

Hot Beverages Turn to Natural in 2013

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Pinebrook, NJ— The coffee and hot beverage market in 2013 including tea, cocoa and related extracts, will see bolder niche market flavors to attract a savvy consumer base with its eyes on clean label products, according to 2013 trend forecasts from Teawolf, Pinebrook, NJ CEO Greg Robertson.

"We'll definitely see bolder niche beverage brands driving innovation in ingredients and flavors. They make the beverage aisle exciting for consumers with an increasing number of interesting options," said Robertson.

Robertson said Chai is gaining more traction in both coffee and tea, and "interesting and novel botanical pairings, such as hibiscus black tea and lemongrass tea." The company sees great potential in green coffee as well, a rapidly growing segment.

He predicts an increased focus on natural, "with built-in crossover appeal so they can easily make the transition to mass market, mainstream consume shelves."

The natural market is in part, fueled by easier access to information. Says Robertson, "In a time when any consumer can Google an ingredient from their smart phone to learn what it is, clean labels are paramount."

In general, Robertson says consumers are abandoning carbonated drinks. "There's been a resurgence in the popularity of coffee and tea – most likely because they are familiar, comforting beverage flavors that have a 'healthy halo'."