



Plant-based

Meat alternatives and meals



Smarter spending



Comforting classics



Bold flavours



The need for new

Smarter Spending

Trend Overview

Continued cost-of-living pressures are forcing consumers to make sacrifices on their everyday essentials and trade down on premium offerings.

The cost of plant-based alternatives continues to be a barrier for consumers, exacerbated by the onset of rising prices. Consumers are now looking to a diet that makes us of more whole plants and veg-focused options.

What we expect to see in 2025-6

- More meals with vegetables, legumes, pulses & grains as the hero ingredient
- A strong focus on ambient and frozen options to cut down on waste



Flavour inspiration

Watch List

Harissa
Jamaican Jerk
Embered
Chargrilled

Growing

Teriyaki
Thai curry
Chipotle
Spicy tomato
Smoked

Mainstream

BBQ
Pesto
Tex Mex
Indian curry
Cheese
Fried

Comforting classics



Trend Overview

Consumers are continuing to seek comfort from food amidst global uncertainty. Foods to make you smile are here to stay with a strong focus on classic dishes done better and nods to nostalgia in modern formats.

In the plant-based space, providing familiarity can convince consumers to make the switch. In fact 50% of consumers globally say that familiar culinary formats are important for them when buying plant-based products.*



What we expect to see in 2025-6

- Plant-based adaptations of well-known dishes and formats
- Premium ingredients for modern twists
- Strong influence from American, British & Italian cuisines providing a source of comfort in familiarity

Flavour inspiration

Watch List

Prawn cocktail
Coronation Chicken
Ranch sauce

Growing

Truffle
Bacon
Pepperoni
Chorizo
Roasted
Steak & ale
Paprika

Mainstream

Grilled cheese
Butter
Cream
BBQ
Pesto
Korma
Rich tomato

Bold Flavours

Trend Overview

The influence of Gen Z and social media trends are creating an appetite for bolder flavours stemming from interest in East Asian cooking. Restaurants are now also breaking the rules with mash ups of sweet, sour, bitter and umami all in one dish.

Consumer interest in hot flavours shows no signs of slowing down. Despite the existing plethora of hot sauces on the market, the sector is predicted to reach 7% CAGR market volume growth by 2030.

What we expect to see in 2025-6

- More variety around chilli and heat flavours
- Increase in fire-based cooking and smoky notes
- Increase in umami-rich ingredients like seaweed, mushroom and tomato



Flavour inspiration

Watch List

Gochujang
Bulgogi
Hot honey
Chargrilled
Shichimi togarashi
(Japanese 7 spice)

Growing

Chipotle
Peri Peri
Smoked
Nori

Mainstream

Sweet chilli
Sriracha
Spicy tomato
Jalepeno



Taste adventures



Trend Overview

In the current uncertain times, consumers are looking for food that can transport them from their worries. Many 'forever favourite' cuisines like Italian, Chinese and Indian will continue to have strong influence across mainstream launches. However, adventurous younger consumers are looking further afield to the Middle East, South East Asia and Mexico for their culinary escape.*

Global cuisines continue to drive innovation in the ready meals category across Europe. South Asia in particular is having a strong influence on retail launches in the west with Japanese and Korean ingredients becoming store cupboard staples in consumers' homes. Ones to watch for 2025 and beyond are the comforting classics of French cuisine and the fun and sunshine that comes with Mexican dishes.

What we expect to see in 2025-6

- Japanese cuisine moving further into mainstream and exploring fusions
- Spotlight on SE Asia with a particular focus on Thailand, Vietnam and Indonesia
- Korean food crazes continue - Kimchi & BBQ leading the way
- Stronger influence of French cuisine inspired by 2024 summer Olympics

Flavour inspiration

Watch List

Harissa
Gochujang
Penang
Nasi Goreng

Growing

Cream/wine based sauces
Korean BBQ
Kimchi
Yuzu
Blue cheese
Jollof

Mainstream

Butter
Cream
Katsu
Teriyaki
Tikka
Bouillon

Feeling inspired?

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