

SEASONAL FLAVOR LOOKBACK: TRENDS OF SUMMER

Spanning from June to September, the summer season is filled with refreshing flavors and summertime classics consumers look forward to each year. Each summer, consumers await innovative seasonal and limited-edition products that feature exciting new flavors, formats and collaborations. Bakery, snacks, and dairy dominated this season, but developers can find inspiration cross category.

From summer's nostalgic tastes to BBQ season and the hype around pickle, let's take a look back at the trending seasonal products and flavors for summer, and see where you can find inspiration for your brand.



57% OF CONSUMERS

are interested in purchasing limited-edition retail items or restaurant specials/LTOs in the summer
- DATASSENTIAL



Below are summer's top flavors in seasonal and limited-edition launches this year.

TOP FLAVORS IN SEASONAL/LTO PRODUCTS:

North America Introductions, Jun. 2025 – Sept. 2025

■	Pumpkin/Squash/Gourd & Spice/Spicy	■	Caramel/Caramelised
■	Caramel/Caramelised & Apple	■	Dill & Pickle/Pickled
■	S'mores	■	Strawberry
■	Cherry	■	Mango
■	Hot	■	Key Lime

GROWING FLAVORS IN SEASONAL/LTO PRODUCTS:

Global Introductions, Q2 2024 vs Q2 2025

■	Peanut Butter	+500%
■	Chilli/Chilli Pepper	+500%
■	Pickle/Pickled.....	+400%
■	Barbecue/BBQ/Barbacoa	+400%
■	Brownie	+400%

Sources: Mintel GNPD

KEY TRENDS:

Nostalgic Tastes

Barbecue

Pickle Summer



NOTABLE PRODUCT INTRODUCTIONS:

7up Endless Summer
Flavored Soda



Siggi's Spiced Pear & Fig Simple
Ingredient Skyr Low Fat Yogurt



La Colombe S'mores Latte



FLAVORS ON THE MENU

1,167 launched menu items & LTO's in summer 2025 – DATASSENTIAL, US CHAINS

- Zaxby's Nerds Strawberry Milkshake
- Wawa Spicy Jalapeno Ranch Pizza
- Potbelly Pork BBQ Mac



BAKERY, SNACKS, & DAIRY

ranked highest for top North America categories with summer seasonal and limited-edition offerings

- MINTEL GNPD

NOSTALGIC TASTES

S'mores, lemonade, watermelon and more — the nostalgic tastes and feelings of summer stay true to consumers each year. Consumers love these classic flavors and are intrigued by those with unique and exciting modern twists to switch things up. We're seeing this turn toward nostalgia in both the retail and dining space.

PRODUCTS OF NOTE



KROGER SUMMER COLLECTION FIRESIDE NIGHTS ICE CREAM
features campfire orange swirl & s'mores spices in toasted marshmallow flavored ice cream.



COCA-COLA® ORANGE CREAM
Blends Coca-Cola's classic taste with orange and vanilla flavors for a creamy taste. It is reminiscent of an orange creamsicle with a twist.

Sources: Mintel GNPD, Coca-Cola

PICKLE SUMMER

Pickle profiles are popping off! In fact, pickle was listed as one of the top limited-edition/seasonal flavors in product launches this season. Mintel also reports 400% growth in Global Introductions, Q2 2024 vs Q2 2025. From pickled flavored candy to non-alcoholic beverages and more, there's much innovation potential with this exciting profile.

PRODUCTS OF NOTE



CLANCY'S SPICY DILL PICKLE FLAVORED WAVY POTATO CHIPS
are gluten free chips topped with a spicy dill pickle seasoning for a "kick of heat in every bite."



SONIC PICKLERITA SLUSH featured pickle juice and lime flavors with pickle-flavored gel bubbles and a dill pickle chip garnish. Sonic had a full pickle menu in collaboration with Grillo's for a limited time.

75% OF CONSUMERS LOVE OR LIKE PICKLE

- DATASSENTIAL

Sources: Aldi, Sonic, Datassential

BARBECUE

Grilling season isn't grilling season without some barbecue! While an already beloved profile, variations of barbecue are showing growth globally. We've seen 400% growth in Global Introductions, Q2 2024 vs Q2 2025 according to Mintel. From sweet sauces to savory dishes, innovation opportunities with this profile are endless.

PRODUCTS OF NOTE



KRAFT SMOKY BARBECUE MAC & CHEESE
is a limited-edition and features a blend of savory BBQ and cheesy mac. It is said to be smoky, sweet and seasoned to perfection.



SNICKERS CHOCOLATE BARBECUE SAUCE
was crafted with NFL player Josh Allen. The sauce features a sweet, savory, and smoky taste experience.

81% OF CONSUMERS LOVE OR LIKE BBQ

- DATASSENTIAL

Sources: Mintel GNPD, Datassential, Snickers

A WORD FROM OUR EXPERT

Roger Lane, Sr. Product Manager

"This summer reminded us that flavor isn't just about what's on the plate. It's also about the moments and memories it evokes. Smoke in the air, tangy bites that surprise and familiar comforts returning to the table all shaped the season's story. What makes these flavors stand out isn't novelty alone, but the way they reimagine tradition. This season proved that the most powerful tastes are the ones that feel both timeless and new, and grounded in comfort yet alive with fresh energy."



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