# Seasonal Flavor Lookback: **Trends of Spring**

Spanning from March to June, the spring season is filled with flavors and tastes consumers look forward to each year. From twists on the classics, takes on texture and celebratory opportunities, let's take a look at the trending seasonal and limited-edition products and flavors for spring, and see where you can find inspiration for your brand.

## Top Flavors in Seasonal/LTO Products

MINTEL NORTH AMERICA INTRODUCTIONS, March '26 - June '26

- Strawberry
- Peanut Butter
- Lemon
- Caramel/Caramelised
- Blueberry
- Orange/Sweet Orange
- Hazelnut
- Raspberry
- Marshmallow
- Pistachio
- Cookies & Cream
- Mango
- Apple (green)
- Lime

**36% of consumers are interested in purchasing limited-edition retail items or restaurant specials/LTOs in the spring.**

- Datassential

**1,473**

seasonal menu items and LTOs launched in spring 2026

- Datassential

### Top Categories

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

*- Mintel*

### Trends of Interest

- Twists on Classics
- Texture & Flavor
- Celebrating Spring

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## Twists on Classics

Consumers love a good twist on a classic. Take strawberry for example – We're seeing continued interest with this spring flavor staple in revived ways. Leverage these classic flavors by pairing with unique flavor combinations, formats or textures.

**Benny Sparkling Strawberry and Rhubarb Flavored Energy Drink** features 80mg of caffeine.

**KFC Strawberry Crème Pie Poppers** are handheld treats with strawberry and crème pie filling in a buttery crust.

## Texture + Flavor

As experiential eating grows, consumers search for exciting textures and additions without sacrificing taste. We've seen examples like boba continue to grow for its chewy texture and sweet flavor. Unique textures can all provide intrigue when paired with complimenting flavors.

**McDonald's Mango Pineapple Refresher** features tropical and juicy flavors mixed with lemonade and strawberry popping boba.

**240% growth of boba LTOs & new/ returning items (spring 2026 vs spring 2024)**

- Datassential

## Celebrating Spring

From Easter to St. Patrick's Day, Mother's Day and more, consumers are bringing food and beverages to the center of every occasion. Capitalize on these celebrations by developing distinctive tastes and culinary inspiration that help create memorable eating experiences conveniently at-home.

Find inspiration from our consumers'

### Top Spring Flavors

- Honey
- Carrot Cake
- Key Lime Pie
- Coconut Cream Pie
- Iced Lemon Cookie
- Raspberry Cream

- McCormick Flavor Solutions Consumer Survey

## The Takeaways

This spring, consumers embraced familiar flavors with a twist, interactive (and flavorful!) texture experiences and products inspired by seasonal celebrations. Brands that blend approachable flavor, innovation, and occasion-based relevance can find opportunity for the spring season and beyond.

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

Request your **FREE** flavor sample here

Sources: Mintel, McDonalds