4 Things You Should Know

November 2026



1

Everyday Hydration

Hydration is evolving into an everyday wellness ritual, extending beyond athletes to consumers seeking convenient, refreshing ways to support daily routines. Flavorful, functional options make hydration feel convenient and rewarding.



Jetty Everyday Hydration
ready-to-drink beverages and electrolyte powders feature magnesium, prebiotics and B vitamins.
- Jetty

33% of Americans drink less than five glasses of water a day.
- Liquid IV, Food Dive



2

Fiber Focus

From beverages to snacking, fiber focused products have made their mark in the market. As gut health becomes a more mainstream wellness priority, consumers are searching for fiber additions without compromising taste.



Oatly Fiber
features 5 grams of fiber per 250 milliliter serving and serves as an easy way to get more fiber without changing your lifestyle. The product comes in a Barista Edition and Low-Cal Edition. U.S. launch set for 2027.
- Oatly



3

Mystery Flavors

Often associated with Halloween and seasonal occasions, these mystery flavors have appeared across categories as a way to bring excitement to everyday occasions and turn eating and drinking into an interactive experience.



Hi-Chew Mystery Flavor Mix
launched for Halloween 2026 with an all-new secret flavor to uncover. The mix featured Green Apple, Orange Creamsicle, and Cotton Candy flavors plus the one mystery flavor.
- Hi-Chew



4

Hybrid Sweet Flavors

Swicy continues to dominate global conversations, but new hybrid sweet flavor interest like “switter,” sweet and bitter, “swoasty,” sweet and toasty and “swumami,” sweet and umami flavors are emerging.



Jeni’s Miso Butterscotch Brownie Ice Cream
is said to be “sweet, barely savory” with dark chocolate brownies in toasted sugar miso ice cream.
- Mintel

“It’s the curiosity and experiential element that has fueled expansion of hybrid sweet flavors…”
-Mintel

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