

Food Business News

Four trends set to surge this summer

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NEW YORK — Instead of traditional burgers, ice cream cones, chips and soda, backyard barbecues this summer may include sriracha jackfruit, low-calorie ice cream, chili lime chips and tangerine sparkling water.

Mintel has used its global new products database to compile its 2018 Summer Food & Drink Trends report, forecasting four food and drink trends destined to define the summer of 2018.

Flavored sparkling water

Traditional summer staples such as soda and lemonade are falling out of favor amid health concerns and government regulations such as sugar taxes.

To fill the gap, beverage manufacturers are offering flavored sparkling waters, “bringing naturalness and flavor to the soft drink market and presenting alternatives to sugar and artificial ingredients,” Mintel said. Consumers seem to be receptive to the swap, Mintel said, as 37% of Americans ages 25 to 34 have had flavored sparkling water in the last three months.



A prominent example is LaCroix, which makes flavored sparkling water using natural essential oils from fruit. The Coca-Cola Co.'s Dasani brand, PepsiCo, Inc.'s Aquafina brand and Zevia also have recently entered the flavored sparkling water market.

“The desire for unsweetened beverage options, along with consumer demand for more exotic flavors and unusual ingredients, is driving a trend toward more and more creative sparkling waters,” said Jenny Zegler, associate director of food and drink for Mintel. “Recently, innovation in this space has reached new heights. This summer, expect to see less lemonade and more truly original mineral waters with natural flavors far beyond lemon or cucumber.”

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