

Soft drinks





THE FLAVORS *of the market*

Top 5 of flavors of soft drinks launched in Europe

between January 2024 and December 2025



LEMON

1.



COLA

2.



ORANGE

3.



LIME

4.



APPLE

5.



FLAVORS ON THE RISE IN 2025



Apple



Raspberry



Mango



Peach

What's new in the world of *soft drinks*

The non-alcoholic refreshment market stands out for **its dynamism and constant capacity for innovation**.

Consumers are seeking **naturalness, well-being, and novelty**, which pushes brands to be creative: new **flavors, reduced-sugar recipes, functional ingredients, and original sizes**. Certain categories are experiencing particularly strong growth, notably **energy drinks** and **functional beverages** such as kombuchas, which **appeal to audiences mindful of vitality and health**.

However, this sector remains **heavily impacted** by regulatory constraints, in particular the **tax on sugary drinks**. First introduced in 2012, this tax has been reinforced several times: the more added sugar a drink contains, the higher the tax. This system encourages manufacturers to **reformulate their recipes to reduce sugar content**, while maintaining the taste and appeal of the product. While this measure promotes healthier offerings, it also represents a **major economic and technical challenge** for companies in the sector.



Have you *seen these?*

Functional drinks are gaining ground in Europe

European consumers are placing increasing importance on their health, making them more attentive to the ingredients and **the sugar content of the drinks** they consume. At the same time, **functional drinks are gradually gaining ground** in the soft drinks market.

Enriched with vitamins. Minerals or fiber, they meet the expectations of consumers seeking **well-being** and **tangible health benefits**. Although this is still a niche category, it is attracting more and more attention, particularly from consumers willing to pay more for products perceived as **healthier and useful in everyday life**. Beverages are becoming a **way to take care of yourself**.

Sparkling cherry soda enriched with magnesium and chamomile to promote better sleep



COMPANY Holland & Barrett International

BRAND H&B

LAUNCH United Kingdom,
November 2025

A sparkling **cherry drink** enriched with **magnesium** and **chamomile extract** — two ingredients known to **promote relaxation and reduce fatigue**. With its **low-sugar** and **low-calorie recipe**, it fits easily into a soothing evening routine.

Prebiotic soda with lemon flavor



COMPANY	Solinvest
BRAND	YASS
LAUNCH	France, October 2025

Solinvest is launching a new soda brand: Yass, the first brand in France to offer a **prebiotic soda**, inspired by trends already well established in the United States and the United Kingdom. With a reduced-sugar formula **enriched with fiber** and **apple cider vinegar**, Yass combines **pleasure with health benefits**, fully aligning with the wellness trend **that is increasingly** appealing to consumers.

Innovation and creativity: the keys to winning over young consumers

Young adults are looking for **novelty and originality** in their choice of drinks. They are looking for brands capable of surprising them, whether through **new and unusual flavors**, **limited editions** or **creative concepts**.

Innovation thus becomes a real lever for attractiveness and engagement, especially on social media, where these consumers like to share their discoveries and take part in **immersive brand experiences**.

Marshmallow-flavored soda



COMPANY	Candy Can
BRAND	Candy Can
LAUNCH	Spain, November 2025

By offering a sparkling drink with a marshmallow flavor, the brand is betting on **originality and curiosity** to attract a **young audience eager for novelty**.

Tutti frutti flavored soda



COMPANY	Coca-cola
BRAND	Fanta
LAUNCH	Slovakia, October 2025

With its tutti frutti flavor and its **limited edition**, the brand taps into **surprise and the desire for discovery**.

The taste of cocktails is making its way into sodas

The search for moderation in alcohol consumption is driving the rise of sparkling beverages as **social occasion alternatives**. More and more consumers are choosing these drinks to replace alcohol, without giving up on taste pleasure. Brands are therefore focusing on **recipes inspired by mocktail flavors — alcohol-free versions of iconic cocktails** — combining freshness, aromatic complexity, and conviviality.

“Alcohol-free” labels are multiplying across new products, responding to growing demand for **beverages that are both flavorful and compatible with a more balanced lifestyle**.

Mojito-flavored soda



COMPANY	Dada drinks
BRAND	Dada
LAUNCH	France, August 2025

This sparkling drink captures the **iconic taste of the mojito**, but in an alcohol-free version, bringing back the **freshness and convivial spirit** of the cocktail while remaining **accessible to everyone**.

Spritz-flavored soda



COMPANY	Orangina Schweppes
BRAND	Schweppes
LAUNCH	Slovenia, October 2025

This soda draws on **the codes of the spritz** to offer a non-alcoholic interpretation designed for the aperitif. Its bitter orange flavor combined with quinine gives it a **flavor signature reminiscent of cocktails**.

Don't miss out on these *other launches this year!*

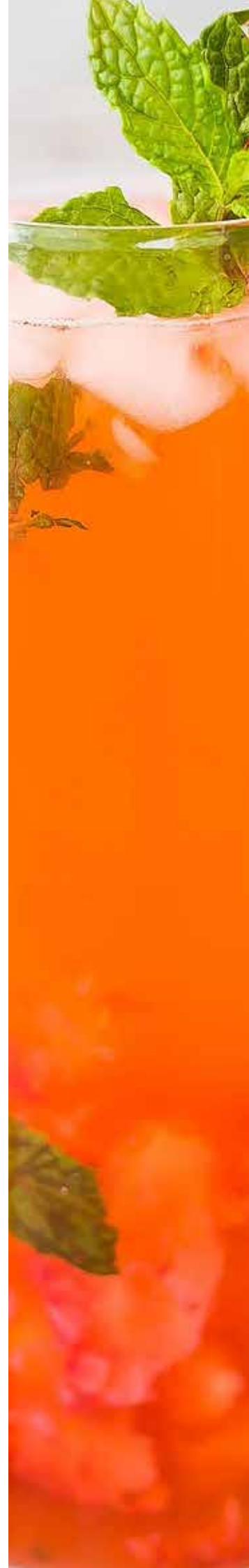
The non-alcoholic beverage sector is characterized by numerous launches throughout the year, with several standout introductions worth noting.

Cola is being reinvented

Pepsi is launching a cola range with prebiotics and reduced sugar. Two flavors: original cola and cherry vanilla



COMPANY	Pepsi & Co
BRAND	Pepsi
LAUNCH	France, July 2025





Jumbo launches a Special Edition cola: sugar-free cola with peach flavor



COMPANY Jumbo Supermarkten

BRAND Jumbo

LAUNCH Netherlands,
October 2025

Paderborner launches orange-flavored cola



COMPANY Paderborner

BRAND Paderborner

LAUNCH Germany,
October 2025

Ciao Kombucha, voted best launch of the year

Ciao Kombucha launched by the famous YouTuber Squeezie



COMPANY SDK

BRAND Ciao kombucha

LAUNCH France, May 2025

Launched in 6 flavors (red berries, mint, peach, lemon, dragon fruit, and ginger-hibiscus)

Additional launches to highlight...

Joker is launching fruit-flavored vitamin waters



COMPANY	Eckes-Granini
BRAND	Joker
LAUNCH	France, July 2025

3 flavors:

ENERGY: Peach passion (Vitamins E, C, B12)

ANTIOX: Strawberry raspberry (Vitamin E and selenium)

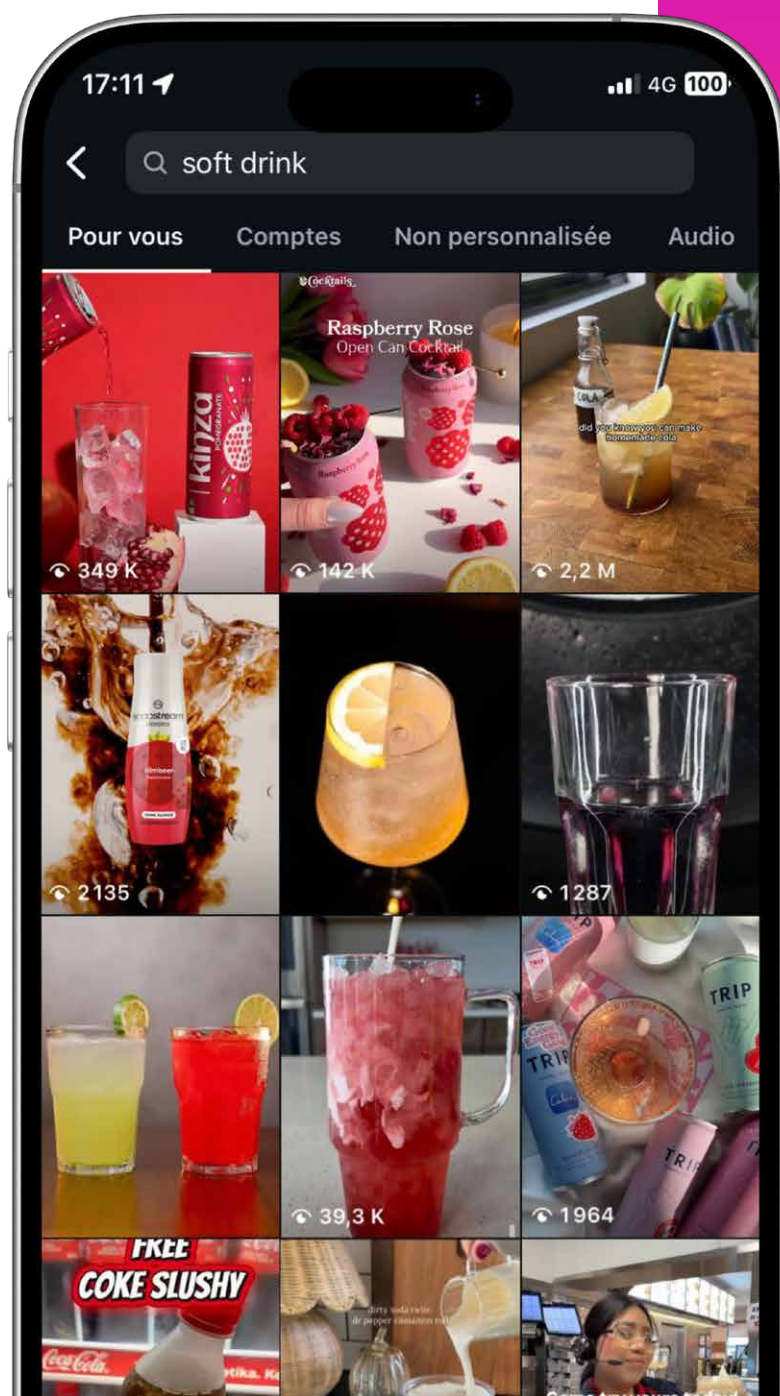
REFRESH: Lemon lime (Vitamins E, C, B6, B12)

Fanta with pear flavor



COMPANY	Coca-cola
BRAND	Fanta
LAUNCH	Slovenia, October 2025

INSTAGRAM & soft drinks



Why look at
Instagram?



Why look at *Instagram?*

Instagram has established itself as a **showcase for trends**, fueling the rapid spread of **new creations, recipes** and **visual codes**.

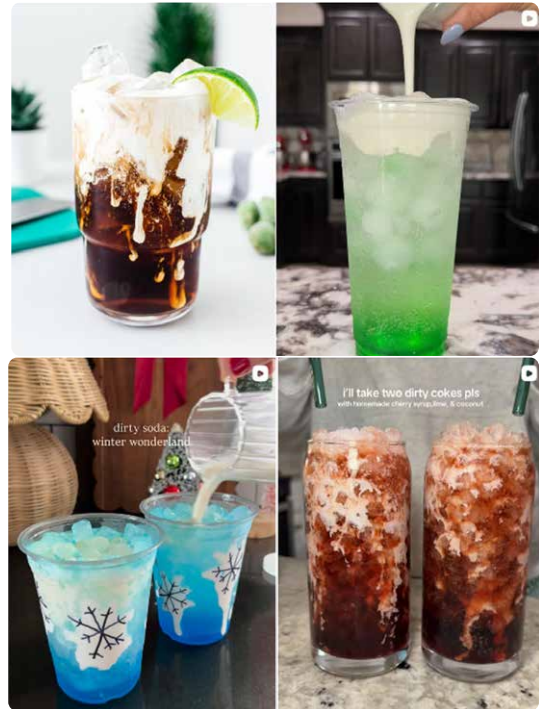
The most engaging content showcases spectacular, generous, and innovative products that **gradually shape** consumer **expectations** and **inspire product** designs, both artisanal and industrial.

Dirty Soda: the customizable soda trend

Originally from the United States, Dirty Soda reinvents the classic soda into a **gourmet, creative, and customizable** drink that has gained strong traction on Instagram and TikTok.

It combines a base of **cola, lemonade, or ginger ale** with **flavored syrups, fruit juices, or purées**, sometimes enriched with milk or cream for a smooth texture.

Citrus **zest, pieces of fruit, or crunchy inclusions** complete the experience, making it both visually appealing and sensorially rich.



The success of prebiotic sodas

Prebiotic sodas have established themselves as a strong trend on social media, driven by brands such as Poppi and Yass Soda.

Their success rests on a simple promise: **combining the pleasure of soda with a wellness benefit** — particularly digestive health — through the addition of prebiotics. Colorful packaging, a “better-for-you” positioning, and a strong presence on Instagram and TikTok have fueled their virality, especially among younger consumers seeking alternatives **perceived as healthier, without giving up indulgence**.





OUR *portfolio*

Our flavors
to capture **trends**



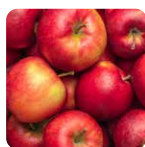
GINGER
Natural Flavour
AAG9567



COLA
Natural Flavour
AAC9427



Yuzu
Natural Flavour
AAY3920



APPLE
Natural Flavour
AMA9458



PEACH
Natural Flavour
AMP9722



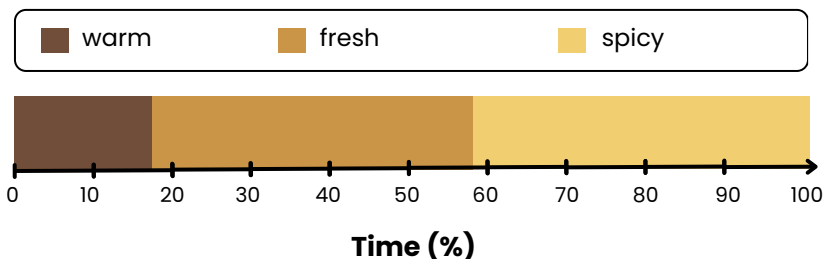
Request a sample

AAG9567 GINGER Natural flavour

PROFILE

Highly **aromatic** & **pungent**, this ginger has a slightly **lemony** flavour. In the mouth, ginger provokes a sensation of **warmth**, which is much **appreciated** & **comforting**.

TEMPORAL DOMINANCE OF SENSATIONS



DOSAGE IN YOUR PRODUCT

- 0.1 % Beverages
- 0.2 % Protein & smoothie
- 0.3 % Desserts (dairy & vegan)
- 0.4 % Ice cream, toppings, cordial
- 0.5 % Bakery, bar, cereals & treats

PRICE BREAKS

PO	\$/kg
8 kg	\$58.00
16 kg	\$48.00
32 kg	\$38.00
96 kg	\$32.30
200 kg	\$30.40
400 kg	\$28.50
1000 kg	\$26.60

From **low MOQ** to best value on **volumes**

Free shipping to Australian metro areas for orders over **\$1,250**

Manufactured in Sydney
5-day lead time (+transit)



NATURAL FLAVOUR

FREE FROM: ADDITIVE, ALLERGEN,
GLUTEN, GMO & SUGAR



KOSHER CERTIFIED
VEGAN & AUSTRALIAN-MADE
ORGANIC COMPLIANCE



CARRIER: ETHANOL
WATER SOLUBLE



LIQUID IN 8KG DRUM
BB: 24 MONTHS

AAC9427

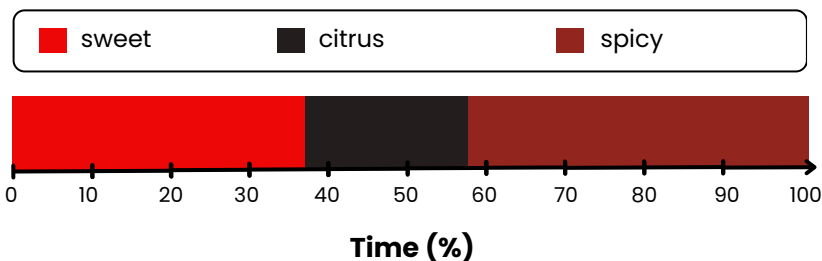
Cola

Natural flavour

PROFILE

Add an authentic **refreshing** & **invigorating** twist to your creation. This harmonious blend brings together **caramel**, tangy **citrus** & warm **spices** like **cinnamon** & **clove** for the perfect **fizzy** moment.

TEMPORAL DOMINANCE OF SENSATIONS



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- 0.1 %  Beverages
- 0.2 %  Protein & smoothie
- 0.3 %  Desserts (dairy & vegan)
- 0.4 %  Ice cream, toppings, cordial
- 0.5 %  Bakery, bar, cereals & treats

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ORGANIC COMPLIANCE
-  **CARRIER: ETHANOL**
WATER SOLUBLE
-  **LIQUID IN 8KG DRUM**
BB: 24 MONTHS

AAAY3920

YUZU

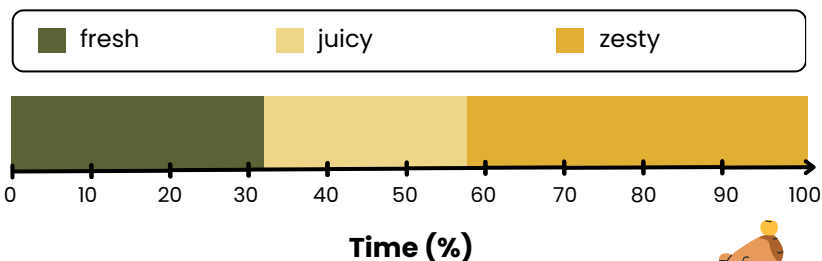
Natural flavour



PROFILE

Originally from **Japan**, yuzu is known for its **unique** and **refined citrus** fragrance. Which makes it a very **refreshing** drink

TEMPORAL DOMINANCE OF SENSATIONS



DOSAGE IN YOUR PRODUCT

- 0.1 %  Beverages
- 0.2 %  Protein & smoothie
- 0.3 %  Desserts (dairy & vegan)
- 0.4 %  Ice cream, toppings, cordial
- 0.5 %  Bakery, bar, cereals & treats

PRICE BREAKS

PO	\$/kg
8 kg	\$68.00
16 kg	\$58.00
32 kg	\$48.00
96 kg	\$40.80
200 kg	\$38.40
400 kg	\$36.00
1000 kg	\$33.60

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WATER SOLUBLE



LIQUID IN 8KG DRUM
BB: 24 MONTHS



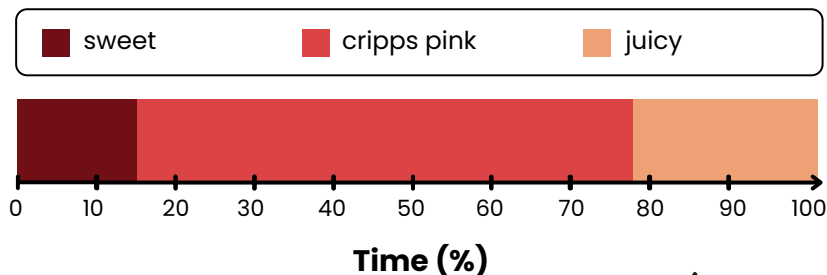


AMA9458 APPLE NATURAL FLAVOUR

PROFILE

It's fresh, ripe & juicy. Enjoy our **Cripps Pink** apple flavour. You might have heard of it as a **Pink Lady**, different name, same yummy & deliciousness !

TEMPORAL DOMINANCE OF SENSATIONS



DOSAGE IN YOUR PRODUCT

- 0.1% Protein milk, smoothie
- 0.2% Yogurt (dairy & vegan)
- 0.3% Ice cream & toppings
- 0.4% Bakery, cake, bars, cereals
- 0.5% Confectionery

PRICE BREAKS

PO	\$/kg
10 kg	\$58.00
20 kg	\$48.00
40 kg	\$38.00
100 kg	\$32.30
200 kg	\$30.40
400 kg	\$28.50
1000 kg	\$26.60



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NATURAL FLAVOUR

FREE FROM: ADDITIVE, ALLERGEN,
DIACETYL, GLUTEN, GMO & SUGAR



KOSHER & HALAL CERTIFIED
VEGAN & AUSTRALIAN-MADE



CARRIER: MPG
WATER SOLUBLE & HEAT STABLE



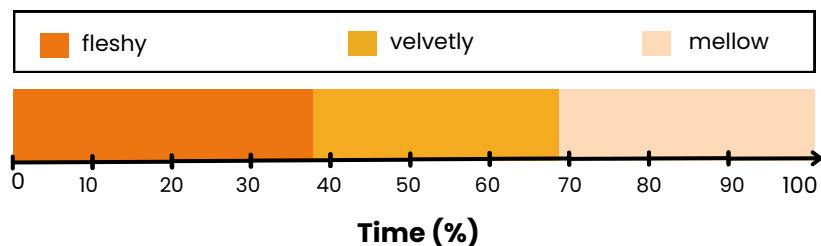
LIQUID IN 10KG DRUM
NON FLAMMABLE
BB: 24 MONTHS

AMP9722 PEACH NATURAL FLAVOUR

PROFILE

Packed with **juicy** flavour and a hint of **sunshine**, this peach taste brings the perfect balance of **sweetness** and **freshness**. Like biting into a perfectly **ripe** peach on a warm day

TEMPORAL DOMINANCE OF SENSATIONS



NATURAL FLAVOUR

FREE FROM: ADDITIVE, ALLERGEN, GLUTEN, GMO & SUGAR



KOSHER & HALAL CERTIFIED
VEGAN & AUSTRALIAN-MADE



CARRIER: MPG
WATER SOLUBLE & HEAT STABLE



LIQUID IN 10KG DRUM
NON FLAMMABLE
BB: 24 MONTHS

DOSAGE IN YOUR PRODUCT

- 0.1%  Protein milk, smoothie
- 0.2%  Yogurt (dairy & vegan)
- 0.3%  Ice cream & toppings
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www.metarom.eu

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