

# 2026 CANNABIS FLAVOR & APPLICATION TRENDS





THE DATA IS CLEAR...

# RELEASE NEW FLAVORS, MAKE MORE SALES.

**Flavor Drives Cannabis Sales**

*Especially when it comes to vapes, edibles, and beverages.*



# FLAVOR DRIVES CANNABIS SALES

## PRIORITIZE FLAVOR OPTIONS TO WIN CUSTOMERS

Nearly **60%** of **cannabis consumers** **prioritize flavor** when choosing vapes, making it the leading purchasing factor (Mintel). Not your brand, not your packaging, but your *flavor options*.

**74%** of edibles consumers purchased gummies due to **appealing and diverse flavor options**, underscoring flavor's critical role (Mintel). That's 3 out of every 4 consumers who prioritize flavor options above anything else.

Only **1 in 4** consumers *consistently* purchase from their preferred brand. **Brand loyalty is low**. While this can seem like a negative, it's a *significant* opportunity to win new customers by releasing innovative, in-demand flavors.

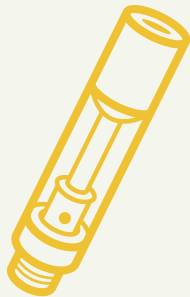
## THE TAKEAWAY:

Vape and Edible consumers want *new, varied, and appealing* flavor options. **You win new customers by releasing more flavors.**



# THE VAPE MARKET CONTINUES TO GROW

POSITION YOUR BRAND TO RIDE THE WAVE



The vape category is on-track to **grow at an impressive 18.1% CAGR** through 2027



Nearly **70% of total vape sales come from flavored products**, with fruit-based flavors ranking as consumers' top choice.



Gen Z and Millennials dominate vape purchases, **actively seeking innovative and diverse flavor experiences** (Headset).



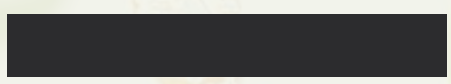
## USA Vape

**258% INCREASE**

**2023** - \$1.2 Billion



**2032** - \$4.3 Billion



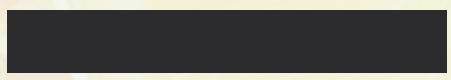
## Canada Vape

**121% INCREASE**

**2024** - \$314.9 Million



**2030** - \$695.3 Million





# YOUR **CLEAR** PATH TO SUCCESS

*FLAVOR DRIVES SALES. GEN Z AND MILLENNIALS ARE THE PRIMARY DEMOGRAPHICS. HERE'S HOW TO SUCCEED.*

## REGULAR NEW RELEASES

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**1 in 2** consumers are driven to make purchases *specifically* due to **NEW** and **EXCITING** flavors, indicating the critical importance of frequent flavor launches (Mintel).



Brands that **consistently introduce novel flavors** see increased customer engagement, higher purchase frequency, and improved market positioning.

## DEMOGRAPHIC TARGETING

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**Gen Z** and **Millennials** gravitate toward **exotic, nostalgic, and innovative flavor profiles**, making these demographics ideal targets for unique and novel flavor launches.



WE SELL A LOT OF TERPENES, HERE'S WHAT WE'RE SEEING

# VAPE FLAVOR TRENDS



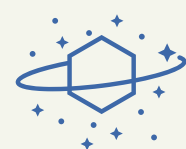
## FRESH FRUIT & BERRIES

Bright, juicy flavors like strawberry, blueberry, raspberry, and peach. They're approachable, easy to enjoy, and consistently loved by both new and experienced vape users.



## DECADENT DESSERTS

We've seen a huge rise in demand for sweet flavors including ice creams, marshmallows, candies, and more. People want sweets without the calories.



## RETRO & FANTASY

These appeal to sentimental throwback flavors that connect to cultural nostalgia and whimsy. Classic bubble gum, blue raspberry, cactus cooler, root beer floats, etc.



## WILD & TROPICAL

This is the fastest growing segment we've seen. Passionfruit, Lychee, Mango, and Guava have absolutely exploded in popularity. Not to mention the ever-popular Pineapple.



## JUICY CITRUS

These are universally appealing flavors that are consistently popular and attractive to all demographics. Think lemons, limes, oranges, etc.





QUICK, EASY, READY-TO-SHIP FLAVORS

# FRESH FRUIT & BERRIES

- ACAI BOWL
- APPLE RINGS
- APPLES & BANANAS
- BANANA CANDY
- BERRY SCARY
- BLACKBERRY BOOM
- BLACK CHERRY NOIR
- BLUE RASPBERRY RUSH
- BLUEBERRY
- BOYSENBERRY BOOGIE
- CARAMEL APPLE
- CRANBERRY CHEER
- CRANBERRY GRAPE
- DRAGON FRUIT NECTAR
- ELECTRIC GREEN APPLE
- GOLDEN YUZU
- GRAPE BUBBLEBERRY
- GRAPE GALAXY
- HUCKLEBERRY BUZZSAW
- JUICY RED APPLE
- KIWI BERRY
- LEMON BERRY TART
- ORCHARD MELON
- PEACHBERRY PEAR
- PEANUT BUTTER & JELLY
- PINK LEMONADE
- POT OF GOLD
- RASPBERRY CRAVE
- RASPBERRY LEMONADE
- SOUR APPLE
- SKY HIGH ACAI
- SPICED APPLE CIDER
- STRAWBERRY BANANA
- STRAWBERRY HIBISCUS
- STRAWBERRY JAM
- STRAWBERRY MILKSHAKE
- SUNDRENCHED MOSCATO
- SWEET STRAWBERRY
- TWISTED TROPICS
- WILD CHERRY

*Don't see what you're looking for? Just ask.*





QUICK, EASY, READY-TO-SHIP FLAVORS

# DECADENT DESSERTS

- BANANA CREME BRULEE
- BLUEBERRY COOKIES
- BLUEBERRY MUFFIN
- CANDY CANE
- CLASSIC GLAZED DONUT
- DUBAI CHOCOLATE
- FROSTED SUGAR PLUM
- GINGERBREAD WONDERLAND
- KEY LIME PIE
- LEMON BERRY TART
- LEMON CHEESECAKE
- LEMON DROPS
- LIME SORBET
- MARSHMALLOW PUFF
- MINT CHIP ICE CREAM
- MOCHA CAPPUCCINO
- MOLTEN CHOCOLATE CAKE
- PINEAPPLE ORANGE CREME
- PINEAPPLE WHIP
- PISTACHIO ICE CREAM
- PUMPKIN PIE
- RAINBOW SHERBERT
- RED VELVET CAKE
- ROOT BEER CAPS
- ROOT BEER FLOAT
- SPICED CARROT CAKE
- STRAWBERRY BANANA CREME
- STRAWBERRY JAM
- STRAWBERRY MILKSHAKE
- WHITE CHOCOLATE BOYSENBERRY
- WILD IN THE STREET SHERBERT

*Don't see what you're looking for? Just ask.*





QUICK, EASY, READY-TO-SHIP FLAVORS

# RETRO & FANTASY

- ACAI BOWL
- BAJA SMASH
- BLUE MILK
- BLUE RASPBERRY RUSH
- BRAWNDO MEGAVOLT 5000
- BUBBLE GUM BURST
- CACTUS QUENCHER
- CARAMEL APPLE
- COTTON CANDY
- CRIMSON TORO
- CUCUMBER WATER
- FIZZY CHERRY COLA
- FROSTED SUGAR PLUM
- FRUIT PUNCH
- GRAPE BUBBLEBERRY
- HEY TOOTS!
- LEMON DROPS
- MARSHMALLOW PUFF
- ORANGE CREME SODA
- PEACHBERRY PEAR
- RAINBOW SHERBERT
- ROOT BEER CAPS
- ROOT BEER FLOAT
- SAKURA BLOSSOM
- SHIRLEY TEMPLE
- SPICED GINGER ALE
- STRAWBERRY HIBISCUS
- TIGER'S BLOOD
- TWISTED TROPICS
- WHITE GUMMY

*Don't see what you're looking for? Just ask.*





QUICK, EASY, READY-TO-SHIP FLAVORS

# WILD & TROPICAL

- BLUE MILK
- CACTUS QUENCHER
- COCONUT CREAM
- DRAGON FRUIT NECTAR
- FRUIT PUNCH
- GOLDEN YUZU
- KEY LIME PIE
- KILLER KIWI
- KIWI BERRY
- LOVELY LYCHEE
- LYCHEE JELLY
- MANGO SUNRISE
- PASSIONFRUIT PLEASER
- PINA COLADA
- PINEAPPLE ORANGE
- PINEAPPLE ORANGE CREME
- PINEAPPLE ORANGE GUAVA
- PINEAPPLE POP
- PINEAPPLE WHIP
- PINK GUAVA
- SKY HIGH ACAI
- TIGER'S BLOOD
- TROPICAL PUNCH
- TWISTED TROPICS

*Don't see what you're looking for? Just ask.*





QUICK, EASY, READY-TO-SHIP FLAVORS

# JUICY CITRUS

- APRICOT SUNRAY
- BLOODIEST ORANGE
- CACTUS QUENCHER
- GINGER ALE MIST
- GOLDEN YUZU
- KEY LIME PIE
- LEMON CHEESECAKE
- LEMON DROPS
- LIME LIGHTNING
- LIME SORBET
- MELON BREEZE
- MOJITO
- ORANGE CHAI LATTE
- ORANGE CREME
- ORANGE TSUNAMI
- PINEAPPLE ORANGE
- PINEAPPLE ORANGE CREME
- PINK LEMONADE
- RASPBERRY LEMONADE
- SOLAR MINT
- STRAWBERRY LEMONADE
- SUMMER LEMON

*Don't see what you're looking for? Just ask.*






THE EFFECTS OF CANNABIS IN DELICIOUS & UNTRADITIONAL FLAVORS.

# FLAVORED TERPENE BLENDS

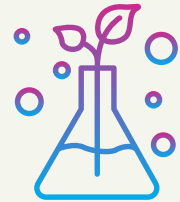


**The Cloudburst Series** is the most-potent terpene flavoring on the market. This is **maximum flavor intensity**. Cloudburst rivals the strength of e-cig style flavors, while still providing the entourage effect only terpenes can offer. Perfect for consumers who demand an explosion of flavor that hits and lasts.

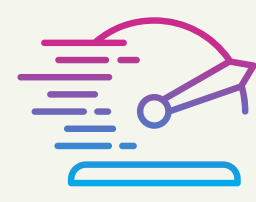
**The Entourage Series** gives function to flavor. Where the Cloudburst Series prioritizes e-cig style flavor strength, the Entourage Series is specifically formulated to **deliver maximum effects** while also providing incredible flavor. This is knock-you-on-your-ass flavor & effect.




FORMULATED  
IN-HOUSE




TERPENE  
BASED




MAXIMUM  
INTENSITY



OPTIMIZED  
EFFECTS



BOTANICALLY  
DERIVED



UNIQUE  
FLAVORS





VAPES, GUMMIES, THC-BEVERAGES, YOU NAME IT

# ASK US ABOUT CUSTOM FLAVORS!

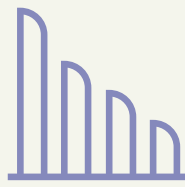
It only takes one killer product to **separate your brand** from the competition.

When you create a custom formula with Abstrax, you're giving your business the best chance to **be that next big thing**. Tell us what you're dreaming of and we'll turn it into reality.

Not only can you have a custom flavor **designed to fit your business** but you can have it exclusively for life. Stake your claim, plant your flag, and feel comfortable knowing that your business is the only one in the world with that custom formulation. That flavor is yours and yours alone. Forever.



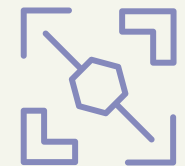
REPEATABLE



LOW MOQs



EXCLUSIVITY






SCALABLE

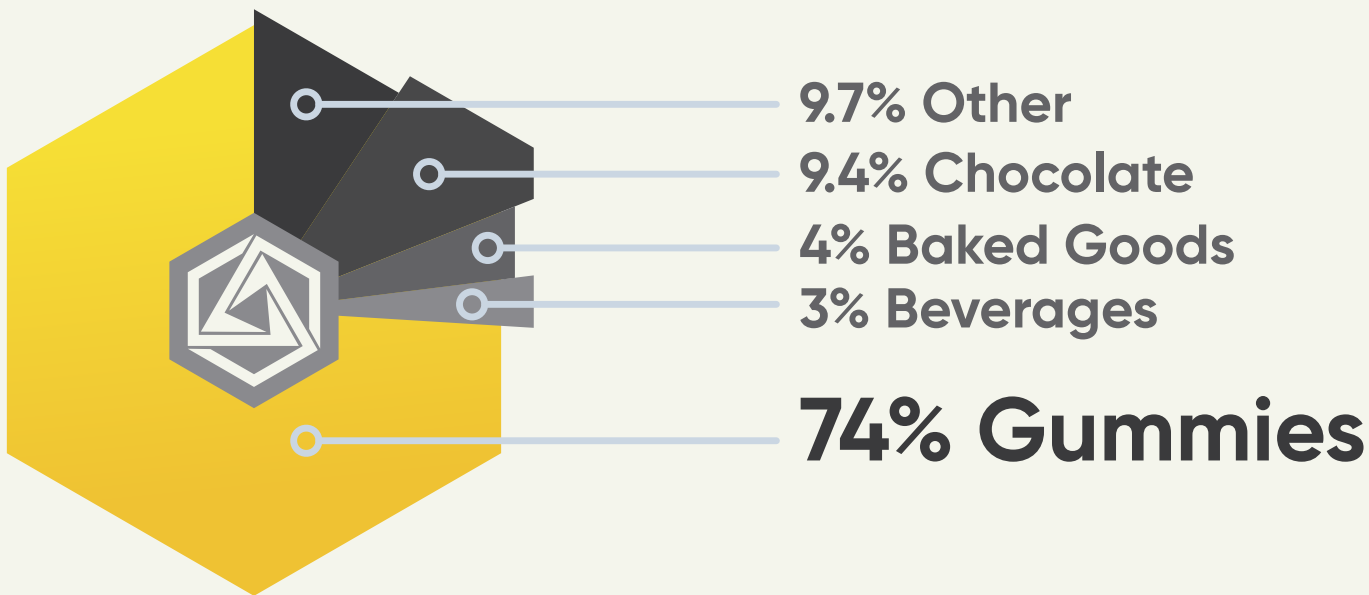




# EDIBLES CONTINUE TO DOMINATE

## EDIBLES ARE A MUST HAVE, NOT A NICE-TO-HAVE

-  Gummies make up **74%** of all edible sales. **All hail the king gummy.**
-  **The majority of cannabis consumers prefer gummies** as their way to consume. Edibles are the preferred format for **59%** of cannabis consumers due to convenience, discreetness, and flavor variety (Mintel).
-  Emerging trends include **microdosing** options and functional **terpene-infused edibles**, appealing to health-conscious consumers who seek controlled and specific experiences.





QUICK, EASY, READY-TO-SHIP FLAVORS

# FLAVORS MADE SPECIFICALLY FOR CANNABIS GUMMIES

- BACK IN BLACKBERRY
- BLACK CHERRY VELVET
- BLUEBERRY BOOM BOOM
- CALM COOL KIWI
- CANTALOUPE YOU LATER
- COLA ME MAYBE
- EASY PEASY LEMON
- GRAPES OF THRASH
- HONEYDEW MONEY MELON
- HOWBOUT DEM APPLES
- I'M YOUR HUCKLEBERRY
- JUICY JOLLY WATERMELON
- LEMON LIME VALENTINE
- LIME AFTER LIME
- LOW KEY LYCHEE
- MANGO WANGO TANGO
- OOEY GOOEY GUAVA
- PEACHY KEEN DREAM
- PETER PIPER PINEAPPLE
- POG PASSION PARADISE
- POPPIN' CHERRY BOMB
- RASPBERRY RAZZ MATAZZ
- SCARY BLUE RASPBERRY
- SNAPPY GREEN APPLE
- SO SOUR APPLE
- STICKY ICKY STRAWBERRY
- TROPIC LIKE IT'S HOT






Don't see what you're looking for? Just ask.




# FEDERAL LAW HAS CHANGED




## HERE'S WHAT YOU NEED TO KNOW

### AS OF NOVEMBER 2025:

-  Hemp-derived THC drinks are banned above 0.4 mg THC per container
-  Converted cannabinoids like Delta-8, Delta-9 from CBD, HHC, THC-O are illegal
-  Most full-spectrum or broad-spectrum CBD drinks are also non-compliant

 Believe it or not, cannabis beverages remain one of the most compelling opportunities for brands looking to grow in today's evolving market. The focus has shifted to licensed THC beverages and cannabinoid-free functional options. Abstrax supports both paths with flavor development, compliance guidance, and production support.

### WHAT THIS MEANS FOR BEVERAGE BRANDS:


-  State-legal THC beverages remain allowed
-  Functional, cannabinoid-free drinks are a safe path forward
-  Hemp-based cannabinoid drinks are no longer legal in most cases






# THE SHIFT TO LICENSED THC BEVERAGES


## SUCCESS HINGES ON GREAT TASTE.

 Cannabis beverages are evolving. With the new federal law banning most hemp-derived THC and CBD drinks, the opportunity now lies in **licensed cannabis markets** and functional, cannabinoid-free formats.

To lead this next phase, **brands must move fast** – developing compliant THC beverages for dispensaries or wellness-forward drinks built without cannabinoids. Abstrax can help with both.

If you want to establish your brand as **a pioneer in cannabis drinkables**, now's the time to develop and launch. Partner with Abstrax to get ahead – and stay ahead – before this niche transforms into the next industry standard.

 THC-infused sodas and beverages **have grown significantly faster** than traditional alcohol alternatives (Mintel).

 Drinkables appeal to consumers seeking **alternatives to inhalables**, and their popularity is driven by interest in discrete, convenient, and wellness-oriented consumption.

## DRINKABLES USAGE





# FLAVOR TRENDS FOR DRINKABLES

## HERE'S YOUR ROADMAP FOR DISPENSARY-SOLD THC BEVERAGES

### CITRUS & TROPICAL FRUITS



Lemon, Blood Orange, Yuzu, Guava, and Pineapple are especially popular.



**Opportunity:** Pair these flavors with herbal or cannabis-forward notes to create familiar yet exotic combinations (Yuzu Kush, Pineapple Diesel Soda)

### SPICED & SAVORY



There's an increasing interest in spicy, savory, or umami profiles (e.g., chili-lime, spiced raspberry cola, Pineapple Jalapeño)

**Opportunity:** Unique cannabis-forward beverages could use these for daytime "mocktail" or "functional cocktail" experiences (e.g., Chili Mango Kush Cooler).

### CROSSOVER HERBALS WITH FRUITS



Botanicals like mint, basil, hibiscus, ginger, and elderflower are surging in popularity in the traditional beverage market.



**Opportunity:** These natural ingredients signal wellness and sophistication when paired with THC/CBD. Think of flavors like Guava Rose and Strawberry Hibiscus.





# FUNCTIONAL DRIVERS FOR CANNABIS DRINKABLES

## *PAIR THE FUNCTION OF CANNABIS WITH...*

People see cannabis drinkables as an alternative with a lot of possibility. The traditional beverage space has seen an incredible growth in “functional” beverages that deliver effects combined with wellness messaging. People are looking for the same benefits with cannabis beverages.

### FORMULATION TRENDS

- Adaptogens (ashwagandha, L-theanine, reishi) are heavily featured.
- Multi-functional drinks with stacked benefits (e.g., hydration + relaxation + mood lift) are preferred.
- Younger consumers seek these benefits in familiar or fun formats.

### PAIRING FLAVOR WITH FUNCTION:

- **“Flavor first” is a non-negotiable:** 41% say taste is more important than functional claims.
- Clear communication about why this drink matters builds trust and repeat purchase.





# DRINKABLES POSITIONING & MESSAGING RECOMMENDATIONS



**BE EVERYDAY-READY**

Position cannabis drinks as replacements for sparkling water, soft drinks, or mocktails – not just for parties. Low THC percentages are ideal for a greater adoption rate, compared to traditional consumption methods.



**DESIGN FOR ROUTINES**

Consumers don't buy the same drink twice unless it fits their daypart. We recommend morning focus, afternoon social, evening wind-down variants.



**MIX FAMILIAR + NOVEL**

Pair recognizable flavors (e.g., lemonade, iced tea, orange) with functional twists (e.g., terpene boost, adaptogens).



**HIGHLIGHT OCCASIONS**

Focus messaging on wind-down, daytime productivity, or social relaxation.





# MEET CONSUMERS WHERE THEY'RE AT

## THE MANY APPLICATIONS OF CANNABIS

Consumers are continuing to diversify their consumption methods of cannabis. From pre-rolls to vapes, edibles to beverages, bongos to blunts, there are dozens of ways for people to enjoy cannabis.

**Are you already buying vape flavors from us?**  
Great! We can take your flavors and put them into beverages, gummies, infused joint papers, pre-rolls, and more.

**WE MAKE IT EASY TO CAPTURE  
NEW STREAMS OF REVENUE.**





# WE KNOW WHAT IT TAKES TO MAKE THE BEST CANNABIS PRODUCTS

## WE'LL GUIDE YOU THROUGH PRODUCT DEVELOPMENT FROM START TO FINISH



As the largest terpene provider, we have firsthand knowledge of current trends, insights into what's coming next year, and the expertise to keep you ahead of the curve. We have connections throughout the industry and can link you with the right partners to help your business grow and scale, all while ensuring compliance through top-tier regulatory assistance.



We have the only BDTs that actually smell and taste like cannabis. Our team of expert flavorists utilizes cutting-edge analytics and sensory science to craft unique, true-to-type terpene blends, that no other terpene provider can match.

### Product Innovation Support

From concept to commercialization, we provide end-to-end assistance, leveraging market insights and formulation expertise to help you develop products that meet current consumer demands and drive brand growth. In other words, we've got your back the whole way.

### Unmatched Quality & Compliance

We are proud to have achieved the highest level of quality: full SQF certification. This standard dwarfs the more typical cGMP, ISO 9001, and FSSC 22000 that you'll find from other terpene suppliers. We ensure that your products are safe, consistent, and exceed industry requirements.





# RELEASE NEW FLAVORS, MAKE MORE SALES.

Let's get to work.

**AbstraxTech.com**

Send us an email or give us a call.  
hello@abstraxtech.com | 562-294-5805