

ESSENTIAL TRENDS

TO WATCH

2026

COFFEE & TEA





2026

REFRESHED WELLNESS

Consumers are increasingly seeking coffee and tea options that align with their health goals—think unsweetened, low-calorie, and functional blends.

Brands are responding with clean-label formulations and unexpected pairings like green tea with mint or coffee with juice (orange, lemonade, coconut water).

Convenience also plays a key role, with ready-to-drink formats and single-serve sachets making wellness easy to integrate into daily routines.

COFFEE & TEA





2026

FULL FLAVOR EXPERIENCE

Flavor is no longer just about taste—it's about storytelling, emotion, and multisensory engagement.

Brands are elevating the experience with bold, indulgent profiles like smoked vanilla chai or salted caramel pretzel cold brew, often inspired by global cuisines or dessert culture.

Texture, aroma, and even visual appeal (like layered drinks or foamy tops) are being used to create memorable moments that go beyond the cup.

COFFEE & TEA





2026

CAFFEINE FOCUS

While caffeine remains a key driver in coffee and tea consumption, brands are diversifying to meet evolving energy needs.

Herbal teas, decaf coffees, and blends with natural stimulants like yerba mate or matcha offer cleaner, more sustained energy.

This shift reflects a broader consumer interest in mindful consumption—choosing when and how to energize based on lifestyle and wellness goals.

COFFEE & TEA





2026

ADDED FUNCTIONALITY

Coffee and tea are becoming vehicles for personalized nutrition, with ingredients like protein, collagen, adaptogens, and nootropics entering the mix.

These functional additions cater to specific needs—whether it's focus, immunity, or relaxation—while maintaining flavor integrity.

Portable formats like stick packs, pods, and bottled drinks make it easy to integrate these benefits into busy lives.

COFFEE & TEA





2026

RITUAL REIMAGINED

As consumers seek moments of calm and connection, coffee and tea rituals are being redefined to fit modern lifestyles.

From slow-brew methods like pour-over and cold steeping to curated tea ceremonies and coffee tastings, brands are tapping into the emotional and cultural significance of these beverages.

Digital platforms and subscription services are also helping consumers build personalized rituals at home, blending tradition with tech.

COFFEE & TEA



FOLLOW FOR MORE

TRENDS TO WATCH IN 2026



[SYNERGYTASTE.COM](https://www.synergytaste.com)