Traditional flavors make up a large portion of beverage-makers’ selections, but tropical and exotic ones aren’t trailing too far behind. That’s according to research by BNP Media’s Market Research Division for Beverage Industry’s 2014 Product Development Outlook survey. Here are the findings:

**Top flavors used in 2014**

(Percent of respondents using, multiple responses allowed)

- Orange: 49%
- Vanilla: 49%
- Lemon: 47%
- Strawberry: 47%
- Peach: 44%
- Chocolate: 42%
- Lime: 42%
- Mango: 40%
- Berry: 38%
- Coffee: 36%
- Coconut: 33%

**Top-selling flavors of 2014**

(Percent of respondents using, multiple responses allowed)

- Chocolate: 29%
- Vanilla: 21%
- Mango: 22%
- Green tea: 13%
- Raspberry: 13%
- Coffee: 11%
- Lemon: 11%
- Black tea: 9%
- Orange: 9%
- Peach: 9%
- Cinnamon: 7%

**Anticipated top-selling flavors of 2015**

(Percent of respondents using, multiple responses allowed)

- Chocolate: 29%
- Mango: 16%
- Coconut: 16%
- Strawberry: 13%
- Coffee: 13%
- Orange: 18%
- Cinnamon: 18%
- Apple: 13%
- Lemon: 16%
- Aloe: 7%
- Apricot: 7%
- Black tea: 11%
- Blackberry: 11%
- Ginger: 11%
- Passion fruit: 11%
- Raspberry: 11%
- Tangerine: 11%
- Acai: 7%
- Apricot: 7%

Source: BNP Media’s Market Research Division, 2014 Product Development Outlook Study