



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**.

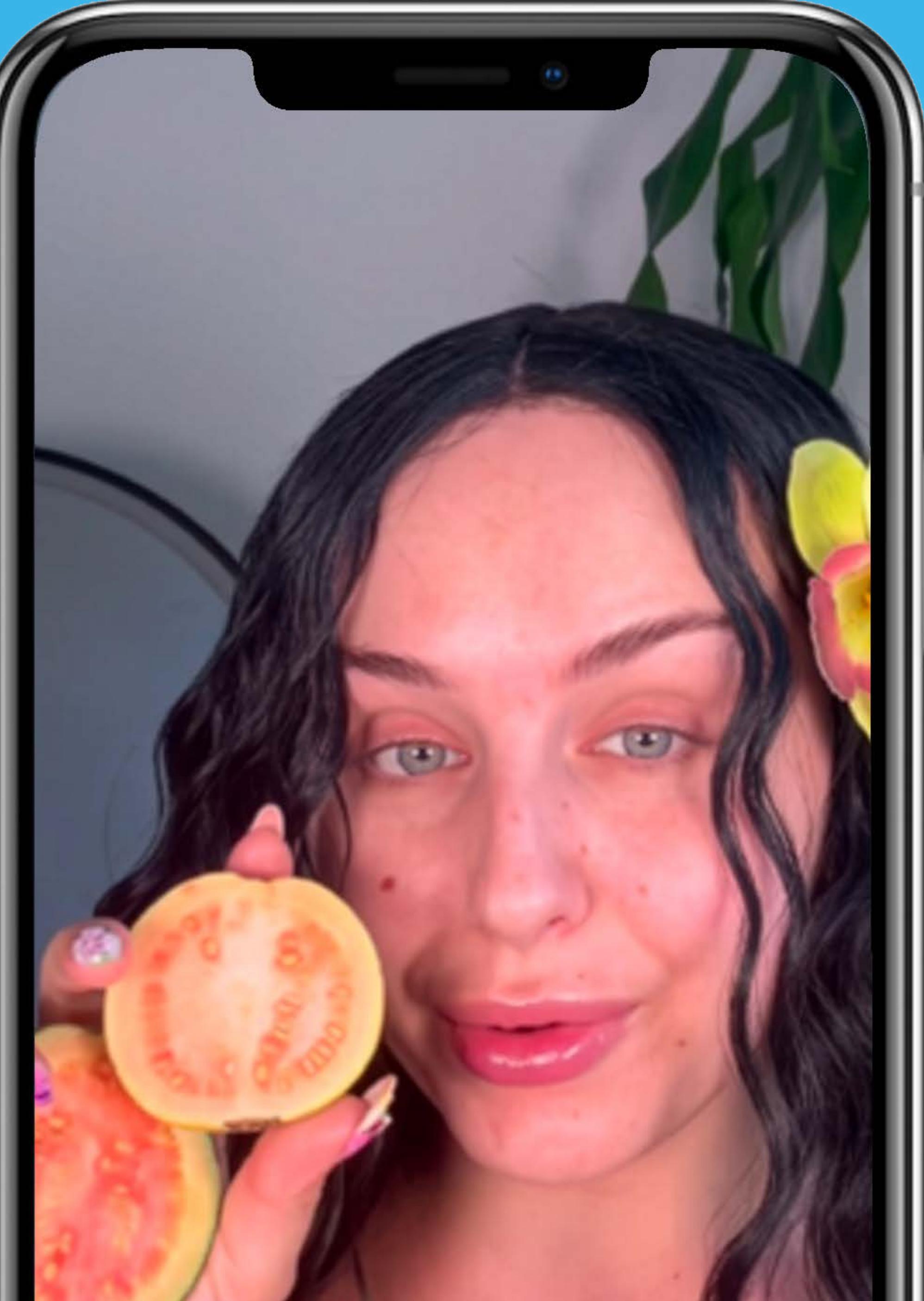


TREND 01



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!

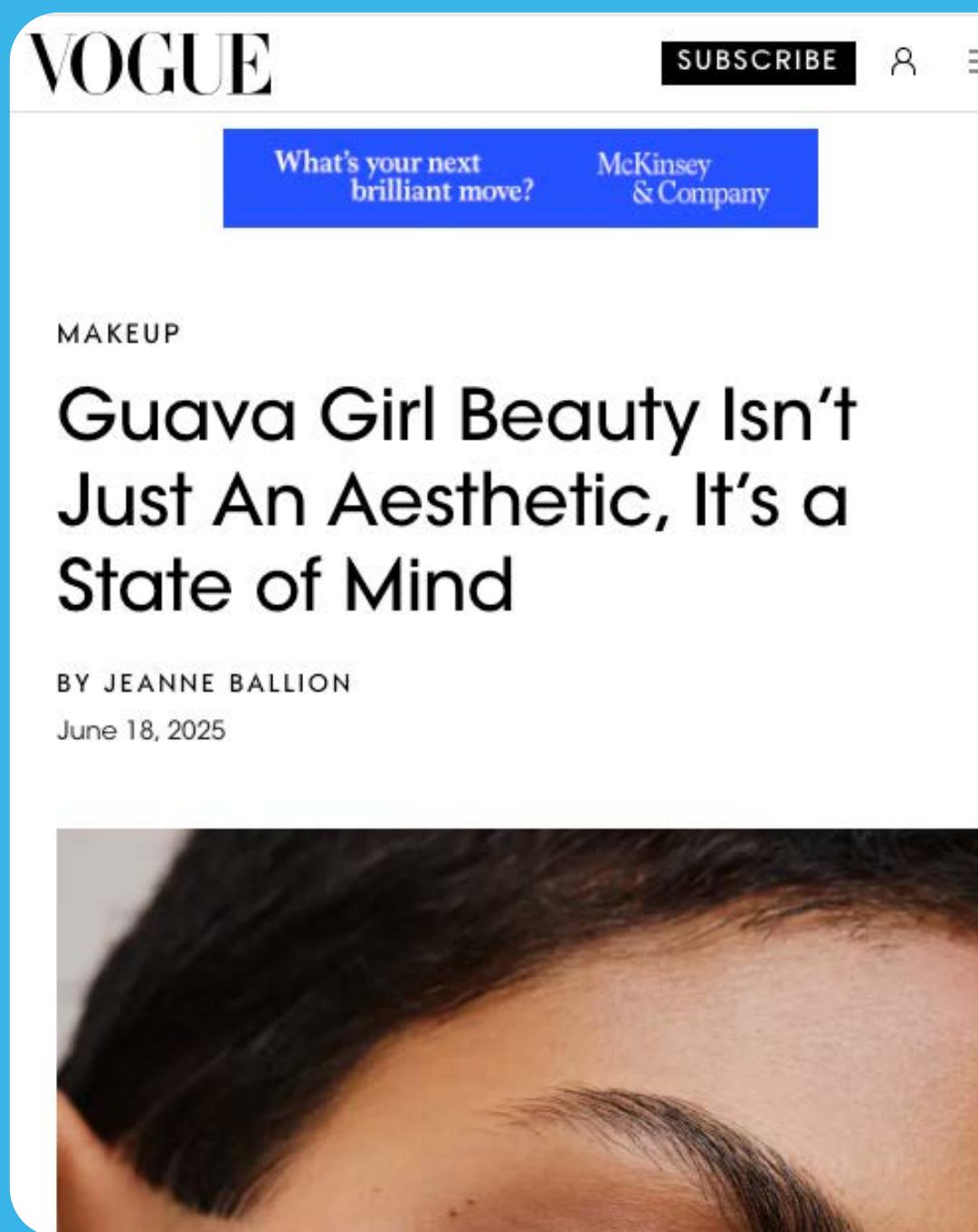
News mentions are up **13%¹ YoY** popping up everywhere from **fast food** to **energy drinks, alcohol** and **candy**

Searches for guava and passion fruit are up

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

From curiosity to craving, “tropical flavor” searches jumped

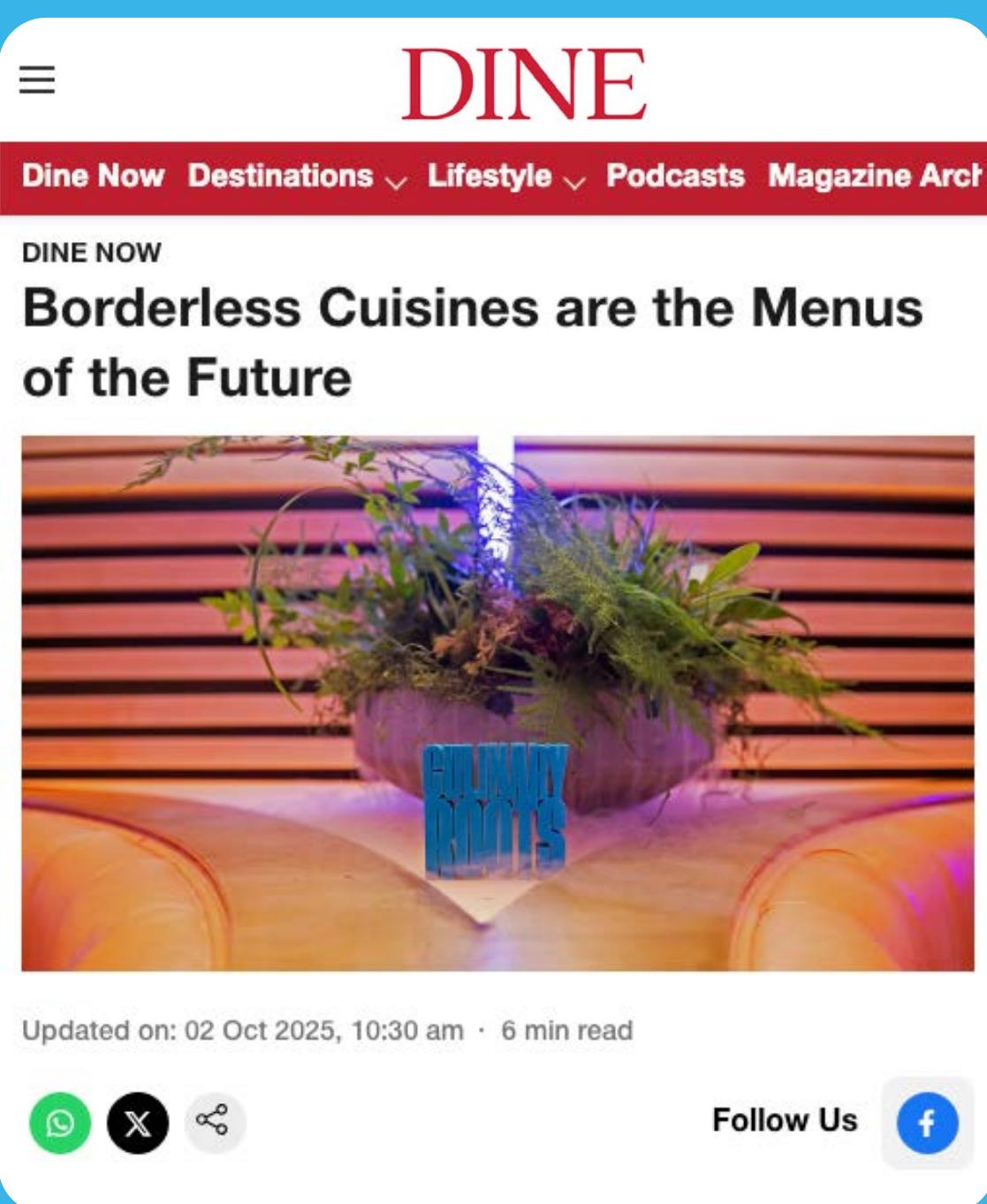
40%²
IN THE PAST YEAR



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.



DINE

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DINE NOW

Borderless Cuisines are the Menus of the Future

Updated on: 02 Oct 2025, 10:30 am · 6 min read

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

TREND 02

A large, central graphic of a glass filled with orange juice. A massive, vibrant yellow-orange splash erupts from the top of the glass, creating a crown-like shape. In the foreground, at the bottom of the glass, are two large, yellow, textured pieces of fruit, likely pineapples or mangoes. The background is a light blue with a subtle, repeating leaf-like pattern.

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



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**



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

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
Recipes

Sunshine You Can Taste



MINIMEALS ARE
THE NEW MAIN





MINI MEALS ARE THE NEW MAIN

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

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 TikToker

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**.

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

TREND 04



FRUIT POWERED GLOW UP

A large, vibrant yellow pineapple is positioned in the center, partially sliced. Several smaller, triangular pieces of pineapple are scattered at the bottom. Water droplets are visible on the main pineapple and in the air around the slices, suggesting freshness and hydration.



FRUIT POWERED GLOW UP

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.

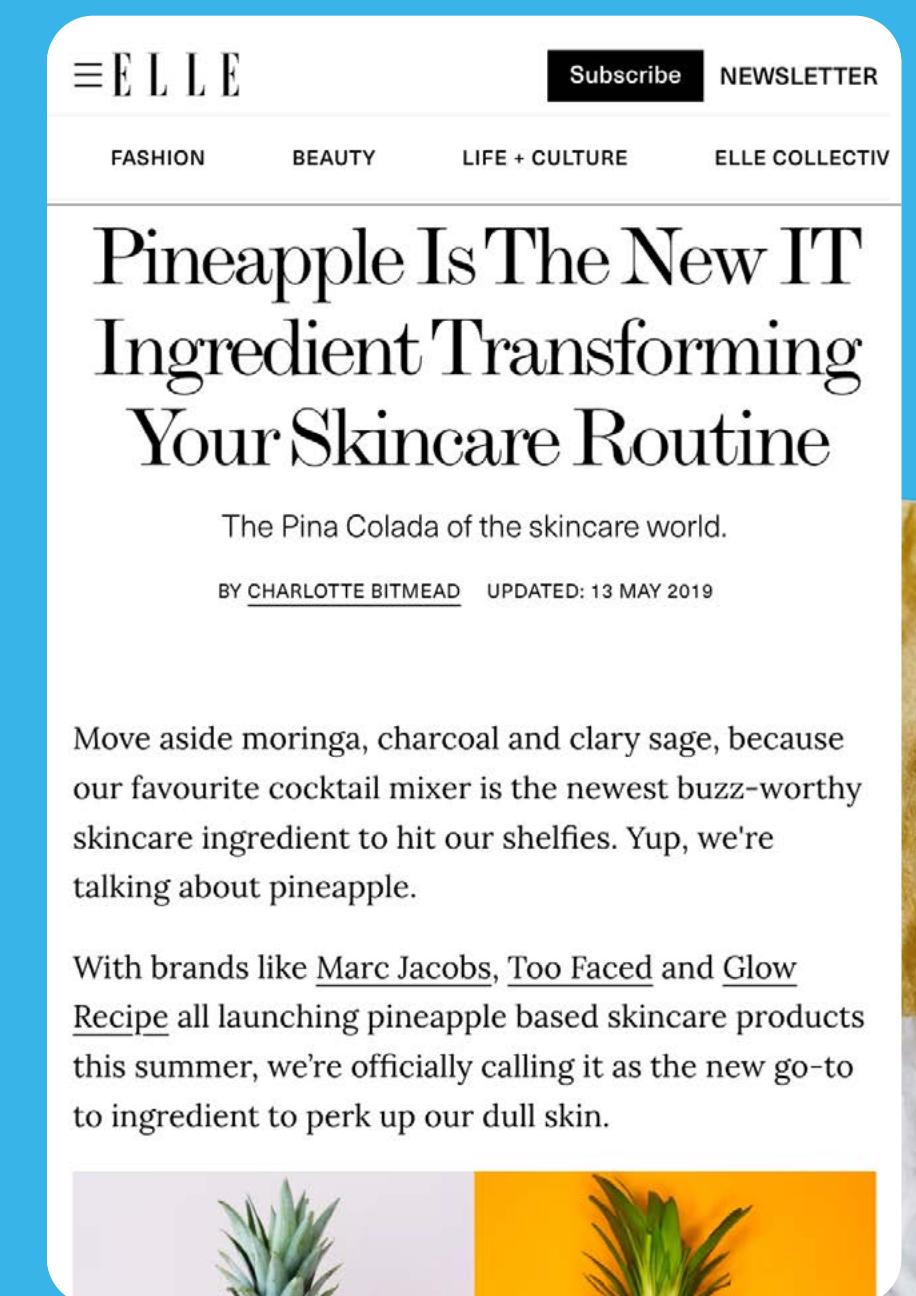
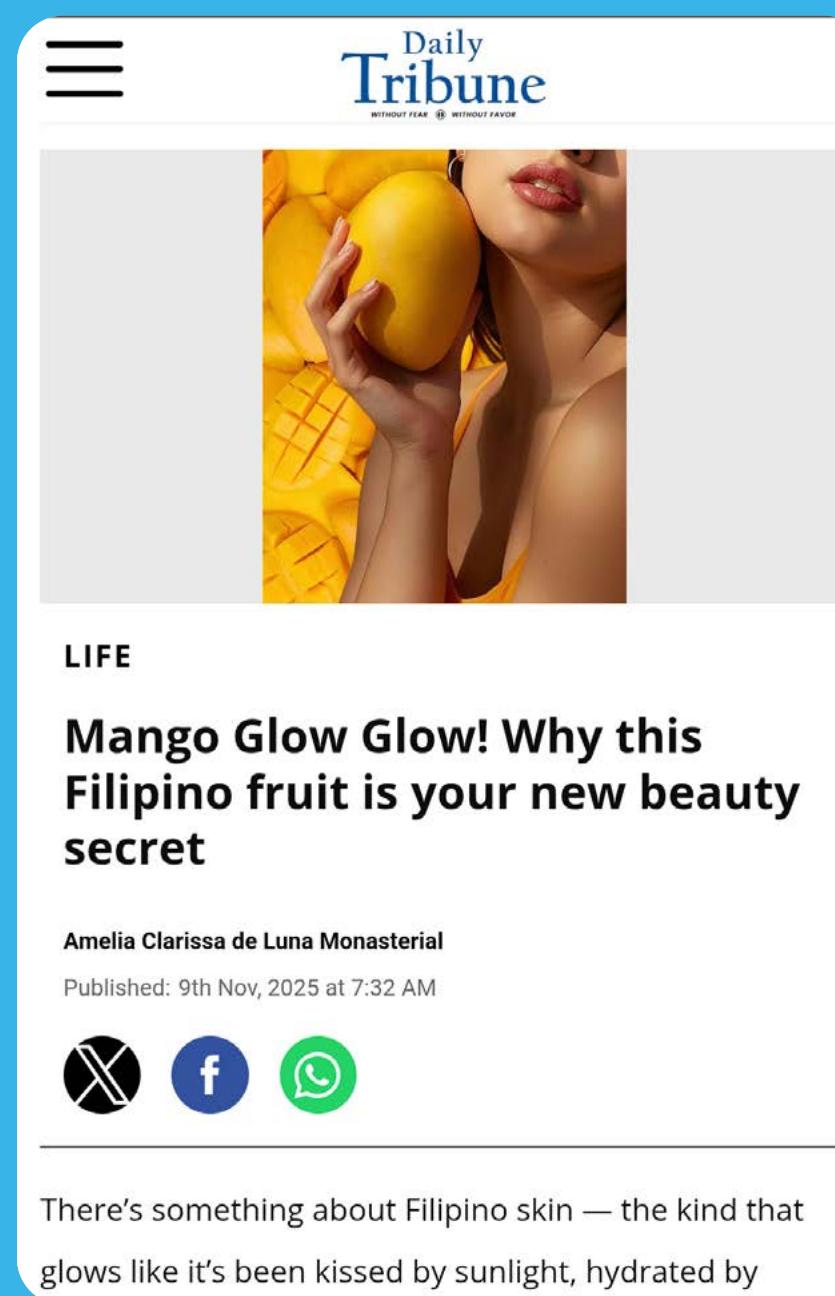


Tropical fruits like **mango** and **pineapple** are especially popular for their natural digestive enzymes, skin-brightening and anti-inflammatory benefits - signaling the **growing overlap** between **gut wellness and beauty**.

“**Microbiome**” searches up

17%¹ YoY

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



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

A slice of pineapple upside-down cake is shown, featuring layers of cake, caramelized pineapples, and cherries. The slice is angled, with the rest of the cake visible in the background.



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



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

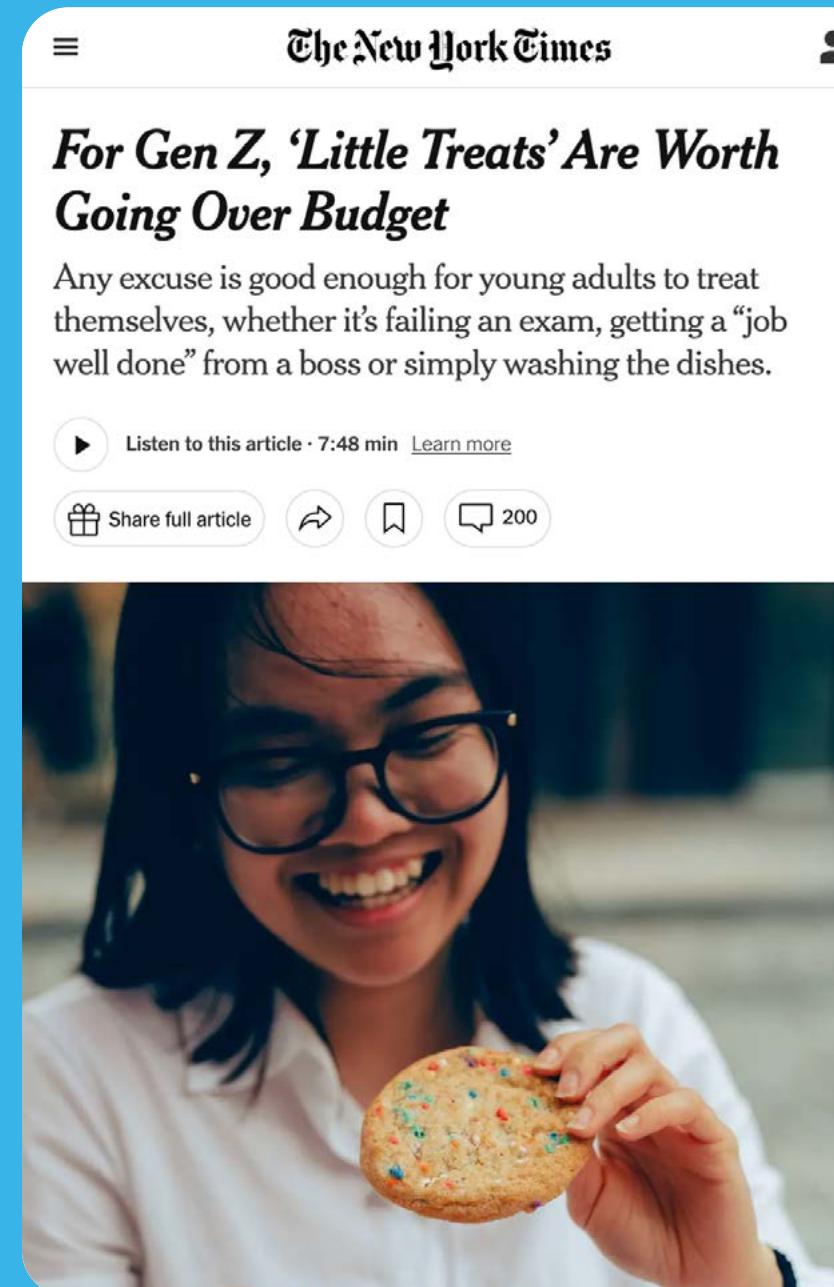
of global consumers enjoy trying foods with **different textures**, and

68%²

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

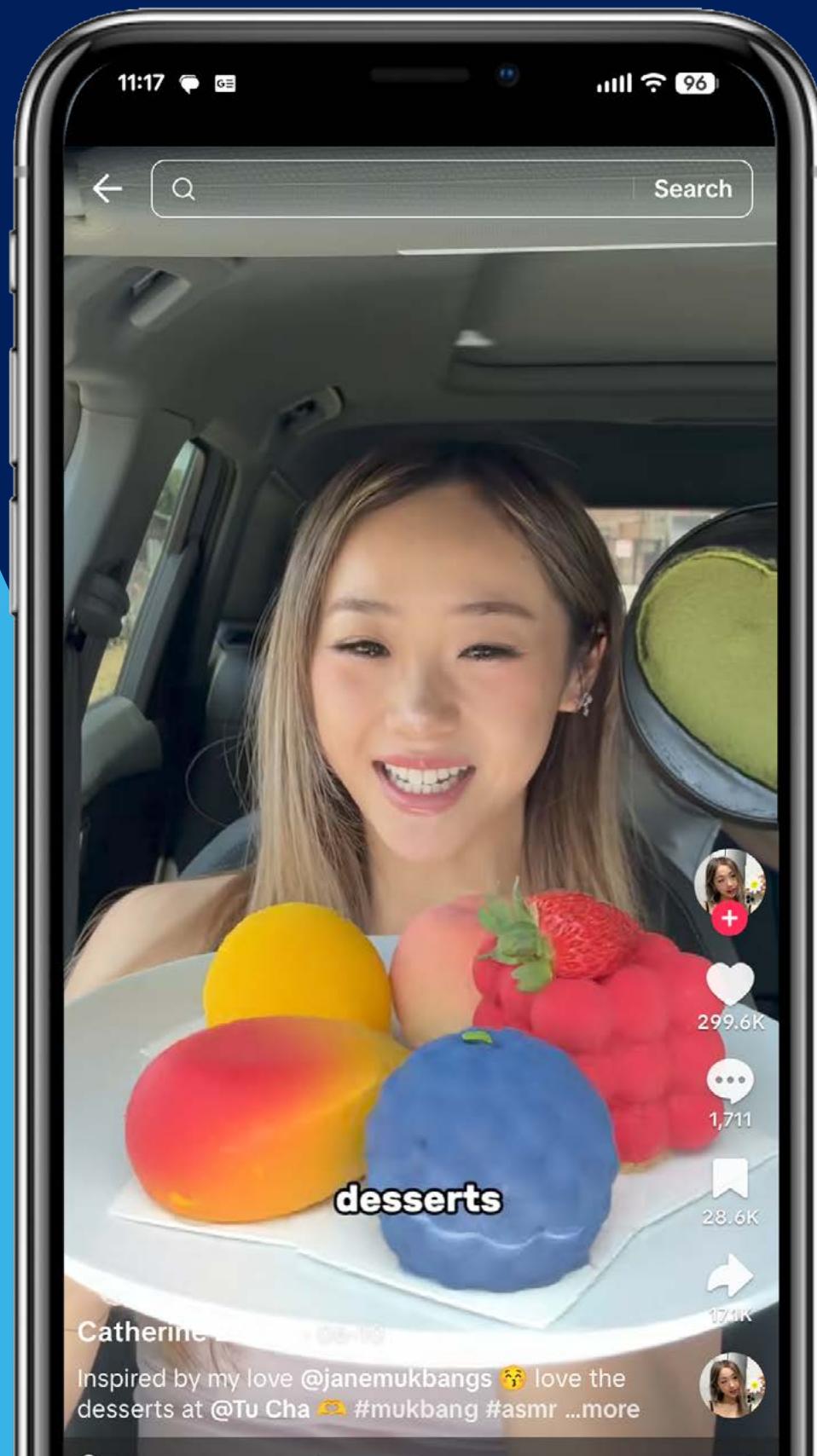
WHAT'S TRENDING IN THE HEADLINES

- 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 and DoleSunshine.com



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