



‘Fricy’

The Fruity x Spicy Revolution

Forget swicy! There's a new portmanteau in town. ‘Fricy’, the combination of fruity and spicy flavours, is one of 2026's most talked-about flavour trends, and it's picking up significant interest across foodservice, social media and retail globally.

The combination of fruit and heat has deep roots in Latin American and Asian cuisine, from Mexican street food stalls serving mango drenched in chamoy and Tajin, to Japanese yuzu kosho bringing spicy citrus complexity to noodles, meats, and more. Now in 2026, Millennial and Gen Z consumers are driving demand for bold, sense-evoking global flavour experiences (what's being dubbed "sense maxxng") and ‘fricy’ hits that spot perfectly.

For manufacturers, think beyond fruit. The ‘fricy’ flavour profile could work well in snacks, beverages, condiments, confectionery, desserts and more. Read on for some inspiration!

- 34% of Kiwis are interested in trying flavours inspired by global foods. (Mintel, 2025)
- 44% of Aussie consumers say they're always or often looking for new foods and flavours to try. (Mintel, 2025)
- Interest in the search term ‘fruity and spicy’ doubled between February 2025 and February 2026. (Google Trends, global data)
- 26% of US consumers are interested in purchasing snacks that combine sweet and spicy flavours. (Mintel, 2026)

On the Shelves



Canel's, Mango Flavoured Hot Gummy Bears with Chilli. Made with natural flavours. (Mexico, 2025)



Aye Pickled, Peach Melba Hot Sauce. A peach, raspberry and vanilla flavoured chilli sauce, said to be perfect when paired with tacos, avocado toast or halloumi fries. (UK, 2024)



LSI Enterprises, Mango & Jalapeno Duos All Beef Jerky. Said to feed your ‘sweet and spicy side’ with two flavours in one bag. (Canada, 2025)



Batched, Pineapple & Chilli Margarita. A premium small batch cocktail with “a fiery twist”. (NZ, 2026)



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On the Menu



Burrata with blood orange, hibiscus, onion and habanero chilli. (Sips Studio, Berlin, Germany)



KFC, Mango Habanero Saucy Nuggets. (USA)



Salad with yellow peaches, macadamia cream, kombu pickled green chili, lemon thyme and shallot. (French Saloon, Melbourne, AU)



Masala spice guava ice cream. (Bina's Fresh Batch Ice Cream, Mumbai, India)

'Fruit and spice combinations are taking the existing sweet-and-spicy trend to new heights.'

-Ophelie Buchet, Mintel

The 'fricy' trend aligns squarely with broader consumer demand for bold, globally-inspired flavours and multi-sensory eating experiences. For R&D and innovation teams, the timing is perfect - the trend has enough social proof and foodservice precedent to reduce commercial risk, while remaining sufficiently innovative to stand out in the ANZ market.

Whether you're developing a new hot sauce SKU, reformulating a snack range, or looking to bring a more adventurous flavour to your beverage lineup, 'fricy' offers a compelling, consumer-validated opportunity.

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HW Hawkins Watts Offerings

- ✓ Natural flavours, oleoresins, yeast extracts and specialty dairy powders, including spicy and fruity ingredients.
- ✓ Natural colours.
- ✓ Taste modulators and masking flavours.
- ✓ Natural sweeteners and sweetening systems.
- ✓ Texture systems.

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