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*Extracting the Essentials*

# 2026 MEGA TRENDS

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WHAT DRIVES CONSUMER BEHAVIOR  
&  
8 FLAVORS TO FOCUS ON

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Uncover where trends meet taste.

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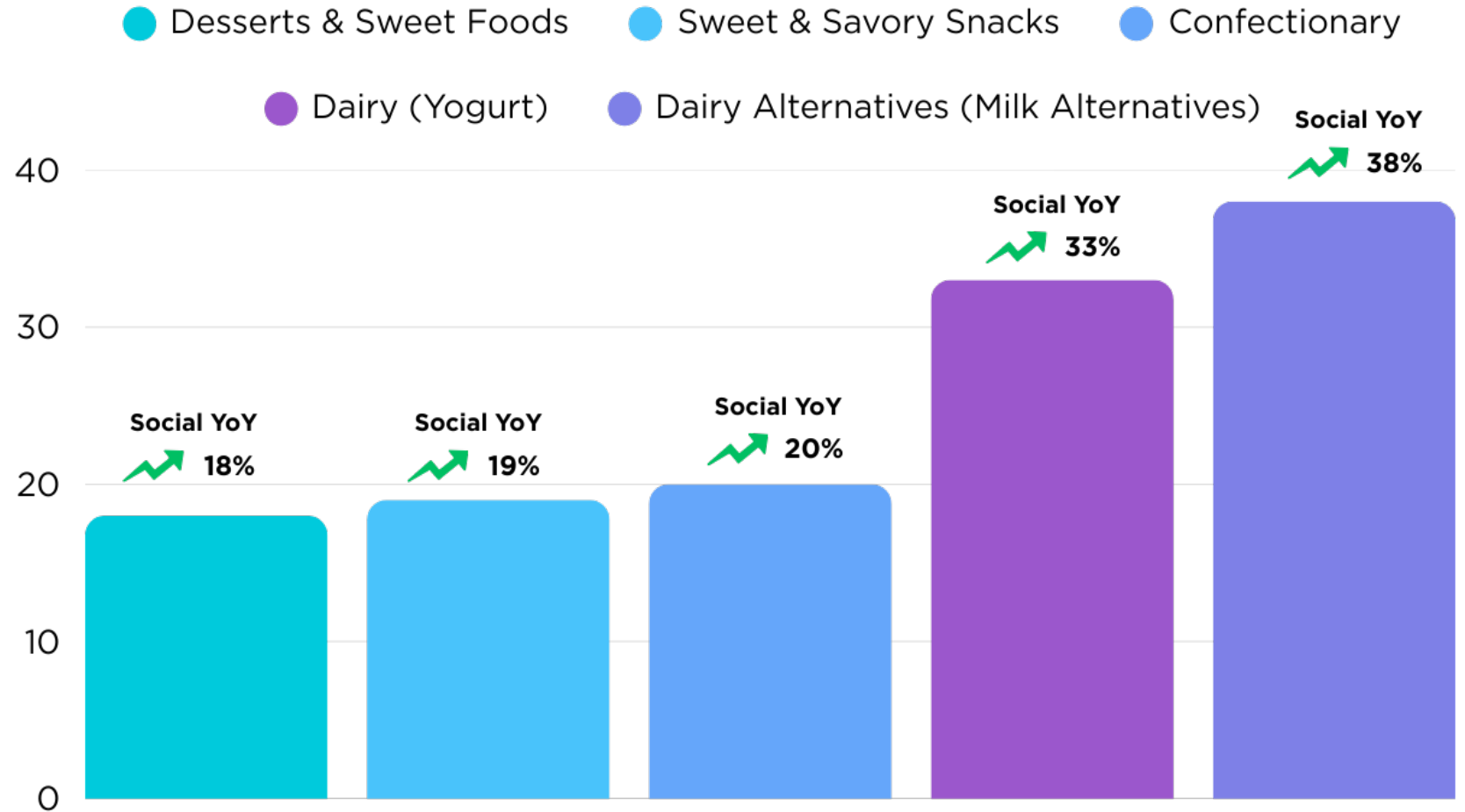
# 2026 CONSUMER MEGA TRENDS





# BRING IT BACK

## GROWTH IN SOCIAL MENTIONS ACROSS NOSTALGIC FOOD & BEVERAGE



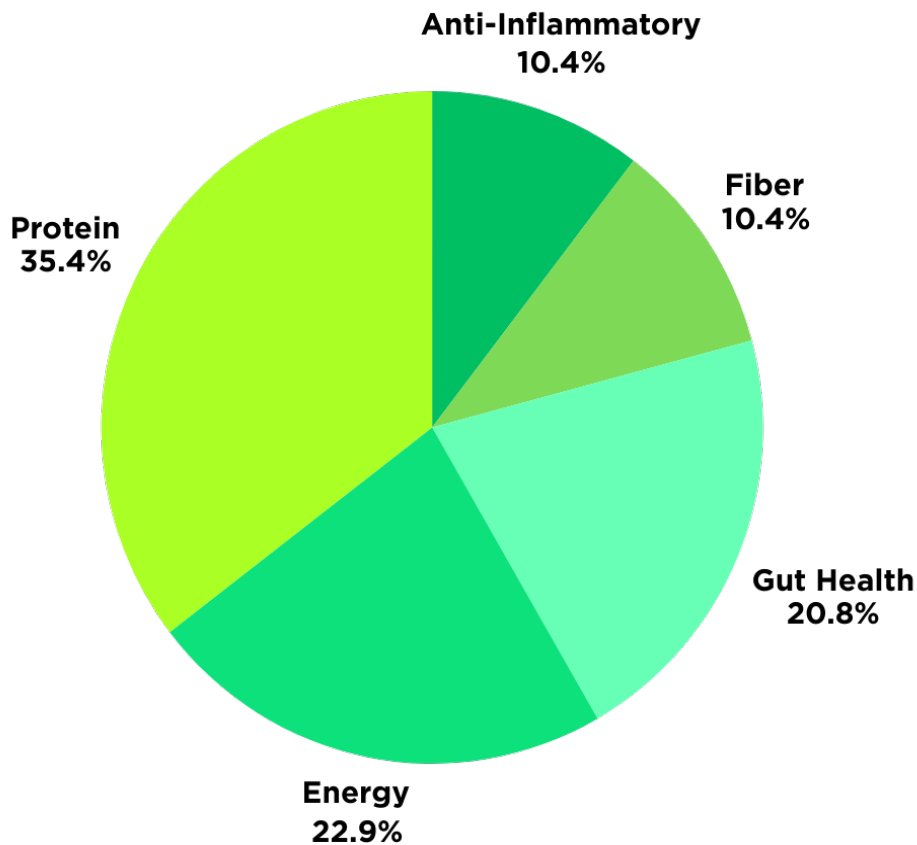
Source: Tastewise, "Nostalgic" searched across each of the above categories, YOY social growth, October 2023-2025

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# INDULGENT MEETS HEALTH

BETTER FOR YOU FOOD & BEVERAGE WITH GREAT TASTE

## TOP CONSUMER NEEDS ACROSS HEALTHY FOOD & BEVERAGE <sup>1</sup>



**49%**  
U.S. Consumers

agree taste is the primary driving factor in their choice of what to eat or drink.<sup>2</sup>

## TREND FOCUS: FLAVOR DRIVEN BEVERAGES WITH BENEFITS



### OLIPOP SODA

- ✓ 2-5G SUGAR
- ✓ PLANT FIBER
- ✓ PREBIOTICS

### BAREBELLS MILK DRINK

- ✓ 2G SUGAR
- ✓ 24G PROTEIN

1. *Tastewise: 847,000 people surveyed, Oct 2023-Oct 2025.*  
2. *Mintel Report: Indulgence Meets Performance, Nov 2024*



# TRAVELING THROUGH FOOD

CONSUMERS TAKING INSPIRATION FROM GLOBAL FLAVORS



**64%**

*U.S. Consumers*

Say they would like their usual supermarket/grocer to offer more international food & drink options. <sup>3</sup>

## TREND FOCUS: DUBAI CHOCOLATE



**38%** of US consumers say they have tried Dubai chocolate, and **54%** are interested. <sup>4</sup>

**1**

New Dubai Chocolate **Product Launch in 2024.**



**51**

New Dubai Chocolate **Product Launches in 2025**

*3. & 4. Mintel Report: Global Convenience Expands at Summer Fancy Food Show, October 2025. Dubai Product Launches, Mintel GNPD*

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# LET'S EXPERIMENT

## FLAVOR PAIRINGS (MASHUPS) GAINING MOMENTUM

TREND FOCUS: SWEET & SPICY



Lays Swet & Spicy  
Honey Chips



Mike's Hot Honey

43%

Globally, consumers look for unique creations that deliver ultimate indulgence.<sup>5</sup>

GROWTH IN SOCIAL MENTIONS IN TASTE NEEDS ACROSS FOOD & BEVERAGE MASHUPS.<sup>6</sup>

SWEET & SAVORY

646%

SWEET & SPICY

326%

SWEET & SOUR

107%

5. Innova Top Food Trends 2025

6. Tastewise: People: 9,805,793 Posts: 81,904,730 Recipes: 5,522,720 Dishes: 127,739,793 Restaurants: 739,412. October 2023-2025



# PLUGGED IN

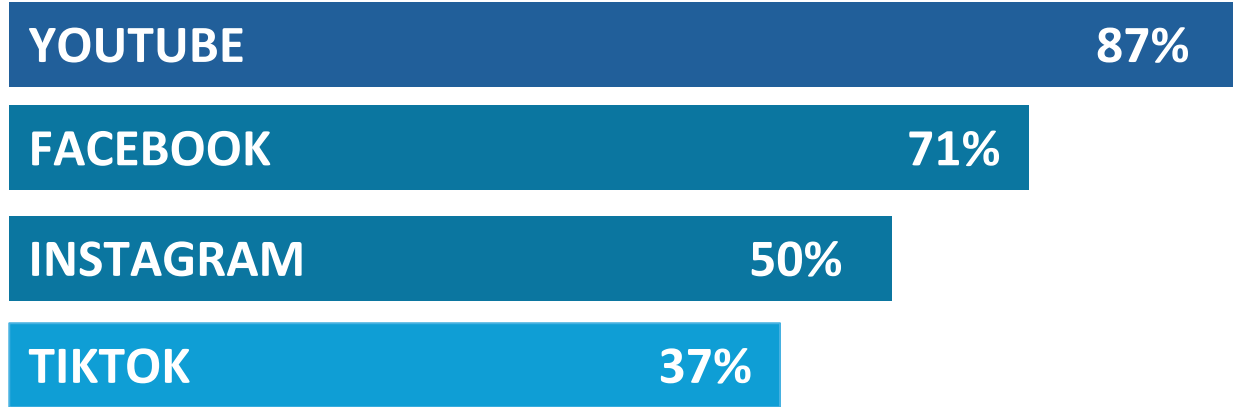
## TECH INFLUENCE IN FOOD & BEVERAGE



**87%**  
U.S. Gen Z  
Consumers

buy food & drink products they have seen on social media (vs. 66% Gen X) <sup>7</sup>

### % OF U.S. ADULTS WHO USE SOCIAL MEDIA



7. Mintel Report: Trends in Snacks. September 2025

8. Pew Research Center, Survey conducted Feb 2025-June 2025

# GOOD FOR THE PLANET

## CONSUMER INTEREST REGARDING SUSTAINABILITY



U.S. consumers buy from local companies when possible

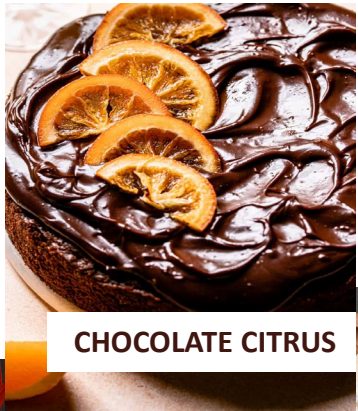


U.S. consumers are interested in upcycled-ingredient foods



U.S. consumers want greater transparency in farming practices

# PROVA'S 2026 FLAVORS OF THE YEAR



CHOCOLATE CITRUS



CHERRY CRUMBLE



SPICY VANILLA MANGO



DULCE DE LECHE



HOT & SPICY MAPLE



PUMPKIN CINNAMON ROLL



AFFOGATO



PEANUT PRALINE

Explore how these **flavors** meet **your market!**



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# THANK YOU!



CLICK HERE TO SAMPLE OUR  
8 FLAVORS OF 2026



CLICK HERE TO CONNECT WITH OUR TEAM TO  
DISCOVER HOW THE TRENDS & FLAVORS MEET  
YOUR MARKET!

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