

HATCH

FOOD & DRINKS TRENDS

IN 2025

10 New for no & low

Find out why Brits are choosing to drink less alcohol.

26 An appetite for experience

Throughout 2024, the demand for noteworthy experiences in the food and drink industry has continued to grow.

40 Getting social

We're sharing a few of the brands that have made an impact.



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Dominating the UK food and drink landscape heading into 2025.

As we head into 2025, the food and drink industry continues to evolve at a rapid pace, with new trends and innovations reshaping how brands connect with consumers.

In this year's report, we explore the key shifts and emerging themes that are set to influence the UK food and drink landscape in 2025.

From bold new flavour combinations to the increasing focus on health-conscious, sustainable products, the industry is responding to an ever-changing consumer mindset, influenced by a greater demand for transparency, wellness and unique experiences in a landscape where new trends and fads can emerge and disappear in the blink of an eye.

This report delves into a number of developments, including the rise of gut health and heart-healthy products, the continued growth in popularity of low and no-alcohol options and a deeper commitment to sustainable packaging.

We also look at the cultural shift toward mindful drinking and the growing interest in functional beverages, with consumers seeking products that not only taste good but also serve a greater purpose.

As marketing, brand, PR and social media professionals, it's vital to stay ahead of these trends, ensuring that brands can harness all the data available to them to create relevant, compelling narratives. Whether you're working with global giants or challenger brands, understanding these shifts and how they align with consumer behaviour is key to shaping successful strategies.

Let's dive into the trends that are transforming the food and drink sector and prepare for the year ahead.






Getting **BRAVER** with flavour

Rewind to 2024, Pinterest declared that it would be the year of the “Tropic Like It’s Hot” trend as searches on the platform for pineapple mocktails and dishes, such as Hawaiian sheet pan chicken, were on the increase.

This was reinforced by Tbrands across multiple sectors releasing tropical variants of their products. Drumshanbo, the Irish Gin brand, released a new flavour infused with Brazilian Pineapples, meanwhile White Claw launched its new Passion Fruit and Pineapple hard seltzers in time for summer.

While tropical flavours have been all the rage in the UK this year, across the pond, consumers have been more experimental with their flavour profiles – seeing the “swicy” (sweet and spicy) trend grow in popularity. In fact, the trend even saw Starbucks launch a limited-edition “Spicy Lemonade” into the US market for this summer only.



With UK Google searches for “spicy margarita” climbing 148% in the last 12 months, combined with the viral popularity of “K-food”, such as gochujang and Korean fried chicken, there’s definitely an appetite here in the UK for the “swicy” trend to gather momentum in 2025.

For marketers, this poses the perfect opportunity for bold and unique brand collaborations. Whether this is to launch limited-edition NPD in the off-trade, or menu offerings in the on-trade and out-of-home, the coming together of sweet and spicy or other contrasting flavour profiles paves the way for out-of-the-ordinary collaborations.



EXPERT COMMENT

“My research shows that people are looking for depth in flavour for 2025. Complex combinations that create layers of uncompromising flavours will get drinkers coming back for more.

Sweetness is seen as a mask for a lack of actual body and flavour, so drinks that can move away from that to embody greater complexity will take the lead. Tannins in wines, density in spirits and freshness in ready-to-drink cocktails will all serve brands well in creating loyal drinkers.”

**Denise Hamilton-Mace from
Low and No Drinker Magazine**



Ultimately, the “swicy” trend and other adventurous flavour combinations are not only changing the way consumers approach food and drink but also inspiring creativity in product development. As consumers demand more exciting, multi-dimensional flavours, it’s clear that 2025 will be a year of fearless experimentation with the boldest and most unusual flavour profiles. Brands that dare to explore this uncharted territory are likely to stand out and capture the attention of the growing cohort of consumers eager for new taste experiences.

We also expect to see an exploration of previously forgotten flavours as consumers seek authentic or under represented culinary traditions, with ancient grains like teff, amaranth and fonio being used, as well as spices from under represented cuisines like Africa, Central Asia and Southeast Asia.



The tequila TAKEOVER

While UK Google searches for “spicy margarita” have increased in 2024, so too have searches for fellow tequila-based drink “paloma cocktail” – which has seen a 45% search increase year-on-year.

The cocktail was declared the drink of summer, with PATRÓN even installing a ‘Paloma Window’ in Covent Garden to hand out free cocktails.

The ‘thirst’ for tequila is a trend that is recognised globally, and while the UK tequila market remains relatively small, it is fast growing. Celebrities are also vying for a piece of the action. In fact, celebrity-backed tequilas are out-performing other celebrity-backed spirits; data from IWSR reports that celebrity tequilas grew by 16% last year, compared with celebrity whiskies (+8%) and celebrity rums (+11%).

With industry predictions that the price of tequila could be set to fall in the next year or two (thanks to the huge numbers of new agave plantings over the past few years to keep up with demand), this paves the way further for growth of tequila in the UK in 2025.



EXPERT COMMENT

“The tequila boom presents significant opportunities for bars and brands to innovate and excite consumers with fresh serves and engaging experiences. Venues can tap into this trend by crafting unique tequila moments - whether it’s incorporating regional influences or showcasing innovative twists on classic services like the Margarita and Paloma.”

Lauren Mote
PATRÓN’s Global Director
On-Trade Excellence





New
HIGHS
for no & low

All data sources are reporting one thing – that Brits are choosing to drink less alcohol.

Global Web Index reports that the number of people choosing not to drink alcohol has risen from 12.5% last year to 13% in 2024. Meanwhile data from Mintel puts this even higher, with approximately a third of individuals aged 18-24 not consuming alcohol at all.

Of those who do drink alcohol, many still are choosing to cut back. Research by KAM and Lucky Saint reveals that a quarter of UK drinkers are embracing the “zebra-stripping” trend, in which they alternate between an alcoholic and non-alcoholic drink on a night out.

EXPERT COMMENT

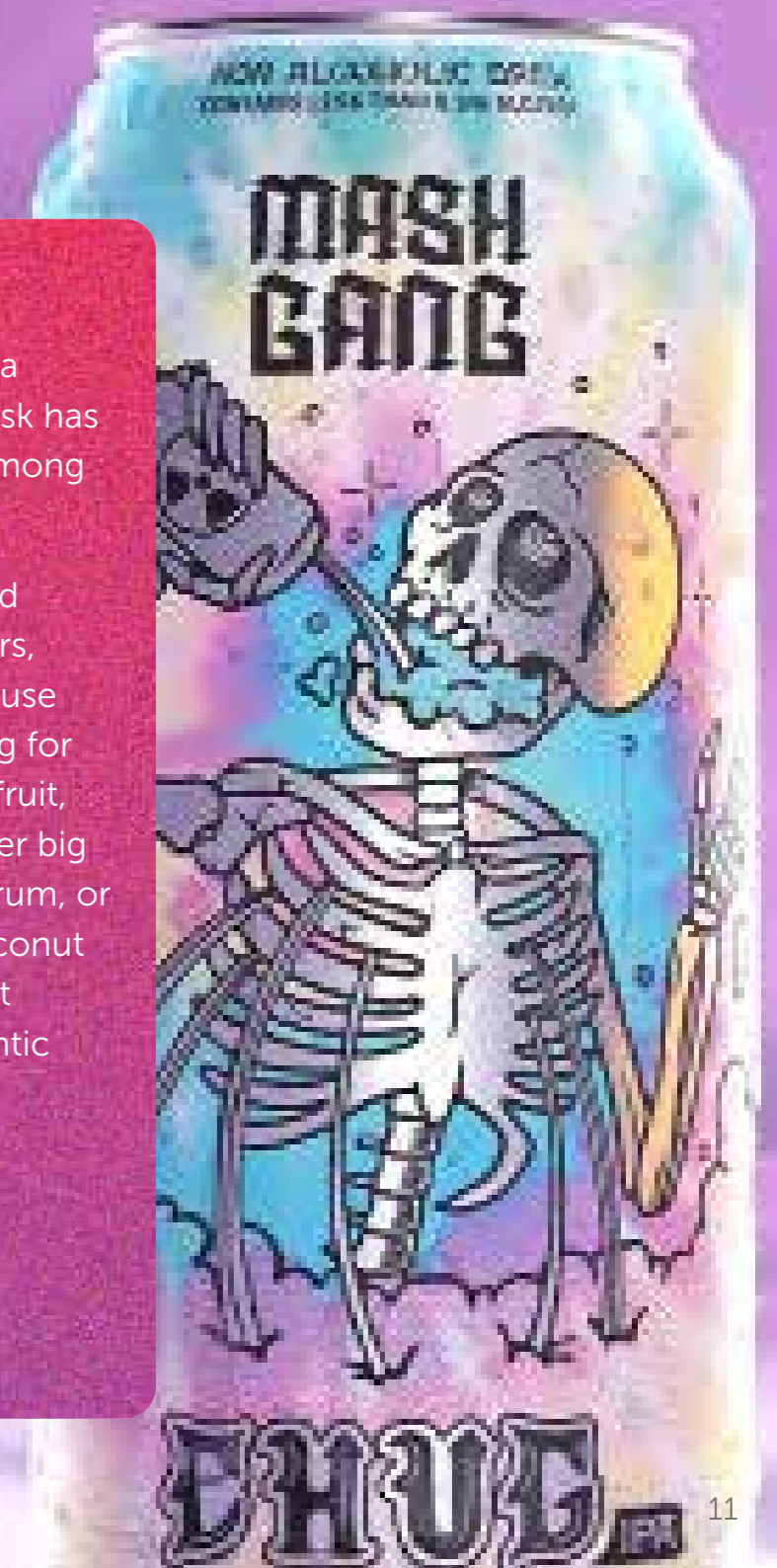
“I think the cultural shift is a lot deeper and runs a lot longer back than many will flag. I’m a behavioural economist by trade, and what we’re witnessing is a collision of economic and social psychological changes breaking on the shore at the same time. There’s been a massive shift in young people’s behaviour with going out, the occasions and motivations have changed, and alcohol doesn’t really fit into many of them anymore.”



Mike Baggs
Mash Gang Brand Leader
DioniLife

“Right now single hopped ales are becoming increasingly beloved by a more mainstream audience and cask has been ramping up in recent years among enthusiasts.

“Younger Gen Z and Millennial trend setters are rejecting sweeter flavours, not just because of sugar, but because of the UPF alternatives, so are going for strong alternate flavours like grapefruit, stone fruits and dark tea, which offer big flavours in other areas of the spectrum, or for those feeling brave kiwi and coconut which offer more subtle but distinct flavours that taste equally as authentic to real food fans.”



EXPERT COMMENT

“What we are seeing is a trend towards “moderation” vs total sobriety. Zebra-stripping is a new industry term which is gaining traction. We’ve seen this mirrored in other categories like food - once it was either vegan or meat-lovers. So divisive, it was all one extreme or the other. Now we see this huge wave of flexitarianism. It’s the same for alcohol. There’s a happy medium and world where both co-exist, and most importantly the consumer is in control and can adjust the balance as they see fit.”

Sophie Brisbane-Rhodes
Global CMO
Clean Co



On top of this, event booking platform Together reported a six-fold increase in demand for non-alcoholic drinks in 2024, while the demand for alcoholic beverages such as gin has decreased by -38%, and beer and wine by around -20%.

Sophie continues; “As more bars and restaurants stock non-alcohol options, more real conversations are had about relationships with drinking. As sober-curiosity continues to embed itself into popular culture, this is only going to continue to rise. This is the first generation we’re seeing where not drinking is totally normal. We weren’t saying that 5 years ago. 1 in 3 pub visits are now alcohol-free. Universities are knocking down our door trying to get alcohol-free options in all their venues.

“People don’t regret feeling better, having more mental clarity, better sleep, more positive interactions with friends and family. So, once they’ve had a taste of a ‘moderation’ or ‘sober’ lifestyle, most never look back.”

Interestingly, Google searches for “Dry January” declined by -3% in 2024 compared with 2023, suggesting that the no and low movement is less of a flash-in-the-pan trend for one month only, but rather a considered, longer-term commitment by consumers.



The extent of no and low NPD released in 2024 suggests that brands feel the same; VK unveiled its first alcohol-free serve, Tesco launched a trio of non-alcoholic mocktails, Aldi added a 0% Pinot Grigio Blush to its non-alcoholic wine range, and Lewis Hamilton launched an alcohol-free agave spirit into the UK – to name just a few.

All things considered, 2025 looks set to see even more mindful drinkers. The key for hospitality venues will lie in choice – catering to drinkers, non-drinkers and “zebra stripers” alike. Non-drinkers now have significant sway over where social groups go out, with 65% of UK adults stating that the preferences of non-drinkers impact their decision - a figure that rises to 85% amongst Gen Z . This reinforces the necessity for hospitality venues to offer quality alcohol-free options to attract a broader customer base and provide positive social experiences.

Meanwhile with so many new products launching in the sector, the key for brands to stand out against the competition is to market themselves beyond the product itself – demonstrating a real understanding of their audience’s lifestyles, communities and desired experiences.



"We've seen really solid sales without putting much behind it, but that will be a focus in 2025. It offers something unique and different for consumers, not only does it taste great and offer a true reflection of what the hops deliver, it is also completely natural and vegan."

It's not all going to be "plain sailing" though for non-alc brands in 2025. Denise Hamilton-Mace from Low and No Drinker Magazine speaks about some of the challenges these brands might face in 2025; "Next year comes with a wealth of opportunity for low/no and light brands as the landscape tangibly changes, but it's still far from plain sailing. Consumer trust still needs to be built (or rebuilt) in several sectors as drinkers search for uncompromising quality."

"The very success of the market also brings its own challenges. As more brands enter the space, from small independents to 'big brand' behemoths, the vast array of styles, techniques and standards can lead to confusion for consumers, and decision fatigue is damaging, leading to drinkers just sticking to what they already know. We need to make it as easy as possible for drinkers to enter the sector, take a look around and make a confident choice to stay."

Andy Nowlan
Head of Marketing
Siren Craft Brew

EXPERT COMMENT





WTF ARE UPFS?!

The processed food reckoning
& home kitchen beckoning

Ultra-Processed Foods (UPFs) have been a hot topic this year, with a study published in the BMJ directly linking these to conditions such as heart disease, cancer, type 2 diabetes, adverse mental health and early death.

Concerningly, UK shoppers are consuming a lot of UPFs; the National Institute for Health & Care Research reports that 57% of UK adults' energy intake comes from UPFs. Despite this, research from Vypr found that only 30% of us actually understand what UPFs are.

Yet even without widespread understanding of UPFs, consumers are already opting for healthier choices. Data shows that 38% of Brits are eating fewer unhealthy products, while Global Web Index reports that the number of people regularly eating fast food has decreased from 26.4% in 2023 to 21.1% in 2024. Meanwhile, the number of people not eating fast food at all has increased from 8.1% in 2023 to 14.3% this year.

With consumers already becoming savvy as to what's in their food and drinks, combined with new HFSS restrictions coming into play in 2025, conversations around processed and unhealthy foods are sure to amplify next year.

The impact for brands will be multi-faceted. Consumers are beginning to pay greater attention to the ingredients list on the packaging, with 27% saying they look for extra information. However, only 57% of UK shoppers say they find it easy to find a product's nutritional information. Therefore, brands that adopt transparency will benefit from greater consumer trust.

This may be a contributing factor to the rise in home cooks with 37% of Brits cooking from scratch more, while Google searches for topics such as 'granola recipe' have increased 21% year on year. Therefore, brands that cater to home cooking and batch cooking look to be in a good position heading into 2025.

EXPERT COMMENT

"In 2024, we've seen a surge in consumer demand for greater flexibility and multifunctionality in kitchen appliances. To keep up with this demand, Hisense has launched innovative products such as the Hi6 and Hi8 Black Line Ovens which offer many different functions and programs such as Pizza Mode and Air Fry mode. With features such as Air Fry mode, Hisense ovens cater to the growing preference for healthier cooking options as the perforated tray in the Hi6 and Hi8 ensures even heat distribution, making it ideal for crisping up foods like fries, chicken wings and vegetables, all with less oil. By consolidating multiple cooking functions into one device, it eliminates the need for separate appliances, reducing countertop clutter and meeting consumers ever evolving needs."

For the launch of our PizzaChef Oven, we teamed up with MasterChef Matt Healy, who created five of his favourite pizzas to showcase the ovens capabilities. This collaboration was a perfect way to demonstrate the ovens versatility but also provide consumers with practical, inspirational ways to use the product following the increase in Brits cooking from scratch."

Chloe Blanchfield
Product Marketing Manager
Hisense UK



A study by MenuTiger revealed that 38% of Instagram users turn to the platform for food content, with 27% showcasing their own foodie creations.

Additionally, a February report from Snap Inc. and IPG Magna found that food recipes are the most popular form of influencer-created social media content, favoured by 51% of social media users. These insights highlight the importance of food brands demonstrating to their audience how to use their products creatively at home.



Functional drinks compete for the lion's (mane) share

2024 is shaping up to be a memorable year for functional drinks and foods, driven by a surge in consumer interest for products that deliver more than just taste. This trend is evident in the number of innovations and brands entering the category, reflecting a growing demand for beverages that support specific health and wellness goals.

While kombucha and CBD drinks still reign supreme, this year has seen other ingredients bursting into the UK market, in the form of Lion's Mane and Ashwagandha.

TRIP's new 'Mindful Blend' range launched this year, including ingredients lion's mane, magnesium, ashwagandha, and L-theanine, but crucially no CBD – reflecting a strategic pivot towards wellness ingredients that meet consumer demand for mental and emotional support.

The growing interest in lion's mane is evident. According to AHREFS, searches for this nootropic mushroom spiked from 28,000 in March to a projected 44,000 by 2025, aligning with increasing consumer curiosity about cognitive enhancers and adaptogens.

TikTok trends further highlight this shift, with hashtags related to lion's mane and its benefits, including 'where to buy' and 'ADHD', gaining traction. The hashtag #lionsmene alone boasts over 74.8K uses, illustrating a rising consumer awareness and interest in these functional ingredients.

As the functional beverage market continues to expand, driven by a compound annual growth rate (CAGR) of 7.49% , brands are increasingly focusing on innovative ingredients and health claims.

The rise of functional drinks with protein and energy-boosting properties, as well as digestive health benefits, reflects a broader consumer trend towards products that support overall well-being.

EXPERT COMMENT

"Functional ingredients like ashwaganda, nootropics and even cannabis infused cocktails for our US friends, will certainly be some of the biggest flavour trends in 2025. It's part of the wellness trend, but it's more than that - it's exciting, something new. Little ways people can spice up their lives. Ashwaganda Clean Cocktail on a Wednesday night? Why not..."

Sophie Brisbane-Rhodes
Global CMO
Clean Co



"I think we'll see a resurgence in more traditional British styles and fusions. Putting things together that wouldn't normally be put together, such as our sours with spices and ingredients with specific health benefits. Black Lime for example has a dual purpose, it brings a tangy flavour combined with high vitamin C and antioxidants. It's important to have that innovation, differentiation and newness to give consumers the opportunity to discover something new. People will want to go out and discover something a bit different. You have to move with the times and functionality in drinks is one of those trends. If it acts as a point of difference in a crowded market then I certainly see more beers with functional elements entering the market."

Sally Stewart
Brand Director, Brick Brewery

As we move towards 2025, expect this trend to deepen, with more brands embracing ingredients that align with the growing demand for health and wellness solutions. Within this, hormonal health is set to become a key focus for functional foods and beverages. **With 40% of Gen Z and millennials willing to switch jobs for better hormonal health support, there's a growing market for products that address this need.** As awareness and demand increase, expect more innovations tailored to supporting hormonal health in the coming year, incorporating ingredients known to support hormonal balance, such as omega-3 fatty acids, vitamin D, magnesium, and zinc.

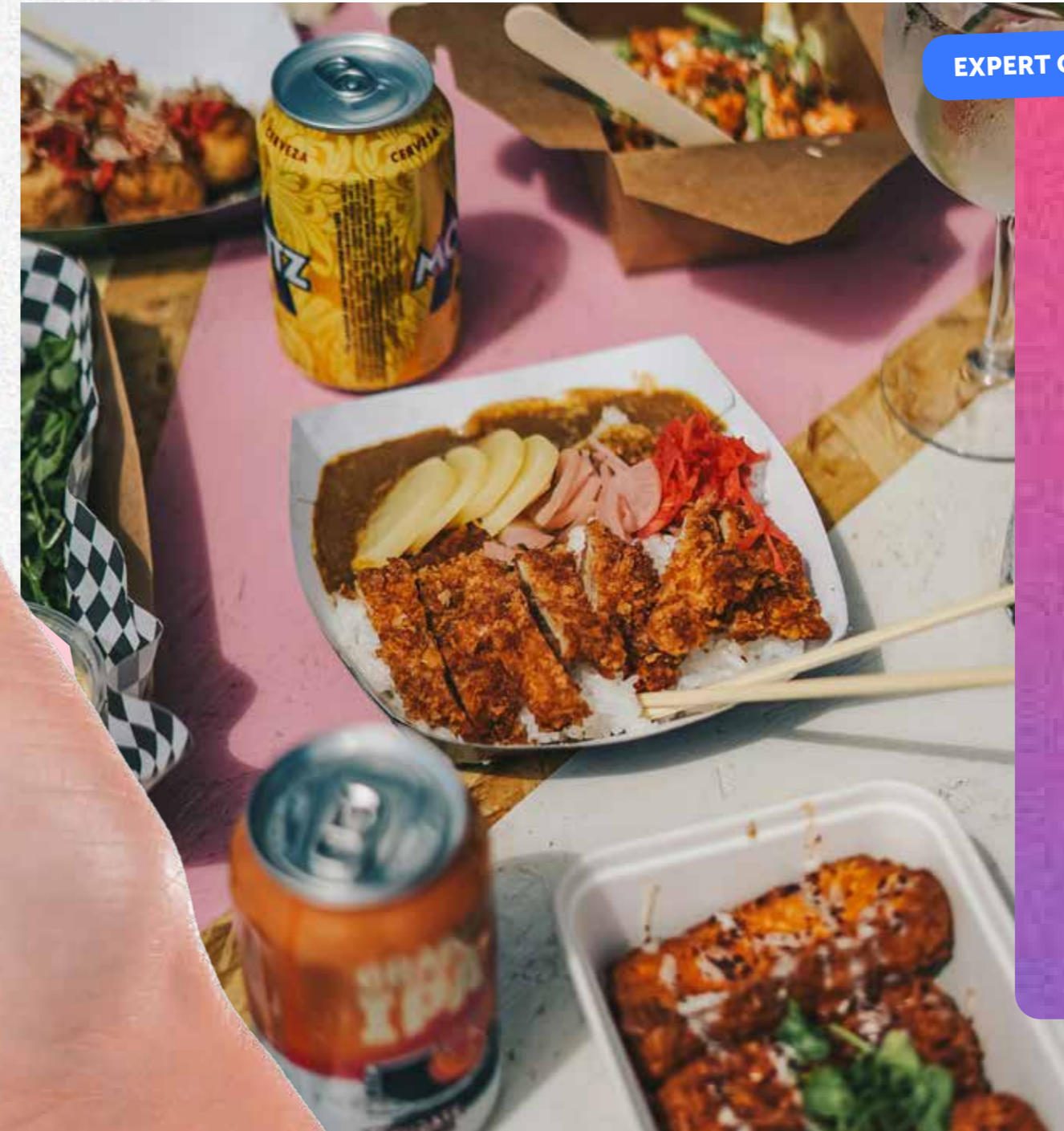
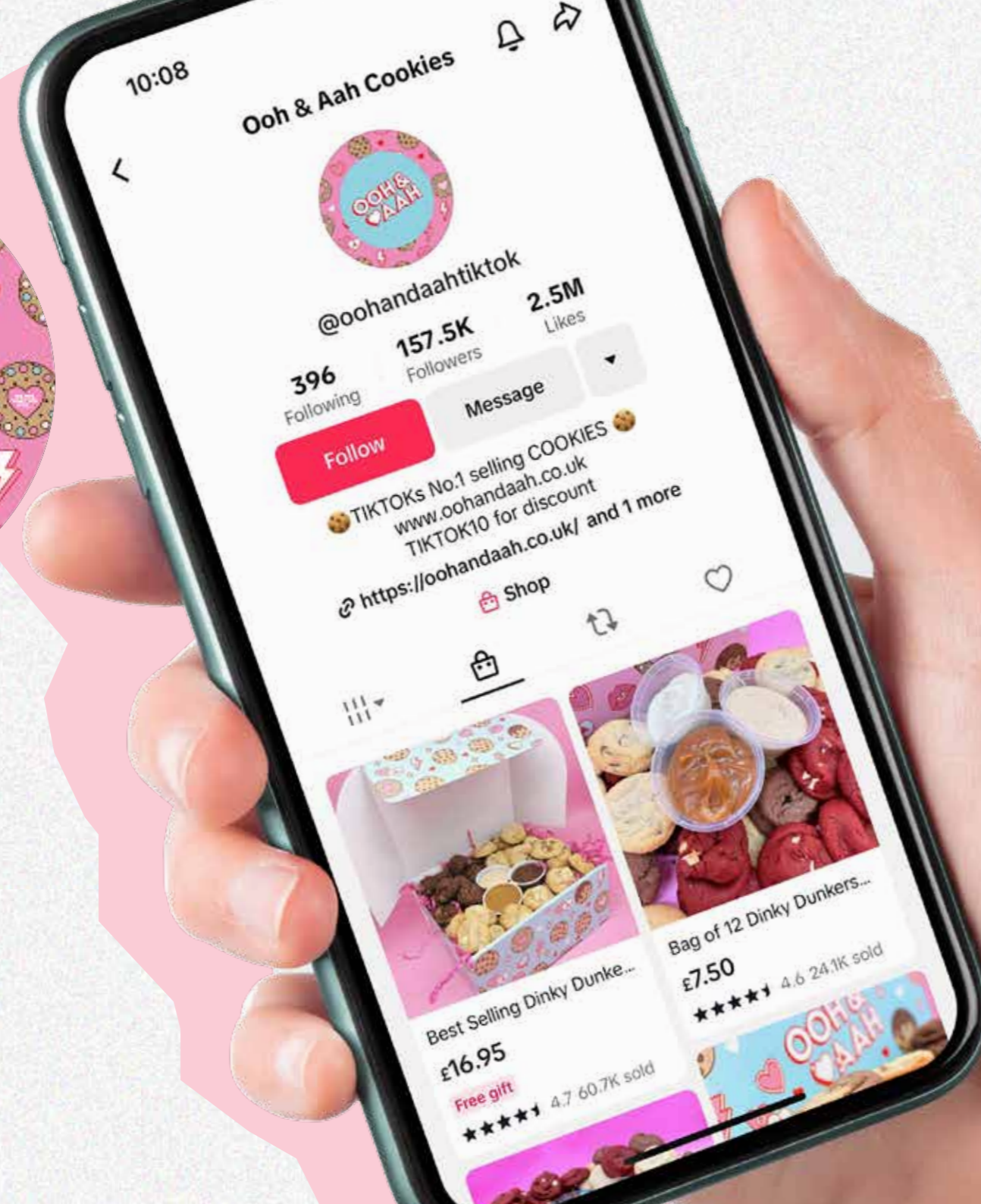
Supplement brands are increasingly leveraging TikTok Shop and its affiliate marketing program to achieve remarkable sales growth by collaborating with creators. TikTok Shop allows businesses to work with a diverse pool of influencers, including micro-creators with as few as 1,000 followers, providing a cost-effective way to reach niche audiences. By offering free product samples and commission rates typically ranging from 10% to 30%, brands incentivise creators to produce engaging, authentic content that resonates with their followers and drives sales.

The platform's unique integration of e-commerce into video content fosters a viral, snowball effect—products featured in successful campaigns often see an organic boost as other creators join in.





Brands like Ooh & Aah Cookies have seen significant success through TikTok Shop affiliate marketing, with 57% of their overall sales now directly generated from TikTok. Their campaign, which included a mix of organic content, creator partnerships, and targeted advertising, resulted in a fantastic 6% conversion rate, illustrating the power of TikTok's algorithm and creator network to amplify brand reach and drive substantial revenue growth.



EXPERT COMMENT

"Soft drinks will continue to obsess over functional benefits. I think this trend has some way to run yet, but I do think the mults could be in danger of over indexing on relatively niche categories like kombucha, CBD etc which although growing are still from a very small base. Brands would do well to remember that being on-trend might get them their first breakthrough listing or persuade shoppers to try their product but that taste, and to a lesser extent availability and price, will ultimately dictate whether or not they come back for a second helping."

James Beeson
Drink Editor
The Grocer



An appetite for **EXPERIENCES**

Throughout 2024, the demand for noteworthy experiences in the food and drink industry has continued to grow. As the hospitality sector continues to recover after the Covid-19 pandemic, 89% of diners consider the overall dining experience, including ambiance and service, crucial factors when choosing a restaurant and 72% of diners expressed a desire for more experiential dining options (things like chef's table, themed dining events and interactive culinary experience). This trend reflects a rising appetite for unconventional events that go beyond the traditional restaurant or bar setting.



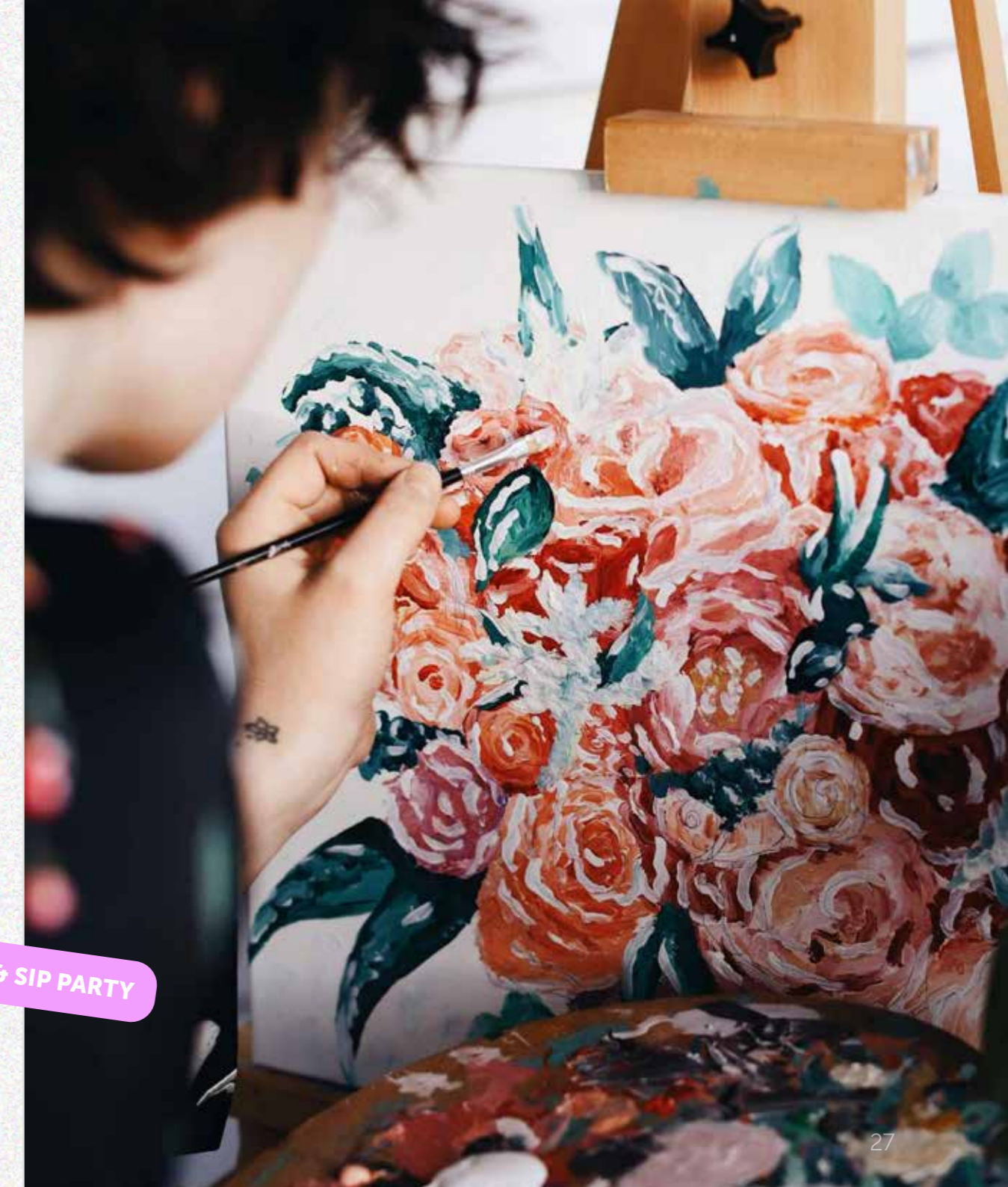
Searches for restaurant classes, similar to the likes of 'Food Sorcery', have increased by 7% year-on-year, and interest in cocktail-making workshops are also on the rise, catering to consumers who seek a more immersive experience.

Additionally, 'Sip & Paint' experiences have also gained popularity, with an increasing number opening across the country this year. Concepts like 'Pinot & Picasso' offer a creative activity that combines social interaction with the chance to leave with a personal piece of art, providing greater value and a memorable takeaway.

Similarly, the immersive dining experience 'Taste Film' is an example of pioneering experiential hospitality, bringing guests on a culinary adventure and elevating their food and drink offering to take eating out to an entirely new level. By offering visitors the ability to taste the food they see in famed films, this distinctive concept transforms dining into a storytelling adventure, elevating the experience to new heights.

We can expect the emergence of tech-enhanced dining experiences in 2025 with Augmented Reality (AR) and Virtual Reality (VR) no longer just for entertainment. Brands will begin leveraging immersive technologies to create unique dining experiences and more tailored, personalised services. Consumers will be able to interact with AR-driven packaging to get a virtual look into the supply chain or to see how food ingredients are sourced. Some trends to look out for include; AR packaging that tells the story behind food sourcing and VR experiences for food tastings, from farm tours to virtual reality restaurant menus.

PAINT & SIP PARTY



As we look to 2025, brands need to do more to stand out in an increasingly competitive market, where consumers are constantly looking for the next exciting thing. The rise in demand for a personalised experience in the food and drink sector represents a consumer desire to get more for both their money and their time.

It has been widely reported that the hospitality sector will be disproportionately impacted by the increase to the National Minimum Wage and employers' NI contributions that come into effect in April, which will undoubtedly influence the way in which the industry operates in 2025.



EXPERT COMMENT

Individual Restaurants employs 1,200 people across 32 premium grill and Italian restaurants, including Piccolino, Riva Blu and Restaurant Bar & Grill. "We are an industry that employs a high volume of people and with it comes a high cost to serve," says CEO Andrew Garton. "Premium restaurants are typically around 35% cost to serve. Add to that the rises in NMW, business rates and employers' NI contributions, as well as the lowering of the threshold, and the danger is that it could effectively cost more to serve than we'll make.

"As a privately-owned business, we are fortunate to be well financially structured for the future, which is important and stands us in good stead. We always look to drive efficiencies and operate smartly, but for any restaurateur, it forces you to question 'do we need to employ as many people and do we need to invest as much as we do?'.

Individual Restaurants has invested heavily in loyalty within the last 12 months with the launch of its exclusive experience-led loyalty scheme, Club IR, which ditches 'points' system and instead focuses on personalised offers and money-can't-buy experiences. Club IR was shaped by consumer insight which suggested 60% of people don't value points as part of a loyalty programme.

EXPERT COMMENT

"People will start to make more discerning choices and continuing to invest in and improve our hospitality experience will be key to driving loyalty."

"Hospitality is discretionary spending. Dining in a restaurant is not something people need to do, it's something they want to do. People will start to make more discerning choices and continuing to invest in and improve our hospitality experience will be key to driving loyalty. If people are going to have to pay slightly more to dine out, they will have higher expectations of what they get. We have a duty to ensure we invest in our brand and in our hospitality offering to enhance the experience."

Andrew Garton
CEO of Individual Restaurants



In terms of digital transformation, Garton adds; "We're likely to see greater investment in AI across hospitality, not only to enhance customer experience but also to automate services. However, people will always be at the heart of our business. This will never change. In my view, you simply cannot deliver the best service and hospitality without talented and passionate people."

Ultimately, delicious food and great service is no longer enough, and in order to satisfy consumers, restaurants and other hospitality venues need to offer the whole package. More restaurants will undoubtedly utilise AI to offer more effective customer service and operations, as well as to improve menu optimisation, and get the most out of their marketing and brand activations. Going into next year, we can expect the desire for optimised dining experiences to continue, as well as a big focus on technology for restaurants and hospitality businesses striving to meet rising consumer expectations.



Skip the Reservation

Over recent years, the hospitality industry has experienced a notable shift with consumers dining out less frequently, and 2024 has been no different.

Rising food and living costs led to significant changes in consumer behaviour, as over half of consumers (52%) reported cutting their non-essential spending in the past year, whilst only 3% were able to increase spending on non-essentials. As a result, 72% of consumers chose eating out as the most common choice of discretionary spending cutbacks, and instead chose to spend more time indoors, opting for home cooked meals.

To meet the needs of this changing market, many brands introduced a range of products aimed at consumers who opted for these at-home experiences. Waitrose launched its Urban Pizza and sides fakeaway range, aiming to bring the vibe of trendy urban pizzerias straight to consumers' ovens and to target shoppers seeking affordable alternatives to dining out.

The British supermarket chain also extended its Easy to Cook range in July, targeting shoppers looking for 'convenience' and 'comfort.'

Other supermarkets also catered to these needs such as Tesco. To coincide with the start of the UEFA Euros 2024, Tesco kicked off an extensive range of offers for consumers to enjoy at home, as 21% of consumers decided to stay home during the Euros in order to spend less. The deals included pizza, finger foods, crisps, dips, and alcohol, to cater for all the home-based football festivities and to the 48.1% of price conscious consumers.

By 2025, the decline in eating out is expected to continue as economic pressures and changing consumer habits continue to impact the hospitality sector. With inflation and the rising cost of living showing little to no signs of slowing down, consumers will continue to prioritise essential spending, leading to further cutbacks in dining out.





The gut health product market in the UK has been rapidly expanding, driven by increasing consumer awareness of the connection between gut health and overall wellbeing. The global market for gut health products was valued at approximately £38.9 billion in 2022, with expectations to reach £98.6 billion by 2032, reflecting a global focus on digestive health as an essential part of daily nutrition.

Gut health products are broadly defined as probiotics, prebiotics, postbiotics, and gut-friendly foods like fermented products.

The growing interest in digestive health stems from better awareness of the gut microbiome's role in overall health. Many consumers now seek to manage chronic digestive conditions like IBS, constipation, and bloating through diet and supplements. Moreover, the gut-brain axis (the relationship between gut microbiota and mental health) has become a key concept, with consumers recognising how gut health can influence mood, stress and even sleep quality.

As a result, the demand for products that support gut health extends beyond traditional supplements to food products, beverages and more targeted health solutions like postbiotics. These developments are particularly appealing to the UK market, where health-conscious consumers are increasingly adopting a holistic approach to wellness.

The brands like Activia, Yakult and Actimel still reign supreme in the probiotics sector, while innovations such as Müller's Gut Glory and OptiBac Probiotics' vegan gummies have further diversified the market. There's also a whole host of challenger brands entering the market like Bio & Me offering gut healthy foods like Granola, porridge, and snack bars, and GoodBelly who offer a range of supplements, juice drinks and shots.

These brands are tapping into growing consumer preferences for functional foods and supplements that aid digestion and improve immunity. Several key players are launching new products or expanding their portfolios. For example, Sanofi and Nestlé have expanded their gut health offerings with products targeting specific health conditions, such as Sanofi's DioraByota and OptiBiotix Health's CholBiome.

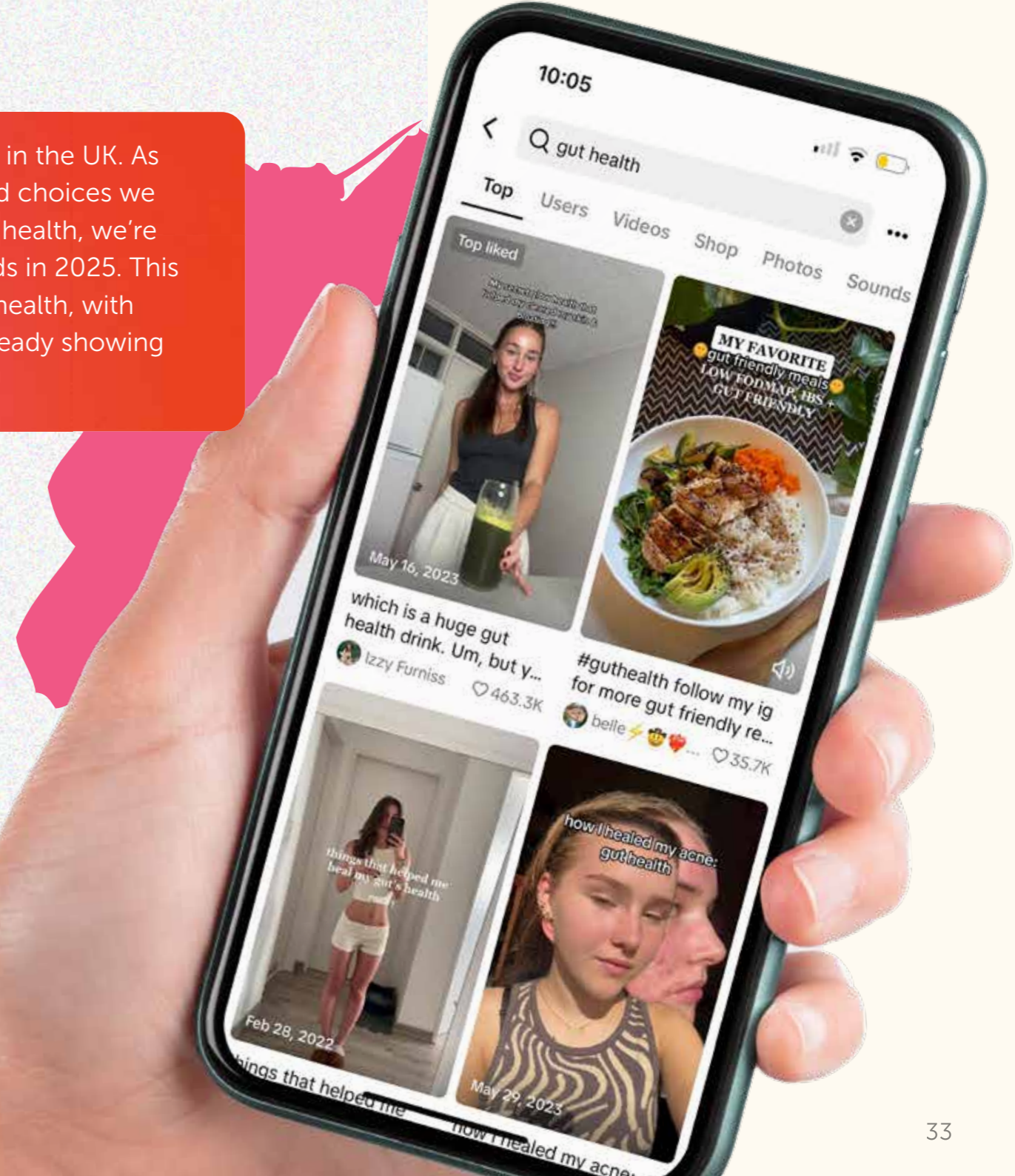
Gut health will continue to be a central focus, but 2025 will see the rise of biome-friendly foods that not only support digestion but also mental and emotional wellbeing. New ingredients and innovations will take gut health to the next level—think foods that repair the gut lining, support immunity, and even enhance mental clarity.

It's not just our guts that we're loving in the UK. As we become more mindful of the food choices we make and their impact on long-term health, we're expecting to see other wellness trends in 2025. This shift extends beyond a focus on gut health, with searches for "heart healthy foods" already showing a year-on-year increase of 9%.

The global heart health product market was valued at \$17.6 billion in 2023 and is projected to grow at a compound annual growth rate (CAGR) of 5.81% until 2032. As awareness of heart health benefits grows, could this health trend be the next big focus for 2025?

We think so! Expect brands to increasingly innovate around omega-3 rich products, leveraging ingredients like flaxseed, hemp oil, chia seeds, and microalgae oil.

It's clear that health food trends are here to stay, and we predict that the heart will see a lot of love by brands, businesses and content creators alike in 2025.



Signed, sealed, delivered sustainably

According to research conducted by YouGov, a fifth of Britons (21%) identify as 'Planet Protectors'. These people are willing to spend more on sustainable products, driven by their commitment to environmental health.

However, what is clear is that there is work to be done by brands to help drive this forward, as price and convenience play a huge role in our attitudes towards sustainability.

The 'Green When Keen' segment (22%) adopts a more casual approach to eco-consciousness, supporting sustainability when convenient or when it aligns with their lifestyle.



17% of the population, termed the 'Price Point Green' group, values sustainability but is heavily influenced by product pricing. Over three quarters of consumers perceive eco-friendly products as more expensive. Despite this, 64% of Britons are prepared to pay up to 10% extra for sustainable packaged foods and drinks and a quarter (26%) are prepared to pay up to 25% more.



ALL OF THE TASTE. NONE OF THE WASTE.



"Supermarket freezers are full of 'recycle at store' packaging, which is a pain. Kerbside recyclable paper bags like the ones we use at PACK'D can be recycled at home with the rest of the paper and cardboard making it much more convenient. We have seen from the data that this is important and removes a significant barrier to recycling."

Katy Hamblin,
Head of Marketing
PACK'D

EXPERT COMMENT



The background to this is that Europe is facing a plastic pollution crisis and with plastic waste expected to triple by 2060, something's got to give. The EU is also working on new packaging rules to curb waste, aiming for climate neutrality by 2050. With Europeans generating almost 180kg of packaging waste each year, it's a crucial move.

"Plastic has been overused for years. Of course, it has a role in the world where durability is essential but FMCG needs to think differently. The speed and rate at which we consume food in the first instance means we are just creating a huge problem by using and throwing away plastic bag after bag after bag."

Katy Hamblin
Head of Marketing
PACK'D

Katy calls on the government to drive real change; "I think it will take government intervention; this will force the big food brands to make the changes needed to invest! It isn't an easy decision as it obviously costs more, not only the packaging itself but also companies are stuck in their ways as they will have very efficient machinery designed to produce products in plastic at maximum speed, making any changes less efficient. Without major government intervention there isn't the clear benefits for large brands to make the swap. I think challenger brands have a real role in forcing the industry to think differently and do better as they can be more nimble and help be the voice in this fight."

In response to customer preferences increasingly wanting brands to be more sustainable and a growing emphasis on collective environmental responsibility, businesses are looking to implement eco-conscious packaging where possible.



Some of the key trends which have led the revolution in more sustainable practices is the desire to eradicate single use plastics and in turn move for more sustainable packaging in the home like tote bags, glass Tupperware and water bottles.

With 58% of Britons planning on utilising reusable packaging this year, this is a clear trend. As the water bottle market has doubled in size over roughly the past 12 months ending in July, and grown by 21% in 2024, one such company that has benefitted from this is Stanley, going from \$75m in sales in 2022 to \$750m in 2023.

Reducing single use plastic (46%) and choosing sustainable products (33%) also feature in the public's consciousness when it comes to sustainable actions, which is why more and more business are looking towards regenerative packaging as we look to actively rejuvenate and replenish our natural resources.

Here are four exciting trends reshaping packaging that we think will continue to grow in 2025:



1. Mycelium Technology: Mycelium, the root system of mushrooms, can be turned into strong, lightweight, and compostable packaging. It's perfect for protecting fragile items during shipping and is fully biodegradable.
2. Plant-Based Packaging: Think milk cartons made from sugarcane! Plant-based options are biodegradable and can replace petroleum plastics. They're not just eco-friendly but also adaptable across industries.
3. Circular Economy Practices: The idea is to reduce single-use waste by designing recyclable packaging, using recycled materials, and encouraging reuse. Amazon, for example, aims to use 100% recyclable or reusable packaging by 2025.
4. Carbon-Capture Packaging: This tech grabs CO2 emissions and uses them to create packaging materials, keeping that carbon out of the atmosphere.

The takeaway? Regenerative packaging isn't just a trend—it's the future. Brands are jumping on board, not only to meet eco-demands but to set the standard for a greener tomorrow, we can see this become a key talking point in 2025.

It won't just be packaging where sustainability will take centre stage - 2025 will see an even deeper integration of circular economies in food production. Brands will need to move beyond the buzzwords, embracing regenerative farming, and closed-loop supply chains. Expect to see more products that not only reduce environmental impact but actively contribute to environmental restoration. Some trends to watch could include and increased demand for regenerative farming-certified ingredients and products and circular dining experiences, like edible or reusable containers and restaurant composting programmes.

Mindful Munching

Recent success in the healthy snacking category has continued over the last year. Sales previously increased by 39% in 2023, with this trend continuing and predicted to grow a further 4% throughout 2024 (Food Manufacture).

In the UK, 2024's healthy snacking trends are shaped by a growing consumer focus on functional ingredients, sustainable options, and HFSS (high in fat, sugar, and salt) compliance. Key players like Boundless are advancing the gut health trend, securing their spot as a market leader in the "Better For You" category with products that feature fermented ingredients like sprouted nuts and seeds. Recently, Boundless reported a 110% increase in sales, thanks to strategic expansion into foodservice with partners like Bidfood and Brakes, and a focus on natural, gut-supporting snacks. Their commitment to clean ingredients and functional health claims resonates with shoppers prioritising digestive health. (Global Newswire, Speciality Food).

Another prominent trend is the emphasis on plant-based, protein-rich options. Brands such as Taylor's Lentil Waves and Burt's Lentil Chips provide satisfying, HFSS-compliant snacks made from alternative ingredients like lentils, appealing to health-conscious consumers looking for fibre and protein without added sugars. Major players like PepsiCo are also committing to HFSS-friendly offerings; they aim for 50% of their products to meet these standards by 2025. This shift is in response to consumer demand for "positive" snacks that don't compromise on flavour. (EuroMonitor, Speciality Food)

Nuts have also proved hugely popular this year, increasing by 5% and sales up by 12.7% (The Grocer). Brands that have seen the most growth, such as Go Nuts (increase in volumes by a huge 378.5%) grow distribution, boosting the position of existing products and launching new flavours, which are accelerated by strong promotional activity. Other popular brands this year include Foods Alive, Hu Kitchen and Karma Cashew Cookies, all of which, like Boundless, incorporate nuts and seeds into their healthy snacking offerings.

Dried fruit has been a standout category for 2024, with dried mango in particular seeing a huge uplift in sales, along with some of the fastest volume gains of the year. Brands Urban Fruit Mango and Forest Feast Mango are up 36.4% and 24.8% respectively.

EXPERT COMMENT

"There's a growing demand for options that not only instantly satisfy hunger but also provide added health benefits. For Boundless, this reinforces the need for nutrient-dense snacks that contribute to overall wellness. With our additional focus on gut health as a functional benefit, we are well-positioned to meet this demand, offering products that go beyond basic nutrition to support a key area of overall health."

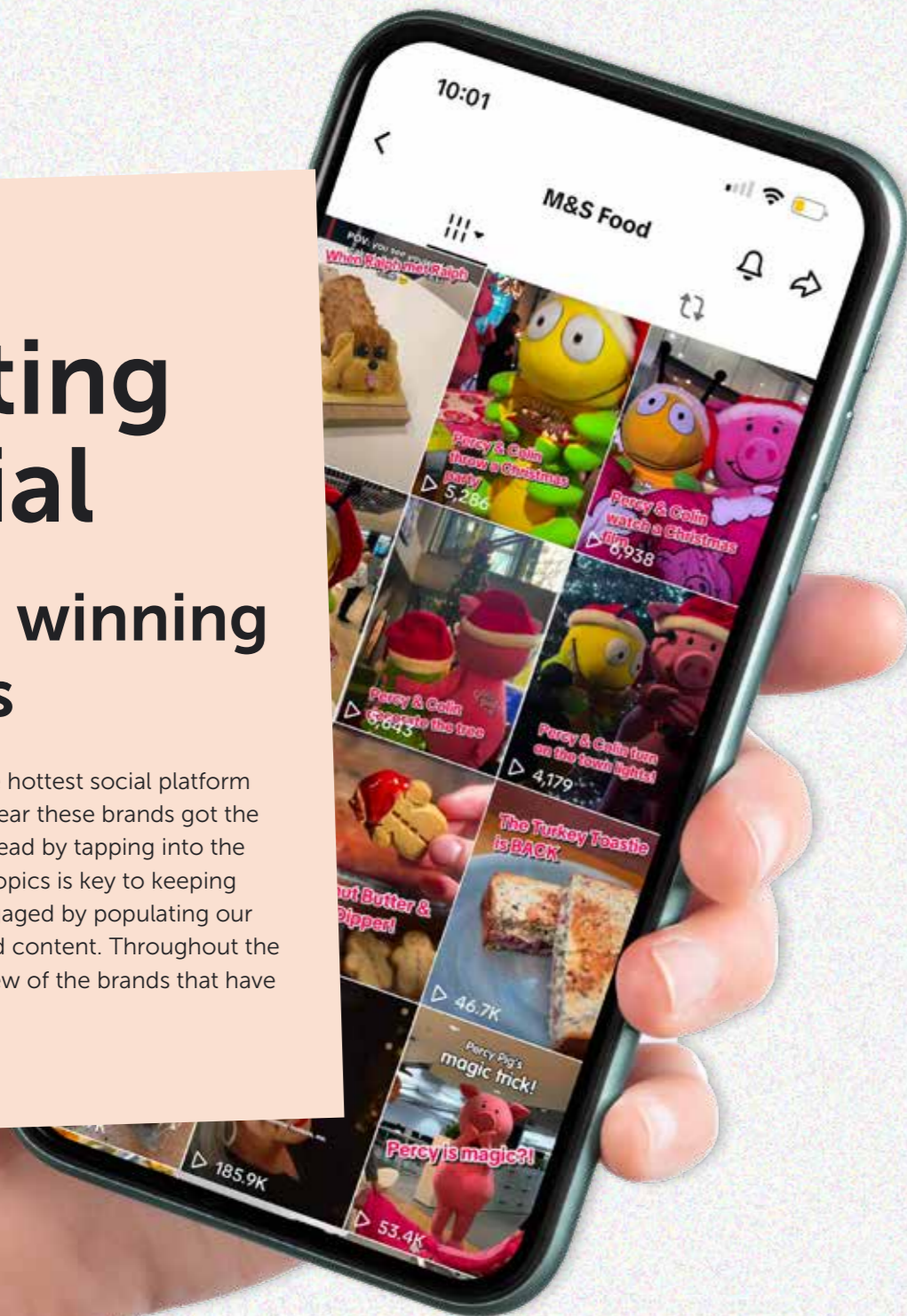
Cathy Moseley
Founder
Boundless



Getting Social

Award winning brands

TikTok remains the hottest social platform of 2024, and it's clear these brands got the memo! Staying ahead by tapping into the latest trends and topics is key to keeping your audience engaged by populating our feed with top rated content. Throughout the year, these are a few of the brands that have truly stood out.



M&S

Whether it's the battle of Percy and Colin or showcasing their latest viral eats, M&S is nailing their TikTok game with content that keeps their audience consistently engaged. Generating over 231K followers and a whopping 4.6million likes, it's clear to see their some real TikTok MVPs. Let's not forget their tagline "This is not just any TikTok" woven into their bio, ensuring every post feels perfectly on-brand.

Their food items have sparked plenty of conversation, including the infamous 'Big Daddy' chocolate bar and their 'picky bits' as well as highlighting their classic 'dine in for two' dishes encouraging couples to 'fight' via rock paper scissors to pick their favourite M&S selections.

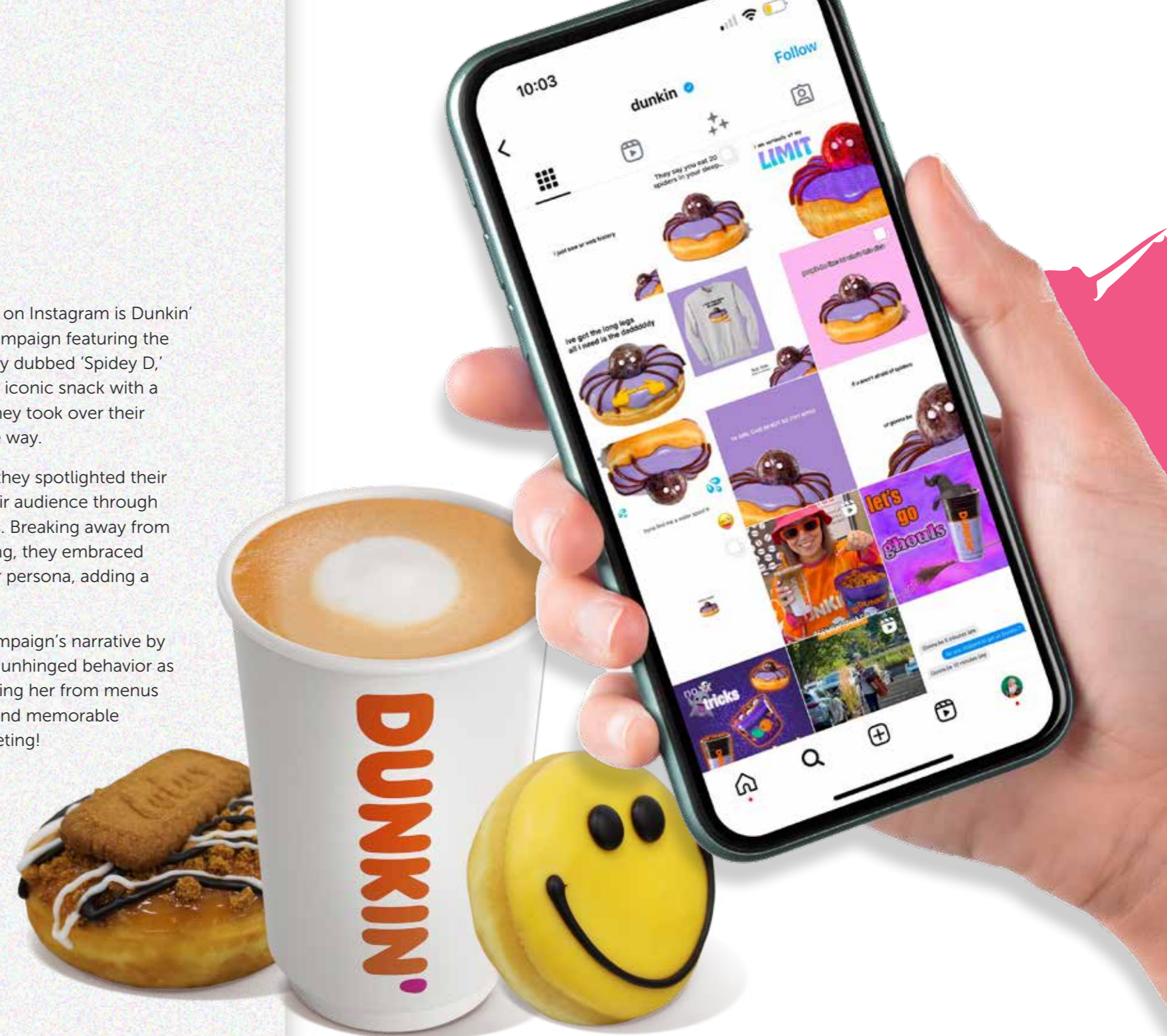
Staying on trend isn't always about following the latest viral quest, it's about delivering content your audience truly values. M&S uses TikTok to share practical tips on saving money and seasonal recipes, tailoring their posts to meet their audience's needs throughout the year. This approach has cemented their position as the go-to retailer for helpful advice and inspiration.

DUNKIN'

Another food brand shining on Instagram is Dunkin' Donuts. Their Halloween campaign featuring the 'Spider Donut,' affectionately dubbed 'Spidey D,' went viral. By blending their iconic snack with a spooky, playful character, they took over their social channels in a creative way.

This campaign shows how they spotlighted their product while engaging their audience through relatable trends and memes. Breaking away from their typical Dunkin' branding, they embraced Spidey D's temporary spider persona, adding a fresh and fun twist.

They even extended the campaign's narrative by "apologising" for Spidey D's unhinged behavior as they phased her out, removing her from menus and social channels. A fun and memorable approach to seasonal marketing!



FOODIE
FOODPORN
RECIPE
COOKING
FOODBLOGGER
YUMMY
FOODLOVERS
RESTAURANT
COCKTAILS
FOODTIKTOK



Trending Hashtags

The question remains, are hashtags still relevant in 2025? Hashtags have long been a powerful tool for increasing brand awareness. By categorising your content, they make it easier for users interested in specific topics to discover and engage with your posts. According to Sprout, these have been the top hashtags used to reach your food and drink audience on TikTok.

While we can't predict exactly what's going to go 'viral' next, we can assume that these hashtags will remain relevant and popular for sharing your food content this year. After all, it's about considering short, easy-to-remember hashtags that your audience are searching for!





Current trends on Socials

The rise of interactive dining experiences has been a game-changer, as more and more people book in for experiential food. Places like The Big Bakes invites you to create your own recipes, instead of simply being served. Encouraging people to get hands-on with their meal, rolling their own pasta, baking bread or making their own dinners at Cookery Schools. These activities combine the joy of eating with the satisfaction of learning, making dining out a memorable event rather than just a meal.

Something we've seen throughout 2024 is the rise in home baking and cooking recipes. With the ongoing cost-of-living challenges, many people are rediscovering the joys of cooking and baking at home and hosting their own dinner parties, just the Sassy Foodie did for her birthday. Sales of individual ingredients, from flour to exotic spices, have seen a surge as people embrace the creativity and cost-effectiveness of making meals from scratch.

The pickling trend has taken off in a big way, with people experimenting with everything from traditional cucumbers to offbeat creations like the viral Chamoy pickle, influencers showcase themselves trying their products. Becoming more and more popular on social media leaning into the health kick trends, eco-conscious and budget-friendly foodies pickling is becoming a culinary hobby and a fun way to extend the life of fresh produce.

Sleepy girl mocktails, playing on the health and wellness trend that continues to be a leading 'healthy' and 'alcohol free' social trend that influences the food and drink scene. The "sleepy girl mocktail" is a prime example, promoting the importance of good sleep hygiene. These alcohol-free drinks, often infused with calming ingredients like chamomile, magnesium, or tart cherry juice, which the Gen-Z TikTok audience values, with health-conscious habits and mindful relaxation.

Have you heard of Tanghulu? Taking TikTok by storm is the traditional Chinese street snack of sugar-coated strawberries. Its appeal lies not just in its vibrant, glossy look but also in the satisfying ASMR experience of biting into its sugar shell. It's a prime example of how global food trends can find a new audience when paired with sensory-driven content.

Predicted trends for 2025

Pistachio is predicted to be the ingredient of 2025. Toward the end of 2024, we saw the rise of the viral 'Dubai Chocolate Bar', filled with pistachio paste and crisp knafeh pastry. It's clear that more brands are recognising the appeal and incorporating pistachio into their confectionery, bakeries, and more as demand continues to grow.

Charcuterie boards, butter boards, and nacho tables... 2025 is all about sharing! We've seen a surge in these communal dishes on TikTok over the last year and the trend shows no signs of slowing down. Food, after all, brings people together and what better way to connect than by laying out a show stopping spread and inviting friends over to enjoy the latest culinary trend?

Functional foods continue to stand out in 2025 as more people prioritise their health journeys. This year, we expect a growing focus on mindful and informed eating, with greater consideration for how our food choices benefit us in the long run. Healthier habits are trending on social media as part of broader lifestyle changes, influencing eating behaviors as well. From alcohol-free alternatives to supplement-based coffees, there's a rise of influential content unpacking what's in our food and how it impacts our bodies.



2025 HOT TAKES

EXPERT COMMENT

Katy @ PACK'D

'You are what you eat' will never be more relevant as people turn to food as medicine. Consumers using wholefoods (no upfs) for their own health journey. Preventative and curative.



Denise @ Low and No Drinker Magazine

Mid-strength drinks (2-3% beers, 5-8% wines & 10-20% spirits) will come into their own in 2025!

Sally @ Brick Brewery

Ultimately for 2025, people just want to feel a bit of joy. Whether that's nostalgia but also how we talk to our consumers. The world is quite a negative place at the moment and humour/joy will play a big part of what we do going forward. Escaping the algorithm and discovering more meaningful and thoughtful content.

Mike @ Mash Gang

LinkedIn culture and the need to act like every acre of our digital homes are perpetual job interviews will roll back, as brands and artists increasingly act more and more unhinged, freeing the post-pandemic shackles of the populace to go primal and let their hair down. With this comes the wisdom that you can be you without having to drink to the point you think ordering two pizzas for the price of one at 3am is a great idea.



Sophie @ Clean Co.

Viral content for the sake of being viral. Consumers are over brands just trying to do anything for likes. I'm so excited to see the rise of sub-cultures and what this means for content production and social platforms. Brands will need to be more authentic than ever, and really get under the skin of sub-cultures to have meaningful impact that's culturally relevant.



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