

FOOD & BEVERAGE TRENDS OF INTEREST FOR 2025

TREND REPORT BITE

From value to comfort foods and beverage, to fun with food and drink, we're taking a look at a few topics that are of interest this year for consumers in relation to their food and beverage purchases. Our proprietary survey* asked consumers to rank relevant trends in the industry and we will be sharing with you the top three topics consumers are most interested in to pursue their ideal lifestyle. Let's dive in and see where you can find inspiration for your brand!

KEY CONSUMER INTERESTS:

1. Value
2. Comfort Foods & Beverage
3. Fun with Food & Beverage

*We surveyed 1,000 U.S. consumers with 50% male and 50% female participation at 18 to 65 years old to determine what topics were most important to consumers as it relates to food and beverage products. Consumers were asked the following "In pursuit of your ideal lifestyle, how would you rank these topics? Assign a rank from 1 (most important) to 15 (least important)."



CURRENTLY, CONSUMERS SPEND \$1.2 TRILLION ANNUALLY ON F&B, 60% of which goes to retail, while the other 40% comes from foodservice,"

- THE FOOD INSTITUTE, LYONS WYATT

Value

Our survey defines value as the balance of quality, taste, and price, ensuring a satisfying and worthwhile experience with foods, beverages, and dining at restaurants.

Today's consumers aren't only focused on price when it comes to value. They're comparing brands such as new private labels, shopping value retailers, gauging the simplicity and ease of purchase, promotions, quality ingredients and more. By uncovering consumers' key purchase motivations as well as their taste and flavor preferences, brands can find success.

“For manufacturers, adapting to this evolving consumer mindset is critical, as the ability to meet shoppers where they are and deliver value through competitive pricing and innovation will determine long-term success.” - NIELSEN IQ



PRODUCTS OF NOTE



WALMART'S BETTERGOODS PRIVATE BRAND

Walmart launched its bettergoods brand which “makes quality, trend-forward and chef-inspired food approachable and affordable, with most items priced under \$5.”

VALUE ADDED INGREDIENTS

Promoting ingredients for different uses adds value for consumers. In 2024, cottage cheese boomed on social media for different uses in protein ice cream, protein cookie dough and more. Brands should stay in tune with trends on social media to promote different formats, recipes and flavor additions.



Comfort Foods & Beverages

Our survey defines comfort foods and beverage as dishes that evoke a sense of well-being and nostalgia, often associated with home-cooked meals and positive memories.

Comfort foods and beverages have been trending for some time now, but in the recent years, we have seen the evolution of this trend. Consumers love the classics, but today's comfort food includes new global twists, unique flavor additions and more. In fact, a recent report from FSR Magazine found that 82% of consumers seek comfort foods.

“The familiarity of timeless traditional foods and flavors provides inexpensive, warm feelings, reconnecting with great memories and past times,”

- FOOD NAVIGATOR



PRODUCTS OF NOTE



GOODLES CHEDDY MAC

takes a healthier twist on mac n cheese with 14g of protein, 7g fiber with prebiotics, real cheese and 21 nutrients from plants. The brand claims the product, “tastes like your childhood, but eats like a balanced meal.”

DOLCI FRUTTA BAILEYS IRISH CREAM FLAVORED MELTING WAFERS

features non-alcoholic Baileys® flavored chocolate melting wafers that allow customers to create deliciously indulgent treats at home.



Fun with Food & Beverage

Our survey defines fun with food & drinks as involving playful creativity in cooking and eating, turning meals into enjoyable and memorable experience.

Whether through embracing “imperfect” products, eating meals at nontraditional mealtimes, seeking out unique collaborations or trying out a new recipe from social media, consumers are experimenting more with their food and drink. We’ve also seen this with meal kit promotions that allow consumers to experiment and learn with new recipes in the kitchen.

64% OF CONSUMERS

agree with the statement “**I enjoy ‘breaking the rules’ when it comes to what I eat/drink** (eg eating breakfast foods at night, combining unexpected flavors, etc.)

- MINTEL



PRODUCTS OF NOTE



TikTok: not.eg

DIRTY SODAS

“Dirty Sodas,” or fountain drinks spiked with cream, flavored syrups and other add-ins were originally popular in Utah, but have now been trending all over the U.S. We’ve seen this fun trend gain interest in social media and even in the grocery aisle with Coffee mate’s Dirty Soda creamer.

BARCELONA'S LAS JELLYS

are a ready-to-eat line of cocktail-inspired jelly shots that come in mojito, piña colada, and maragrita flavors.



The Takeaways

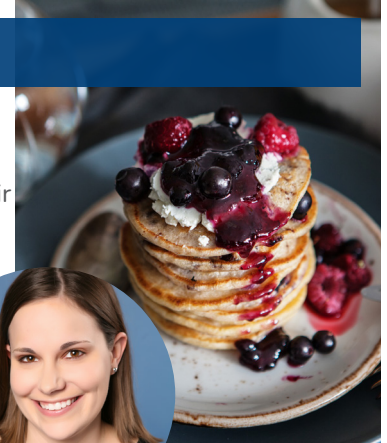
Consumers are making food and beverage choices with a strong emphasis on value, comfort, excitement and fun. These trends reveal valuable insights into how brands can connect with their audiences by aligning with their priorities and taste preferences. Whether it’s creating affordable indulgences, tapping into nostalgia through comforting flavor profiles, or adding a playful twist to flavors and formats in food and beverage, there’s much opportunity to innovate in your product lines this year. Stay connected to these evolving priorities to connect with your consumers in 2025 and beyond.

A WORD FROM OUR EXPERT

PAMELA OSCARSON, SENIOR MANAGER - CONSUMER & MARKET INSIGHT

“Many things influence how consumers feed their families. While value, comfort food & beverage, and fun are the most important to consumers, at the end of the day, taste is the primary factor influencing their decisions, regardless of the product category. Keeping our pulse on what consumers want is key and we engage with consumers every day to ensure that we know what is top of mind for them.

Creating great tasting products that consumers love is our ultimate goal.”



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Sources: Coffee mate, Mintel, TikTok, Eater