



# Understanding the 2025 Food & Beverage Landscape



## Flavors Drive Consumer Choice

Globally, **43%** of consumers seek unique food and beverage experiences for ultimate indulgence.



## Convenience is Top of Mind

There's a high demand for quick & easy meals; consumers are favoring **ready-to-eat** or **easy-to-prepare**.



## Functional Beverages are Growing

Consumers prioritize drinks that offer health benefits like: **electrolytes, prebiotics, probiotics, vitamins, hydration properties**, and more!



## High-Protein Foods are Preferred

CPG-Food products are releasing "high-protein" offerings (i.e. **cereals, milks, oatmeals**, etc.).



## Ethnic Foods are on the Rise (Especially Asian!)

The global ethnic foods market exhibits predicted **CAGR of 7.7% during 2025-2033**. Asian ingredients like **kimchi** and **gochujang** are on the rise.



## Nostalgia is important

Traditional comfort foods like **pizza** and **mac & cheese** remain staples in many households, driven by their nostalgic value and the comfort they provide.



## Comfort Foods are Evolving

Brands are introducing **new variations and flavors of classic comfort foods** to keep consumers engaged while catering to their desire for both familiarity and novelty.



## Price Sensitivities

Economic factors have heightened consumers' focus on value, leading to increased demand for affordable yet high-quality food options.

**Value perceptions matter** and impact purchasing decisions.



## Influencers Catapult New Food Trends

The viral success of certain food items and recipes has led to increased consumer interest and sales in those products.



## Greater Brand Partnerships with Influencers

Brands collaborating with influencers have seen enhanced engagement, particularly among younger demographics (i.e. **Zillennials**) who are more likely to be influenced by online personalities.