



Smarter spending



Comforting classics



Bold flavours



Taste adventures

# 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.

Convenience, cost-saving and waste reduction are just some of the reasons for consumers' renewed focus on ambient and frozen products. Expect to see more creativity and innovation in tinned, dried and shelf-stable meals.

## What we expect to see in 2025-6

- Better quality and more variety of ingredients - grains, pulses
- Global cuisine inspired flavours
- More solutions for complete meals in the ambient aisle



#### Watch List

Harissa Jamaican jerk

#### Growing

Teriyaki Thai curry Chipotle Caramelised onion Spicy tomato

#### Mainstream

BBQ Pesto Tex Mex Indian curry Cheese







## 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.

For some consumers, this means tapping into their inner child with handheld treats like burgers, pizzas & hot dogs. On the other hand inspiration can be drawn from global cuisines by leaning into 'borrowed nostalgia' for comfort from further afield.

### What we expect to see in 2025-6

- · Classic dishes 'done better'
- Addition of gourmet ingredients like truffle, named cheeses and cured meats to elevate classic recipes
- Strong influence from American, British & Italian cuisines providing a source of comfort in familiarity

## Flavour inspiration

#### Watch List

Prawn cocktail
Coronation Chicken
Ranch

#### Growing

Truffle
Bacon
Pepperoni
Roasted

#### Mainstream

Cheddar Cheese
Butter
BBQ
Pesto
Smoky tomato
Mushroom



## Bold Flavours

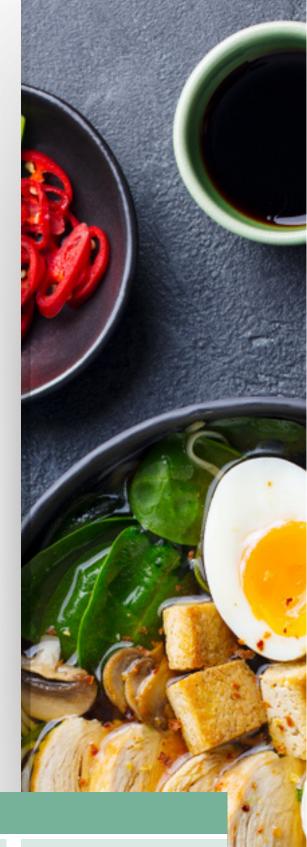
## **Trend Overview**

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 Kimchi Salted honey Chargrilled

#### Growing

Chipotle Peri Peri Miso Smoked Jamaican Jerk

#### Mainstream

Sweet chilli Sriracha Spicy tomato Jalepeno



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## **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 and beyond

- 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?

At Synergy, we're passionate about turning insights into innovation. Using a blend of art, science and insight Synergy can help their customers to navigate the changing demands of the marketplace with products that stand out from the crowd.

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