



Peachy Keen

Peach is officially the Colour of the Year and the Flavour of the Year...so of course we had to do a deep dive into its trend credentials. While peach has been a popular flavour and colour for years, these days it's being used in new ways. From pairing peach with more unusual combinations for added excitement to using peach flavour in savoury applications, there's a lot of innovation cropping up involving peach this year.

Consumer studies show that peach flavour and colour have connotations of indulgence, refreshment and a nurturing essence. However, there is space to move beyond these more traditional profiles.

- Product launches using 'Yellow Peach' flavour grew 193% between 2021 - 2024. (Mintel GNPD, 2024)
- The biggest segments for new growth in peach flavour are: CSDs, confectionery, alcohol and dairy. (Firmenich, 2024)
- PANTONE Colour of the Year, Peach Fuzz, is said to reflect our desire to nurture ourselves and others. (PANTONE, 2024)
- Trending combinations with peach include lychee, almond and hibiscus. (Mintel GNPD, 2024)

On the Shelves



Jack Link's Meat Snacks, Smokin' Hot Peach Beef Strips. Smoked beef seasoned with peach and habanero. (USA)



Kinder's Bourbon Peach Seasoning. Said to be a premium quality seasoning perfect to use with chicken, fish or pork. (USA)



Tristram's Hickory Peach Flavoured Sundae Topping. (AU)



Living Root Beverages Sector Hibiscus & Peach Gin. (India)



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On the Menu



Fresh and poached peach shaved ice with peach sauce. (Sulhwa, Melbourne)



Marinated cauliflower with peach and preserved lemon. (Cookies & Cream, Berlin)



Groovy Guava and Peach Boba. (Prickly Boba, Waxahachie)



Desserts Trio with Peach Cobbler, Banana Pudding and Cookies. (Pecan Lodge, Dallas)

Expect time-honoured classics like Peach Melba and Peach Cobbler to come out of the woodwork, but with some modern twists to keep things fun.

Experts predict that in 2024 we're going to see peach being used in a wider variety of applications. Expect to see peach flavour popping up in savoury products and dishes - even alternative proteins. And the evergreen nature of sweet, juicy peach will mean you can't go wrong with more traditional sweet applications. But throwing an unexpected flavour twist in will keep launches feeling fresh and oh so 2024.



HW Hawkins Watts Offerings

- ✓ Natural Flavours - including various peach flavours
- ✓ Natural Colours - including different peach tones

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