



Mocha Mousse

The selection of Mocha Mousse as the Pantone Colour of the Year 2025 has inspired innovation in various categories. The colour is said to transport our senses into feelings of 'pleasure and deliciousness' and appeal to our desire for comfort.

This Colour of the Year selection has sparked interest in using this soft brown in various applications. The rich colour can be used to provide a sense of grounding and indulgence in products, resonating with our desire for everyday pleasures. As well as this, it is contributing to the trend towards creating food and beverage products that offer a multi-sensory experience through texture, flavour and visual appeal.

- 'Mousse' texture is becoming increasingly popular in baked goods and snacks. (Mintel GNPD, 2024)
- 1 in 3 consumers aged 55+ in the US would likely or definitely buy products containing mousse. (Mintel, 2024)
- Mocha-flavoured launches in dairy have grown 92% since 2020. (Mintel GNPD, Global, 2020 - 2025)
- With cocoa and coffee prices soaring, brands can turn to flavour and colour solutions to recreate the sensory experience.

On the Shelves



Silk, Peppermint Mocha Oat Dairy-Free Creamer. A limited edition flavour made for Christmas 2024, natural mocha flavours. (Canada)



Chobani, Mocha Tiramisu Greek Yoghurt. A delicious, flavoured yoghurt using coffee concentrate and natural flavours. (USA)



Baskin Robbins, Chocolate Mousse Cone Snack. Crispy cones filled with sweet chocolate mousse. (South Korea)



BSC Bodyscience, Caramel Hokey Pokey High Protein Low Carb Bar. A formulated supplementary sports food using a mousse texture. (AU)



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Van Leeuwen x Sabrina Carpenter, Espresso Ice Cream. Espresso flavoured ice cream referencing Carpenter's breakout 2024 pop hit, Espresso. (USA)



Oreo, Vanilla Latte Flavour Sandwich Biscuits. Limited edition biscuits launched in 2024 highlighting the popularity of the coffee flavour profile in sweet snacks. (UK)

Image via @treatsinstore Instagram



Griffins Crumble Triple Choc Biscuits. With cookie crumble coating, and double creme filling. (NZ)



Delici, Speculoos Cookie Butter Mousse Cups. A luxurious dessert made using speculoos cookie flavours combined with a creamy, airy mousse texture. (USA)

Image via @costcobuys Instagram

Draw inspiration from 'Mocha Mousse' by innovating with light, fluffy textures and embracing strong and indulgent flavour profiles.

Mousse isn't new, but it is still an underutilised texture component according to Mintel research. Using a mousse-like texture in snacks, bakery or even other less conventional formats like fruit snacks can elevate a product. As well as this, inspiration can be found in the mocha flavour. Coffee flavours are becoming highly popular, with flavours like 'caffe latte' and 'espresso' growing in prominence.



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