

Trending Flavors and Ingredients in Non-Alcoholic Beverages - US - 2022

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- Experience and interest in emerging flavors and ingredients within non-alcoholic beverages
- Driving forces behind new flavor trial within non-alcoholic beverages
- Behaviors and attitudes impacting non-alcoholic beverage selection
- Flavors and attributes consumers look for in non-alcoholic beverages

Uncertainties stemming from COVID-19 have sent consumers craving comforting, nostalgic beverages. Simultaneously, the pandemic has emphasized the role that non-alcoholic drinks play in overall wellness and has sparked interest in natural, functional and no sugar/calorie beverages. These compounding factors have led to increased non-alcoholic beverage opportunities and sales in recent years.

While the sub-categories within non-alcoholic beverages differ in many capacities, they share the commonality of providing hydration, enjoyment and/or function, which are the core pillars for usage. Successful flavor and ingredient innovation within non-alcoholic beverages will need to focus on layering these pillars into a single beverage to increase the value-for-money appeal, especially as consumer spending power is slashed by inflation.



“Successful flavor and ingredient innovation within non-alcoholic beverages will need to focus on hydration, enjoyment and/or function, which are the core pillars for usage. Combining these pillars into a single beverage will prompt consumer purchases by increasing the value-for-money appeal, which will be crucial as consumer spending power is slashed by inflation.”

– **Anna Fabbri, Flavor and Ingredient Trends Analyst**

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Table of Contents

OVERVIEW

- **What you need to know**
- **This Report looks at the following areas**
- **Definition**
- **Market context**

EXECUTIVE SUMMARY

- **Top takeaways**
- **Market overview**
Figure 1: Total US sales of non-alcoholic beverages in millions, at current prices, 2019-21
Figure 2: Category outlook, 2022-27
- **Opportunities and challenges**
- **Fuse in familiarity when it comes to new flavor trial**
Figure 3: New flavor motivators, 2022
- **Focus on targeting men in functional beverage advertising**
Figure 4: Attitudes toward non-alcoholic beverage flavors, by gender and age range, 2022
- **Non-parents value healthy attributes, parents value functional attributes**
Figure 5: Non-alcoholic beverage attributes, by parental status, 2022
- **Generations seek different beverage bases when it comes to trying new flavors**
Figure 6: New flavor trial interest by beverage type, by generation, 2022

STATE OF THE MARKET

- **Carbonated soft drinks remain a top performer despite health trends**
Figure 7: Total US sales of non-alcoholic beverages in millions, at current prices, 2019-21
- **Beverage brands are borrowing attributes from neighboring sub-categories**
Figure 8: Beverage consumption, 2022
- **Consumption correlates to attributes**
Figure 9: Beverage consumption, by generation, 2022
- **New routines spur retail innovation opportunities**
Figure 10: Percent of non-alcoholic beverage new innovation*, by subcategory, 2017-21

What's included

Executive Summary

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MARKET FACTORS

- **Inflation threatens to stunt innovation and impact imbibing**
Figure 11: Consumer Price Index for all urban consumers (CPI-U): US city average, by detailed expenditure category, 2022
- **Shortages span across aluminum, people and plastic**
- **The price isn't right for sustainable packaging**

PRODUCT DEVELOPMENT – NOW – WHAT'S TRENDING

- **Energy drinks get a makeover**
Figure 12: Share of new product launches in energy drinks, by ingredient, rolling years, 2019-22
Figure 13: Energy drinks with natural flavors and coffee/tea extracts
- **Nostalgic, seasonal flavors hit shelves and menus**
Figure 14: Select non-alcoholic beverage flavor growth by time period, 2018-21
Figure 15: Seasonal flavors within beverages
Figure 16: New product launches, nostalgic seasonal flavors within non-alcoholic beverages
- **Functional sodas**
Figure 17: Attitudes toward non-alcoholic beverage flavors, by consumers who choose beverages as a way to treat themselves, 2022
Figure 18: Consumer sentiments toward the role of functional ingredients
Figure 19: Consumer sentiments toward functional beverages' pricing
- **Sparkling water evolution**
Figure 20: Share of US new product launches in water, by flavor, rolling years 2019-22
Figure 21: Caffeinated and flavored sparkling waters

PRODUCT DEVELOPMENT – NEAR – WHAT TO WATCH FOR

- **Customize the carbonation level**
Figure 22: Specified carbonation levels
- **Gear up for tea time**
Figure 23: Menu innovation, tea
Figure 24: Share of US new product launches in non-alcoholic beverages, by flavor, rolling years 2019-22
Figure 25: New product launches, tea
- **Room for growth with concentrated beverage flavors**
Figure 26: Customizability within non-alcoholic beverage concentrates

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Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Figure 27: Reason for use of liquid/powdered enhancements, 2022

Figure 28: Flavor innovation within water enhancement

PRODUCT DEVELOPMENT – NEXT – WHAT’S IN THE PIPELINE

- **Cocktail-inspired flavors grow despite no and low ABV trends**

Figure 29: Growth in alcoholic beverage types, percentage change, Q3 2018-Q3 2021

Figure 30: New product launches, non-alcoholic beverages with cocktail-inspired flavors

COMPETITIVE STRATEGIES/MARKET OPPORTUNITIES

- **Soda brands can meet in the middle**
Figure 31: United sodas of America
- **Water marketing targets the imperfect hydrator**

Figure 32: Water and water enhancement advertisements

THE CONSUMER – FAST FACTS

- **Highlight hydration within non-alcoholic beverages**
- **Ditch diet connotations, focus on holistic wellness**
- **Non-alcoholic beverages offer consumers an escape**

CONSUMER SEGMENTATION

- **Segments**
- **Factors**
- **Who are they and what do they want?**

ATTITUDES TOWARD NON-ALCOHOLIC BEVERAGE FLAVORS

- **Put the “fun” in function**

Figure 33: Attitudes toward non-alcoholic beverage flavors, 2022

- **Engage Gen Z and Millennials with proven functional benefits**

Figure 34: Olipop ingredients website, 2022

Figure 35: Attitudes toward non-alcoholic beverage flavors, by gender and age range, 2022

- **Occasional Adventurers seek party flavors with healthful positioning; Tried and True consumers highlight the importance of classic flavor profiles**

Figure 36: Attitudes toward non-alcoholic beverage flavors, by flavor segmentation, 2022

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Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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NEW FLAVOR MOTIVATORS

- **Elevate familiar beverages with splashes of flavor**
Figure 37: New flavor motivators, 2022
- **Younger generations treat themselves with non-alcoholic beverages**
Figure 38: New flavor motivators, by generation, 2022
- **Deliver international flavors at affordable prices**
Figure 39: New flavor motivators, by household income, 2022
Figure 40: Caribbean beverage menu innovation, Colada Shop (Washington, DC – Potomac, MD – Fairfax, VA)
Figure 41: Any consumption of international cuisines, percentage point change, 2021–22
- **Stir up playfulness to appeal to parents**
Figure 42: New flavor motivators, by parental status, 2022

NON-ALCOHOLIC BEVERAGE ATTRIBUTES

- **Consumers prioritize health-related attributes**
Figure 43: Non-alcoholic beverage attributes, 2022
- **Fuel non-parents' health ambitions**
Figure 44: Non-alcoholic beverage attributes, by parental status, 2022
- **Mountaineers value moderation**
Figure 45: Non-alcoholic beverage attributes, by region, 2022
Figure 46: Lightly sweetened beverage menu innovation, Coffeebar (multiple locations in Northern California, Nevada)
- **Target Millennial males with energy boost, no/low sugar with female Baby Boomers**
Figure 47: Non-alcoholic beverage attributes, by generation and gender, 2022
Figure 48: Non-alcoholic beverage attributes, by generation, 2022

NEW FLAVOR TRIAL INTEREST BY BEVERAGE TYPE

- **Shake up mature beverage sub-categories with flavor fusions**
Figure 49: New flavor trial interest, by beverage type, 2022
Figure 50: Experience with flavors, 2021–22
- **Fuse new flavor into functional beverages to appeal to men**
Figure 51: New flavor trial interest by beverage type, by gender, 2022
- **Younger consumers seek beverages with a bright appearance and bold brand ethos**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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Figure 52: New flavor trial interest by beverage type, by generation, 2022

EXPERIENCE WITH AND INTEREST IN FLAVORS AND INGREDIENTS

- **Fruity flavors, but at what cost?**

Figure 53: Experience and interest in flavors and ingredients, 2022

Figure 54: Experience and interest in flavors and ingredients, 2022

- **Catch consumers' attention with color-changing craft beverages**

- **Millennials and Gen X consumers drive new flavor and ingredient interest**

Figure 55: Experience and interest in flavors and ingredients, by generation, 2022

- **Add adventurous flavors to sparkling water to spark consumer interest**

Figure 56: Interest in flavors and ingredients by new flavor trial interest, by beverage, 2022

- **Take consumers to the tropics with non-alcoholic beverage flavors**

Figure 57: Interest in flavors and ingredients by non-alcoholic beverage attributes, 2022

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- Data sources
- Sales data
- Consumer survey data
- Abbreviations and terms
- Abbreviations
- Terms

APPENDIX – CONSUMER SEGMENTATION METHODOLOGY

- Flavor and ingredient segmentation methodology

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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