symrise

MARKET INSIGHTS 2025

TOP 5 HOLIDAY FLAVORS

Shaping Winter product

EXECUTIVE SUMMARY

Holliday flavors mix tradition, nostalgia, and innovation. Seasonal launches (LTOs) drive excitement, health-conscious formats, and premium indulgence, especially for **Gen Z & Millenials.**

TOP 5 HOLIDAY FLAVORS

Shaping Winter product

Cinnamon

Nostalgia, warmth, health appeal

Pumkin

Festive icon, Thanksgiving, Halloween, Pumpkin spice

Peppermint

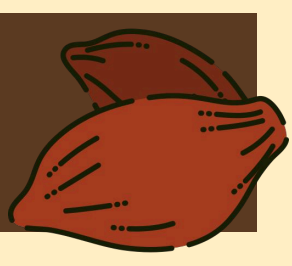
Refreshing, pared with chocolate, holiday classic

Ginger

Spicy, comforting, wellness benefits

Cocoa

Indulgence, festive base for premium twists



KEY SUCCESS FACTORS

What drives holiday flavor success

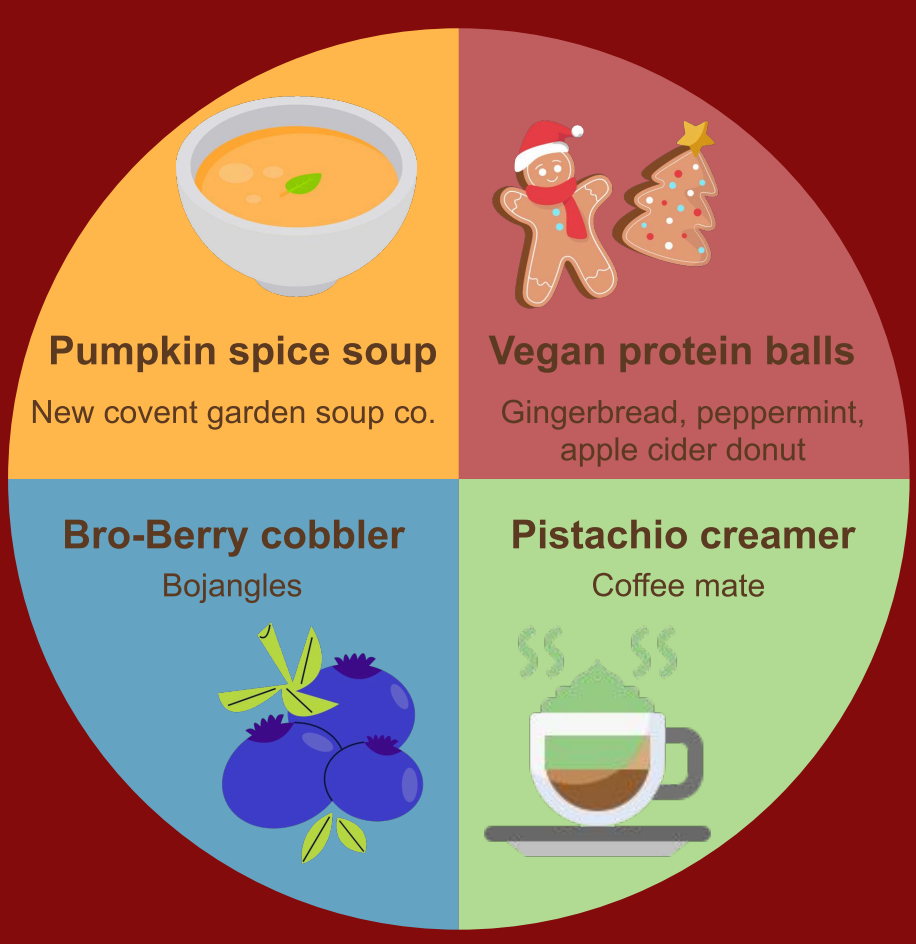
NOSTALGIA & EMOTIONS
76%
of UK consumers seek childhood memories

LIMITED-TIME OFFERS
LTO
urgency + anticipation

INNOVATION
GLOBAL
flavors, plant-based, premium

SEASONAL LAUNCH EXAMPLES

Real-world success stories



INNOVATION OPPORTUNITIES

Where to innovate next

Cross-category

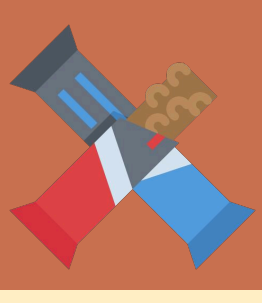
Pumpkin spice soup, Chai cocktails

Plant-based

Vegan lattes, dairy, free desserts

Better for you

Protein bars, low sugar



Premium

Artisan truffles, luxury packaging

5 FUTURE TRENDING FLAVORS

Next generation taste experiences

1

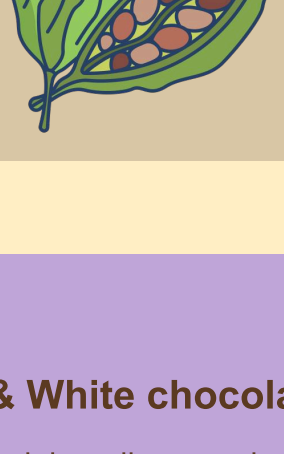
Black Sesame

Bold visuals, nutrition

2

Cardamon Cream

Elegant spice alternative



3

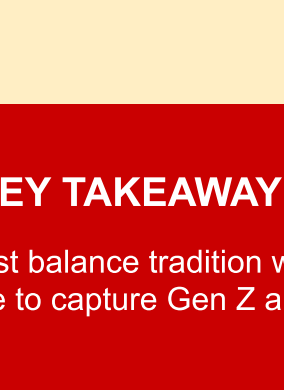
Mulled berry

Mocktail-friendly, festive

4

Ube & White chocolate

Social media appeal, Gen Z favorite



5

Horchata spice

Multicultural twist, comfort, discovery

KEY TAKEAWAY

Holiday flavors are evolving: brand must balance tradition with global inspiration, premium formats, and mindful indulgence to capture Gen Z and Millenial consumers.