2025 FOOD AND BEVERAGE TRENDS

HEALY GROUP

01

Taste Turned Up

The spotlight is on bold, unexpected flavours from lesser-known cuisines.

02

Purposeful Pleasures

Indulgence is evolving, and it's all about guilt-free decadence.

03

Roots & Rituals

Nostalgic foods reimagined to combine familiarity with flair.

04

Unrule the Plate

Break the rules, rewrite the recipes, and rethink what food can be.

05

Mood Makers

Consumers look to their plates to improve what is in their heads.

06

Feel Appeal

Texture is the new flavour - it's all about how food feels as much as how it tastes.

07

Healing Plates

Consumers are leaning into foods promising tangible health benefits.

08

Plant Forward

Plant-based is moving beyond imitation to celebrating plants.

09

Ingredient Integrity

Consumers want to how their food is sourced, produced, and packaged.

10

'Barely' Processed

UPF is evolving into a more nuanced conversation to accept some processing.