NEWS | GLOBAL

# Tastepoint by IFF predicts ten flavour trends for 2026

The predictions spotlight flavours anticipated to trend in retail, food service and beyond throughout the coming year

By **Sanjiv Das** | February 5, 2026



tastepoint

> WordPress post #38848

*The predictions spotlight flavours anticipated to trend in retail, food service and beyond throughout the coming year*

Tastepoint by IFF, a leader in innovative flavour creations and taste solutions, has identified ten flavours expected to shape the North American food and beverage landscape in 2026. These predictions spotlight flavours anticipated to trend in retail, food service and beyond throughout the coming year.

“To continue delivering product development solutions that meet consumers’ unique and changing needs, we stay attuned to industry and market trends, keeping a pulse on what’s relevant now and in the future,” said Nicole Potash, Tastepoint general manager. “Our annual flavor trend predictions reflect a vibrant mix of influences, from nostalgia-driven classics to global favorites gaining momentum in the US, as well as bold new combinations. We hope this year’s list provides brands with valuable insights and fresh inspiration to create products that excite the senses and spark imagination.”

At the intersection of science and creativity, Tastepoint draws on decades of experience to guide brands in developing trend-driven food and beverage products that ignite inspiration and delight consumer palates.

Each year, Tastepoint forecasts ten flavour trends based on data-driven market analysis, food service menu tracking, social listening and changes in consumer behavior. The 2026 list offers insights across categories including confectionery, beverages, dairy, culinary, snacks and bakery. It reflects key trend movements such as nostalgia and better-for-you and identifies global flavors expected to gain traction in North America.

The top 10 flavors to watch in 2026 are:

Mandarin: Already popular in juices and sparkling beverages, this citrus favorite is poised to expand into cocktails, coffee, frozen novelties, salad dressings and sauces.

Cherry: The sweet and tart flavor of cherry delivers a powerful sense of nostalgia and is expected to lead the way in new beverage launches and appear in snack bars and mixes, confectionery, and dairy applications.

Sweet Corn: Historically a staple dish worldwide, sweet corn is seeing renewed interest. Driven by the popularity of Mexican street corn, or Elote, and other global favorites, its versatility continues to expand.

French Onion Soup: A timeless comfort food, its deep, savory profile is projected to move into new menu applications.

Cola: With its iconic flavor profile currently experiencing a resurgence, cola is expected to move beyond beverages and into unexpected categories such as ice cream and bakery.

Limoncello: As consumers seek authentic, premium experiences, this quintessential Italian liqueur is expected to influence new categories, from baked goods to ready-to-drink teas and coffees.

Sweet Heat: Often known as “swicy”, the crave-worthy combination of sweet and spicy flavors is gaining traction, expanding beyond culinary and snacks, into ice cream, cocktails and beyond.

Pancake: This comforting, sweet flavor is predicted to break free from breakfast and appear in a wide range of new formats fit for scoop shops or late-night snacks.

Tiramisu: Offering a decadent, layered flavour experience, tiramisu-inspired products are well positioned to appear in categories beyond the bakery space.

Chai Spice: With chai’s rise as a global favorite, its sweet-and-spicy profile is gaining popularity in food and beverage applications. Its aromatic depth offers a comforting yet elevated alternative to traditional warming spices.

---

Read online: https://nuffoodsspectrum.in/news/31/23114/tastepoint-by-iff-predicts-ten-flavour-trends-for-2026.html
© 2026 NUFFOODS Spectrum. All rights reserved.