

# Trending Flavors and Ingredients in Non-alcoholic Beverages - US - April 2021

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## This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the non-alcoholic beverage market
- Flavors and attributes consumers look for in non-alcoholic beverages
- Experience and interest in emerging flavors
- Behaviors and attitudes impacting non-alcoholic beverage selection

The non-alcoholic beverage market has been blurring the lines between traditional beverage categories, which can lead to complex pipeline development, but also creates opportunity to test the waters with new and trending flavors. Flavored beverages invoke both enjoyment and health, and consumers want and expect both, perhaps not always at the same time. Dynamic flavor combinations, functional ingredients and clean, recognizable ingredients will deliver on these high expectations set by consumers. This Report explores current and emerging flavor trends and dives into the consumer perspective around flavored drink selection to help guide future innovation through this complicated super category.



“The non-alcoholic beverage category first and foremost relies on its most important and often inherent functionality, satisfying thirst, to drive consumer purchase, but consumers also look to flavored beverages as a treat.”

– Alyssa Hangartner, Flavor and Ingredient Trends Analyst

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