



FRUIT FWD FORECAST

FRUIT, FLAVOR AND THE 2026 FEED



FRUIT FWD: FRUIT, FLAVOR AND THE 2026 FEED!

At Dole Packaged Foods, **we know fruit**. After all, we've been harnessing that sun-drenched goodness since 1901. So who better to shine a light on what's next for consumers than the experts in all things fruit? **Us of course.**

Dole is unveiling its inaugural trend report to give a taste of the **evolving fruit landscape**. Drawing from cultural insights, social listening and category data, the forecast uncovers the key forces shaping how people **experience flavor** and what to expect in 2026.



A TASTE OF 2026



2026 is shaping up to be a year filled with **vibrant flavors**, **glowing benefits** and **on-the-go-delights**, creating a new standard for fruit-forward enjoyment - and **we're here for all of it.**



01

TROPICAL TAKEOVER

Tropical, globally inspired flavors like **guava** and **passionfruit** are your ticket to **more fruit adventures** in 2026.

02

BEVERAGES ARE BOOMING

From the viral "Dirty Soda" to mocktails, beverages are **creating dopamine-esque experiences.**

03

MINI MEALS ARE THE NEW MAIN

Bigger isn't always better, as we gear up for **smaller, single-sized snack plates.**

04

FRUIT POWERED GLOW UPS

Fruit is taking **center stage** of **beauty & well-being rituals.**

05

TREATONOMICS DELIGHTS

Transforming **small splurges** into self-care delights sparking a shift towards **mindful indulgence.**

TREND 01



TROPICAL TAKEOVER



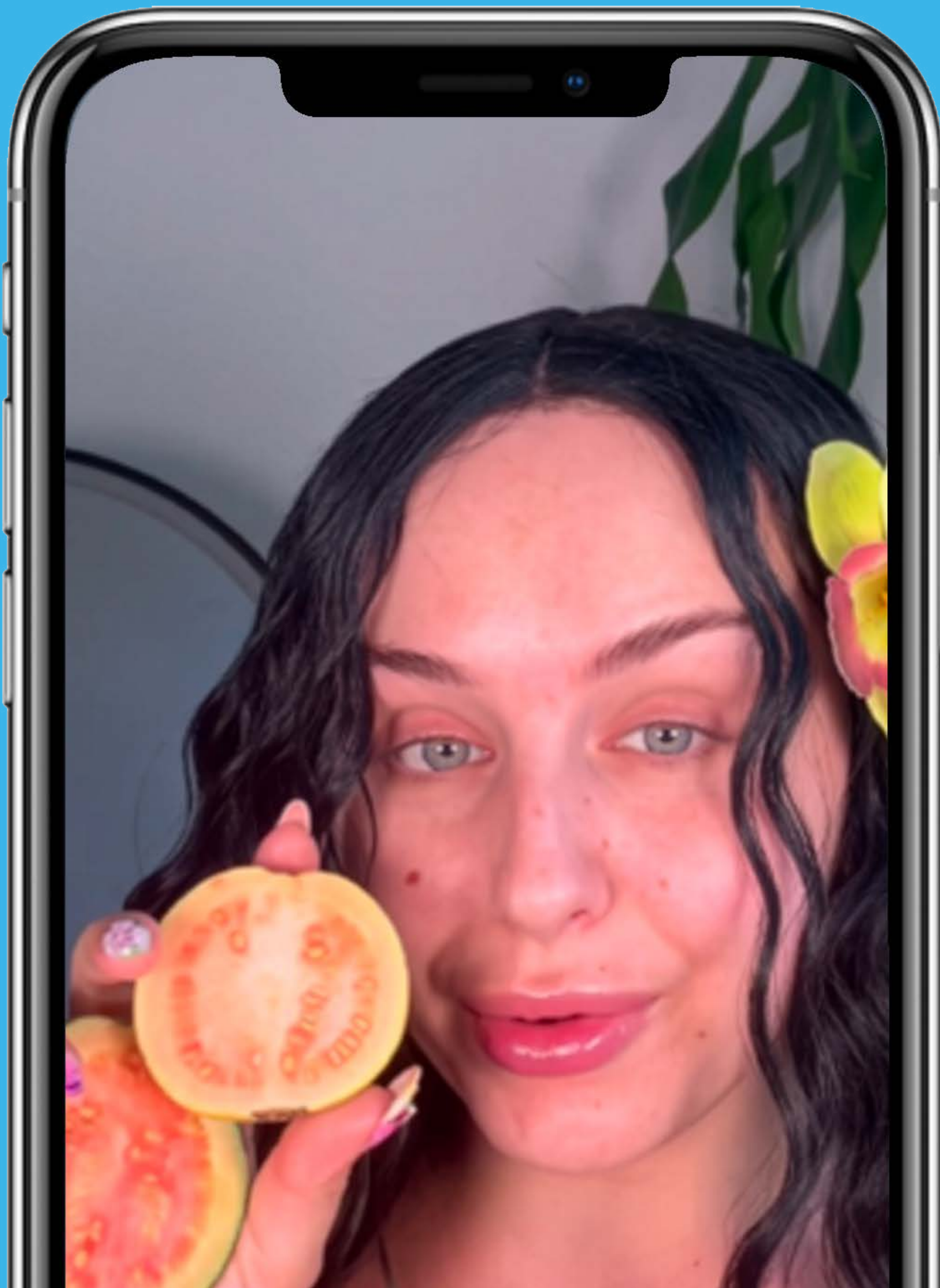
TROPICAL TAKEOVER

Global fruit flavors take the spotlight as consumers chase **bright, uplifting tastes** that deliver a **sensory exploration**

It's the year of celebrating flavors that spark joy and offer a "sensory getaway." Tropical profiles like guava, passion fruit, and dragon fruit are moving from niche to everyday showing up in **beverages, fragrances, self-care products** and even the **viral guava girl** make-up trend.

People are eager to explore:

36% enjoy trying unfamiliar flavors and over **90%** of Gen Z and Millennials crave bold new tastes. Influences from Latin American, Southeast Asian and Caribbean cuisines make these flavors feel both **exciting and approachable.**



TROPICAL FLAVORS ARE MAKING HEADLINES!

News mentions are up **13%¹ YoY** popping up everywhere from **fast food** to **energy drinks**, **alcohol** and **candy**

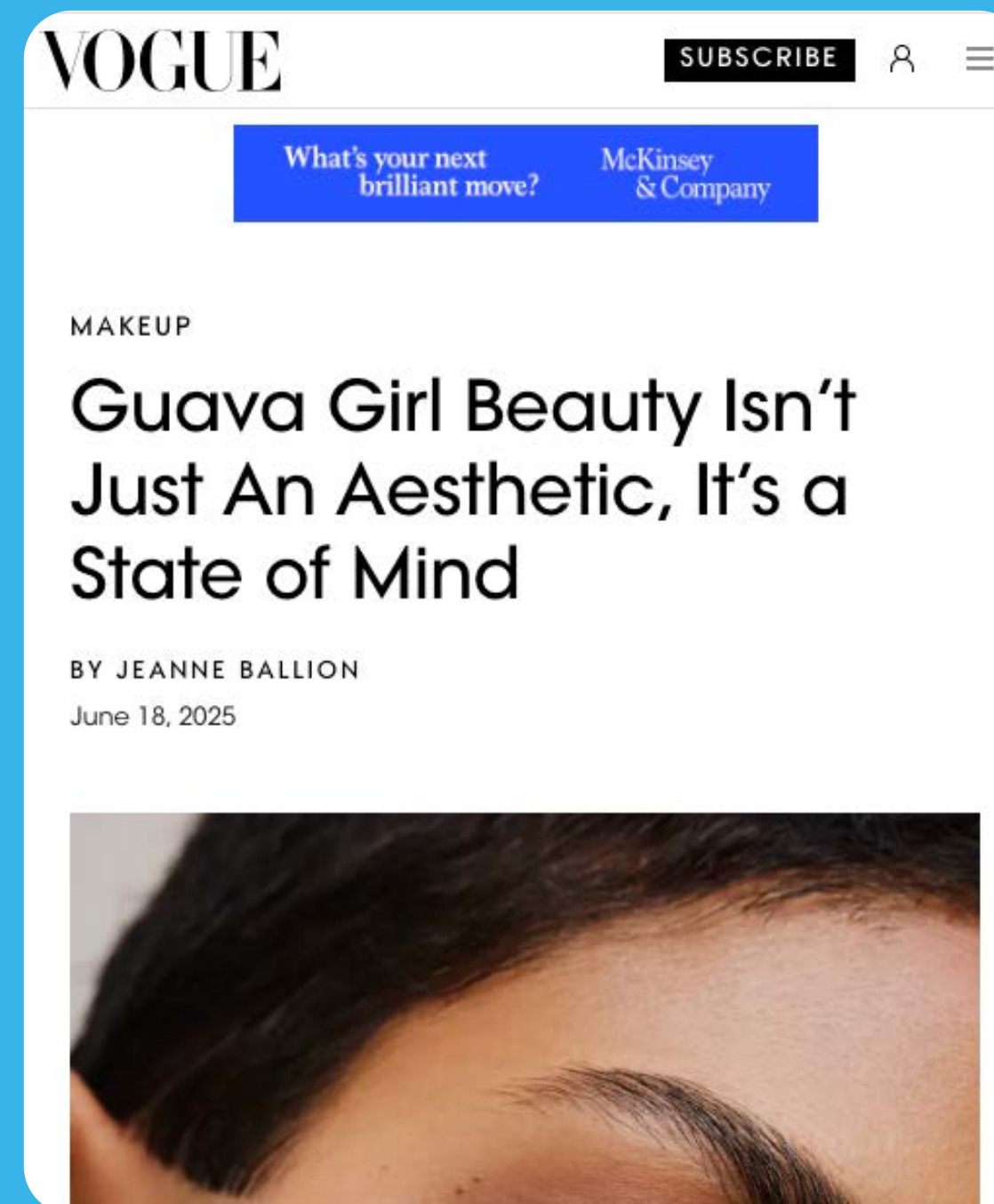
Searches for guava and passion fruit are up

17%² YoY and peak during the **summer months**

¹ NACS Magazine, Mintel's Global Consumer Survey
² GLIMPSE US-based keyword search over the past 12 months

From curiosity to craving, “tropical flavor” searches jumped

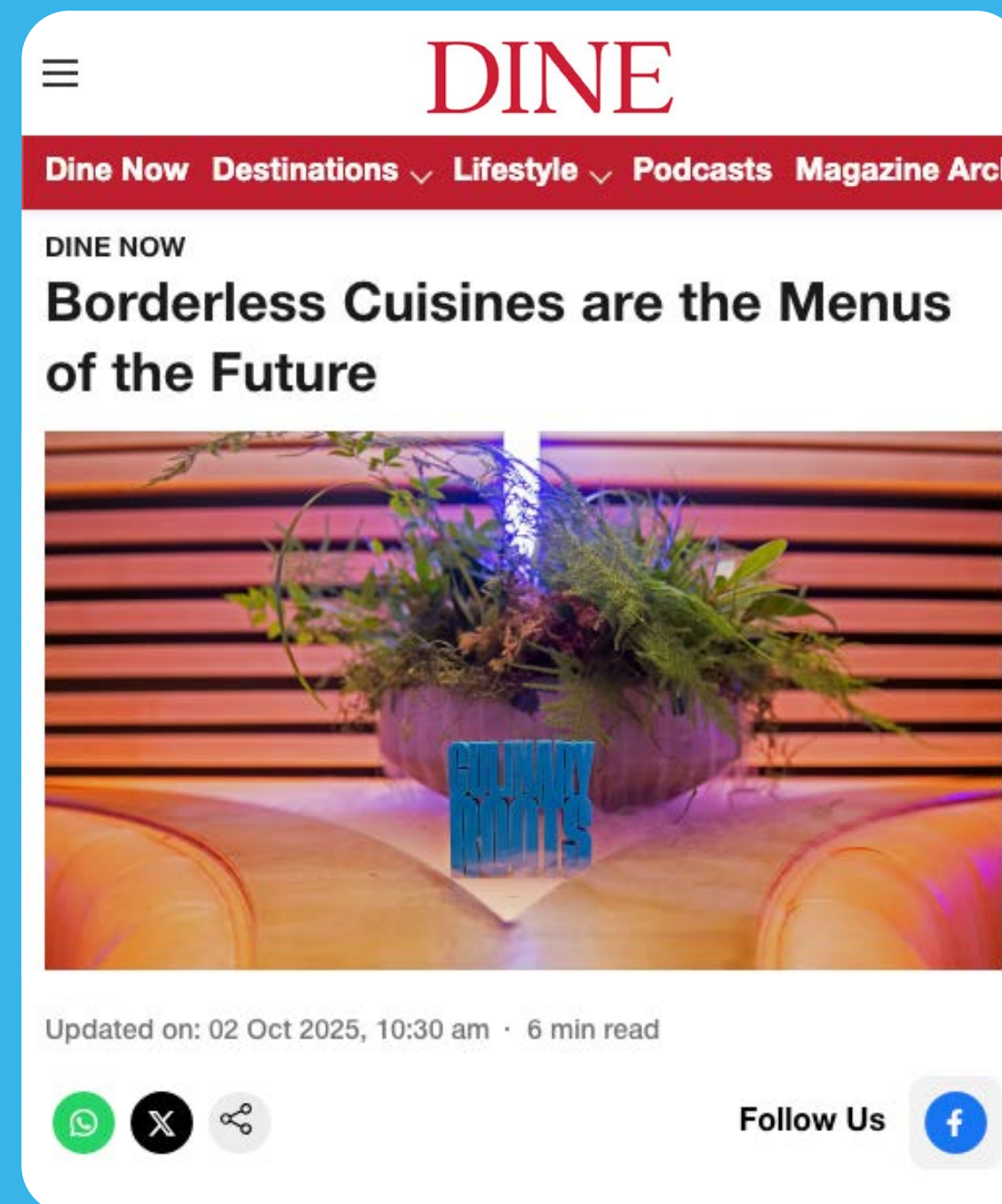
40%²
IN THE PAST YEAR



GLOBAL EATS ARE BUZZING WITH MEDIA STORIES

about new restaurants serving international cuisines, including **Mexican, Caribbean, Afro-Caribbean, Fusion** and **Latin American** are up

5%¹
YoY.



Sunshine You Can Taste:
Dole® Fruit Bowls® Tropical Fruit,
Dole® Canned Tropical Fruit, Chipotle
Shrimp & Pineapple Kabobs

¹ Meltwater search for mentions of specified cuisines in news media in USA over the past 12 months

TREND 02



BEVERAGES ARE BOOMING





BEVERAGES ARE BOOMING

The beverage landscape is entering a new era, where **experience matters** as much as **taste**.

Evolving beyond the no and low-alcohol movement, people are embracing leveled-up alternatives from **viral “dirty sodas”** to **functional drinks** and **complex, alcohol-free mocktails**. Fruit isn’t just an additive; it’s the primary flavor driver, bringing bold, taste, easy customization and **eye-catching appeal**.

As searches climb year over year, drinks that deliver a “**wow factor**,” without complicated prep are in demand. Gen Z’s flare for fun, and at-home mixology, drinks are now expected to feel **playful** and **premium**, even without alcohol.



MOCKTAILS HAVE A VIRAL FOOTPRINT

200X¹ more conversations
across social media
compared to last year

Organic social chatter around **fruit
juice** and **syrups** to mocktails - like
dirty sodas and **floats** - is up

3000%¹
VS. last year

¹ Talkwalker search for mentions of mocktails in Social Media Channels /forums (including Reddit, TikTok, X, Facebook, Instagram, Bluesky) in USA over the past 12 months

² Meltwater search for mentions of non-alcoholic drinks in news media in USA over the past 12 months

³ Datassentials



27%²
JUMP YoY

in searches for making
non-alcoholic drinks

- Spikes in **January**
and **July**

- **+200%**³ **growth**
in QSR non-alcoholic
beverage menus in
the last **4 years**



MADE POPULAR BY THE **SECRET LIVES OF MORMON WIVES**, DIRTY SODAS ARE ON THE RISE

- With **20%**¹ of the social conversation about **mocktails**.
- **Double that** of other “DIY” & homemade drink creations/recipes.

over the past **three years**, tropical beverages have experienced

98%²
GROWTH

in product introductions



- **Dragon fruit** and **mango** are the most common tropical flavors found in refreshers



Dirty Dragon
Dirty Soda



Dole® Refresher
Recipies

Sunshine You Can Taste

TREND 03



MINI MEALS ARE THE NEW MAIN





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Smaller, **more flexible** eating moments are redefining how people **satisfy cravings** and **balance wellness**.

From on-the-go snacking and “girl dinner” to the rise of **mini meals**, busy lifestyles are transforming how people eat. Smaller, single serve portions allow the **freedom to mix flavors** and textures without committing to a full-size dish.

As traditional mealtimes loosen, **fruit is stepping into a starring role** - no longer just garnish, but a central functional component of frequent, smaller plates.



#GIRLDINNER HAS 500K POSTS ACROSS IG & TIKTOK

More than half **(54%)**¹ of consumers report eating snacks **instead of meals** when they're pressed for time

**Fruit as the Snack
Plate Anchor**

64%²
of consumers prioritize options
that are “naturally nutritious”
(like fruit, nuts, dairy) over
processed alternatives

92%³ **of Millennials
and Gen Z**

replace at least one meal a week with
a snack, and **7%** of these consumers
report eating **only snacks**.

Luxury Hotels Take on 'Girl Dinner' with Small Plates for Summer

*The viral social media trend reflects larger
trends in luxury hospitality.*

by Briana Bonfiglio August 01, 2025



Photo: Courtesy of the The Mining Exchange Hotel

A viral, sing-songy social media trend is making an unexpected
appearance at luxury hotel restaurants this summer.

“Girl dinner,” the term, was coined by influencer Olivia Maher
and popularized by a nine-second video of a TikTokker.

CAMILLE STYLES



WHAT TO COOK

Girl Dinner Ideas—A
Nourishing Twist on the No-
Cook Trend

Balanced bites, according to a nutritionist



ON SOCIAL MEDIA,
“**MINI MEALS**” AND
“**SNACK PLATES**” ARE
A GROWING TOPIC

+900%¹
YoY

Popular items on these
plates **include fruit**,
cheese, crackers, pickles,
hummus and eggs



Sunshine You Can Taste:
Bacon Wrapped Pineapple, Rosemary
Pineapple Mozzarella Bites

¹ Talkwalker search for mentions of snack plates in Social Media Channels /forums (including Reddit, TikTok, X, Facebook, Instagram, Bluesky) in USA over the past 12 months

TREND 04



FRUIT POWERED GLOW UP





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Consumers are turning to **fruit-fueled rituals** for **digestive health** and beauty from within benefits

More people are viewing the gut as the gateway to **glowing skin**, mood stability and a stronger immune system, with **fruit stepping into the spotlight**. Searches for phrases like “gut-friendly fruits” “superfruits for skin” and “fruit for gut health” are rising, reflecting a shift toward **simple, everyday habits** that are naturally effective.



Tropical fruits like **mango and pineapple** are especially popular for their natural digestive enzymes, skin-brightening and anti-inflammatory benefits – signaling the **growing overlap** between **gut wellness and beauty**.

“**Microbiome**” searches up

17%¹
YoY

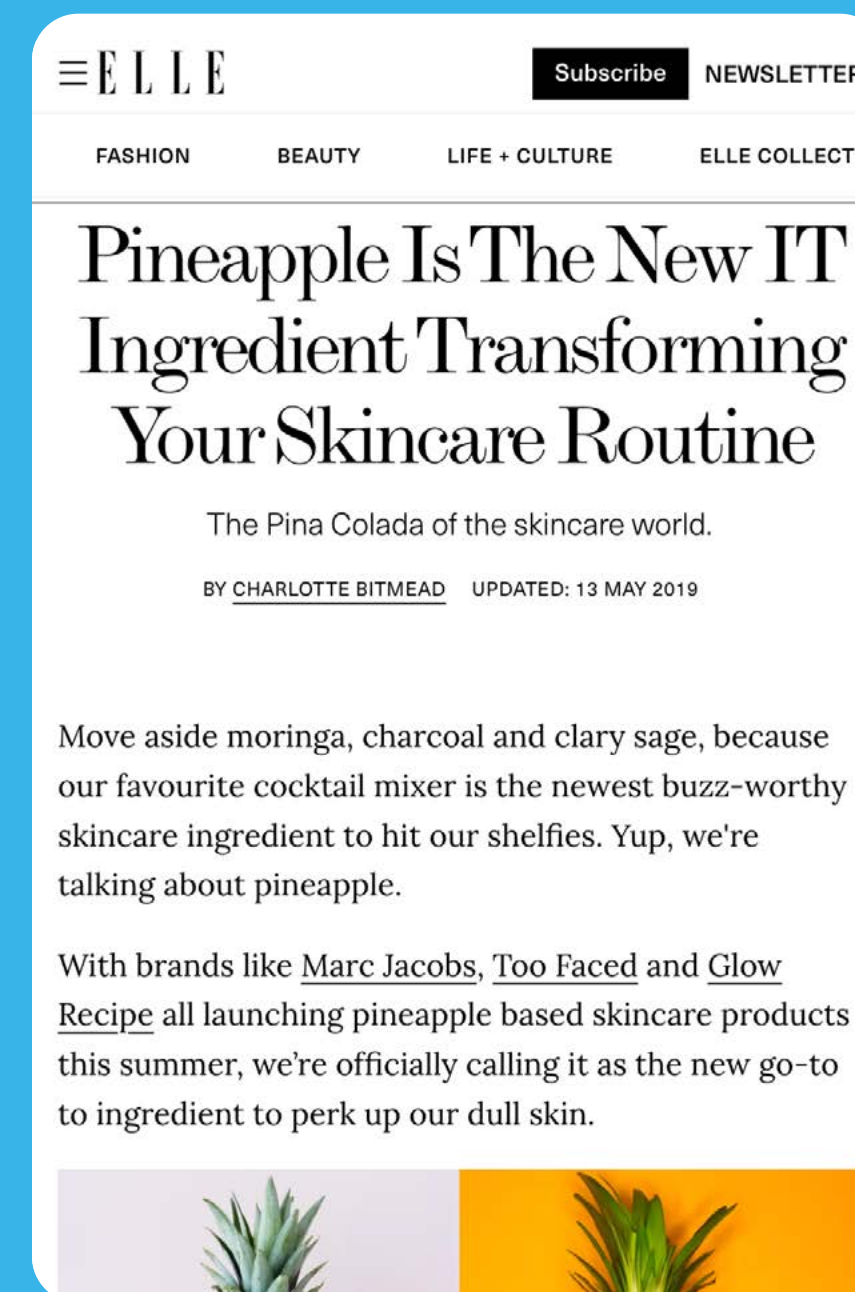
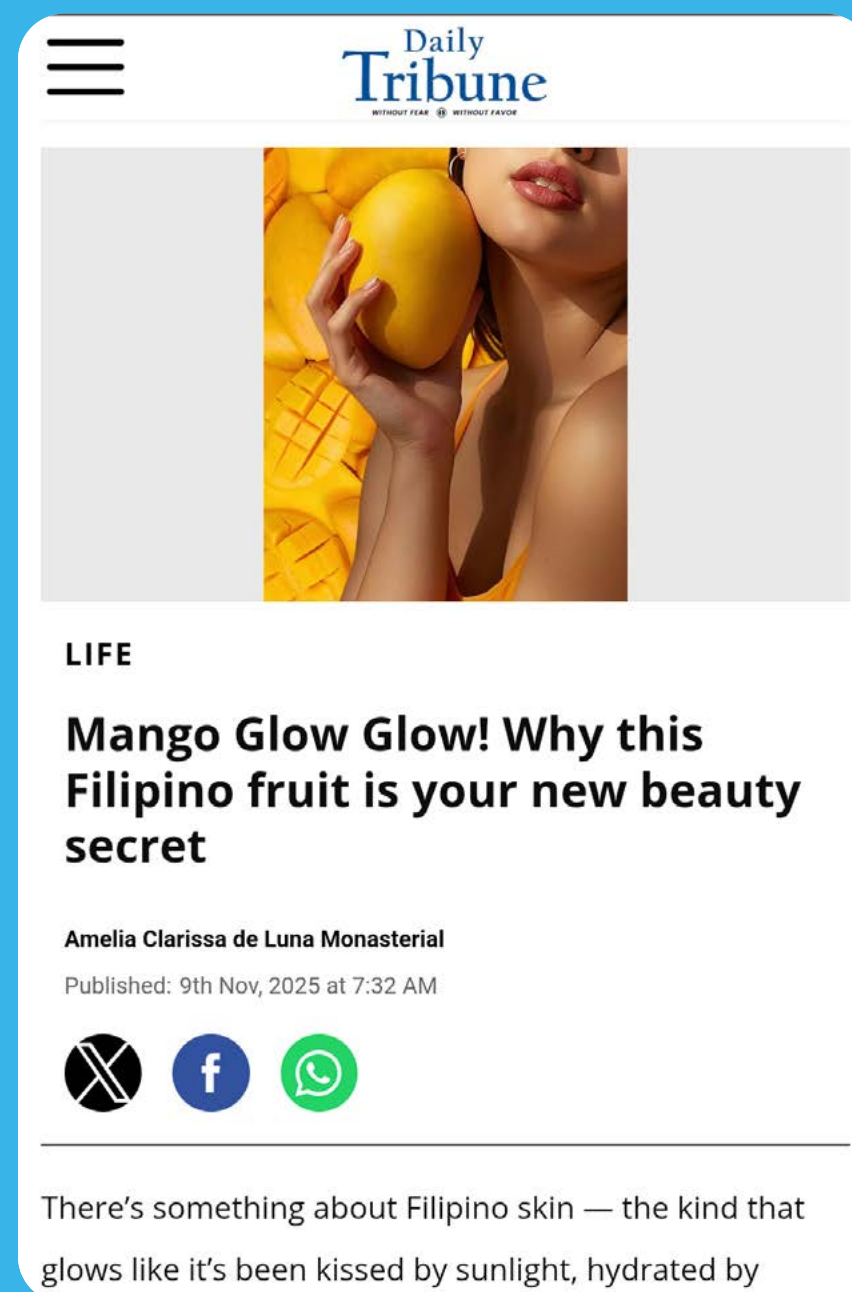
The most common related search is “**microbiome in the gut**”

¹ GLIMPSE US-based keyword search over the past 12 months
² Meltwater search for mentions of microbiome and fruit in news media in USA over the past 12 months

In news articles on “microbiome” and “fruit” are up

163%²

- Up from 164 articles to **431 YoY**.
- Thematics include **fruit** as a way to keep a **healthy** microbiome and overall health



WHAT'S **TRENDING** IN THE HEADLINES

- Viral Botox Juice: **Pineapple & Purple Cabbage**
- **Papaya & pineapple**: Linked to natural digestive enzymes that help **reduce bloating**.
- What Happens to Your Gut When You Eat **Yellow Dragon Fruit**



Sunshine You Can Taste:
Pineapple Matcha Smoothie with
Frozen Fruit, Dragon Fruit Smoothie
Bowl, Green Smoothie Bowl

TREND 05



TREATONOMICS DELIGHTS





TREATONOMICS DELIGHTS

Small, **affordable luxuries** are evolving into **essential comforts**, offering daily **moments of fulfillment**

In 2026, it will be less about guilty pleasures and more about indulgences that provide an **intentional, emotional uplift**. Smaller, higher-quality treats that deliver a quick dopamine hit are now **central to our everyday lives**.

Within **treatonomics**, people reward themselves mindfully, prioritizing **indulgences that feel special** without excess. Even as food budgets tighten, treat spending is protected by choosing products that deliver a unique textural journey - think **freeze-cracking toppings** and "**wow-in-one-bite**" formats.



TREAT MENTALITY IS NON-NEGOTIABLE

75%¹+ of consumers

consider snacks a **critical part** of their day for a “moment of joy” or **emotional boost**, refusing to cut them out even when budgeting

76%²
of consumer prioritize
taste & indulgence



¹ Circana's State of Snacking Report

² Mintel, Ice Cream & Frozen Novelties – US – 2024 ; NielsenIQ Retail Measurement, Total US xAOC, 52WE 11/2/24

WHIPPED WONDERS **WIN**

Light, airy textures provide **sensory satisfaction** and joy while fitting the growing desire for **permissible indulgence**.

This is the sweet spot where comfort meets **premium quality**, making consumers willing to pay a bit more for a high-quality moment.



72%¹

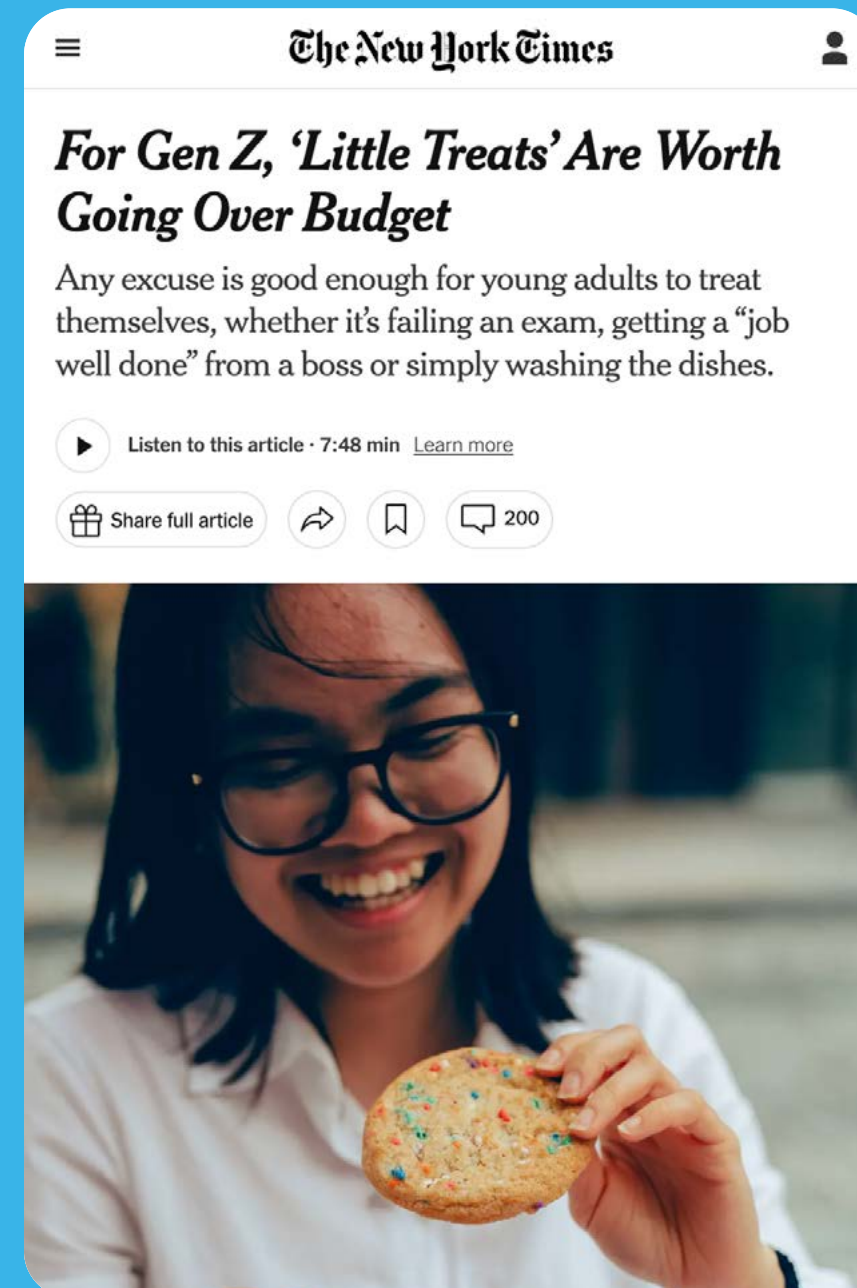
of global consumers enjoy trying foods with **different textures**, and

68%²

of Millennials say texture **directly influences** their purchasing decisions.

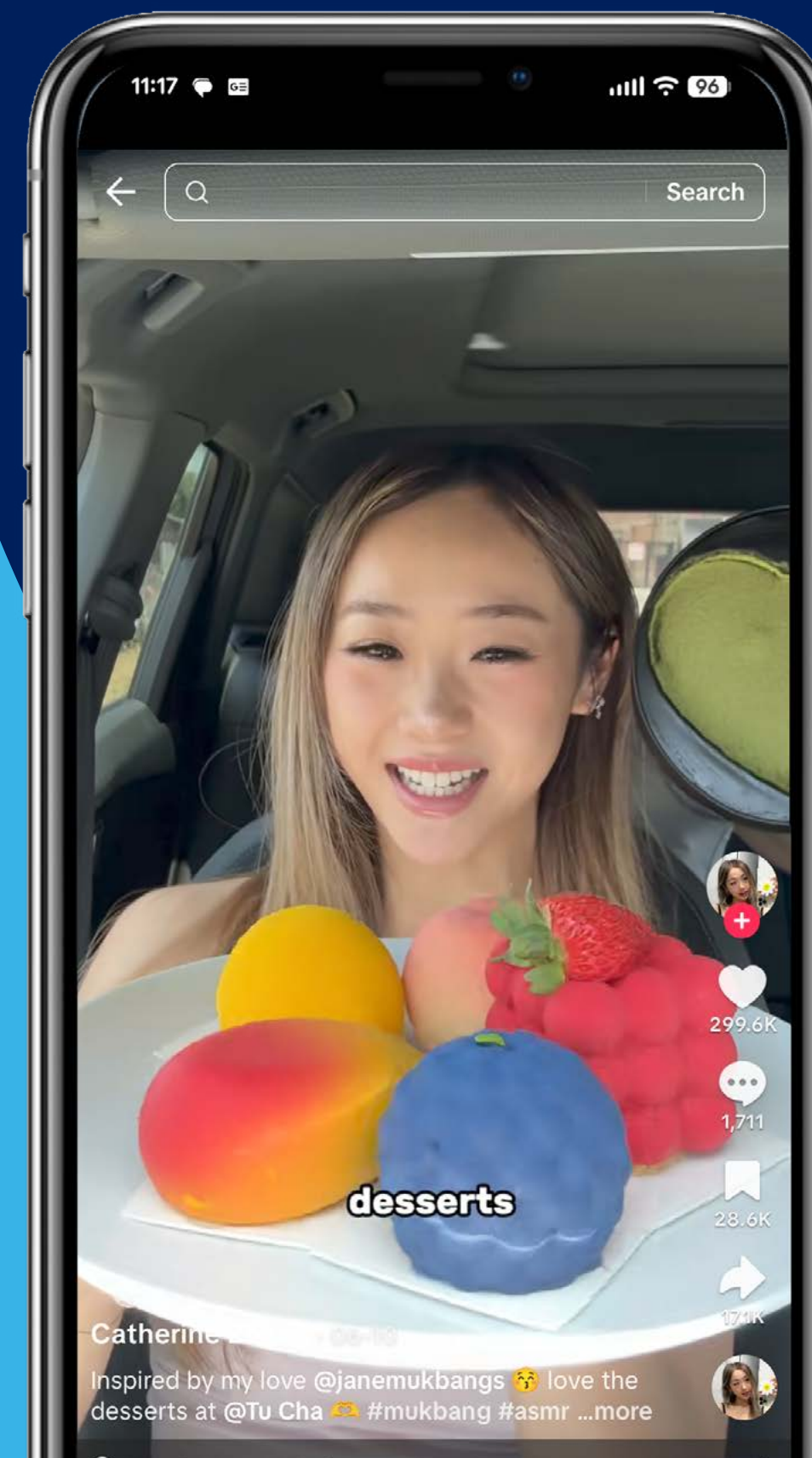
WHAT'S TRENDING IN THE HEADLINES

- Gen Z spends **hundreds a month** on **'treat culture'**, justifying it with the challenges of daily life - [Fortune](#)
- More Than Half of **Gen Z Indulges** in 'Little Treats' - [NACS](#)
- For Gen Z, **'Little Treats'** Are Worth Going **Over Budget** - [New York Times](#)



WHAT'S TRENDING ON SOCIAL

- Viral Fruit Shaped Ice Cream



Sunshine You Can Taste:
Dole Whip® & Dole®
Fruit & Creme Layers

WRAP UP



Raise your glass to a fruit-filled 2026 and **get ready to glow**. We're excited to show what's more in store. Follow along at [@DoleSunshine](https://www.instagram.com/DoleSunshine) and [DoleSunshine.com](https://www.DoleSunshine.com)



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