SIMPSONS BEVERAGES COFFEE SYRUP TREND REPORT 2022

THE NEW COFFEE HIT - FLAVOURED COFFEE SYRUPS

Coffee continues to be one of the most popular drinks worldwide. In the UK alone 98 million cups of coffee are enjoyed every day*.

Its popularity, helped by the rise of café culture, mean more and more creative coffee drinks are coming to market - from cool frappes with new flavour additions, to the resurgence of the coffee-based cocktail Espresso Martini.

Now coffee syrups are on the rise, enhancing the brew with new flavours. And by balancing out coffee's strong flavours with some sweetness syrups can also make drinks more approachable or accessible for even more consumers to start enjoying coffee.

Coffee syrups work in a range of flavours, ranging from rich tastes like caramel to floral notes like lavender.

Globally the flavoured syrups market is forecast to hit $65.6bn by 2025**. In the UK, the syrup market is well established thanks, in part, to the way global coffee shop chains have made richly flavoured drinks more mainstream. Within this, the global coffee syrup market is expected to grow by almost 5% over the next few years***.

Coffee syrups also lend themselves to drink trends for customisation, premiumisation and indulgence.

Our beverage trends report looks at the seasonal coffee syrup flavours forecast to be a big hit with coffee lovers.

*British Coffee Association
**Grand View Research, 2019
***Data Intelo, 2022

FALL FOR AUTUMN FLAVOURS - SEASONAL COFFEE SYRUPS

Coffee syrups can transform an everyday drink into a premium treat. Since coffees are a year-round drink, seasonal coffee syrups can create something out-of-the-ordinary.

Across the US - which leads the global coffee syrups market - around 80% of coffee lovers 'customise' their drinks, many using flavoured coffee syrup to do so*. And where American markets go, the UK follows, not least as US chains are established staples of British high streets.

Coffee shops, whether independent brands or major chains, will always be focussed on the tried and tested favourites as much as looking for the next big flavour. Autumn flavours are stalwarts here, giving a premium, must-try feel thanks to their seasonality.

Seasonal coffee syrups like pumpkin spice or caramel apple spice have come to be expected by consumers used to the ever-changing menus in café chains like Starbucks and Costa Coffee. A maple flavoured coffee syrup will give a sweet seasonal feel too, as would a gingerbread coffee syrup.

*National Coffee Association 2020

CHRISTMAS CRACKERS - FESTIVE COFFEE SYRUPS

Seasonal coffee syrups aren’t only for Autumn, of course. Festive coffee syrups can create warming winter drinks.

A cinnamon flavoured coffee syrup will add extra warmth to any type of coffee, particularly with added notes of cloves and molasses too. A rich cherry and date syrup will suit americanos, while gingerbread syrup will make an extra decadent mocha.

Replicating broader flavour profiles of indulgent Christmas treats, sweet panettone or rich brandy butter would make for more unusual seasonal coffee syrups. For a festive feeling flavour to be used sparingly, peppermint will work in mochas too.

SUGAR-FREE SWEETNESS

While indulgent ingredients will make bestselling coffee syrups, healthy options are vital too. Coffee lovers concerned with health and nutrition don't want to compromise on their daily brew, particularly when it has strong wellness credentials as an antioxidant.

Low sugar syrups for coffee are perfect adding sweetness and flavour without unnecessary sugar or calories. Syrups lower in sugar tend to be more popular in European markets*. And as new HFSS guidance comes in, low sugar syrups will work within the requirements limiting the placement and promotion of produce 'high in fat, sugar or salt' (HFSS).

For a natural sugar high, honey syrups for coffee will give all the sweetness with an organic, healthier feel.

*Torani Syrups, via PerfectDailyGrind.com

FLORAL NOTES - FRAGRANT FLAVOURED SYRUPS

Floral flavours are commonplace across almost all drinks categories now, creating premium drinks and unusual combinations. In coffee, floral notes are naturally found in Arabica bean blends and can be replicated using coffee syrups.

Each with a distinctive flavour profile that can complement coffee's range of flavours, fragrant lavender, soft rose and tart hibiscus can each work as syrups for coffee. Lavender is especially popular as a coffee syrup, working with milky lattes and elevating simple black coffees, while rose is popular for its aromatic aftertaste.

Since fruit-based syrups hold around a third of the global syrup market, pairing florals with familiar fruits will create coffee syrups with broader appeal. Try orange and hibiscus, blackberry with lavender, or lemon with lavender. Each of these will work best in lattes or frappuccinos, for the milk to balance out the tart fruit flavours.

French brand Monin has made fragrant gourmet syrups hugely popular. It sells a lavender, and a strawberry and rose syrup alongside single note flavours including vanilla, lemon and passionfruit.

For floral-like flavours that don't come from flowers, but do work with coffee, try almond and vanilla.

CLASSIC COFFEE SYRUP FLAVOURS

Simple but rich flavours like caramel, hazelnut and vanilla are the classic syrups for coffee. The range of creamy, salty and sweet flavours each of these offer elevate all types of roasted coffee beans, which often have naturally occurring hints of these flavours.

These are typically the most popular coffee syrups in Starbucks. But coffee syrups aren’t only for out-of-home enjoyment. When lockdowns forced many workers to stay at home, coffee syrups allowed people to add a little luxury to their morning coffee.

Premium coffee syrups continue to be popular for at-home use, able to be used in desserts as well as hot drinks. For these, those classic but versatile flavours are ideal.

As standard syrups go, banana flavours are already familiar with milkshake lovers. To create a coffee syrup with Tiki appeal, a banana and coconut combination will create a tropical coffee to emulate ‘Tropiccinos’.

NEW TWISTS ON COFFEE CLASSICS

In a growing market, elevating the classic offerings is key to capture interest. New twists on the most common flavours are easily done, and can work well released as seasonal coffee syrups too.

To build on the classic flavours with extra tastes suited to coffee, try hazelnut with orange, or vanilla with mango. Or try caramel with persimmon for a more delicately flavoured coffee syrup.

A white chocolate coffee syrup would be a decadent addition to lattes, mochas or americanos, creating a creamy drink.

As with almost all drink trends, novelty and fashionable flavours really capture consumer's attention. A salted caramel flavoured coffee syrup is a surefire winner, while a smokey flavoured coffee syrup – such as smoked cherry – will deliver deep flavour and a unique creation.

LET'S GIVE IT A SHOT

The coffee syrups market is well worth a shot – reaching a wide range of consumers through both on-trade and at-home options.

At Simpsons we are innovators in flavours. We can work with you to formulate your own range of coffee syrups, tailored to your brand and target market.

Work with us to create classic syrup flavours and limited-edition combinations for seasonal coffee syrups.

GET IN TOUCH TO DISCUSS YOUR IDEAS OR AMBITIONS

info@simpsonsbeverages.com
www.simpsonsbeverages.com
01253 766333