



2025 Trends



2025 is well underway, and we've managed to drag ourselves away from our holidays so we can summarise the latest food industry trends for you! After reviewing the top sources like Mintel, Circana, and The Food People, we've narrowed it down to three recurring trends:

- Fundamentally Nutritious
- No Rules
- Chain Reaction

We consumers are inherently contradictory, and this year's trends are underscored by the tension between health and indulgence. Why not both!

- 66% of Australian adults are overweight or obese. (Australian Institute of Health & Welfare, 2024)
- 49% of Kiwis believe a healthy diet can include treats like chips, soft drinks etc in moderation. (Mintel, Consumer Data, 2024)
- 18% of US consumers have been affected by stock shortages in grocery stores in 2024. (Mintel, Consumer Data, 2024)
- Unique flavour combinations are a purchase driver for 30% of UK consumers. (Mintel, Consumer Data, 2025)

Fundamentally Nutritious



Slimming World Lunch Bowls. Marinated chicken in a spicy peri-peri sauce with rice, red onions and mixed peppers. It is high in protein, low in fat and contains a serving of veg. It is a fuss-free and healthy lunch option. (UK)



Chobani No Sugar Added Mixed Berry Greek Yoghurt. Simple packaging highlights their use of natural ingredients. The yoghurt contains 7g of natural protein, 1 billion probiotics and is a source of calcium. (AU)



FiberPasta PastaPro. Front of pack calls out low carb, high fibre and contains high inulin. (Italy)



Vital Pursuit Vermont White Cheddar Mac & Broccoli Bowl. Clearly shows the meals high protein and fibre content. It also contains essential nutrients like vitamin A, C and calcium. (USA)



“43% of consumers agree that foods intended for GLP-1 users would also be beneficial for the general population.”
(Mintel, US, 2024)

With the rise of Ozempic and other GLP-1 weight-loss medications, there will be an increasing focus on food and drink that helps weight-loss drug users get the best nutrition from their diets. Given the limited appetites of weight loss drug users, every bite needs to count towards their essential nutrition. Simplified claims that highlight protein, fibre and vitamin and mineral content will appeal to weight loss drug users as well as many other busy cost-conscious consumers.

No Rules



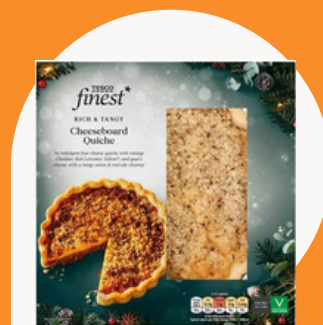
Miso & condensed milk s'mores dessert. A multi-layered flavour combining the best of Japanese and North American cuisines to create an indulgent fusion dessert. (Canada)



World Market, Yuzu & Lemon Peel Milk Chocolate. A citrusy and creamy chocolate bar inspired by the East Asian yuzu flavour. (USA)



Aldi, Potato Dauphinoise. Indulgent sliced potato in a rich cream, Emmental and extra mature Cheddar sauce. Described as “heavenly”. (UK)



Tesco Finest, Cheeseboard Quiche. A rich and tangy four cheese quiche with onion and real ale chutney, topped with a rosemary and a black pepper crumb. Inspired by a Christmas cheeseboard. (UK)

Consumers want the best of both worlds - to eat healthily and save money, while also enjoying indulgent and exciting treats now and then. Help them to enjoy both!

Despite consumer’ best intentions to eat healthily, cook at home, and stick to a budget, the reality is that this doesn’t always happen. So support their rule-breaking tendencies! Embrace ‘unguilty pleasures’, appeal to consumers who value moderation, and lean into using unique flavours and ingredients that aren’t typically combined. Newness and uniqueness are purchase drivers for the younger generation, so experiment with bold LTOs and let consumers embrace their desire for occasional indulgence and excitement.

Chain Reaction



Coldpress, Clementine Mandarin Juice. Coldpress expanded beyond orange juice products after orange prices exploded due to unpredictable weather patterns. (UK)



DeBeukelaer, Vegan Chocolate Biscuits. The manufacturer moved to using a chocolate alternative which uses 75% less CO2 compared to milk chocolate. (Germany)



Slingshot Coffee, Blueberry Jasmine Sparkling Superfruit Tea. Uses cascara - a byproduct of the coffee industry. Made with natural ingredients, and contains prebiotics. (USA)



Robertsons, Rajah Mild & Spicy Curry Powder was reformulated to use local spices instead of imported spices. (South Africa)

Consumers will notice changes to the ingredients used in products, but with a good story and a commitment to great taste, brands can keep consumers on side throughout supply chain disruptions.

Disruptions to the food supply chain will become more frequent in 2025 due to geopolitical strife and climate challenges. The food and drink industry needs to encourage consumers to understand and embrace new ingredients and flavours that will emerge from readjusted supply chains.

For example, Arabica coffee beans have risen in price considerably, prompting some brands to formulate with Robusta beans or even use cascara - the fruit of the coffee plant.



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