

A close-up photograph of a young couple sitting at a table. The woman on the left is smiling broadly, holding a glass jar filled with iced tea, lemon, and mint. The man on the right is also smiling, holding a white ceramic cup of tea. The background is dark and out of focus. The overall mood is warm and intimate.

Givaudan

Human by nature

What's brewing
in hot and
cold tea?



From dessert-inspired brews to sparkling sips, Europe's tea lovers are craving more variety. Surprising formats have come out to play, while the grown-ups are bringing the sophisticated café experience home.

We surveyed tea consumers from across four European markets to find out which hot and cold brews are piquing their interest in 2025 – and to help you stay one step ahead. We explored emerging trend directions and brought them to life with social media analysis, identifying three innovation platforms with the most promise. Trends move quickly but innovation takes time. Givaudan provides a broad range of support to help colleagues in the tea industry innovate quicker and smarter. Over and above our extensive portfolio of botanical and functional ingredients, flavours and colours, we can help you speed up and simplify your tea co-creation process with our latest digital tools and all-in-one solutions.

Three innovation platforms

Healthy hydration

A huge 9 in 10 adults are looking for teas that support immunity, energy or relaxation. With vibrant superfruit blends and teas infused with functional ingredients, our latest proprietary research revealed that tea is stepping up as a leading health-conscious choice. Fruity infusions are in too - 77% of drinkers across Europe love hot teas, with goji, mango and raspberry blends

proving popular, especially in chilled formats.

But while functional ingredients are a popular choice for wellness-on-the-go, formulating with them can be tricky. Our all-in-one solutions featuring botanicals, vitamins, minerals, colours, juice and tea extracts, combined with our expertise in functional ingredients, sugar reduction and taste modulation, can help you capture this growing market.

Surprising indulgence

We learned that adults are keen to explore richer formats like tea lattes, cold brews and functional blends, while Gen Alpha is drawn to bold and imaginative dessert flavours and tea smoothies. And Gen Z? They're after infusions with a cocktail vibe

When there are so many exciting formats and flavour combinations to try, co-creation is the path to launch success. By testing your target customers' preferences in real-time with our digital tools, you can innovate smarter and faster. And if you want to innovate even faster, our all-in-one solutions can help you simplify production processes and confidently create unique drinking experiences.

The premium at-home café trend

From cocktail-inspired infusions to hop teas and single-origin brews, consumers are looking for sophisticated at-home café experiences. Gen Z





and above typically favour traditional hot teas and herbal infusions. Premium blends without the premium prices are important across the board.

Givaudan's all-in-one solutions and shelf-stable flavours can help you optimise your recipes to mitigate the effects of dwindling supply and rising costs, while still delivering flavour-forward taste.

Innovation meets influence

Social media continues to shape beverage culture. We wanted to know what flavours and formats are piquing leading beverage influencers' interest right now, so we invited six of them to co-create with us. In just eight hours, they brought some truly inspiring luxurious, indulgent and wellness-boosting concepts to life, with brews that elevated tea to dessert status, evoked the taste of post-work freedom and awakened sensory clarity.



Introducing our concepts

From wellness boosts to indulgent moments and premium at-home rituals, explore how our full range of concepts can help you respond to this year's top consumer trends.

Healthy hydration

Offer consumers great-tasting, wellness-boosting teas, infused with functional ingredients.

Soopah-Berry Ice Tea

Superfruit berry flavoured green tea

Soopah-Berry Hot Tea

Cranberry, raspberry and acai yerba mate

SportyT

Hibiscus and apple flavoured ice tea

Verbella

Ginger flavoured verbena infusion

Surprising indulgence

Create a moment of indulgence to share with a friend or loved one. Unexpected flavour and texture combinations make for sophisticated tea rituals.

Midnight Royale Tea

White Chocolate and Pistachio

Spiced Biscotti Tea

Gingerbread flavoured ice tea

Mystery indulgence

Sweet flavoured black tea

Spicy Rooibos Chai

Vanilla chai flavoured Infusion





Premium

The premium at-home café experience without the premium prices. Cocktail-inspired, single-origin tea concepts for consumers looking for a flavour adventure.

Royal Essence

Bergamot flavoured black tea

HopTastic

Hop and citrus flavoured sparkling green ice tea

BotaniCool

Lemongrass, basil and kaffir lime flavoured green tea

Bellinissimo

Peach white wine flavoured sparkling green ice tea



Spark the next big idea

From great-tasting wellness teas to dessert smoothies and sophisticated sips, there's more than one way to innovate. If you've got an idea in mind – or are just exploring your options – we'd love to hear about your next project. Share a few quick details, and one of our beverage experts will be in touch to explore how we can help bring your concept to life - faster, smarter, and with flavour that stands out.

Share your brief

A close-up photograph of two hands holding beverages. The left hand, with dark skin, holds a white disposable cup with a tea bag tag visible. The right hand, with light skin, holds a clear glass filled with iced tea, ice cubes, and a red and white striped straw. The background is a textured, brown surface.

Get ready
for tea time

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