

# SEASONAL FLAVOR LOOKBACK: TRENDS OF SUMMER

Spanning from June to September, the summer season is filled with refreshing flavors and summertime classics consumers look forward to each year. Each summer, consumers await innovative seasonal and limited-edition products that feature exciting new flavors, formats and collaborations. Snacks, bakery, and sugar & gum confectionery dominated this season, but developers can find inspiration cross-category.

From summer's sweet and spicy surprises to tastes of tropical getaways and summer favorites, let's take a look back at the trending seasonal products and flavors for summer, and see where you can find inspiration for your brand.



## 91% OF CONSUMERS

say "I find food and beverage products with seasonal flavors exciting because I can't always get this flavor"

- MCCORMICK 2023 SEASONAL SURVEY



We took a deep dive into summer's top flavors and trends and spotted many classics and some notable growing flavors. Below are summer's top flavors in seasonal and limited-edition launches this year.

### TOP FLAVORS IN SEASONAL/LTO PRODUCTS: North America Introductions, June 2024 - Sept. 2024

- |   |   |
|---|---|
| <span style="color: #003366;">■</span> S'mores                      | <span style="color: #003366;">■</span> Pumpkin/Squash/Gourd/Spice |
| <span style="color: #FF0000;">■</span> Orange/Sweet Orange          | <span style="color: #FF0000;">■</span> Strawberry                 |
| <span style="color: #006633;">■</span> Grape                        | <span style="color: #006633;">■</span> Apple (Green)              |
| <span style="color: #FF6600;">■</span> Sugar (Icing/Frosting/Glaze) | <span style="color: #FF6600;">■</span> Cherry                     |
| <span style="color: #CC99CC;">■</span> Apple & Caramel/Caramelized  | <span style="color: #CC99CC;">■</span> Blue Raspberry/Blue Raz    |

### GROWING FLAVORS IN SEASONAL/LTO PRODUCTS: Global Introductions, Q3 2023 vs. Q3 2024

- |  |        |
|--|--------|
| <span style="color: #003366;">■</span> Ham .....                     | +1100% |
| <span style="color: #FF0000;">■</span> Black Truffle (Mushroom)..... | +1000% |
| <span style="color: #006633;">■</span> Blue Raspberry/Blue Raz ..... | +900%  |
| <span style="color: #FF6600;">■</span> Cantonese.....                | +600%  |
| <span style="color: #CC99CC;">■</span> Crème Brûlée .....            | +500%  |

Sources: Mintel GNPD; Datassential

## KEY TRENDS:

- Summer Classics
- Swicy Soars
- Tropical Getaways



### NOTABLE PRODUCT INTRODUCTIONS:

- Dr. Pepper Creamy Coconut Soda
- PopCorners Jalapeno Popper Popped-Corn Snack
- Market District Margarita Seasoned Mini Pretzels
- Mtn Dew Star Spangled Splash Soda
- Blue Diamond Ranch Flavored Almonds
- Goldfish Spicy Dill Pickle Flavored Baked Snack Crackers
- Oreo Coca-Cola Cookies with Popping Candy



### FLAVORS ON THE MENU

**1,143** launched menu items & LTO's in **Summer 2024** - DATASSENTIAL

- Taco Bell Mango Peach Agua Refresca
- TCBY Blue Raspberry Lemonade Sorbet
- Dutch Bros Coffee Iced Cookie Butter Latte
- Popeyes Sweet n' Smokey Chipotle Wings



## SNACKS, BAKERY AND SUGAR & GUM CONFECTIONERY

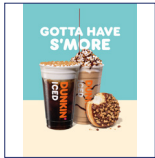
ranked highest for top North America categories with summer seasonal and limited-edition offerings.

- MINTEL GNPD

# SUMMER CLASSICS

It wouldn't be summer without the classic tastes of flavors like s'mores, lemonade, watermelon and more. While this varies by consumer and demographic, we spotted classic summer flavors still rising to the top. Summer holiday focused products also leveraged familiar flavors to cater to consumer nostalgia and interest.

## PRODUCTS OF NOTE



**DUNKIN BONFIRE S'MORES FROZEN COFFEE** is said to offer a smooth and creamy blend of s'mores and vanilla flavors, topped with whipped cream, mocha drizzle and graham crumbles.



**BREYERS STAR SPANGLED SCOOPS** was available for the 4th of July and features strawberry, vanilla and blueberry flavor with other natural flavors.



**KIT KAT CRISP WAFERS IN PINK LEMONADE** is a limited-edition candy bar that is artificially flavored and features a pink lemonade flavored crème.



**YARDS SUMMER CRUSH CITRUS WHEAT BEER** features classic refreshing citrus tastes of orange and lime zest. It is said to be juicy and mellow.

Sources: Mintel GNPD; Dunkin'; Mintel GNPD

# SWICY SOARS

Combinations of sweet and spicy or "swicy" flavors are heating up! Whether it's on social media or a restaurant's menu, you've likely seen some variation of sweet and spicy or "swicy" flavors in unexpected products like chips, sauces, drinks and more this summer.

## 84% OF CONSUMERS

say they eat spicy food.  
- DAYMON & ADVANTAGE SOLUTIONS

## SWEET & SPICY PAIRINGS

on menus are up 38% in the last year.  
- DATASSENTIAL

## PRODUCTS OF NOTE



**KETTLE BRAND SWEET & SPICY GOCHUJANG POTATO CHIPS** are limited-edition and naturally flavored. The product is said to feature sweet and spicy excitement from every bite and are a Korean delight.



**LOCAL HIVE HONEY HOT SAUCE** Local Hive launched a new line of sweet and spicy hot sauces this summer. The line features flavors such as Mango Habanero, Hatch Chile with Southwest Honey, Sriracha and more.

Sources: Mintel GNPD; Food Business News

# TROPICAL GETAWAYS

Consumers are loving adventurous and global flavors especially in the tropical realm. Developers can try pairing tropical fruit flavors with a classic fruit flavor to add an innovative spin on a flavor profile. In introducing these unique and exotic flavors, developers can transport consumers through an experiential eating adventure in a variety of food and beverage categories.

## PRODUCTS OF NOTE



**MARKET DISTRICT TROPICAL PUNCH ICE FROZEN DESSERT** is a limited-edition frozen dessert featuring a blend of mango, strawberry, pineapple and passion fruit flavors.



**PEACH MANGO CHEERIOS** are a limited-edition product for summer said to be "bursting with the vibrant flavor of peaches and mangos."

## 75% OF CONSUMERS

cite they are interested in trying tropical flavors.  
-DAYMON & ADVANTAGE SOLUTIONS

Sources: Mintel GNPD; Daymon & Advantage Solutions; Cheerios; Amazon

# A WORD FROM OUR EXPERT

**CHLOE MORRIS, PRODUCT MANAGER I**

"Leveraging sweet heat (or swicy) flavor pairings in food and beverage is a perfect innovation pathway for seasonal launches. By combining approachable, recognizable sweet profiles with a touch of adventure through spice, brands are able to tap into a wide consumer base. Add that growing interest on top of the scarcity attraction of a seasonal or LTO launch and it's an innovation match made in heaven."



Looking for flavor inspiration for your next seasonal or limited-edition product development? Reach out to us for more information. Let's get started!

Request Your FREE Flavor Sample Here