



Seasonality Report: USA

March | 2024



Winter Trends:

- **Dessert Flavors:** In the post-holiday season consumers look for more diverse treats in January but the cold months following see a rapid switch back to darker, richer, more comforting flavors.
- **Alcoholic beverages:** Consumers tend to gravitate towards celebratory and warming cocktails and spirits, due to the cold weather and special occasions peppered throughout the US winter.
- **Fruit, Veg, Nuts & Seeds:** Citrus fruits are a hit in winter for their vitamins, while unique options like Kumquat and nutrient-packed ingredients like Flax Seed and Shitake Mushroom show a trend towards greater diversity in the US market. However there is also a spike in cranberries, due to the holiday season.
- **Condiments & Seasonings:** Chili and ginger's popularity in January reflects a preference for hearty winter flavors, while the shift to lighter ingredients like rose petals and edible flowers in February and March signals a transition to spring tastes.



Dessert Flavors



Marshmallow



Trifle



Cinnamon Swirl



Poached Pears



Gingerbread



Candied Pecans



Toffee



Gingersnaps



Praline



Marzipan



Candy Canes



Nougat

Alcoholic Beverages



Champagne



Rum



Espresso Martini



Prosecco



Eggnog



Amaretto



Grand Marnier



Kahlua

Fruit, Veg, Nuts/Seeds



Cranberry



Pomegranate



Chestnut



Persimmon



Clementine



Satsuma

Condiments & Seasonings



Ginger



Orange Zest



Truffle



Anise



Rosemary



Allspice



Mocha



Peppermint Mocha



Peppermint



White Truffle



Clove

Dessert Flavors



Frangipani



Popcorn



Alcoholic Beverages



Champagne



Scotch Whiskey

Fruit, Veg, Nuts & Seeds



Flax Seed



Shitake Mushroom



Meyer Lemon



Clementine



Mandarin



Kumquat



Pomelo

Condiments & Seasonings



Chili



Ginger



Truffle



Oregano



Lemon Pepper



Bay Leaf



Rice Wine

Dessert Flavors



Brownie



Dark Chocolate



Nutella



Chocolate Mousse



Strawberry
Cheesecake

Alcoholic Beverages



Champagne



Scotch Whiskey

Fruit, Veg, Nuts & Seeds



Date



Blood Orange



Mandarin



Meyer Lemon



Clementine



Kumquat



Pomelo

Condiments & Seasonings



Chili



Ginger



Truffle



Rose Petal

Spring Trends:

- **Dessert:** Fresh, fruity flavors like cherry and mango are popular during this time, as are indulgent treats like carrot cake and churros bring a festive vibe to spring gatherings with their fresh flavors and vibrant colors.
- **Alcoholic beverages:** As temperatures rise, consumers crave light, fruity beverages, shifting from winter to spring, leaning towards tropical-flavored cocktails for outdoor festivities.
- **Fruit, Veg, Nuts & Seeds:** Consumers crave fresh, colorful, tropical and international flavors such, indicating a preference for refreshing, versatile, and seasonal ingredients.
- **Condiments and Seasonings:** Spring brings a flourish of edible flowers, peppers, and citrus fruits for consumers, perfect for salads, barbecues, and cocktails as the weather warms.



Dessert Flavors



Nutella



Alcoholic Beverages



Irish Whiskey



Irish Coffee

Fruit, Veg, Nuts & Seeds



Banana



Kiwi



Blood Orange



Hemp Seed



Boysenberry



Kumquat

Condiments & Seasonings



Edible Flowers



Matcha



Cherry Blossom



Poppy Seed



Caraway



Maple Sugar

Dessert Flavors



Carrot Cake



Lemon Curd



Jelly Beans

Alcoholic Beverages

Mimosa



Fruit, Veg, Nuts & Seeds



Cherry



Papaya



Morel



Boysenberry

Condiments & Seasonings



Edible Flowers



Cherry Blossom



Dandelion



Green Garlic

Dessert Flavors



Churro



Alcoholic Beverages



Mimosa



Michelada



Paloma



Mangonada



Triple Sec



Mint Julep

Fruit, Veg, Nuts & Seeds



Mango



Rhubarb



Prickly Pear



Morel

Condiments & Seasonings



Dandelion



Green Garlic

Summer Trends:

- **Dessert Flavors:** Strawberry Shortcake is a beloved US summer dessert because it's made with fresh strawberries in season, perfect for outdoor events like picnics and barbecues.
- **Alcoholic Beverages:** Light and fruity cocktails and clear spirits gain popularity due to their cooling, refreshing nature in the warmer weather.
- **Fruit, Veg, Nuts & Seeds:** There is a noticeable surge in popularity for increasingly diverse fruits aligning with summer's emphasis on outdoor activities, culinary exploration, and cultural festivities.
- **Condiments & Seasonings:** During the summer, there's a preference for lighter, fresher flavors like botanicals and herbs, showing people want to take advantage of natural, garden-fresh ingredients summer provides.



Dessert Flavors

Strawberry Shortcake



Alcoholic Beverages



Gin



Sangria



Mojito



Pina Colada



Limoncello



Mangonada



Frosé

Fruit, Veg, Nuts & Seeds



Berry



Strawberry



Mango



Pineapple



Watermelon



Melon



Apricot



Ube



Key Lime



Rhubarb



Lychee



Mulberry



White Peach



Black Raspberry

Condiments & Seasonings



Hibiscus



Elderflower



Butterfly Pea



Lemon Verbena



Wild Strawberry

Dessert Flavors



Strawberry Shortcake



Alcoholic Beverages



Mojito



Pina Colada



Limoncello



Frose

Fruit, Veg, Nuts & Seeds



Berry



Lime



Cherry



Pineapple



Peach



Blackberry



Watermelon



Passion Fruit



Melon



Apricot



Key Lime



Lychee



Dragon Fruit



Cantaloupe



Nectarine



Huckleberry



White Peach



Black Raspberry



Gooseberry



Redcurrant

Condiments & Seasonings



Basil



Hibiscus



Banana Pepper



Shishito Pepper



Lemon Verbena



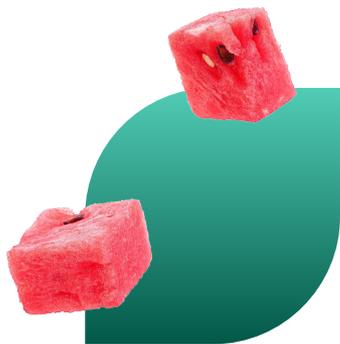
Lemon Basil

Dessert Flavors

Alcoholic Beverages

Fruit, Veg, Nuts & Seeds

Condiments & Seasonings



Mai Tai



Peach



Blackberry



Watermelon



Fig



Melon



Cantaloupe



Nectarine



Huckleberry



White Peach



Bitter Melon



Basil



Banana Pepper



Shishito Pepper



Lemon Verbena



Lemon Basil



Hatch Chile

Autumn Trends:

- **Dessert Flavors:** The increasing popularity of flavors like apples, corn, and candied fruits, reflects the dessert market's adaptability to autumn's top-harvested ingredients, and festivities such as Halloween and Thanksgiving.
- **Alcoholic Beverages:** As autumn sets in, preferences shift from summer refreshments to warmer flavors, suggesting a trend towards cozy gatherings and celebratory occasions centered around food and drink.
- **Fruit, Veg, Nuts & Seeds:** Autumn staples like apples, pumpkins, and sweet potatoes surge, reflecting seasonal harvests and cultural festivities such as Halloween and Thanksgiving.
- **Condiments & Seasonings:** This category sees a rise in demand for popular baking or hot drink flavors like Pumpkin Spice, Nutmeg, Allspice, and Peppermint Mocha, reflecting a cultural inclination towards warmth, comfort, and festive gatherings associated with holidays like Halloween and Thanksgiving.



Dessert Flavors



Caramel Apple



Apple Butter



Alcoholic Beverages



Cider



Negroni



Campari

Fruit, Veg, Nuts & Seeds



Apple



Fig



Pawpaw



Bitter Melon

Condiments & Seasonings



Pumpkin Spice



Dessert Flavors



Caramel Apple



Candy Corn



Apple Butter



Kettle Corn



Alcoholic Beverages



Cider

Fruit, Veg, Nuts & Seeds



Apple



Pumpkin Seed



Quince



Granny Smith Apple

Condiments & Seasonings



Pumpkin Spice



Sage



Nutmeg



Allspice

Dessert Flavors



Gingersnaps



Poached Pears



Candied Pecans



Alcoholic Beverages



Merlot



Beaujolais

Fruit, Veg, Nuts & Seeds



Sweet Potato



Cranberry



Pecan



Pomegranate



Chestnut



Persimmon



Quince



Granny Smith Apple



Satsuma

Condiments & Seasonings



Rosemary



Mocha



Sage



Nutmeg



Brine



Allspice



Quince



Peppermint Mocha



White Truffle



Ginkgo Biloba

Thank you!

Want to leverage 2024's trends for your business? [Talk to us.](#)

