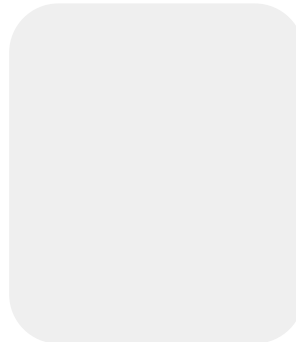
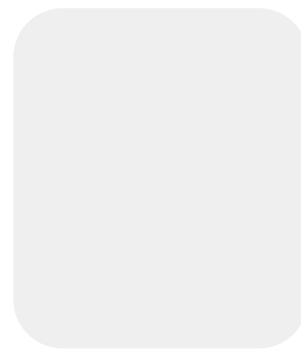


Trend Update 2026

*Food & Beverage Trends*

# What's next for Food and Beverage?

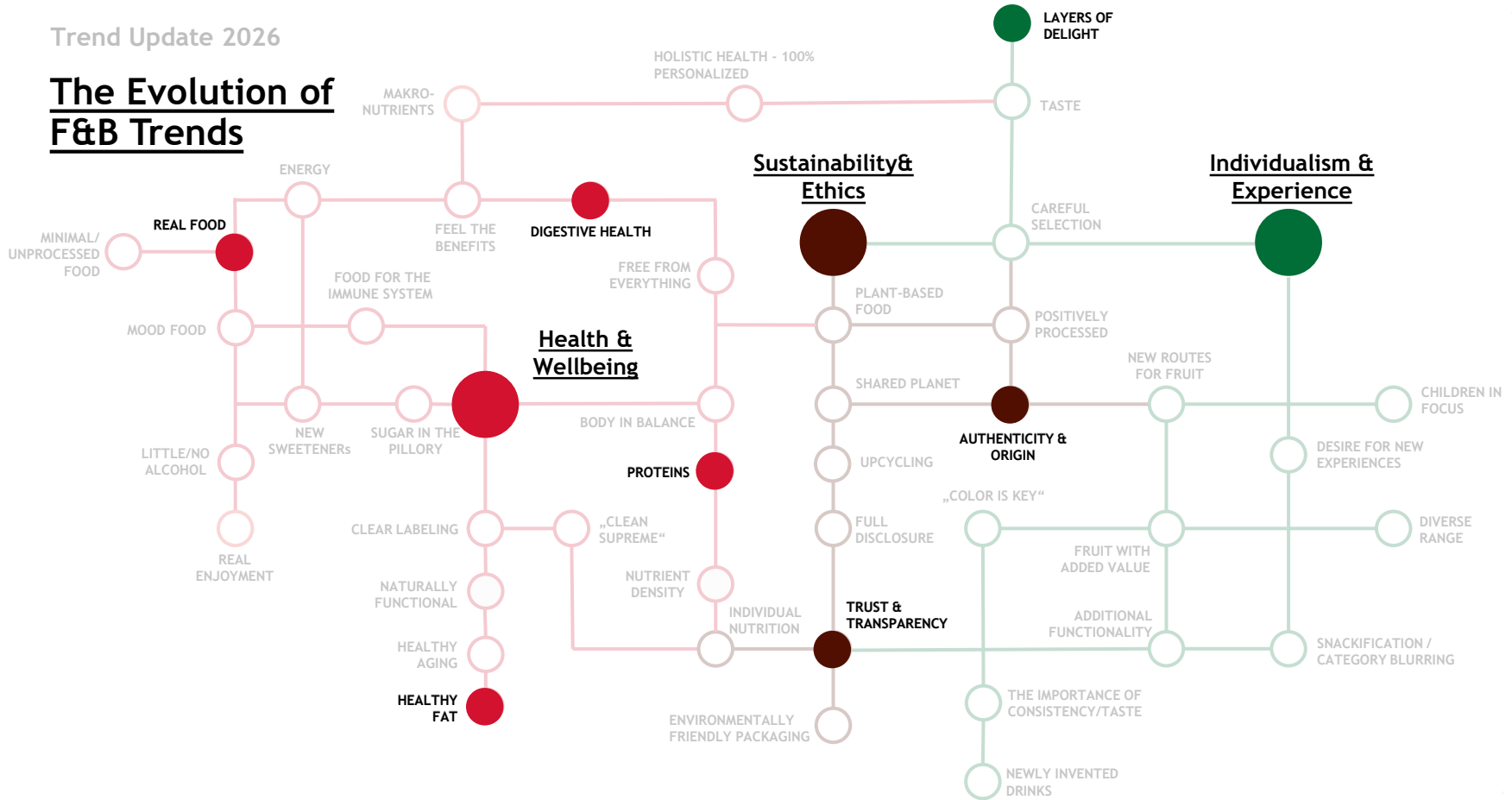
*Let's grow together*





Trend Update 2026

# The Evolution of F&B Trends





# Top Food Trends in 2026



HEALTH &  
WELLBEING

Protein-Power

Real Food

Healthy Fats

Gut Health



INDIVIDUALISM  
& EXPERIENCE

Layers of Delight



SUSTAINABILITY  
& ETHICS

Sustainability &  
Transparency

Health & Wellbeing

# Protein-Power

# 01



*Health & Wellbeing*

# Focus on Proteins

*Consumers continue to prioritize protein as a key component of their health.*



Animal protein continues to enjoy strong popularity and is regarded by many consumers as the preferred high-quality source of protein. Meat snacks are a rapidly growing category.

Plant-based proteins remain in high demand among consumers, particularly when they are derived from familiar ingredients such as nuts, chickpeas, or beans.

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# 60%

...of consumers say: “I am actively incorporating more protein into my diet” (2025, global).



## Protein preferences in Europe

1. Meat
2. Dairy
3. Fish
4. Legumes
5. Nuts & seeds
6. Soy products

## Protein is widely promoted



# 10%

Growth in new food & beverage product launches featuring a protein claim in Europe (2022-2025)

*Health & Wellbeing*

# Real Food

# 02



*Health & Wellbeing*

# Real Food

Consumers respond to “real” claims, fewer, simpler ingredients.



How it all began...  
Since 2004, the Kind brand has made real ingredients a growth driver. Today, it generates annual sales of US\$1.5 billion.

...how it continues:  
In 2025 PepsiCo made “real” a mass-market message using its Lay’s potato chip brand: “Real Potatoes”



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*The wellbeing trend focuses on mindful eating, favoring whole or minimally processed foods over ultra-processed products to support physical and mental health*



*Health & Wellbeing*

# Healthy Fats

# 03

*Let's grow together*



# Healthy Fats

The fear of fat is fading.  
**Especially millennials are turning more and more to natural fats in their daily nutrition.**

HEALTH BENEFITS  
LINKED TO  
HEALTHY FATS

HEART  
HEALTH

ENERGY

IMMUNE  
HEALTH

BRAIN  
HEALTH

## 27%

of consumers worldwide are actively trying to increase their intake of “healthy fats” (2025).

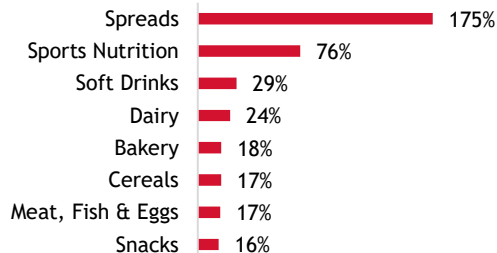


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Closely linked to the “Real Food” trend – many natural foods naturally contain some fat.



TOP categories with new product launches with omega-3, heart & brain health claims – highest growth, 2024–2025



FOODS STRONGLY ASSOCIATED WITH FATS,” HEART & BRAIN HEALTH:

- > Fatty fish
- > Nuts & nut butters
- > Plant-based oils
- > Seeds & seed mixes
- > Avocado
- > Processed products with added or naturally occurring omega-3 content



Health & Wellbeing

# Gut Health

# 0

# 4



*Let's grow together*

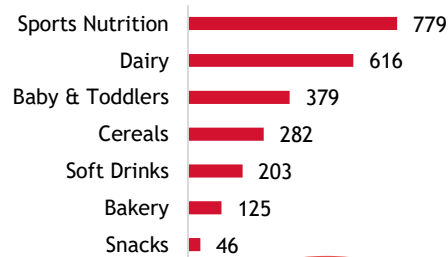
# Gut Health

From niche to mainstream:  
Consumers worldwide are increasingly seeing the gut as the key to well-being and overall health.

## GUT HEALTH-RELATED BENEFITS:

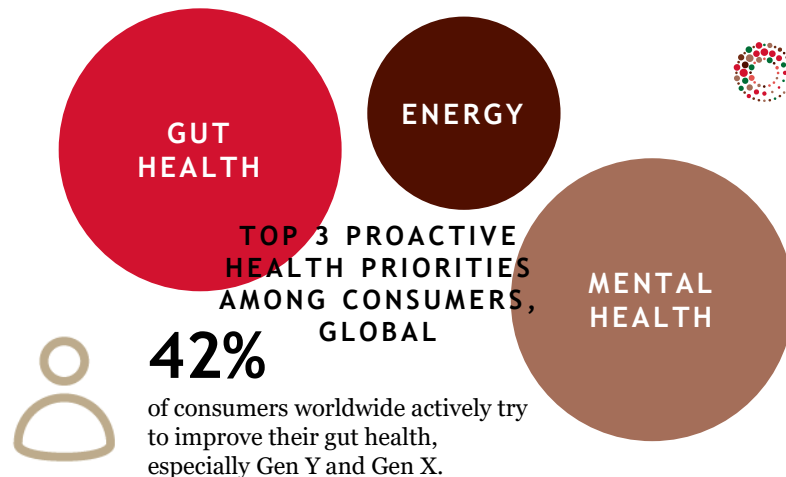
- > Better **digestion**
- > Stronger **immune system**
- > More **energy**
- > Support for **healthy weight**
- > **Mental** well-being
- > Healthy, glowing **skin**
- > **Holistic** wellness

TOP categories of new products with gut health claims, 2024-2025



**+51%**  
Growth in new F&B launches tracked with gut/digestive health claims (Europe, 2024 vs. 2025)

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Ingredients consumers link to gut health:

1. **Dietary Fiber**
2. Probiotics
3. **Prebiotics**
4. Antioxidants & polyphenols
5. Healthy fats & Omega-3
6. Fermented foods
7. Protein

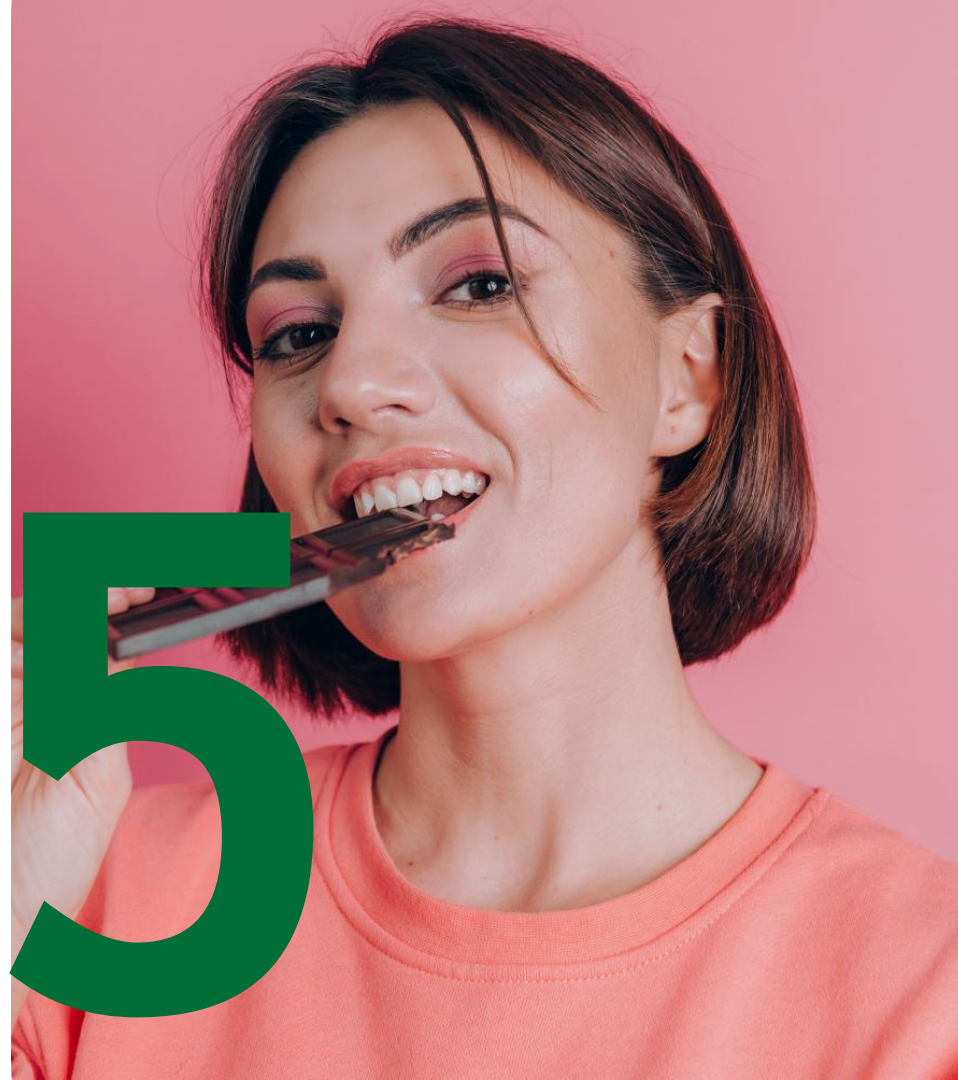
## WELL-KNOWN & POPULAR HIGH-FIBER FOODS:

- > Grains & legumes
- > **Fruits, vegetables, nuts & seeds**
- > **Processed foods with added or naturally occurring fiber**

*Individualism & Experience*

# Layers of Delight

# 05



*Individualism & Experience*

# Sensory Variety & Indulgence

*Enjoyment develops into a multidimensional experience that enriches the moment and the mood, combining sensory richness with well-being.*

Indulgence

11,2%

Growth in new F&B product launches with taste promises in Europe (2023-2024)

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## Flavor TRENDS

- > Local authenticity with global inspiration
- > Deliciously healthy
- > Seasonal occasions
- > Flavors with emotions

Comforting moments



Unwind. Calm and balanced.  
United Kingdom, Aug 2025

Mood-enhancing



Delicious taste that will lift your spirits.  
Japan, Jul 2025

Rich sensory enjoyment



Japan leads the way: in 2026, texture will evolve from a pleasure factor to a strategic, functional design principle. It combines satiety, emotion, and sensory experience.

Texture

Healthier enjoyment



Pioneering healthier sweets.  
Australia, Aug 2025

*Sustainability*

# Sustainability & Transparency

# 06



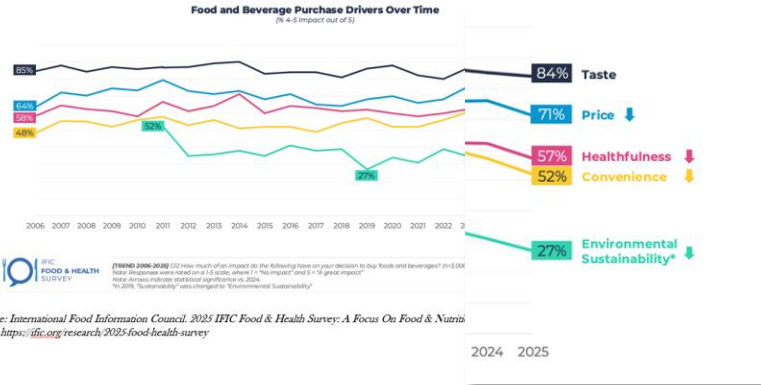
*Sustainability & Transparency*

# Sustainability

*Sustainability remains a decisive factor; it wins when it is tangible, transparent, and credible. However, it loses out to taste and price, among other things.*

Chart 3: Sustainability trails other purchase drivers

Taste & price consistently outrank sustainability as purchase drivers – this year is no exception. According to IFIC, environmental sustainability has ranked below these factors since 2011.



Source: International Food Information Council. 2025 IFIC Food & Health Survey: A Focus On Food & Nutrition. 2025. <https://ific.org/research/2025-food-health-survey>

*Let's grow together*

2 von 5

Consumers globally say:

**Sustainability is important when buying food and drinks.**



**CLIMATE SMART:** This cereal is made with Kernza grain, which can help improve soil health and reduce water pollution.

Consumers accepting more premium prices for sustainable products when brands demonstrate

1. Support for local farmers or communities
2. Environmental protection
3. Improved product quality or taste
4. Sustainable packaging



Innova 2025/ IFIC Food & Health Survey



#Let's make food better.

*Let's grow together*





# Here's to a successful collaboration.



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