

S N E A K
P E E K

DATASSENTIAL

2027 TRENDS

R E P O R T





75%

OF CONSUMERS ARE LOOKING
FORWARD TO **NEW FOOD &
BEVERAGE TRENDS** IN 2027

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In the following pages, get a sneak peek at Datassential's 2027 Trends. Stay tuned for our full 2027 Trends Report that will dive deeper into 35 foods, flavors, and beverages to know, plus, macro trends and forces that will impact the industry in the year ahead and beyond.



FIVE
LATE MAC STAGE CONCEPTS GETTING

NEW

LIFE





1



2



3



4

1 Banana is back in action. Yes, banana is in Ubiquity on the Menu Adoption Cycle (MAC), but in 2026, it made big moves, starring in a variety of cocktails and non-alcoholic beverages like coffee. Overall, banana starred in 126 chain limited-time offers (LTOs), returning items, and new items in 2026 so far (compared to 80 in 2025) in Datassential's Launches & Ratings platform. Among those LTOs, 68 were non-alcoholic beverages. Newstalgia is driving revived interest in concepts like banana pudding and banana bread, too, not just as dishes, but also flavors. Looking to the future, banana ketchup (a Filipino condiment that innovative operators are experimenting with stateside) should also be on your radar.

2 Anchovies are riding the tinned-fish wave (a concept Datassential's Consumer Preferences platform flags as "gaining fast" in awareness) as a new generation embraces briny, umami-rich seafood snacking. In 2027 and beyond, expect anchovies to step further into the spotlight: think anchovy butter melting over a steak, a Spanish Gilda skewer (anchovy, olive, and pickled pepper), the creamy tuna-and-anchovy sauce tonnato, and bagna cauda, a warm Italian dip made with olive oil, garlic, and anchovy.

3 Who says old dogs, er old fashioned, can't learn new tricks? Enterprising operators are leveraging old fashioned as a base for safe experimentation – think smoked old fashioned, Mexican-inspired mezcal or tequila old fashioned (often called Oaxacan old fashioned, which are more loved by Gen Z than older drinkers), coffee or espresso in old fashioned, and more. Although they're in Ubiquity, old fashioned are up 23% on alcoholic beverage menus over the past 4 years and predicted to grow another 33% over the next 4 years.

4 Make-ahead, refrigerated deli salads are gaining heightened attention and growing in popularity on both social media and restaurant menus. Across trending variations, their appeal lies in a mix of the familiar and fresh: cold, briny, tangy, texture-forward dishes that feel both nostalgic and modern. They also fit the way many consumers want to eat today: grazing, snacking, or building a meal out of sides (think "girl dinner").

make way for **MANGO** 3 mango trends to know

Mango, another late MAC-stage item getting new life, is experiencing a revival through several trending concepts (see below).

PICTURED LEFT TO RIGHT:

1. Mango sticky rice is a Thai dessert consisting of glutinous rice, coconut milk, and mango, but in 2027 and beyond, it will be a prevalent flavor in its own right – it's up 48% on menus over the past 4 years (Datassential Menu Trends). Retailers and operators are already leaning into mango sticky rice as a flavor for everything from ice cream to cocktails like martinis.

2. Mangonada (a Mexican beverage showcasing mango, **chamoy**, and **Tajin**) has been trending for a while, but it's now seeing new life as a flavor, too, for everything from pies to donuts to cocktails and more.

3. Mango-based condiments like **amba** (a tangy condiment typically featuring unripe green mangos, vinegar, turmeric, chiles, and fenugreek) are continuing to experience growth on menus. Amba is up 25% on menus over the past 4 years and can be paired with everything from shawarma to plant-forward braised cabbage to octopus.

CHILI CRISP



STICKY TOFFEE PUDDING



THAI BASIL

WHIPPED FETA



DIRTY SODA



BURNT HONEY



10

NEW CLASSIC
FOODS, FLAVORS,
& BEVERAGES TO
KNOW FOR **2027**

SAVORY PANCAKES



BLISTERED

HUGO SPRITZ



HIBISCUS





ZEPPOLE

An Italian fried-dough pastry dusted with powdered sugar or filled with cream.



BULDAK

Korean spicy chicken in a gochujang and chile sauce, often topped with melted cheese.



DOUBANJIANG

A fermented broad bean and chile paste that's the backbone of Sichuan cooking.



FALOODA

A South Asian dessert commonly featuring rose syrup, vermicelli, basil seeds, and milk, topped with ice cream.



SALTED COCONUT

A combination of salt and coconut as a flavor.

10 FOODS & FLAVORS TO KNOW FOR 2027 & BEYOND



KHAO SOI

A Northern Thai coconut curry soup served with boiled and crispy noodles and topped with pickles, shallots, and lime.



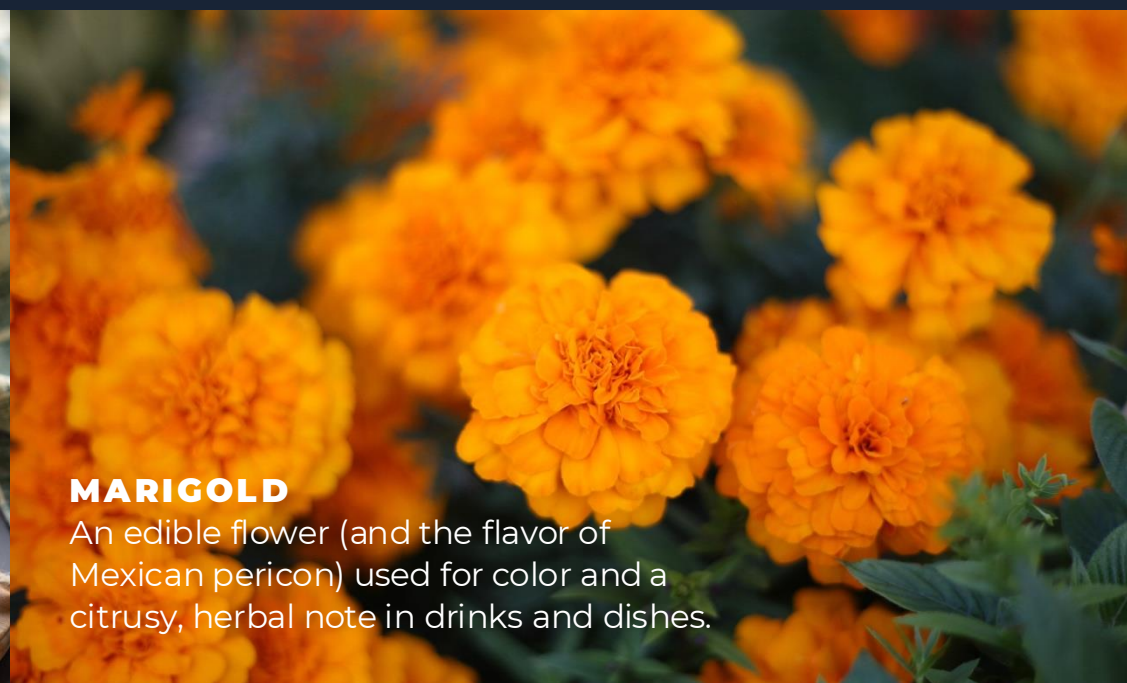
SALSA NEGRA

A Mexican chile sauce made from charred and dried chiles, garlic, and oil.



GUINDILLA PEPPER

A Basque pepper that's usually pickled, tangy, and mildly spicy.



MARIGOLD

An edible flower (and the flavor of Mexican pericon) used for color and a citrusy, herbal note in drinks and dishes.



KINILAW

A Filipino dish consisting of raw fish "cooked" in vinegar and citrus with aromatics.

DRINKABLE CORN

Sweet corn in liquid form, such as elote-inspired beverages or corn-based cocktails, like Peruvian chicha morada.



KOJI MILK

An alternative milk featuring koji (a Japanese mold) and other ingredients like rice or oats.



KAKHETI WINE

Kakheti is a region of Georgia that produces white wines known for their bright, crisp flavor.



PISCO

A clear or light-colored grape brandy.



CORTADITO

A Cuban espresso cut with steamed, sweetened milk.



OLEO SACCHARUM

A syrup made by macerating citrus peels in sugar to draw out their oils.



MAKGEOLLI

A milky Korean rice wine that's slightly sweet and tangy.



CANTARITO

A Mexican cocktail made with orange, lime, and grapefruit soda served in a salt-rimmed clay cup.



COFERMENT COFFEE

Coffee fermented with fruit or other ingredients during processing.



VIETNAMESE LEMONADE

Made with salted preserved lemons or limes and served over ice.



10

BEVERAGES TO KNOW FOR 2027 & BEYOND



2027 CUISINE TO KNOW

58%

OF CONSUMERS ARE
INTERESTED IN TRYING
**CDMX (MEXICO CITY)
CUISINE**

three CDMX CUISINE

concepts to know



PICTURED LEFT TO RIGHT:

- 1. Pambazos** consist of a bread roll dipped in mild red chile sauce, griddled, and then stuffed with potato and chorizo. According to our data, 49% of consumers haven't tried pambazos but are interested in trying them, which could serve as inspiration for Mexican-inspired sandwiches stateside.
- 2. Huaraches** feature a thick corn/masa tortilla in an oblong shape topped with ingredients like beans, meat, salsa, and cheese. Nearly half of consumers, 49%, haven't tried huaraches but are interested in trying them, and they could serve as a simple twist on already loved tacos (84% of U.S. consumers love or like them, according to Datassential Consumer Preferences).
- 3. Pulque** is a milky-white, slightly thick, fermented, agave-based alcoholic beverage, and in Mexico City, there are a variety of pulquerias (a type of bar) that specialize in serving pulque. Pulque is up 147% on alcoholic beverage menus over the past 4 years (Datassential Menu Trends), and 38% of consumers are interested in trying it.



70%

OF CONSUMERS ARE OVERALL **OPTIMISTIC**
ABOUT THE YEAR AHEAD (2027)

IN THE FULL **2027 TRENDS REPORT**, LEARN MORE ABOUT...

MACRO TREND REDEFINING COMFORT

64%

OF CONSUMERS SAY THEIR
**COMFORT FOODS ARE NOT
THE SAME** AS THEIR PARENTS'
COMFORT FOODS

MACRO TREND HYPER-REGIONALISM

67%

OF CONSUMERS SAY THEY'D
TRAVEL OR DETOUR
SPECIFICALLY TO TRY **A LOCAL
FOOD OR CHAIN
RESTAURANT**

MACRO TREND GAMIFICATION

47%

OF CONSUMERS ARE
**INTERESTED IN GROCERY
"BLIND BOXES,"** A SEALED
BOX WITH SURPRISE ITEMS

MACRO TREND FLAVOR-MAXXING

64%

OF CONSUMERS SAY
THEY'RE **DRAWN** TO FOODS
AND DRINKS WITH **BOLD,
UNIQUE FLAVORS**

MACRO FORCE GEN Z, THE CONTRARIAN GENERATION

56%

OF GEN Z CONSUMERS SAY THEY **LIKE
FOODS THAT ARE POLARIZING OR
DIVISIVE**, AND THEY SOMETIMES LIKE
THEM SIMPLY BECAUSE OTHERS DON'T

MACRO FORCE STANDING OUT IN AN AI-SATURATED ERA

73%

OF CONSUMERS SAY THAT AS MORE
THINGS FEEL AUTOMATED, THEY
**VALUE GENUINE HUMAN
EXPERIENCES MORE**

MACRO FORCE KEY ECONOMIC INDICATORS

42%

OF CONSUMERS ARE AT LEAST
SOMEWHAT POSITIVE ABOUT
THE U.S. ECONOMY HEADING
INTO 2027

Insights that drive action. Outcomes that drive revenue.

AI-accelerated intelligence built to fuel clarity and confidence for actionable food & beverage decisions. Powered by Datassential One.

INDUSTRY INSIGHTS

Access presentation-ready intelligence instantly

MENU & CONSUMER DATA

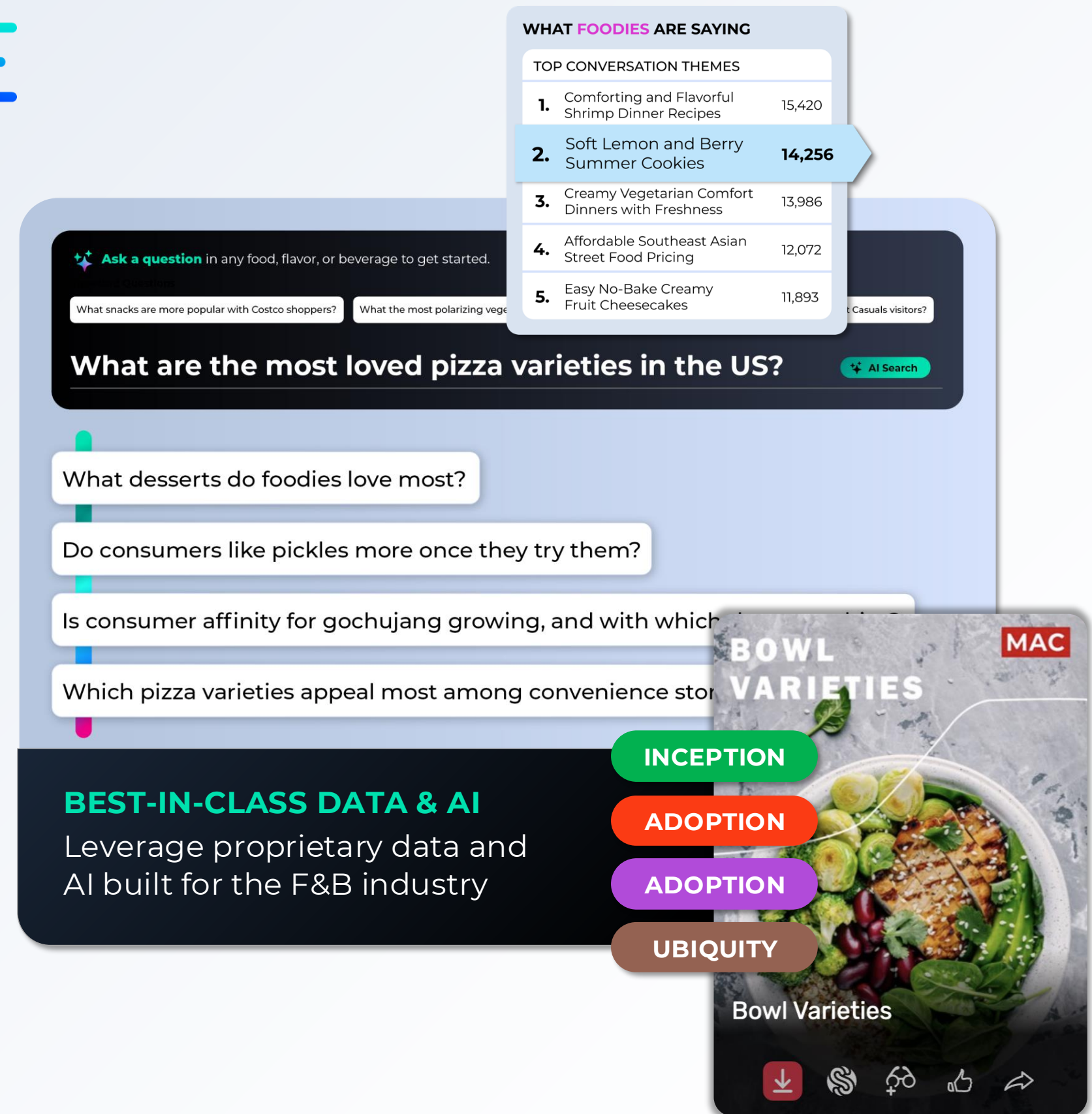
Personalize and validate your innovation strategy

CHAIN BENCHMARKING

Monitor competitors and compare pricing

SALES INTELLIGENCE

Target high-potential opportunities and boost your conversion rate



WHAT FOODIES ARE SAYING

TOP CONVERSATION THEMES		
1.	Comforting and Flavorful Shrimp Dinner Recipes	15,420
2.	Soft Lemon and Berry Summer Cookies	14,256
3.	Creamy Vegetarian Comfort Dinners with Freshness	13,986
4.	Affordable Southeast Asian Street Food Pricing	12,072
5.	Easy No-Bake Creamy Fruit Cheesecakes	11,893

What are the most loved pizza varieties in the US? AI Search

What desserts do foodies love most?

Do consumers like pickles more once they try them?

Is consumer affinity for gochujang growing, and with which brands?

Which pizza varieties appeal most among convenience store shoppers?

BEST-IN-CLASS DATA & AI
Leverage proprietary data and AI built for the F&B industry

BOWL VARIETIES MAC

INCEPTION

ADOPTION

ADOPTION

UBIQUITY

Bowl Varieties