



Frozen Treats Trends

2026 SPRING/SUMMER FOODSERVICE

THE FUTURE OF FLAVOR AND FUN

Consumers crave multi-sensory excitement. This shift rewards creativity and personalization, giving operators room to stand out with innovative frozen concepts that spark both curiosity and cravings.¹



TURN UP THE VOLUME ON TASTE.

Products that engage sight, texture, aroma, and even sound are capturing attention, offering more than just flavor and creating moments of pure, playful indulgence, swirled into creamy soft serve for grown-up fun!³



60% OF GLOBAL CONSUMERS PREFER EXPLORING NEW OPTIONS WHEN INDULGING⁴

INDULGENCE MEETS FUNCTION

Imagine frozen treats that mix dessert, drink, or savory notes in ways that are flexible enough for any occasion. These are purposeful indulgences, boosted with protein, energy, hydration, or mood-supporting benefits to satisfy cravings while offering extra value.²



CULTURALLY INFUSED NOSTALGIA

Consumers now see authenticity as a blend of heritage and global influence. This opens the door to modernized classics, third-culture flavor mashups, and reimagined nostalgic treats. With tech-driven insights, operators can refresh familiar favorites in ways that reflect creativity, individuality, and cultural pride.⁵



For more information on how Frostline® Frozen Treats can support the profitability of your operations with versatile, delectable frozen treats from a dry mix, contact KENT Consumer Brands at lucy@kentww.com

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¹ Datassential, 2026 Trends
² "2026 Taste Trends: Navigating What's Next in Food and Beverage," Kerry, October 6, 2025
³ Technomic, 2026 U.S. Foodservice Trends Forecast
⁴ Foodbusinessnews.com
⁵ synergy taste 2026 Taste Trends



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THE SOUR SURGE

Sour-forward profiles like yuzu, tamarind, and calamansi are taking off as consumers look for flavors with intensity, contrast, and unexpected twists added in.



GET SWICY

Sweet plus spicy flavors are popping up everywhere, offering bold, layered taste with a touch of heat that keeps guests coming back for more.¹



TEXTURE-RICH TREATS

Today's soft serve goes beyond flavor, adding crunchy mix-ins, swirls, and layered combos that create texture transforming soft serve into a richer, more compelling treat.¹



FLAVORS ON THE RISE

Classics never go out of style, but this year when it comes to frozen treats, these flavors are expected to rise



PEANUT

Roasted, nostalgic sweet-salty richness²



PISTACHIO

Creamy, premium global favorite²



TIRAMISÙ

Layered espresso-cocoa indulgence²



COFFEE

Bold, aromatic café-style flavor²

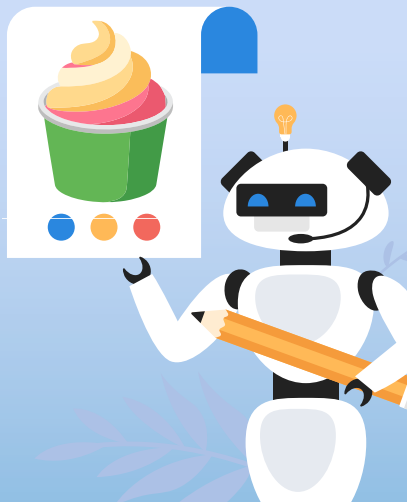


HONEY

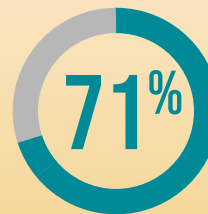
Warm, floral natural sweetness²

AI-DRIVEN FROZEN TREATS IN 2026

AI is transforming frozen treats by designing bold new flavors and personalized desserts while optimizing recipes for health, sustainability, and consistency. Expect AI-powered innovation to bring ideas faster than ever.¹



OF CONSUMERS SAY THEY PREFER TO BUY ICE CREAM IN SOFT-SERVE FORM.³



OF CONSUMERS JUDGE FOODS BASED ON MOUTHFEEL MEANING CREAMINESS, CRUNCH, CHEW, CONTRAST, ETC.³



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¹ Datassential, 2026 Trends
² synergy taste 2026 Taste Trends
³ food navigator-usa.com

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