

SEASONAL FLAVOR LOOKBACK: TRENDS OF SPRING

Spanning from March to June, the spring season is filled with seasonal inspired flavors and fruity and indulgent tastes consumers look forward to each year. Each spring, consumers await innovative seasonal and limited-edition products that feature exciting new flavors, formats and collaborations. Chocolate confectionery, snacks and bakery dominated this season, but developers can find inspiration cross category.

From spring's fruity features and seasonal celebration inspired favorites to consumer interest in Honey profiles, let's take a look back at the trending seasonal products and flavors for spring, and see where you can find inspiration for your brand.



41% OF CONSUMERS

say they are extremely interested in consuming food and beverage products with seasonal or limited-edition flavors.

- MCCORMICK FLAVOR SOLUTIONS SEASONAL
SURVEY US 2025



Below are spring's top flavors in seasonal and limited-edition launches this year.

TOP FLAVORS IN SEASONAL/LTO PRODUCTS: North America Introductions, March. 2025- June. 2025

■ Strawberry	■ Carrot Cake
■ Lemon	■ Mango
■ Sugar	■ Peanut Butter
■ Marshmallow	■ Salt/Salted & Nut
■ S'mores	■ Orange/Sweet Orange

GROWING FLAVORS IN SEASONAL/LTO PRODUCTS: Global Introductions, Q1 2024 vs. Q1 2025

■ Salt/Salted	+400%
■ Multiple Flavor	+400%
■ Cheese	+400%
■ Honey	+400%
■ Roasted/Toasted	+350%

Sources: Mintel GNPD

KEY TRENDS:

- Fruit Focus
- Sweet as Honey
- Seasonal Celebrations



NOTABLE PRODUCT INTRODUCTIONS:

- Kutz Lemonade Potato Chips
- Fruit Riot! Watermelon Blast Flavored WarHeads Extreme Sour Grapes
- Lays Thai Style Red Curry Potato Chips
- Jeni's Burnt Orange Dreamsicle
- La Colombe S'mores Latte Cold Brew with Milk
- V8 Sweet & Spice Pineapple Jalapeno Juice



FLAVORS ON THE MENU 2,848 launched menu items & LTO's in **spring 2025** – DATASSENTIAL, US CHAINS

- Takis Fuego Chicken Sandwich
- Playa Bowls - Playa Passion – Passion Fruit Bowl
- McDonald's Ranch Snack Wrap



CHOCOLATE CONFECTIONERY, SNACKS AND BAKERY

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

- MINTEL GNPD

FRUIT FOCUS

Every year, the spring season kicks off an increased interest in fruit forward flavors as weather warms up and consumers start to crave sunny, tropical escapes. From berries to tropical fruits, orchard fruits and citrus, developers can find a wide variety of fruit profiles to fit their brand. This season, we see Strawberry soaring in product introductions as well as features of Passion Fruit in recent products.

PRODUCTS OF NOTE



PASSION FRUIT BASIL FLAVORED LEMONADE is limited-edition and features lemonade with other natural flavors. The product contains 12% juice.



LA COLOMBE STRAWBERRY MOCHA COLD BREW DRAFT LATTE is frothy and creamy and features 100mg natural caffeine.

Sources: Mintel GNPD

SEASONAL CELEBRATIONS

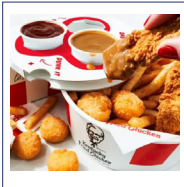
While our research shows spring is less of interest for consumers for seasonal and LTO flavors compared to other seasons, highlighting holidays or celebrations can help to entice consumers. Developers can focus on larger holidays like Easter and St. Patrick's day, but they can also find opportunity in promoting fun flavors and formats in products related to events like March Madness, Derby Day, and similar celebrations.

84% OF CONSUMERS

purchase food and beverage products with seasonal flavors for special occasions like celebrations.

- MCCORMICK FLAVOR SOLUTIONS
SEASONAL SURVEY US 2025

PRODUCTS OF NOTE



Sources: USA Today; KFC

KFC DUNK IT BUCKET comes with two Original Recipe Tenders, one individual size of Secret Recipe fries, Mashed Potato Poppers and a choice of three sauces. The offering was launched just in time for March Madness.

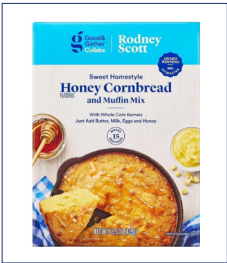
SWEET AS HONEY

According to our recent consumer survey, Honey was ranked as a top flavor of interest for consumers for the spring season. We also see Honey flavor showing 400% growth in Global Introductions, Q1 2024 vs. Q1 2025. Developers can innovate by pairing this flavor with a variety of profiles from spicy to salty, fruit forward options, botanical profiles, and more.

PRODUCTS OF NOTE



BETTER GOODS SPRING FRUIT SPREADS contain one jar each of Strawberry Lemonade Fruit Spread and Apricot Honey Fruit Spread. The product was launched for Easter 2025.



GOOD & GATHER & RODNEY SCOTT SWEET HOMESTYLE HONEY FLAVORED CORNBREAD AND MUFFIN MIX is a collaboration with award winning BBQ pitmaster Rodney Scott.

80% OF CONSUMERS LOVE OR LIKE HONEY

- DATASSENTIAL

Sources: Mintel GNPD, McCormick Flavor Solutions Seasonal Survey US 2025, Datassential

A WORD FROM OUR EXPERT

Molly Zimmerman, Principal Scientist, Innovation

"I think what's most interesting about spring flavors is that spring is a transitional season, and the flavors often reflect that. While we often think of florals for spring, which might not be revolutionary, I often think of things that have one foot in winter and the other in summer like fruit & crème combinations or creamy vanilla with refreshing mint. Developers can focus on creating balance, pairing a little bit of indulgence with something light and reminiscent of the summer that is on its way."



Request Your
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Looking for flavor inspiration for your next seasonal or limited-edition product development? Let's get started!

Mc Flavorsolutions