



Seasonal Flavor Lookback: Trends of Winter

Spanning from December to March, the winter season is filled with flavors and tastes consumers look forward to each year. From pistachio to cherry and strawberry varieties and more, let's take a look at the trending seasonal and limited-edition products and flavors for winter, and see where you can find inspiration for your brand.

Top Flavors in Seasonal/LTO Products

NORTH AMERICA INTRODUCTIONS, DEC. 2025 - MARCH 2026

- Strawberry
- Chocolate
- Peppermint
- Gingerbread
- Cherry
- Vanilla
- Caramel/Caramelised
- Cocoa/Cacao
- Raspberry
- Sugar
- Hazelnut
- Pistachio
- Peanut Butter
- Cinnamon

“Seasonal ranges remain a major innovation driver, with chocolate, bakery and snack brands using limited editions to boost visibility and trial.”

- Food Navigator

1,280
seasonal menu items
and LTOs launched in
winter 2026

- Datassential



Top Categories

Bakery, Chocolate Confectionery, and Sugar & Gum Confectionery ranked highest for top North America categories with winter seasonal and LTOs.

- Mintel

Trends of Interest

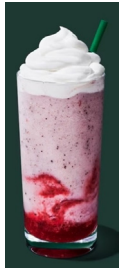
Strawberry Soars

Pistachio Popularity

Cherry Picking

Strawberry Soars

Strawberry was featured in 28 LTO or Seasonal North America product launches this season (Mintel). Innovate by considering a wide variety of profile varieties. Think jammy, candied, fresh and more – the profile options are endless.



Starbucks' Chocolate Covered Strawberry Crème Frappuccino was an LTO for Valentine's Day.



Favorite Day Strawberry Mini Hearts Dipped Pretzels

feature red sugar crystals for a sweet delight.

Pistachio Popularity

A fast-growing flavor, pistachio has experienced a 400% increase in launches from Q4 2024 vs Q4 2025 (Mintel). We've spotted this flavor in product introductions and menu items alike, spanning a variety of different categories and formats.



Pistachio Matcha Latte Mix

is a limited-edition beverage with earthy and nutty flavors of pistachio and balanced sweetness

71% of consumers love or like pistachio

- Datassential

Cherry Picking

From cherry float to cherry cola and more, this sweet fruit has been having its moment this winter. While popular in the beverage category especially, the versatile flavor gives much opportunity in a variety of categories in the food and beverage space.



Pepsi Wild Cherry & Cream

features a burst of bold cherry cola flavor, layered with a rich, smooth, creamy vanilla finish.
- BevNet

77% of consumers love or like cherry

- Datassential

The Takeaways



This season shows how simpler, more approachable flavors do not necessarily mean lack of innovation opportunities! This winter demonstrates the option to use more known flavors developed with considerations in descriptor variety, unique combinations and intriguing formats.

Looking for inspiration for your next seasonal or limited edition product development? Let's get started.

