



Joyfully Jolly

It's that time of year again, and as we speed towards Christmas, the food and drinks industry is buzzing with future trend predictions. This year a word often associated with Christmas is being used beyond it's seasonal timing - 'joy'. And what could be more joyful than the surprise and delight of advent calendars and creative Christmas-inspired limited editions.

When it comes to advent calendars the only rule that still applies is not opening a window early! Advent calendars are now offering a growing range of confectionery along with tea, breakfast goodies, beauty products, home fragrances and even soup. Advent calendars are starting to be adopted beyond Christmas - think summer countdowns and beyond. The target audience is also expanding, with something for all the family. Advent calendars are no longer just for kids, but for adults of all ages and even our furbabies.

- UK supermarkets saw strong Christmas sales growth in 2024 by focusing on premium ranges and value for money. (Mintel, 2025)
- 44% of UK consumers who host at-home social gatherings are interested in ready-made foods with visual appeal. (Mintel, 2025)
- Celebrations such as Christmas are an opportunity for ultra-premium offerings, enabling product and brand trial via the promise of joy, without everyday pricing pressures. (Circana, 2025)
- Joy is a growth strategy it reframes the consumer mood. Emotion can deliver sales and inspire brand loyalty. (Circana, 2025)

On the Shelves



Ajinomoto Knorr Soup Advent Calendar, is a limited edition release capped at 2,000 units and contains seven packets of premium instant soups in six flavours. (Japan)



3Bears Porridge Advent Calendar contains six different flavoured oats including overnight oats, banana split and iced coffee. (Germany)



Yogi Tea Advent Calendar includes 24 different teas with flavours ranging from Christmas tea, relax, stomach ease and bedtime. (Netherlands)



Wags & Whiskers Advent Calendar means furbabies enjoy Christmas too. Each day provides a tasty treat including flavourful biscuits to savoury chew bites. (New Zealand)



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On the Shelves



Starbucks Japan 'Joyful Medley' - Connected by Joy'. Serving a Joyful Medley Tea Latte and Frappuccino with strawberry. (Japan)



Bloom Pop Limited Edition Winter Pomeberry connects with holiday cheer providing a healthy holiday beverage to rival alcoholic drink options. (US)



Poppi Limited Edition Naughty or Nice Prebiotic Sodas are available in Cranberry Fizz or Ginger Fizz. Collaborating with Sephora to go beyond category. (US)



Olipop Limited Edition Vintage Cola and Ginger Ale. Marketed as the least naughty soda on the list, full of cheer and dressed for the season. (US)

Advent calendars have evolved significantly, expanding beyond traditional chocolate offerings and now delivering diversification, personalisation, digital integration, and a focus on wellbeing. They're a dynamic and engagingly joyful format for both brands and consumers alike.

A focus on wellbeing and mindfulness offers an opportunity for brands to deliver joy and stress relief. Support in the form of targeted wellbeing offerings like teas for relaxation, beauty treatments, or aromatherapy align with consumers desire for self-care and mental health support during the festive season.

Beverages are embracing this joyful movement too. Wellness sodas, for example, combine fun with functional benefits, delivering limited edition flavours such as winter pomeberry, cranberry fizz or simply dialling up nostalgia with vintage cola and candy cane. They offer consumers a refreshing way to feel good, whilst leveraging the opportunity to drive trial and loyalty.

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