

Mintel announces global food and drink trends for 2025

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Mintel, the experts in what consumers want and why, has announced four key trends that will shape the global food and drink industry in the years ahead. In 2025 and beyond, expect to see more focus on blood sugar and hormone health, while food and drink will play an increasing role in mental health management. There will be an increase in diversified ingredient sourcing, while the humanisation of technology will be essential for consumers who are apprehensive about technology being used to create, modify and produce the food they put into their bodies. The Mintel 2025 Food and Drink Trends are:

Fundamentally nutritious: The emergence of weight-loss medications like Ozempic will redefine consumer perceptions of “food as medicine” from being an added functional ingredient, to necessary to meeting daily essential nutrient needs.

Rule rebellion: Embrace consumers as “perfectly imperfect” beings who are hungry for brands that help them “break the rules” in food and drink.

Chain reaction: As disruptions to the food supply become more frequent, the industry will need to encourage consumers to welcome and trust the new origins, ingredients and flavours that will emerge locally and globally.

Hybrid harvests: Food and drink companies will need to illustrate how technology and agriculture work together to benefit consumers, farmers and the environment.