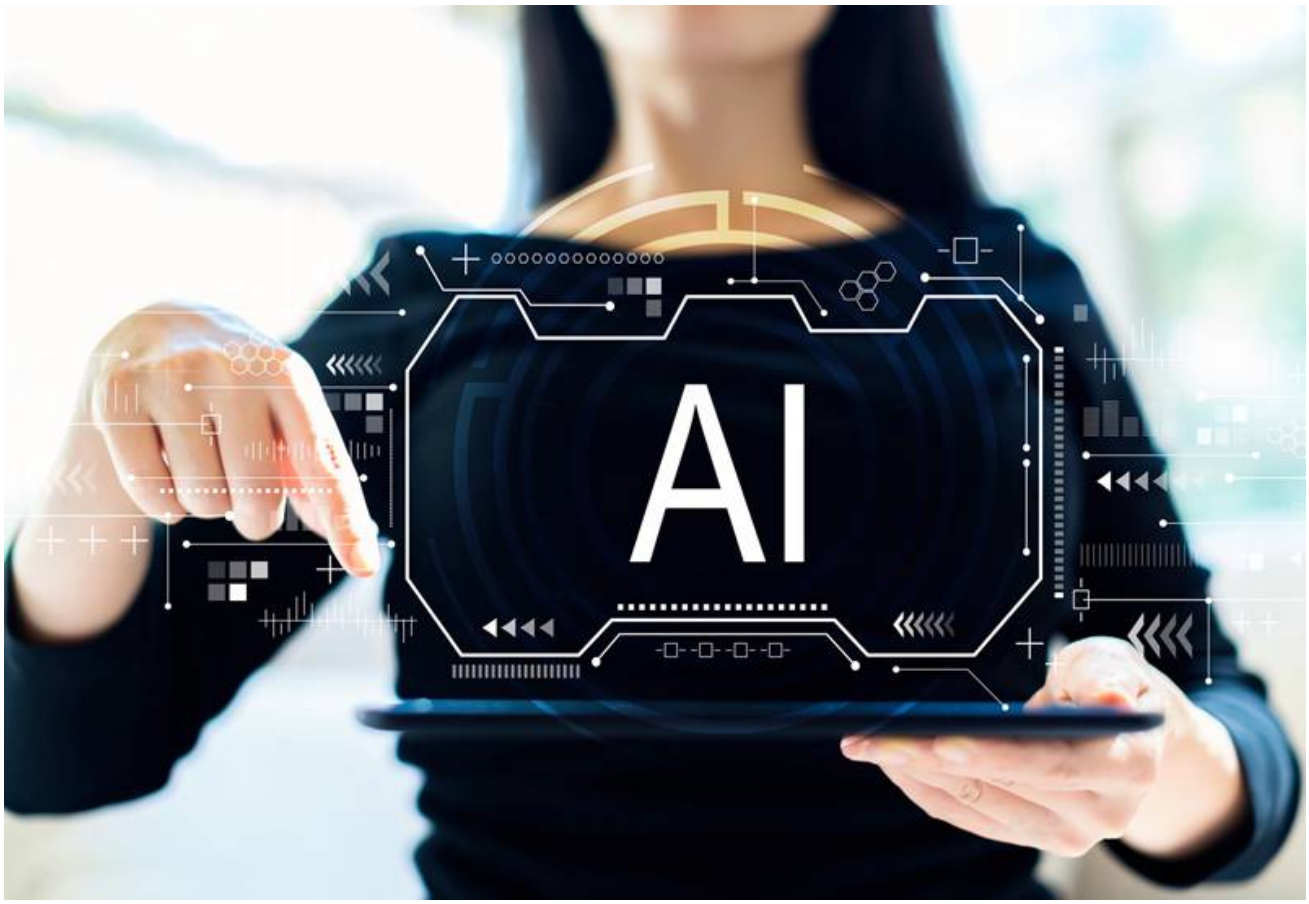
vinetur

AI identifies six emerging ingredients set to reshape alcoholic beverage trends in 2025

GlobalData's AI-powered report tracks ingredient trends based on 61 billion consumer data points

Tuesday, April 22, 2025

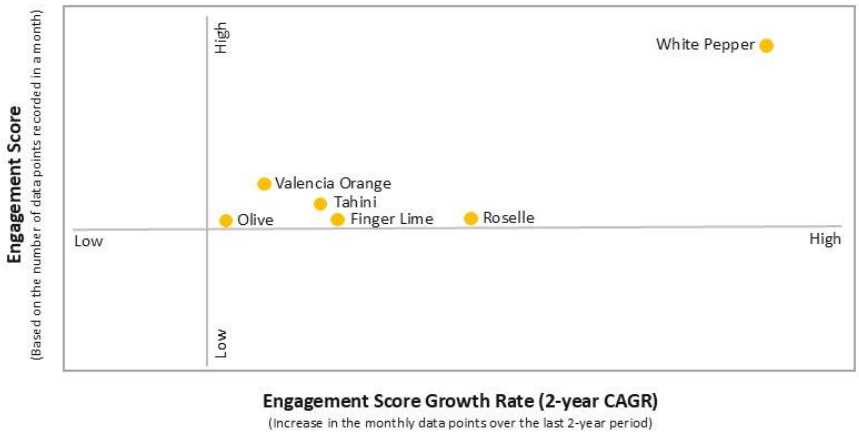


A new report from GlobalData's **Ai Palette platform** has identified six emerging ingredients expected to shape innovation in the alcoholic beverage industry in 2025. The findings are based on real-time analysis of 61 billion global data points collected

from social media, e-commerce platforms, and foodservice menus. The AI-driven insights highlight consumer interest in niche flavors, health benefits, and premium experiences.

The report, titled “Emerging Flavors & Ingredients in Alcoholic Beverages,” uses Ai Palette’s Foresight Engine to pinpoint one standout ingredient for each of six key markets. These ingredients are already gaining traction in new product development and are classified as having both high growth and high engagement based on consumer interactions.

Trending ingredients with high engagement and high growth in key global markets: Alcoholic Beverages



Flavour/ Ingredient	Key Market	*ES 2-year CAGR
Roselle	Canada	1946%
Valencia Orange	US	457%
Olive	South Africa	231%
Tahini	UK	910%
White Pepper	India	6930%
Finger Lime	Australia	1184%

GlobalData.

Source: Analysis of GlobalData’s Ai Palette innovation and consumer insights platform, March 2025; *ES = Engagement Score

In the United States, Valencia orange is emerging as a key flavor. Known for its sweet and tangy profile, it appeals to American consumers who favor sweeter notes in wine, beer, and cider. Its versatility and regional authenticity make it a strong candidate for further innovation.

In the United Kingdom, tahini—a paste made from ground sesame seeds—is gaining attention. Traditionally used in Middle Eastern cuisine, tahini offers a nutty and slightly bitter flavor. It has potential in the UK’s growing stout segment, which is projected to grow at a compound annual growth rate of 14.2% through 2029. Rogue Ales & Spirits previously experimented with tahini in its 2022 Santa’s Private Reserve stout.

India is seeing increased interest in white pepper as a conceptual flavor. While not always used directly as an ingredient, white pepper brings earthy and spicy notes that resonate with consumers in Asia-Pacific and the Middle East and North Africa regions. It pairs well with flavors like peach, caramel, and agave.

In South Africa, olives are being explored for their unique bitter and nutty taste. As consumers seek more natural and health-oriented products, olives offer digestive benefits and healthy fats. Their inclusion reflects a broader trend toward Mediterranean-inspired ingredients.

Roselle, or Hibiscus sabdariffa, is gaining popularity in Asia-Pacific and the Middle East. Known for its floral and fruity profile, roselle is already common in herbal teas and functional drinks. Its vibrant color and health benefits make it attractive to younger consumers looking for wellness-oriented alcoholic options.

Finger lime, native to Australia’s rainforests, is another citrus ingredient drawing attention. With its sharp citrus flavor and caviar-like texture, finger lime is being considered for use in spirits like gin and vodka. It holds promise in high-consumption markets such as the UK and Australasia.

Alice Popple-Connelly, Consumer Analyst at GlobalData, said the alcoholic drinks sector faces several challenges including declining alcohol consumption due to health concerns, competition from non-alcoholic alternatives, and trade tariffs affecting U.S. imports. She emphasized that innovation through new ingredients can help brands maintain relevance across generations—especially with Gen Z—and compete effectively during both on-premise and at-home consumption occasions.

Each ingredient identified by Ai Palette is part of a broader ingredient family and comes with suggested pairings to help brands develop new products. For example, tahini pairs well with chocolate and honey; roselle complements lime and ginger; while finger lime works with peach and caramel.

The report also highlights how these ingredients can support brand strategies focused on health functionality, premiumization, or novelty appeal. By tapping into these trends early, beverage companies can better align with evolving consumer preferences.

GlobalData’s Ai Palette platform continues to monitor real-time consumer behavior to provide actionable insights for product development teams across the beverage industry. The company believes that leveraging these emerging flavors will be key for brands aiming to stand out in a competitive market while meeting demand for healthier and more experiential drinking options.