

INTRODUCING OUR **FIRST 5 TRENDS** FOR **2025**

FMCG GURUS' BITESIZE TREND DIGEST



Consumer Experts, Insight Driven

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Introducing our Top Ten Trends for 2025

In the constantly evolving landscape of the global food, beverage, and supplement industries, it's essential for brands to proactively identify and stay ahead of the significant trends shaping consumer behaviors and attitudes in 2025. These industries have been significantly influenced by a prevailing sense of uncertainty and concern due to various factors such as global conflict, price inflation, and increased pressures on food systems.

Consequently, consumers have embraced the reality of uncertainty and have adopted a day-by-day approach, focusing on safeguarding their physical and emotional well-being.



Our Top Ten Trends for 2025 cover a wide range of topics. This bitesize trend digest provides an in-depth exploration of the first five trends and an assessment of their impact on consumer attitudes and behaviors. We offer actionable insights and recommendations for brands operating in the food, beverage, and supplement sectors in 2025 and the future.

An extended trend digest will be released in November 2024, examining all ten of our 2025 trends.



1 Prioritizing Pleasure

Appetite for Expression | Comfort to Nurture
Join the Dots | Hedonistic Therapy

Prioritizing Pleasure

Explores the significance of taste, indulgence, and enjoyment as fundamental, emphasizing that sensory appeal must not be compromised.

The Sub Trends

Appetite for Expression

Seeking brands that align with personal attitudes and lifestyles to express individuality and values, reflecting a desire for authentic and relatable products and brand experiences.

Comfort to Nurture

Reflects preferences for familiar and trusted products and flavors that provide a sense of comfort, relaxation and enhance emotive responses.

Join the Dots

Focuses on bridging the gap between enjoyment and holistic wellbeing, emphasizing a balanced approach that allows for guilt-free indulgence.

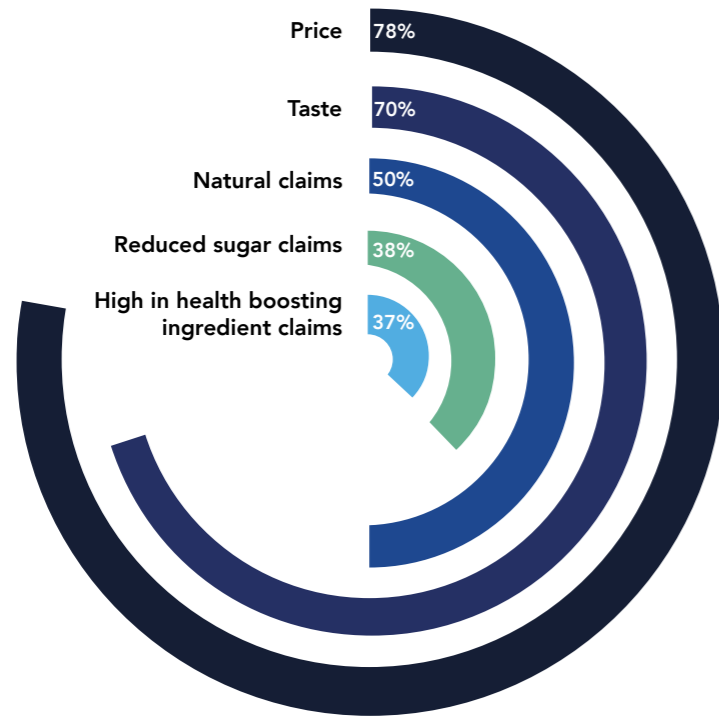
Hedonistic Therapy

Explores enjoying self-care and indulgence without guilt, emphasizing the importance of promoting a positive mindset and encouraging a non-restrictive approach to enjoyment.



Taste is an attribute that consumers are not willing to compromise on

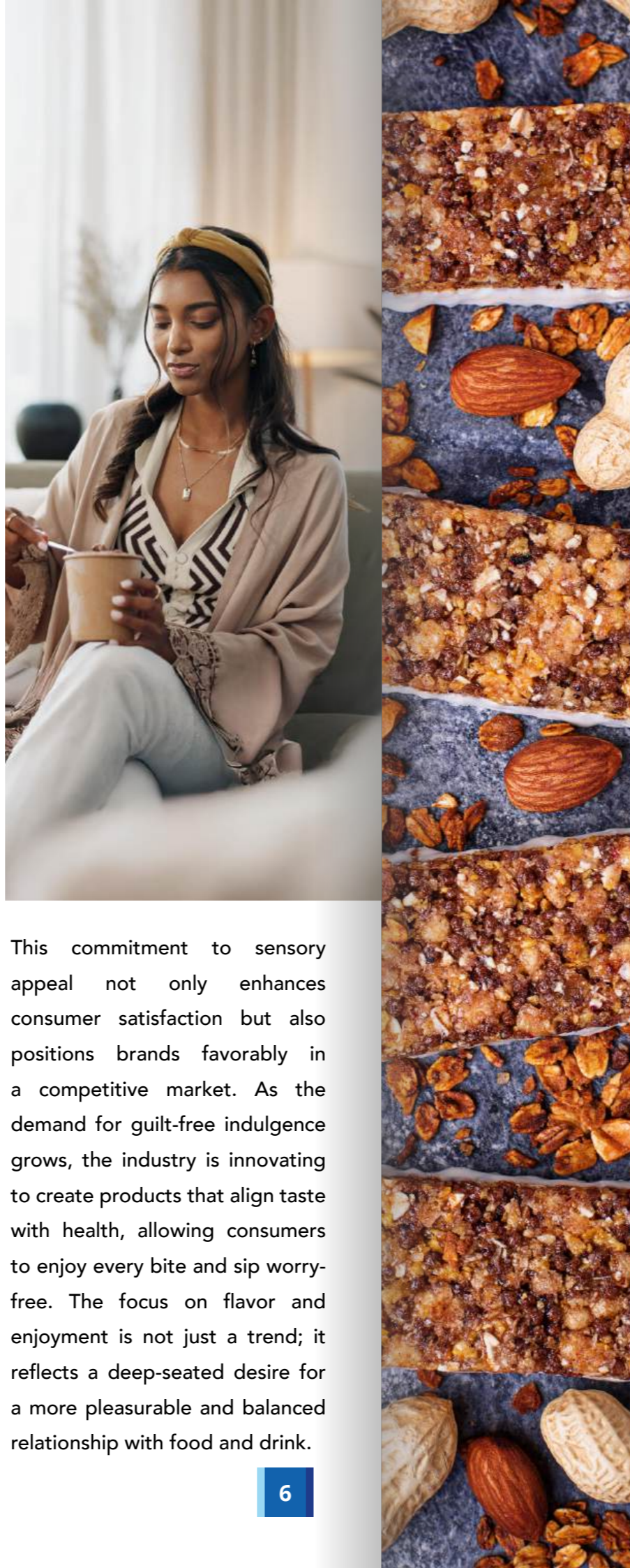
What product attributes are influential when shaping your view on whether food and drink is good value for money? 2023
Global



In the food and drink industry, taste remains a non-negotiable attribute for consumers, driving their choices and preferences. Today's consumers prioritize indulgence and enjoyment, seeking products that deliver rich sensory experiences without compromising on flavor. This shift has given rise to the concept of "permissible indulgence", where consumers want to experience great taste while navigating health and wellness concerns. Brands are aware that

delivering exceptional taste is fundamental to cultivating loyalty. They are crafting offerings that enhance the enjoyment of food and drink, encouraging consumers to indulge guilt-free. This approach not only satisfies cravings but also fosters a sense of balance and moderation, reshaping traditional narratives surrounding indulgence. By focusing on flavor, companies help consumers appreciate the joy of food without the accompanying feelings of guilt or sacrifice.

This commitment to sensory appeal not only enhances consumer satisfaction but also positions brands favorably in a competitive market. As the demand for guilt-free indulgence grows, the industry is innovating to create products that align taste with health, allowing consumers to enjoy every bite and sip worry-free. The focus on flavor and enjoyment is not just a trend; it reflects a deep-seated desire for a more pleasurable and balanced relationship with food and drink.



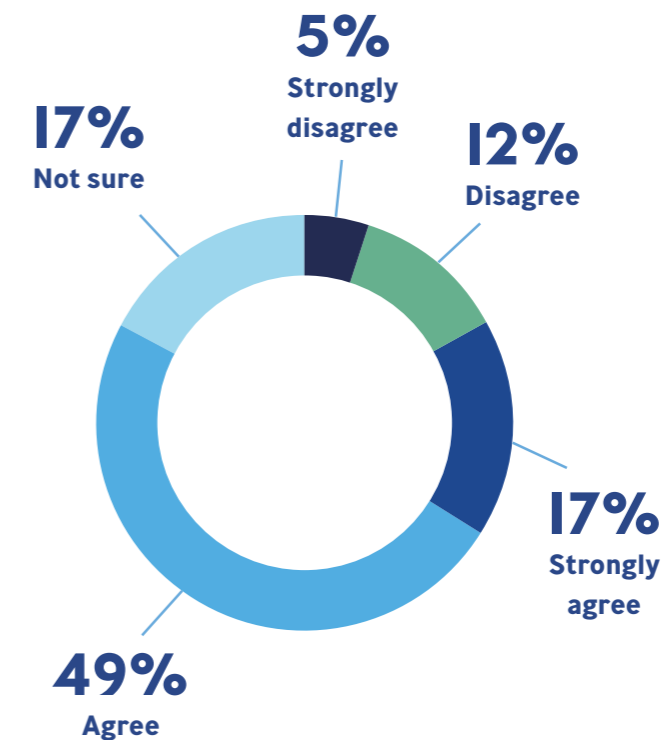
Better-for-you products can sometimes overcompensate on health and compromise on taste, reducing appeal

33%

of global consumers find healthy food and drink bland and boring. 2023



The proportion of consumers who agree with the statement that "products with reduced sugar are less tasty". 2023



With taste remaining the top priority for consumers, even as consumers increasingly seek healthier options, brands that launch "better-for-you" products must be particularly cautious not to compromise on sensory appeal, texture, or flavor in their pursuit of health benefits. If a product is perceived as lacking in taste, consumers are less likely to purchase it, regardless of its nutritional profile.

Brands must blend health and flavor by carefully balancing ingredients that enhance both taste and nutritional value. For instance, using natural sweeteners, spices, and high-quality ingredients can improve flavor without sacrificing health attributes. Brands focusing solely on health claims risk alienating consumers who prioritize enjoyment.

Therefore, maintaining flavor integrity while integrating health benefits can create a winning strategy.



2 Do Good, Feel Good

All for One | Pushing for Change
Diversify and Include
State of Mind

Do Good, Feel Good

This trend emphasizes the connection between acting in a responsible, ethical manner and its positive impact on emotional wellness and physical health.

The Sub Trends

All for One

Coming together to promote ethical and honest production, advocate kindness, and prioritizing wellness by championing causes, and fostering relationships.

Pushing for Change

Individuals driving change through small acts of kindness in their routines, supporting artisan brands, ultimately leading to increased mood elevation and a sense of community.

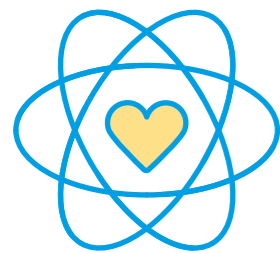
Diversify and Include

Underscores the significance of promoting diversity and inclusivity within all aspects of the community, emphasizing equality, representation, and belonging for everyone.

State of Mind

Promotes positive social interactions and strengthens communities through compassion and empathy-driven actions.

Many consumers turn to brands that align with their values and support those that demonstrate a commitment to responsible practices



53%

of global consumers have taken steps to improve their emotional health in the last year. 2024

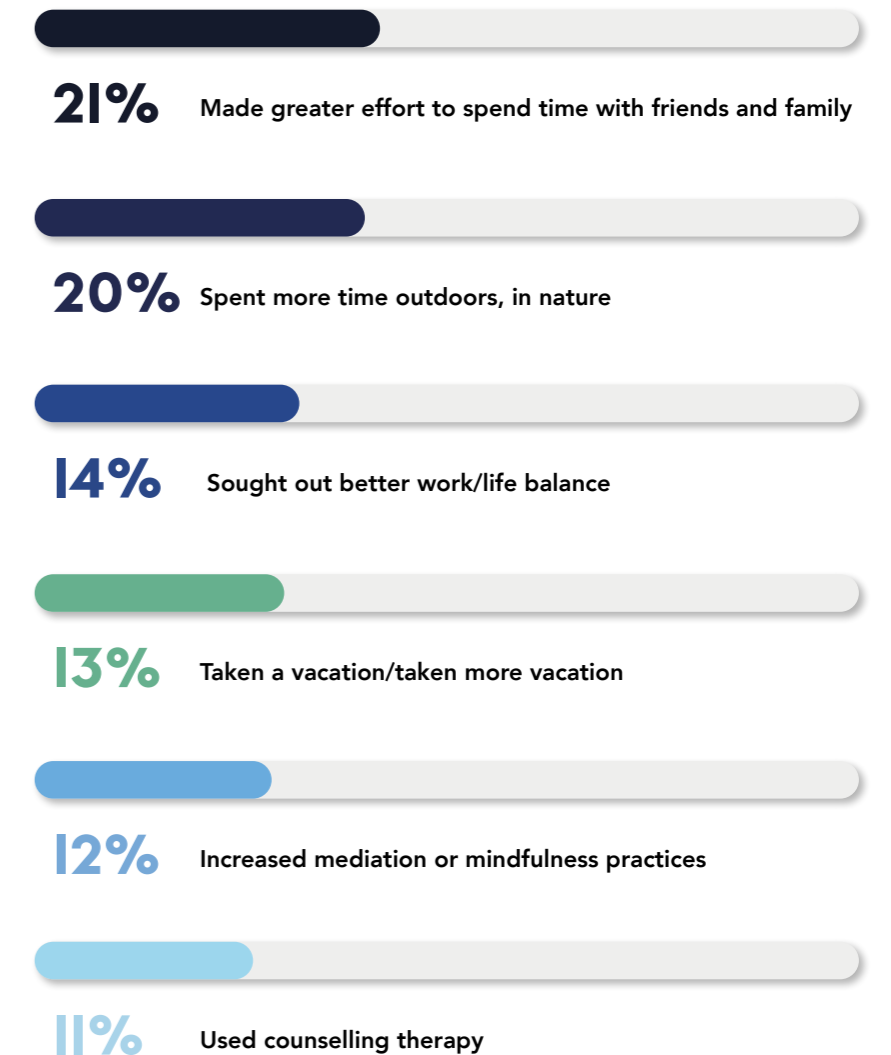
In today's consumer landscape, many individuals are drawn to brands that resonate with their personal values, particularly those demonstrating a commitment to responsible and ethical practices. This shift highlights a correlation between engaging in responsible behavior and fostering emotional wellness and physical health. As consumers prioritize kindness and wellness in their everyday choices, they actively seek to champion causes that align with their beliefs.

Individuals are redirecting their focus towards what truly matters, such as nurturing relationships with family and friends, enhancing their personal well-being through mindfulness practices like meditation, and reconnecting with nature. Additionally, many are opting for coaching or therapy to support their mental health journeys, emphasizing the importance of self-care. Regular breaks, whether short getaways or longer holidays, have become essential for recharging and reconnecting with oneself and loved ones.

Consumers are reprioritizing what is important to them

What steps have you taken? 2024

Global - Respondents who selected "Yes" to the question "Have you taken any steps in the last twelve months to improve your emotional health?"



As this movement toward a more conscious lifestyle continues, brands that align with these values will stand out. Ultimately, the emphasis on responsible practices is not just about ethical consumption; it is about enriching emotional and physical well-being.





The Mantra is Well-Being

Balanced Intentions | Age of Anxiety |
Functional Indulgence | Highlighting Hydration

The Mantra is Well-Being

This trend highlights the growing importance of taking time for oneself amidst the concerns and stress of current events including global unrest and social media pressures.

The Sub Trends

Balanced Intentions

Prioritizing overall well-being through a harmonious combination of a balanced diet, work-life balance, and healthy lifestyle choices.

Age of Anxiety

Reflects the impact of digital devices and constant exposure to distressing news on individuals' mental well-being, leading to heightened stress and anxiety levels.

Functional Indulgence

Combines enjoyment and health benefits by offering products that provide indulgent experiences while also serving a specific functional purpose.

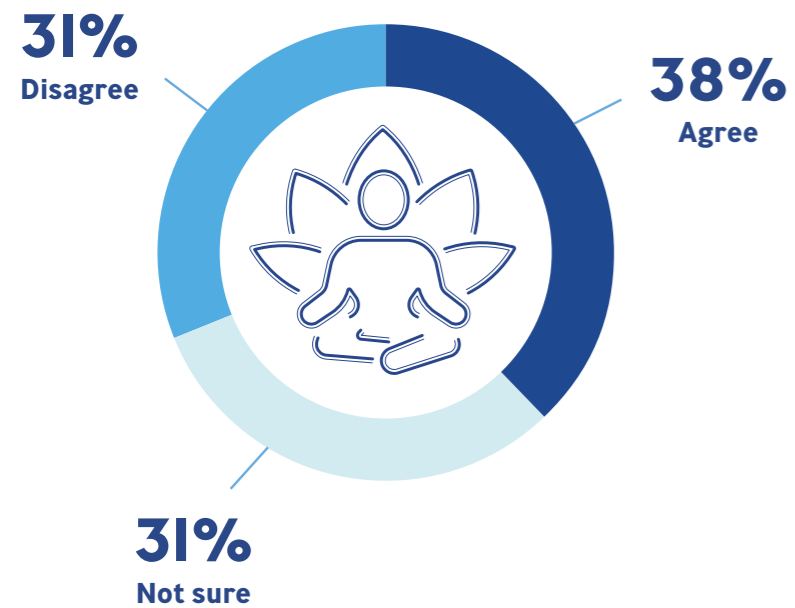
Highlighting Hydration

The importance of hydration on health, including cognitive health, energy levels, physical health, digestive health, long-term health.

Many feel anxious and over-stimulated due to feelings of uncertainty and stress

To what extent do you agree that you often feel anxious/over-stimulated? 2024

Global



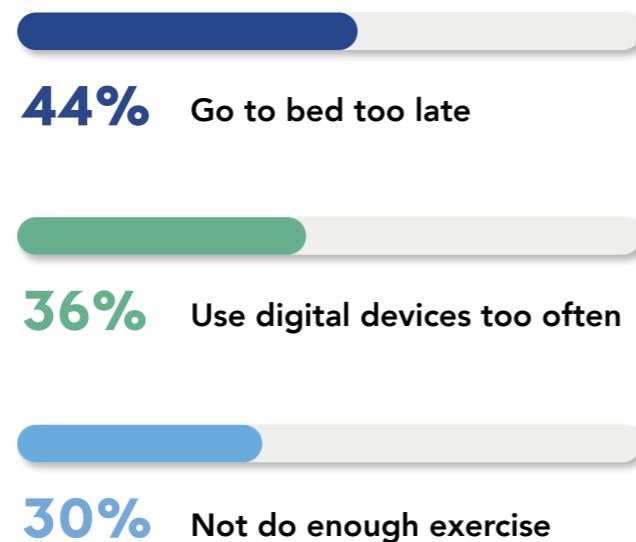
In a world increasingly defined by global unrest and the pervasive influence of digital technology, taking time for oneself has never been more crucial. Consumers are becoming acutely aware of their emotional wellness, prioritizing rest and relaxation amid ongoing anxieties. This heightened focus on self-care encompasses a variety of strategies aimed at improving both physical and mental health, including better sleep practices and finding moments of escapism through indulgence and comfort.

Many individuals are striving to enjoy self-care without the accompanying guilt, realizing that such indulgences are essential for their overall well-being. Moreover, the concept of a digital detox has gained traction, as people seek to mitigate the stress stemming from excessive online consumption. This intentional withdrawal from screens allows individuals to reconnect with real-life interactions and experiences, fostering deeper relationships and a greater sense of fulfillment.

In response, brands are recognizing this need for mindfulness and self-care, actively promoting the idea of slowing down in a fast-paced, digitally saturated society. By encouraging consumers to prioritize their well-being, these brands not only resonate with customer values but also play a vital role in supporting healthier lifestyles amidst the chaos of modern life.

Do you do any of the following which you believe may have a negative impact on your emotional wellness? 2024

Global



What steps have you taken? 2024
Global – Consumers who have taken steps to improve their emotional wellness

42%
Changed my diet

39%
Drank more water/
made greater efforts
to stay hydrated

33%
Gone to bed earlier

30%
Looked to get better
control of my finances

Consumers are addressing their health through various approaches, including hydration, sleep health, and more

Have you taken any steps in the last twelve months to improve your emotional health? 2024

Global



Consumers are prioritizing health through a multifaceted approach that emphasizes hydration, sleep health, and overall well-being. Hydration has become a focal point, with a surge in demand for functional beverages like enhanced waters, herbal teas, and electrolyte-infused drinks. These options are often marketed for their additional health benefits, appealing to those looking for both hydration and nutrition.

Sleep health is another critical area, as consumers recognize the importance of rest for overall health. This has led to the emergence of products that promote better sleep, such as calming teas and beverages infused with ingredients like chamomile and melatonin. Additionally, the rise of adaptogenic beverages—those containing herbs believed to reduce stress and promote balance—aligns with consumers' efforts to manage stress and improve sleep quality.

This trend reflects a broader shift toward wellness, where consumers are more informed and proactive towards their health.

4 Timeless Traditions

Creating Memories | Seeking Culture |
Portal to the Past | Championing Causes



Timeless Traditions

A retro mindset and more timeless traditions, including a shift towards traditional values, self-identity and simplicity in response to the rapid changes and uncertainties of the modern world.

The Sub Trends

Creating Memories

Underscores the significance of social interaction and meaningful connections, leading individuals to prioritize togetherness and shared moments.

Seeking Culture

Reflects the desire for diverse and authentic culinary experiences, driving the exploration of flavors or traditional tastes that evoke a sense of nostalgia and cultural connection.

Portal to the Past

Evoking nostalgia by offering products and experiences that transport consumers to simpler times, tapping into sentimental memories and emotional connections.

Championing Causes

Seeking brands that align with values and support social or environmental causes, prompting a shift towards responsible consumerism.



Consumers are seeking comfort in the familiar, emphasizing tradition, heritage, and nostalgia in their choices



Amid the rapid changes and uncertainties of the modern world, consumers are increasingly seeking comfort in the familiar, drawing on tradition, heritage, and nostalgia in their choices. This has sparked the emergence of a retro mindset, with many gravitating toward timeless traditions that evoke a sense of self-identity and simplicity.

In a landscape overwhelmed by a deluge of information and diverse food options, the longing for clarity and authenticity has never been more pronounced.

As consumers reflect on simpler times, they are embracing flavors, products, and experiences that take them back to their childhoods. This trend highlights a desire to reconnect with nostalgic elements that provide reassurance in an unpredictable environment. Traditional values are making a comeback, allowing individuals to make quicker, more confident decisions based on familiarity rather than the complexities of contemporary choices.

Brands that reinforce these themes of heritage and simplicity are striking a chord with consumers who value these connections. By focusing on authenticity and the comfort of cherished traditions, these brands not only cater to a growing market but also provide a refuge of emotional stability in an increasingly chaotic world. This resurgence of nostalgia offers a comforting reminder of the past, guiding consumers toward more meaningful connections in their lives.



(1)

WORRY

32% of global consumers say they have feelings of worry about global conflict/the risk of war. 2024



(2)

ANXIETY

41% of global consumers say they have feelings of worry about the health and well-being of family and loved ones. 2024



(3)

PRICE SENSITIVITY

38% of global consumers say they have feelings of worry about personal finances/ability to handle costs. 2024

(4)

COMFORT

69% of global consumers say they turn to snacks for comfort eating purposes at least some of the time. 2023



(5)

NOSTALGIA

28% of global consumers say they have been seeking out food and drink that their parents used to make as a kid more frequently over the last year. 2024

5 Elevating our World

Ethical Promise | Invent and Accelerate |
Natural Footprints | Purposeful Vision



Elevating our World

Signifies a collective trajectory towards ethical promises and initiatives, with brands and consumers playing integral roles in advancing purposeful and environmentally conscious visions for the future.

The Sub Trends

Ethical Promise

The significance of ethical and sustainable initiatives, reflecting consumers' demand for transparency, responsible sourcing, and environmentally conscious practices.

Invent and Accelerate

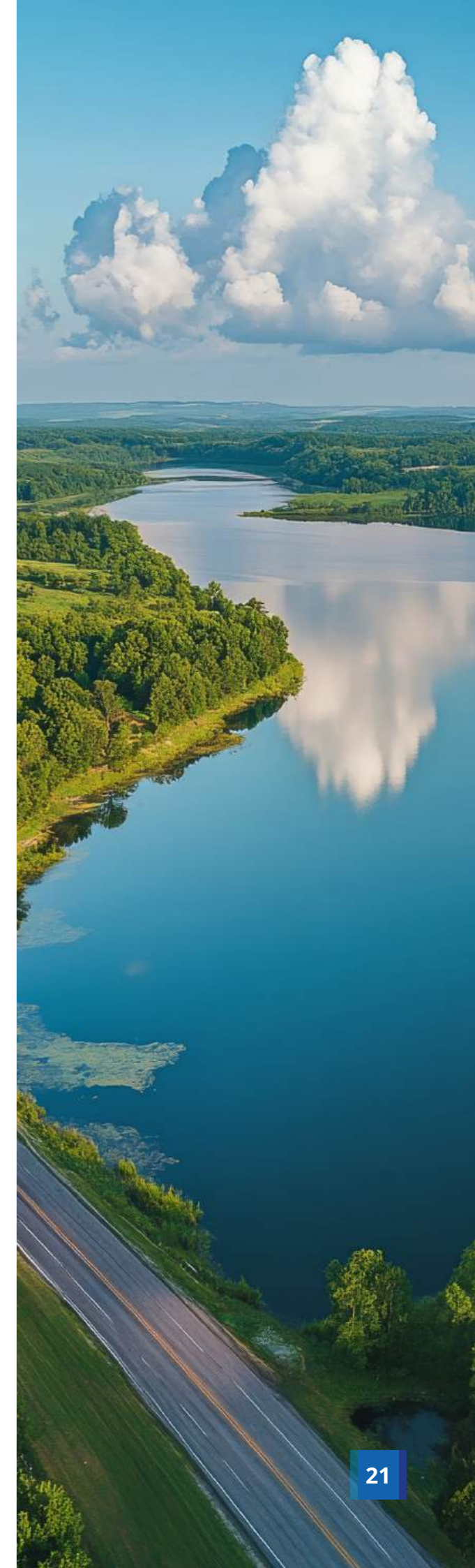
Driving advancements and creative solutions in environmental sustainability, aiming to address global challenges through innovative technologies and practices.

Natural Footprints

Minimizing carbon footprints and promoting naturalness, reflecting a consumer-driven demand for environmentally friendly practices and products with minimal ecological impact.

Purposeful Vision

Brands and consumers taking steps to shape a more conscious future, with a focus on adopting green initiatives that align with a shared vision of environmental responsibility and stewardship.



Many individuals actively support brands aligned with their ethical values and engage in environmentally friendly practices

Have you done any of the following in the last two years? 2024

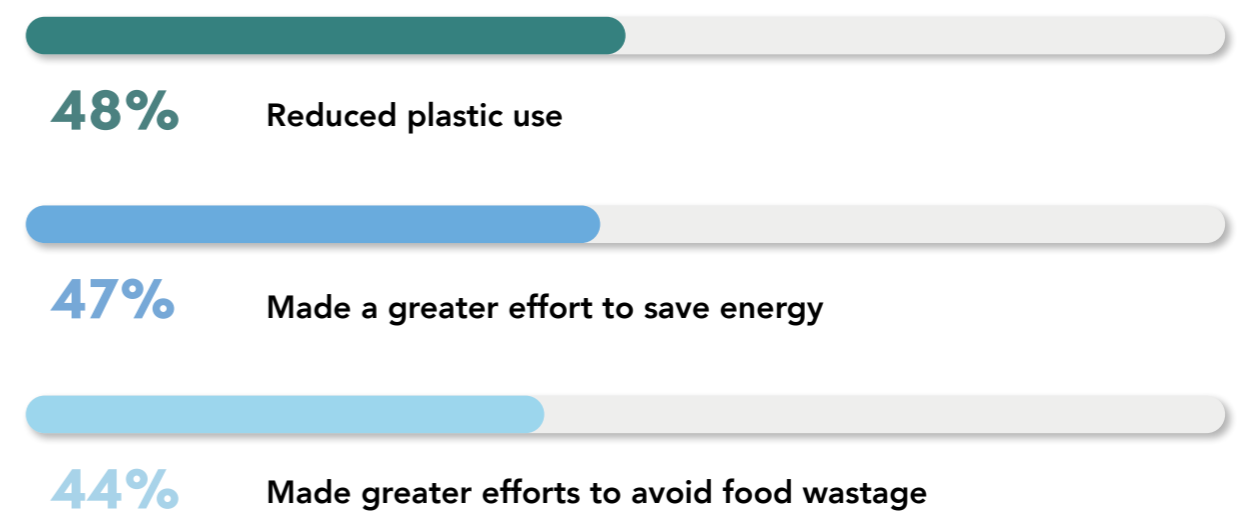


Brands and consumers are coming together to foster mindfulness and elevate communities while protecting natural resources. This signifies a collective movement toward a more sustainable and purposeful future, driven by ethical promises and initiatives. As social consciousness grows, both parties play essential roles in advancing environmentally responsible visions.

Brands are embracing transparency and sustainability, committing to ethical sourcing and actively working to reduce their carbon footprints. They are championing social and environmental causes, reflecting a commitment that resonates with a conscientious audience. As a result, consumer behavior is being significantly influenced; individuals are more inclined to support brands that align with their ethical values and practices.

This trend reflects a broader shift towards responsible consumerism

Have you done any of the following in the last two years? 2024



This trend marks a broader shift toward responsible consumerism, where conscious choices guide purchasing decisions. Some consumers are actively seeking out brands that prioritize sustainability, driving demand for environmentally-friendly products and practices.

Together, brands and consumers are reshaping the marketplace, making substantial steps toward a more equitable and environmental future. This collaboration fosters a culture of responsibility, encouraging a collective dedication to preserving the planet and enhancing community well-being, ultimately paving the way for a more sustainable world for future generations.

What are the next trends?

#6 Tech T.B.C.

A continuation of how tech is revolutionizing the way products are personalized, consumed, and produced. Advancements in technology have enabled the creation of highly personalized and customized food and beverage experiences, catering to individual preferences and dietary requirements.

#7 Value Focused

This trend discusses how consumers are adjusting their shopping and consumption habits due to financial constraints. However, there is a noticeable shift as price inflation levels off and consumers are feeling more financially confident.

#8 Body + Mind = Harmony

The trend on emotional and physical harmony emphasizes a shift towards prioritizing mental well-being. It is reflected in a growing awareness of stepping back from excessive digital engagement and a desire for more meaningful interactions.

#10 Fit Me In

Reflects the challenges consumers face due to time scarcity, leading to a desire for convenience and products that facilitate a healthy lifestyle. This trend encompasses the barriers to embracing health and wellness products, and the demand for hassle-free, on-the-go options.

#9 Bright & Bold

Celebrates a sensory rebirth, embracing vibrant and captivating flavors, visuals, and textures to deliver heightened sensory satisfaction. From the evocative nostalgia of familiar, comforting flavors to the innovation of exotic tastes, colors, and textures, this trend invites consumers on a multisensory journey.

Additional Reading

Metabolic Matters: Navigating Functional Formats and Efficacy

FMCG Gurus' consumer insights show that approximately two-thirds of consumers across the globe say they understand metabolic health. These consumers recognize the link with overall...

FMCG Gurus

Blog

Metabolism



4 Things You Need to Know About Health & Wellness

Our 4 Tip Guide to Health and Wellness in the food and drink industry is designed to help brands navigate the evolving landscape of the health and wellness market.

FMCG Gurus

4 Tip Guide

Health



Hydration Matters

Designed to help brands navigate the evolving landscape of the drinks market. The resource explores consumer perceptions towards how hydrated they feel.

FMCG Gurus

Free Resource

Hydration



Women's Health Trends and Embracing Holistic Wellness

Women remain proactive in prioritizing their well-being, emphasizing prevention...

FMCG Gurus

Blog

Women's Health

Sustainability Spotlight

Examines the necessity of the sustainability market and explores innovations in the sustainability and plant-based markets.

FMCG Gurus

Trend Digest

Sustainability



References

- [FMCG Gurus - Navigating Consumer Snacking Habits - Regional Reports 2024](#)
- [FMCG Gurus - Price Inflation: How Rising Prices Will Impact Consumers - Global Report 2024](#)
- [FMCG Gurus - How to Help Consumers Stick to their Health Goals: Addressing Barriers to Healthy Living - Global Report 2024](#)
- [FMCG Gurus - Strive for Happiness - Trend Report 2024](#)
- [FMCG Gurus - Emotional Well-Being in 2024 - Key Success Strategies - Global Report 2024](#)
- [FMCG Gurus - 4 Things You Need to Know About Sustainability - 4 Tip Guide 2024](#)
- [FMCG Gurus - Understanding the Change in Indulgence - Bitesize Trend Digest 2024](#)
- [FMCG Gurus - Convenience Trends in 2024 - Bitesize Trend Digest 2024](#)
- [FMCG Gurus - Health & Wellness: What's Next? - Bitesize Trend Digest 2024](#)
- [FMCG Gurus - Hydration Matters: The Link Between Hydration & Holistic Health - Free Resource 2024](#)



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