10 Flavors to Watch

Explore up and coming flavors for snack, protein, or functional bars



Caramel Cookie Butter

71% of bars consumers are interested in a caramel cookie butter profile according to the McCormick Proprietary Bars Flavor Basics Study. This was the highest scoring caramel flavor.



Pink Pineapple Cheesecake

Compared to traditional pineapples, the taste of pink pineapple is less sour, sweeter and even candy-like. Consumer familiarity is growing fast for pink pineapple according to Datassential.



Salted Vanilla Almond

"Swalty flavors make US consumers happy," according to Innova's US Flavor Trends report. Salted vanilla is popping up in the granola space with Purely Elizabeth's Salted Vanilla Pistachio & in biscuits with Pocky Salted Vanilla.



Banana Foster

Banana has been THE flavor of 2026 with it's relation to nostalgia and comfort. 2026 products like Banana Brisk Tea, Banana Pudding OREOs, and Banana Nut M&Ms showcase this trend.



Huckleberry Pie

65% of consumers want to see more huckleberry in their sweet food products (McCormick Proprietary Fruit Study). Regional American fruits are on the rise!



Peanut Butter Smores

Peanut Butter Smores are seeing break out growth in Google Searches compared to the '25 campfire season (Google Trends). Target featured a Peanut Butter Cup Smores kit and Reese's launched a Masrhsmallow variety this year.



Blackberry Lavender

Lavender is up 33% over the past 4 years with predicted future growth of 24% and blackberry is up 7% over the past 4 years with predicted future growth of 5% on US menus according to Datassential.



Tahitian Vanilla Berry

53% of bars consumers say they want to improve the classic flavors by using a unique varietal like Tahitian vanilla according to the McCorick Proprietary Bars Flavor Basics Study.



Ruby Chocolate Pretzel

The 4th official type of chocolate, this variety has a natural pinkish-red hue and a taste profile of berry-like fruitiness. It has been popular on TikTok used in cookies, coffee drinks, and lava cakes.



Strawberry Yuzu

The search term "strawberry yuzu" is up +300% in Google searches vs prior year (Google Trends). This shows the flavor is top of mind for consumers.

Flavorsolutions **Want to taste these trends? Request a FREE sample of any of these flavors**

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