

SEASONAL FLAVORS: TRENDS OF SUMMER

Spanning from June to September, with summer often comes time for R&R, fun in the sun, and indulging in tasty food and beverages with friends and family. Each summer, consumers look forward to innovative seasonal and limited-edition products that feature exciting new flavors, formats and collaborations. While sweet treats in bakery, refreshing summer beverages, and snacks dominated this season, product developers can find opportunity in the seasonal and LTO space cross-category.

From all the sweet (and pink) Barbie collaborations you can think of to tastefully spicy eats, let's take a look at the trending seasonal products and flavors for summer, and see where you can find inspiration for your brand.



~ 25% OF CONSUMERS

said that limited edition flavors have an influence on their choices.

- INNOVA



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 2023 - Sept. 2023

- | | |
|-------------|--------------------------------|
| ■ Sugar | ■ Tropical |
| ■ Peach | ■ Apple |
| ■ Lemon | ■ Cola |
| ■ Raspberry | ■ Pumpkin/Squash & Spice/Spicy |
| ■ Blueberry | ■ Chocolate |

TOP FLAVORS IN SEASONAL/LTO PRODUCTS: Global Introductions, June 2023 - Sept. 2023

- | | |
|------------------------|----------------|
| ■ Cola | ■ Peach |
| ■ Strawberry | ■ Chocolate |
| ■ Coconut | ■ Watermelon |
| ■ Custard/Pastry Cream | ■ Fruit |
| ■ Lemon | ■ Lemon & Lime |

KEY TRENDS:

- Cue the Collaborations
- Seasonal Celebrations
- Spicy Still Soars



NOTABLE PRODUCT INTRODUCTIONS:

- Doritos Spicy Pineapple Jalapeno Corn Chips
- the Ryl co. Sweet Tea Crafted by Morgan Wallen
- Town House Original Star Spangled Dippers
- Mtn Dew Summer Freeze Carbonated Soft Drink
- Bud Light Sangria Splash Seltzer
- Betty Crocker Limited Edition Strawberry Lemonade Cookie Mix
- Elmhurst Oat & Cashew Vanilla Lavender Botanical Blend
- Van Leeuwens Limoncello Cake French Ice Cream
- Market District Mango Dragon Fruit Black Tea
- Busch Peach Flavored Light Lager



GROWING FLAVORS:

North America Introductions, Q2 2022 vs Q2 2023

- S'more+600%
- Roasted/Toasted+600%
- Pickle/Pickled+200%
- Spice/Spicy+200%
- Brownie+150%



BAKERY, ALCOHOLIC BEVERAGES AND SNACKS ranked highest for top North America categories with summer seasonal and limited-edition offerings

- MINTEL GNPD

CUE THE COLLABORATIONS

Summer of 2023 was all about unique limited-time only collaborations and product introductions. From doubling down on pink inspired by Barbie at the box office, to mustard Skittles and ice cream truck treat themed donuts, this season goes to show how unexpected collaborations can excite consumers with new flavors and formats.

PRODUCTS OF NOTE



FRENCH'S AND SKITTLES MUSTARD FLAVORED SKITTLES launched for National Mustard Day featuring the classic taste of French's classic yellow mustard.



KRISPY KREME partnered with Good Humor and Popsicle to release doughnuts inspired by three of their frozen treats — A Popsicle Firecracker, a Vanilla King Cone and a Creamsicle.



THE RYL CO. MORGAN WALLEN SWEET TEA tastes like Tennessee* and contains 20 mg caffeine. **49%** of consumers said they likely or definitely would buy this product.



BARBIE X SWOON PINK LEMONADE is naturally sweet from monk fruit, contains 0g sugar and 5 calories. **30%** of consumers said they likely or definitely would buy this product

SPICY STILL SOARS

Despite the summertime heat, consumers are still craving spice for their taste buds! According to Datassential, spicy foods and seasonal flavors like blueberry and pulled pork are some of the summer's biggest trends. Flavor varieties like Nashville hot, spicy honey, and chili varieties are all of interest for consumers. *In fact, spice/spicy flavor introductions grew 200% Q2 2022 vs Q2 2023.*

PRODUCTS OF NOTE



HEINZ "STUPID GOOD NOT STUPID SPICY" CAMPAIGN promoted 3 new spicy ketchups that focus on a tasteful spicy alternative including Chipotle, Jalapeno, and Habanero spicy ketchup flavors.



SPAGHETTIOS SPICY ORIGINAL WITH FRANKS RED HOT contains a mild to medium level of heat and is targeted at millennials who want a more mature variety suited to their tastes.

93% OF RESPONDENTS

to a new york post survey said they prefer some level of heat in their food.

- NEW YORK POST

SEASONAL CELEBRATIONS

It wouldn't be summer without eagerly anticipated events like the Fourth of July, summer barbeques, and refreshing sips by the pool. The notes of nostalgia involved with these eating occasions gives developers a way to connect with consumers through their favorite flavors and connections to fond memories.

PRODUCTS OF NOTE

37% OF CONSUMERS

associate the Fourth of July with eating occasions and special flavors, dishes, or limited-time menu releases.

-MINTEL



TWISTED TEA HARD ICED TEA PARTY PACK features a Rocket Pop Iced Tea made with cherry, lemon lime and blue raspberry flavors. **58%** of consumers responded that they likely or definitely would buy this product.



FAVORITE DAY GRILLABLE BROWNIE S'MORES feature a brownie topped with milk chocolate, marshmallows and graham squares and can be warmed in the oven or on the grill. **36%** of consumers responded that they likely or definitely would buy this product.

THE TAKEAWAYS

From unique collaborations that got consumers talking, to summer celebration themed treats and spicy introductions, this season can provide much flavor inspiration for brands in the food and beverage space. As consumers look to the new and exciting, brands can leverage twists on classic flavors and formats as well as connecting with them through intriguing collaborations and campaigns.

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

SOURCES:

- Mintel
- Mintel GNPD
- CNN
- Food Business News
- Today
- Food and Wine
- Datassential
- New York Post
- Pure Wow
- Grubhub
- Food Dive
- Marketing Dive
- McCormick
- Innova



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