

4 Things You Should Know

October 2026



1

Sour Power

According to Circana and Food Dive, sour food and beverage sales across retail increased 10.8% in dollar terms over the past year. The flavor trend is strong and evolving, providing an element of surprise for consumers.



Sour Punch x NO CAP
features four iconic Sour Punch flavors in a zero sugar, zero caffeine, zero-calorie soda offering.
- NO CAP

“Sour is evolving from a specific candy segment into a broader flavor platform.”

- Flavorist.com



2

Amped up Protein

A recent report from Innova Market Insights found that 63% of people look for protein in their snacks. From snacking to beverages, confection and more, we're spotting protein added innovations in the market.



Cheez-It Protein Original
features 7 grams of protein with the same cheesy, crunchy and salty flavor profile Cheez-It's fans love. The offering is said to give consumers a new way to enjoy the popular snack and increase protein intake.



3

Spooky Season

October is peak spooky season, and the market is delivering with seasonal products and LTOs. Developers can find opportunity catering to consumer interest in seasonal flavors, spooky features and unique formats.



Hidden Valley™ Spooky Ranch
was launched just in time for Halloween. It features the creamy taste of Hidden Valley Ranch with a spooky black twist. It's mixed in a cauldron of fruit juice and cocoa with no artificial flavors.



4

Sweet Heat

From hot honey to chili and fruit pairings, “Swicy” food and beverage is moving beyond novelty. Provide unique sensory experiences for consumers by ensuring a layered, balanced and flavorful taste.



Trolli Spicy Crawlers
blends tropical and spicy notes. It is meant to be paired with their Mountain Dew® x Trolli® Mango Pineapple Punch beverage.
- PR Newswire, Trolli

1 in 4 Consumers
find fruit and spice combinations appealing in sweet categories such as desserts, cakes, pastries and juices.

- Innova, Food Ingredients First