



2025 Fruit Flavor Forecast

CRAFTED FOR JUICE INNOVATORS, SMOOTHIE MAKERS & BEVERAGE CREATORS

INFO@PUREEARETE.COM | 518-719-3050
www.pureearete.com



SCAN ME

Today's consumer wants more than just refreshment—they're looking for experience, wellness, uniqueness, and a story. Flavor is where that starts.

Purée Arête's global collection of natural, preservative-free fruit purées allows you to stand out with bold, clean-label, chef-crafted blends. Here are the flavors gaining momentum in 2025—and how to use them strategically.





Tropical Twists

Key Fruits:

Mango, Passionfruit, Pineapple, Guava, Banana, Dragon Fruit

Why It's Trending:

Vibrant colors, global inspiration, and vacation-in-a-bottle vibes.

Blend Ideas:

- Mango + Passionfruit (tropical punch for juices or RTDs)
 - Guava + Pineapple (refreshing and zesty for energy drinks or teas)
 - Dragon Fruit + Banana (eye-catching smoothie base)
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Modern Berry Mashups

Key Fruits:

Strawberry, Raspberry, Blueberry, Blackberry, Cherry, Black Currant

Why It's Trending:

Antioxidants meet nostalgia—with a grown-up edge.

Blend Ideas:

- Strawberry + Raspberry (bright, summery, and sweet-tart)
 - Blueberry + Blackberry (deep, rich, and mixology-friendly)
 - Cherry + Black Currant (bold, complex, and perfect for functional drinks)
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Citrus with Character

Key Fruits:

Pink Grapefruit, Tangerine, Lemon

Why It's Trending:

Clean, refreshing, and a great flavor bridge for blends.

Blend Ideas:

- Tangerine + Passionfruit (high-acid, bright flavor for spritzers or kombucha)
 - Lemon + Strawberry (classic with a zing—great for juice bars or kid-friendly SKUs)
 - Pink Grapefruit + Cherry (bittersweet sophistication)
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Fall & Functional Favorites

Key Fruits:

Pumpkin, Banana, Apple, Pear, Peach, Apricot

Why It's Trending:

Comfort flavors meet wellness positioning (think fiber, energy, digestion).

Blend Ideas:

- Pumpkin + Banana (seasonal smoothies or fall RTDs)
 - Peach + Apricot (stone fruit luxury for sparkling or still drinks)
 - Apple + Blackberry (perfect for mocktails and ciders)
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Bonus:

Versatile All-Stars for Signature Blends

These can pair across many flavor profiles and formats:

- **Raspberry** – Balances citrus, tropical, and berry bases
- **Peach** – Adds smoothness and subtle sweetness
- **Mango** – Enhances color, aroma, and body in both smoothies and cocktails
- **Strawberry** – Still king—but now better when paired creatively
- **Black Currant** – Niche, sophisticated, and great for functional drinks and gourmet palates



Flavor Strategy Tips for 2025

Launch Limited Editions:

Create seasonal or rotating blends to spark urgency and test new combos.

Balance Familiar with New:

Pair a crowd-pleaser (like mango or strawberry) with a curveball (like passionfruit or black currant).

Tell the Ingredient Story:

Consumers love origin, purity, and sourcing. Leverage your partnership with Puree Arête to highlight that.

Go Bold with Color:

Vibrant purées like dragon fruit, cherry, and pink grapefruit are Instagram gold.

Want to Try These Combinations?

We'll help you develop custom blends that wow your customers—and work for your production needs.

-  Request a Sample Pack
-  info@pureearete.com |
-  518-719-3050
-  [Explore Available Flavors](#)



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