



INGREDIENTS

2026 BEVERAGE TREND REPORT

Turn emerging insights into market-leading
beverages with cranberry concentrate

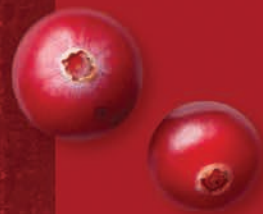




INGREDIENTS

INTRODUCTION

Beverages are one of the most dynamic playgrounds for formulators—a place to unleash bold flavor innovation while delivering the wellness benefits consumers actively seek. At Ocean Spray® Ingredients, we stay plugged into what people crave next, tracking emerging behaviors and fast-moving trends. With our expertise, you can turn those insights into standout products, using cranberry concentrate to energize your portfolio and break through in a competitive beverage market.



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1 THE DAILY, MINDFUL SIP

GLOBALLY, CONSUMERS ARE TAKING GREATER CONTROL OF THEIR WELLNESS JOURNEYS

They are looking for simple, everyday ways to support their well-being,¹ a need beverages are uniquely positioned to meet. As a result, functional drinks are evolving from “better-for-you” alternatives into essential components of daily self-care. Once defined primarily

by sugar reduction and basic vitamin fortification, the wellness category has matured into a multi-benefit landscape focused on holistic health, including immunity, energy, digestion, and mental well-being.¹

Within this expanding space, consumers are increasingly intentional, choosing beverages that deliver targeted, science-backed benefits to actively manage their wellness.

NEARLY
6 in 10
GLOBAL CONSUMERS NOW
APPROACH HEALTH PROACTIVELY

with more than half actively focused on preventing future issues¹



KEY GROWTH AREAS IN FUNCTIONAL BEVERAGES

GUT HEALTH

Functional beverages supporting gut and digestive health continue to accelerate.

42%
INCREASE WAS SEEN IN
GLOBAL FOOD AND BEVERAGE

launches featuring gut or digestive health claims, reflecting strong consumer demand for microbiome-supporting solutions²

MOOD & WELL-BEING

Consumers are increasingly aligning flavors with mood and emotional needs, using beverages as tools for self-care, stress management, and daily balance.

74%
OF GLOBAL CONSUMERS

turn to food and beverages to help improve their mood when coping with stress, driving growth in mood-supporting and calming formulations³

ANTIOXIDANT BENEFITS

Antioxidants remain a core functional driver as consumers prioritize proactive health through everyday nutrition.

40%
OF GLOBAL CONSUMERS

actively include antioxidants in their diet, often choosing functional beverages as a convenient alternative to traditional personal care or supplement routines⁴

Berry flavors are closely linked to positive emotions, often evoking feelings of happiness.⁷

Cranberry concentrate amplifies fruit profiles with a vibrant sensory lift while delivering a naturally bright red hue.

CONCENTRATE ON THIS

Cranberry concentrate elevates beverages with a powerful health halo driven by its natural **proanthocyanidin and polyphenol antioxidant content.**

In addition, beverages made with cranberry concentrate may also **help support a balanced gut microbiome**, reinforcing its role in digestive and functional wellness formulations.⁵⁻⁶

2 GEN Z INFLUENCES

Gen Z is reshaping the food and beverage industry, with distinct preferences that are redefining new product development.

As a digital-first, highly connected, and socially conscious generation, they are drinking differently and influencing beverage trends through evolving values, lifestyles, and cultural influences.



Demand continues to grow for plant-based, sustainable, clean label, and globally inspired offerings that align with Gen Z expectations and way of living.⁸





Several defining characteristics are driving how Gen Z is influencing beverage innovation and consumption:

RISE OF SOBER CURIOSITY

- Nearly half of Gen Z avoids alcohol to support healthier aging and maintain a sense of control over their well-being.⁸
- Compared with other generations, Gen Z consumes less alcohol overall, accelerating a shift toward functional and non-alcoholic beverages.⁸
- Within non-alcoholic options, sweet, sour, and fruity flavors dominate, offering a balance of indulgence and function while supporting a more mindful approach to drinking.⁸

DESIRE FOR ADVENTUROUS AND DIVERSE FLAVORS

- Gen Z also gravitates toward bold, unexpected combinations, such as sweet and salty or sweet and spicy, and is drawn to visually striking and surprising flavor experiences.^{3,8}

PRIORITIZATION OF MENTAL AND EMOTIONAL HEALTH

- Mental and emotional well-being ranks above physical health as Gen Z's top wellness priority.⁸
- Three in five Gen Z and millennials report being very concerned about mental health and increasingly turn to beverages for energy, stress relief, and cognitive support.⁴
- According to Innova Market Insights, future beverage innovation is expected to focus on benefits such as sleep support, calmness, focus, and social energy.⁸

56%
OF GEN Z CONSUMERS
SEEK NEW FLAVORS
when shopping for food
and beverages⁸

CONCENTRATE ON THIS

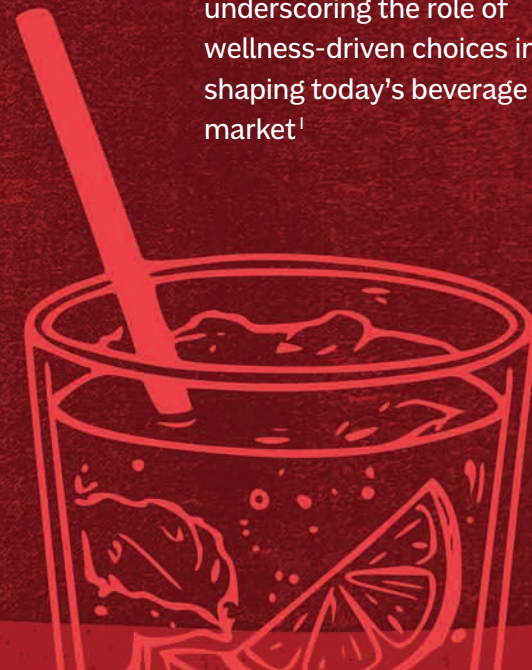
Cranberry concentrate's exceptional blendability makes it ideal for any beverage. Beyond ease of use, it delivers on the attributes today's consumers actively seek:

- **Bright, tart flavor profile** that excites the palate
- **Health-forward halo** that supports benefit-reinforcing positioning
- **Plant-based** and aligned with modern lifestyles
- **Familiar Appeal** as a simple, recognizable ingredient
- **From the Growers** sourced from a farmer-owned cooperative

3 FUNCTIONALIZED FORMATS

Functional beverages continue to outpace traditional beverage categories, posting double-digit growth year-over-year.

As the segment expands, familiar formats such as carbonated soft drinks and teas are being reimaged with added functional benefits, including prebiotics, adaptogens, and other wellness-focused ingredients.



**NEARLY
80%
OF GEN Z AND
75%
OF MILLENNIALS
CONSUME FUNCTIONAL
BEVERAGES REGULARLY**

underscoring the role of wellness-driven choices in shaping today's beverage market¹





CONCENTRATE ON THIS

Cranberry concentrate does more than enhance flavor. Its naturally occurring polyphenols support a healthy, balanced lifestyle, making it a smart and familiar choice for modern beverage innovation:

→ Polyphenols

Cranberry concentrate contains naturally occurring polyphenol antioxidants. Diets rich in polyphenols are associated with antioxidant activity and overall well-being.⁹⁻¹⁰

→ Good for the gut

Consumption of beverages made with cranberry concentrate may help reduce undesirable bacteria and support gut microbiome balance.^{5-6, 11}

→ Supports urinary tract health

Cranberries are rich in proanthocyanidins that have been shown to help prevent bacterial adhesion.¹²⁻¹³ This benefit is recognized by the U.S. Food and Drug Administration (FDA) through a Qualified Health Claim and by the European Association of Urology Guidelines.

→ Supports heart health

Studies suggest beverages made with cranberry concentrate may help improve blood vessel function, support healthy blood lipid levels, and reduce markers of inflammation.¹⁴

A variety of formats are gaining momentum:



KOMBUCHA

Once considered niche, kombucha is evolving into a premium, flavor-forward functional beverage and a popular alternative to beer and traditional sodas.



WELLNESS SHOTS

Highly concentrated and convenient, wellness shots offer an efficient way for consumers to integrate targeted health benefits into their daily routines.



CLEAN ENERGY DRINKS

Energy beverages are moving beyond sugar and synthetic caffeine, favoring **clean label, plant-based energy sources** that align with health-conscious lifestyles.



ENHANCED WATERS

Hydration is being enhanced with added **antioxidants, vitamins, minerals, and electrolytes**, elevating water into a holistic wellness solution.

OCEAN SPRAY® INGREDIENTS

Ocean Spray® Ingredients is the preferred partner for bright, bold, and sustainable cranberry-centric solutions. We help beverage manufacturers drive growth through a powerful combination of high-quality ingredients, deep consumer insights, culinary creativity, and inspired innovation.

Ocean Spray® cranberry concentrate delivers unmatched flavor, vibrant color, exceptional blendability, meaningful wellness benefits, and reliable year-round supply, all backed by the global leader in all things cranberry.

Partner with Ocean Spray to unlock the next generation of cran-fueled beverage innovation.

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