NEXT

16 NPD Launches 200% YoY Growth 22% Proliferation¹ Mangosteen

¹ 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 FAASTEST 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% Proliferation¹

WHAT'S NEW

Guava
116 NPD Launches 56.3% YoY Growth 67% Proliferation¹

WHAT'S NEXT

Fig
26 NPD Launches 200% YoY Growth 22% Proliferation¹

¹ 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
- 7 Vanilla
- 8 Orange
- 9 Chamomile
- 10 Caramel
- 11 Raspberry
- 12 Cinnamon
- 13 Strawberry
- 14 Hibiscus
- 15 Mango
- 16 Peppermint
- 17 Apple
- 18 Milk Chocolate
- 19 Turmeric
- 20 Hazelnut

WHAT'S NEW FASTEAST GROWING FLAVOURS

TOP 5 FLAVOURS

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

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

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	2026
533	55.9%	100%
NPD Launches	YoY Growth	Proliferation ¹
WHAT'S NEW	Cherry Blossom	2026
20	600%	22%
NPD Launches	YoY Growth	Proliferation ¹
WHAT'S NEXT	Ube	2026
New	Emerging	22%
NPD Launches	YoY Growth	Proliferation ¹

¹ The number of times the flavour appears globally

SAVOURY SNACKS

WHAT'S NOW DOMINANT FLAVOURS

TOP 5 FLAVOURS

1 Cheese	15 Milk Chocolate
2 Sea Salt	16 Bacon
3 Chilli	17 Pizza
4 Paprika	18 Honey
5 Barbecue	19 Green Olive
6 Sour Cream & Onion	20 Black Pepper
7 Tomato	14 Sweet & Smoky
8 Sesame	15 Mac & Cheese
9 Rosemary	16 Tikka Masala
10 Sweet Chilli	17 Carolina Reaper Chilli
11 Cheddar Cheese	18 Pecorino Cheese
12 Salt & Vinegar	19 Peri Peri Chilli
13 Garlic	20 Hot Honey
14 Smoke	11 Tomato & Basil
	12 Sweet BBQ
	13 Manchego Cheese

WHAT'S NEW FASTEAST GROWING FLAVOURS

TOP 5 FLAVOURS

1 Bacon & Maple	14 Sweet & Smoky
2 Sweet & Spicy	15 Mac & Cheese
3 Tzatziki	16 Tikka Masala
4 Honey BBQ	17 Carolina Reaper Chilli
5 Fajita	18 Pecorino Cheese
6 Camembert Cheese	19 Peri Peri Chilli
7 Korean BBQ	20 Hot Honey
8 Carolina Reaper Chilli	11 Tomato & Basil
9 Dill Pickle	12 Sweet BBQ
10 Chilli & Lime	13 Manchego Cheese

WHAT'S NEXT FUTURE FLAVOURS

TOP 5 FLAVOURS

1 Chanterelle Mushroom	14 Sweet & Smoky
2 Thai Tom Yum	15 Mac & Cheese
3 Miso	16 Tikka Masala
4 Parmigiano Reggiano Cheese	17 Carolina Reaper Chilli
5 Marmite	18 Pecorino Cheese
6 Camembert Cheese	19 Peri Peri Chilli
7 Korean BBQ	20 Hot Honey
8 Carolina Reaper Chilli	11 Tomato & Basil
9 Dill Pickle	12 Sweet BBQ
10 Chilli & Lime	13 Manchego Cheese

INSIGHT Snacks

WHAT'S NOW

515 NPD Launches 18.3% YoY Growth 56% Proliferation¹ Rosemary

WHAT'S NEW

8 NPD Launches 500% YoY Growth 11% Proliferation¹ Manchego Cheese

WHAT'S NEXT

13 NPD Launches 25% YoY Growth 11% Proliferation¹ Marmite

¹ 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 FASTEAST GROWING FLAVOURS

TOP 5 FLAVOURS

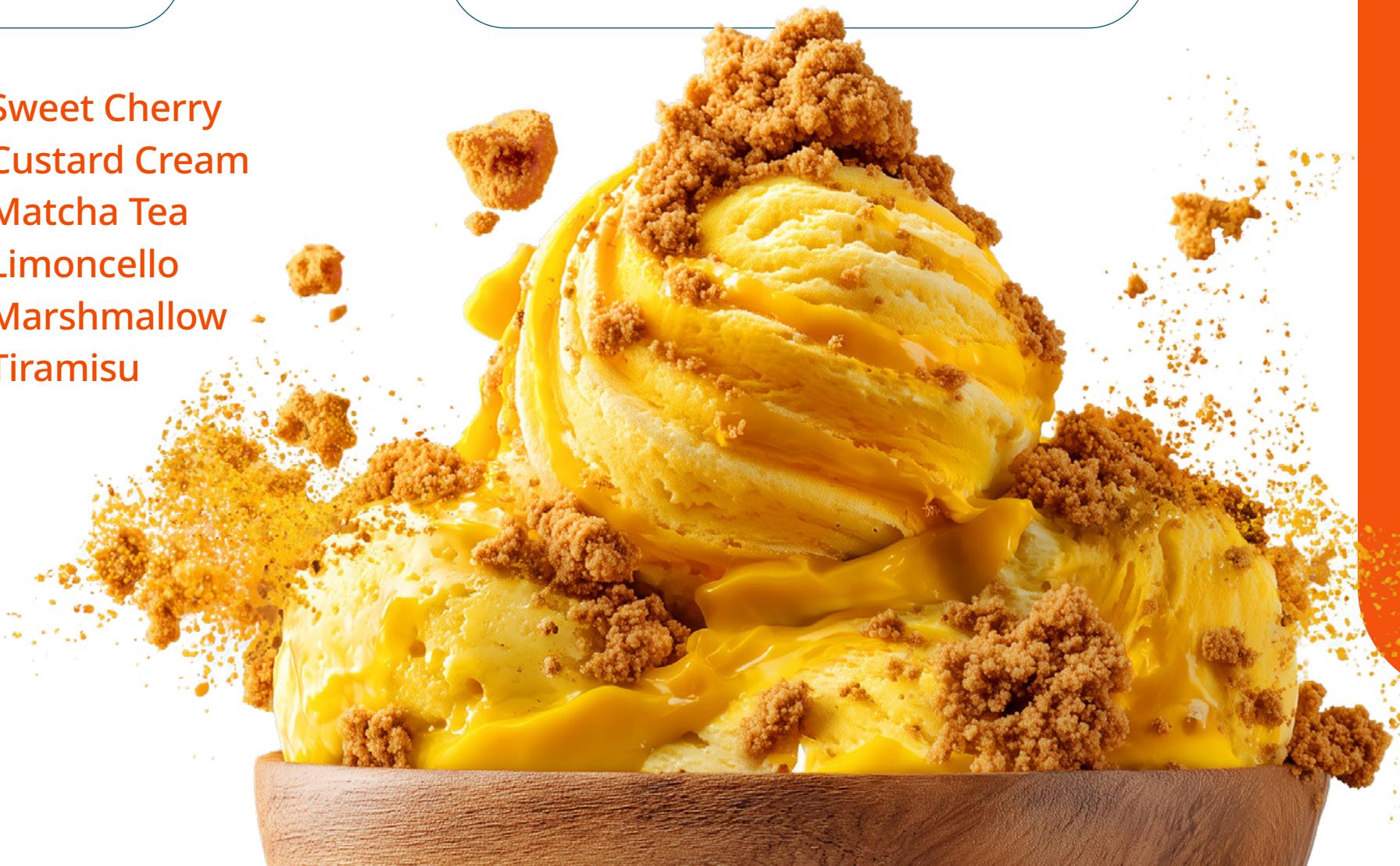
- 1 Vanilla & Cream
- 2 Coconut & Cream
- 3 Orange & Cream
- 4 Cotton Candy
- 5 Chocolate Cake

- 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

Mango
2567 NPD Launches 28.7% YoY Growth 44% Proliferation¹

WHAT'S NEW

Orange & Cream
15 NPD Launches 900% YoY Growth 22% Proliferation¹

WHAT'S NEXT

Miso
16 NPD Launches 300% YoY Growth 11% Proliferation¹

¹ The number of times the flavour appears globally

SOUP, SAUCES & DRESSINGS

WHAT'S NOW DOMINANT FLAVOURS

TOP 5 FLAVOURS

1 Tomato	16 Sun-Dried Tomato
2 Chilli	17 Ginger
3 Garlic	18 Parsley
4 Chicken	19 Smoke
5 Onion	20 Olive
6 Basil	6 Hot Honey
7 Cheese	7 Mussels
8 Curry	8 Chinese Five Spice
9 Pork	9 Shakshuka Sauce
10 Dill	10 Yuzu
11 Paprika	11 Sweet & Spicy
12 Green Pesto	12 Chilli & Lime
13 Black Pepper	13 Turkey Gravy
14 Red Bell Pepper	
15 Mushroom	

WHAT'S NEW FASTEAST GROWING FLAVOURS

TOP 5 FLAVOURS

1 Gherkin	14 Sorrel
2 Ponzu	15 Peach
3 Buffalo Sauce	16 Ginger Soy
4 Fenugreek	17 Ethiopian Berbere
5 Feta Cheese	18 Black Truffle
6 Hot Honey	19 Chipotle Chilli
7 Mussels	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 Toum

INSIGHT Soups & Sauces

WHAT'S NOW

1042 NPD Launches Mainstream 100% YoY Growth Proliferation¹

WHAT'S NEW

32 NPD Launches 800% YoY Growth 11% Proliferation¹

WHAT'S NEXT

New NPD Launches Emerging YoY Growth 11% Proliferation¹

¹ 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 FASTEAST 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

1250%

11%

NPD Launches

YoY Growth

Proliferation¹

WHAT'S NEW

Sweet & Spicy

27

1100%

33%

NPD Launches

YoY Growth

Proliferation¹

WHAT'S NEXT

Korean Bulgogi

27

1700%

33%

NPD Launches

YoY Growth

Proliferation¹

¹ The number of times the flavour appears globally

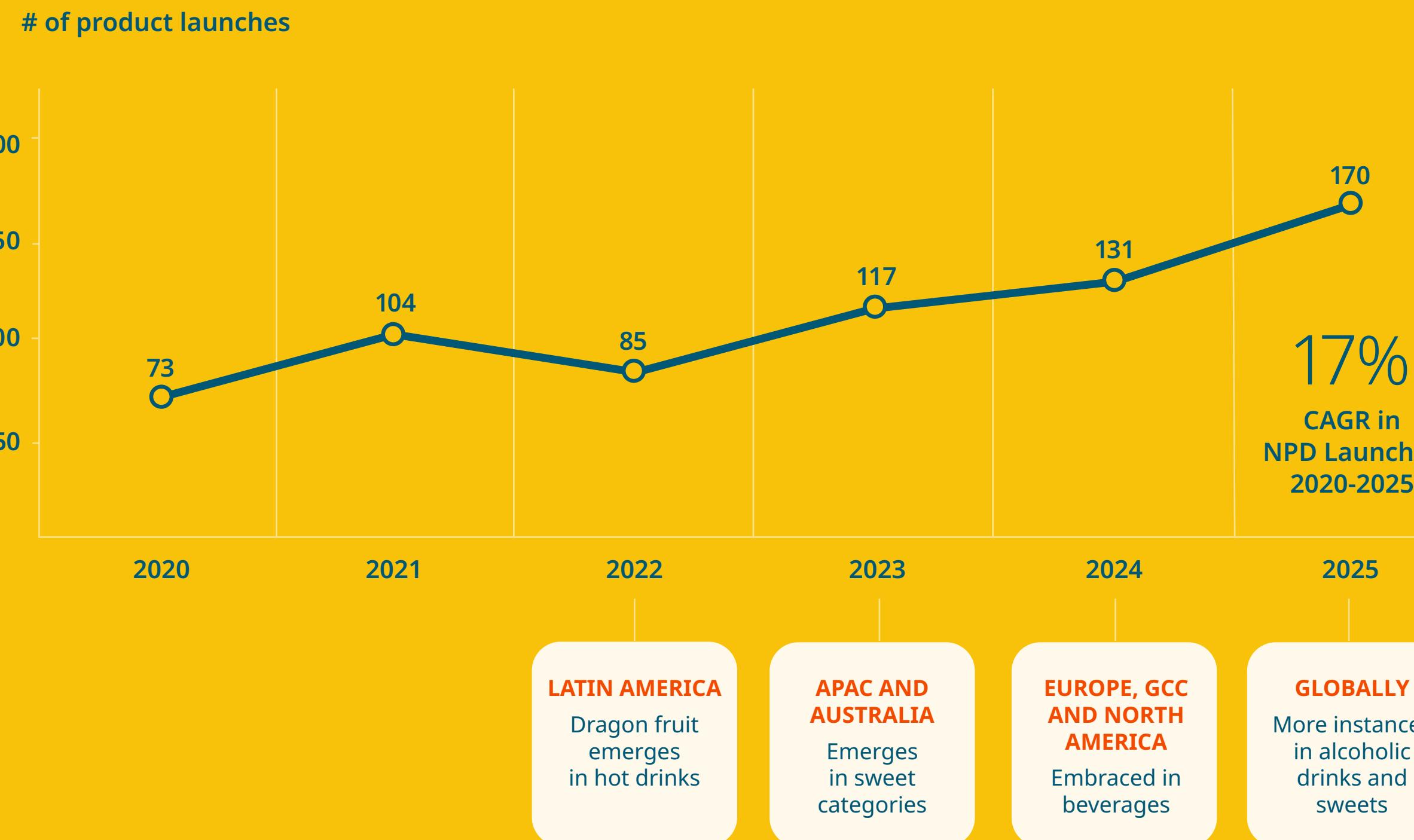
SPOTLIGHT

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



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

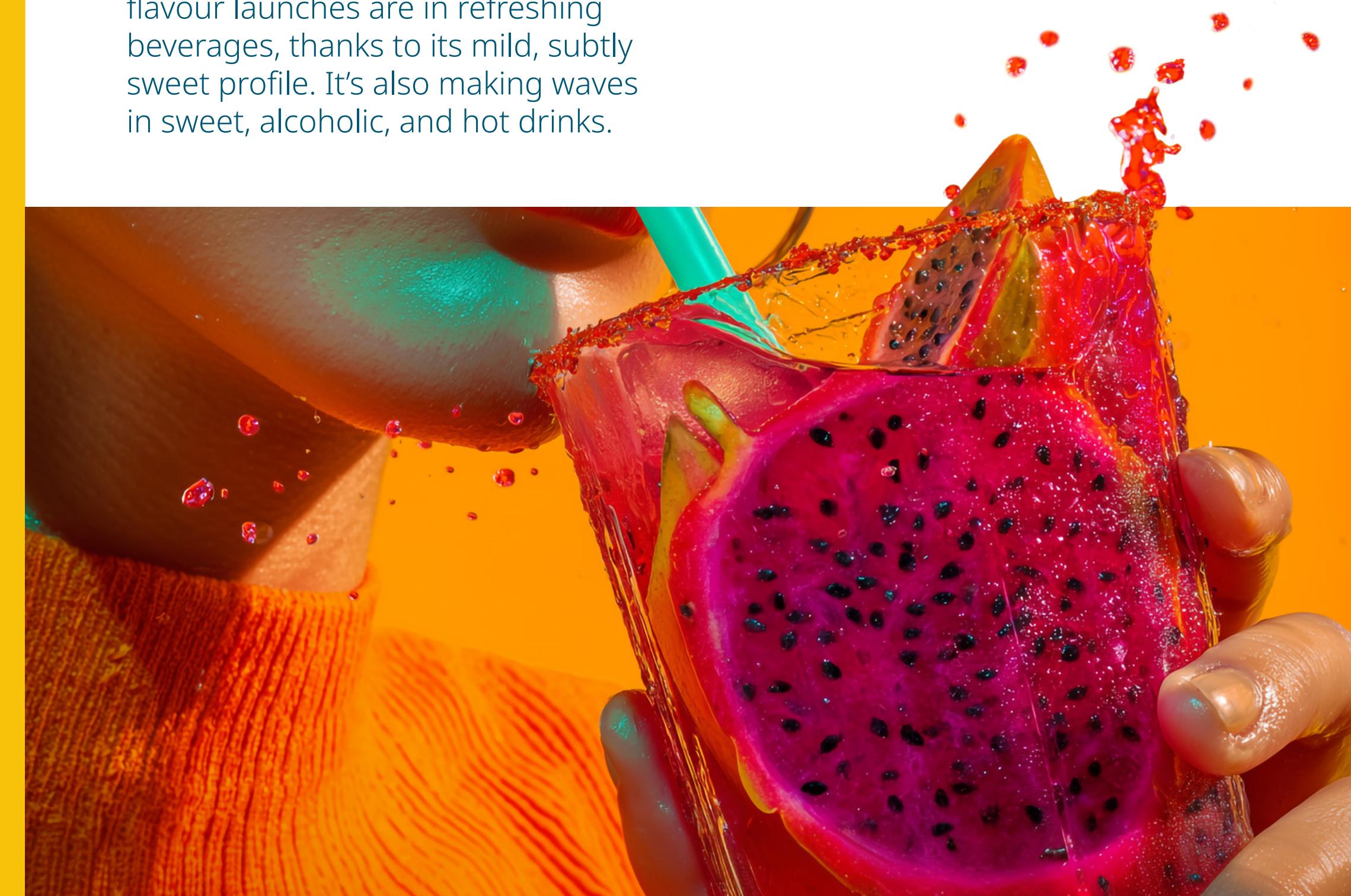
Over half of all dragon fruit flavour launches are in refreshing beverages, thanks to its mild, subtly sweet profile. It's also making waves in sweet, alcoholic, and hot drinks.

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

USA

NOW
Cheddar
White Cheddar

NEW & NEXT
Pepper Jack
Gouda

CANADA

NOW
Cheddar
Nacho

NEW & NEXT
Parmesan
Brie

EUROPE

NOW
Cheddar

NEW & NEXT
Manchego
Romano

APAC

NOW
Cheddar
Mozzarella

NEW & NEXT
Parmigiano Reggiano
Scallion Cream Cheese

68%

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

SOUTH CONE

NOW
Cheese (Generic)
Cheddar

NEW & NEXT
Blue Cheese
Ricotta

MEXICO

NOW
Cheddar

NEW & NEXT
Sour Cream & Cheddar
White Cheddar

BRAZIL

NOW
Parmesan
Cream Cheese

NEW & NEXT
Blue Cheese
Cheddar Bacon

CACAR

NOW
Cheddar

NEW & NEXT
Cream Cheese
Garlic Parmesan

ANDEAN

NOW
Cheese (Generic)

NEW & NEXT
Garlic Parmesan





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

A white, sans-serif logo for 'KERRY'. The word 'KERRY' is in a bold, uppercase font. A thin, horizontal white line arches slightly above the letters 'E', 'R', and 'Y', positioned below the baseline of the letters.