



2025

TRENDS

PREVIEW REPORT



METHODOLOGY

IN THIS PREVIEW

This preview of the *2025 Trends Report* from Datassential incorporates all the foods, flavors, and beverages to know for the coming year, and the years to come, as well as an in-depth analysis of the top themes in the food and beverage industry, from the evolution of value to a look at next-generation coffee and the state of water. Get actionable takeaways, the latest consumer and operator data behind each trend, and key insights to move your business ahead – it's all here.

METHODOLOGY

- A majority of the data in this report comes from a survey fielded in October 2024 with 2,000 consumers representative of the U.S. general population
- Surveys were also fielded with over 400 operators in September and November 2024
- Other pieces of data come from Datassential insights platforms, as noted

ABOUT THE FULL *2025 TRENDS REPORT*

Datassential subscribers can access...

- a full look at the foods, flavors, and beverages to watch for 2025 and beyond
- **Living for the Now:** A reaction to global uncertainty that's driving indulgence, little treat culture, and more
- **Sustainable Kitchens of the Future:** The innovations and practices shaping the eco-conscious kitchens of tomorrow
- **What's New:** The rise of new casual dining formats, splashy social media-friendly reinventions of bakery classics, and a new wave of functional foods

and more!



ESSENTIAL DATA

71%

OF CONSUMERS ARE
EXCITED ABOUT **NEW**
FOOD & BEVERAGE
TRENDS IN 2025

Gen Z (78%) are more excited
than Boomers (59%).



NEW VALUE

If you're tired of hearing about "value" and consumer concerns about wallets, not to mention the big "e" word (economy), then you're in the right place. In 2025 and beyond, value will no longer be just about dollar signs – in fact, we already saw value trending in that direction this year. Consumers' way of thinking about value and what it means has shifted, and the value strategies businesses create in 2025 should take into consideration this more nuanced and complex "new value."

When deciding if a food or beverage at a **RESTAURANT** is a good value or not, what factors are most important to you?

Great taste **69%**

Quality of product **56%**

Portion size **41%**

Low price **37%**

(n=957). Fielded October 2024.

When deciding if a food or beverage at a **GROCERY STORE** is a good value or not, what factors are most important to you?

Quality of product **56%**

Great taste **52%**

Low price **47%**

Healthy/nutritious **29%**

(n=1000). Fielded October 2024.

WHAT ARE CONSUMERS ORDERING AT RESTAURANTS, AND WHAT ARE THEY WILLING TO COMPROMISE ON TO SAVE MONEY?

ESSENTIAL DATA



84%

OF CONSUMERS **TYPICALLY PURCHASE AN ENTRÉE** WHEN THEY GO OUT TO EAT AT A RESTAURANT

This is followed by appetizers (51%) and sides (45%) as the top 3 menu items consumers say they typically purchase when eating at a restaurant.

29%

OF CONSUMERS WHO ORDER AN **APPETIZER** SAY IT IS THE ITEM THEY'D **MOST LIKELY SKIP IF THEY WERE TRYING TO SAVE MONEY**

This is followed by entrées (18%) and desserts (16%).

In Datassential's **2024 Trends Report**, we revealed that 68% of consumers had a health goal to drink more water, and that thirst for water, particularly waters enhanced with functional benefits, hasn't gone away. Drinking water has become not just necessary to life but tied to consumers' lifestyles, too, as reusable water bottle culture continues to grow and evolve, and sustainability concerns rise. The formats in which water is served at restaurants, whether limited-service or full-service, are also worth noting, as consumers' preferences vary, depending on generation.

ESSENTIAL DATA**58%**

OF CONSUMERS HAVE
**PURCHASED A REUSABLE
WATER BOTTLE IN
THE PAST YEAR**

More than any other generation, Gen Z (75%) is most likely to have purchased a water bottle in the past year.

W O N D E R I N G W H A T ' S N E X T F O R W A T E R ?

THE STATE OF WATER

OPERATOR'S OUTLOOK ON WATER VARIETIES

LONG-TERM TREND

(% of operators who think it's a long-term trend)

92%	Sparkling Water
84%	Flavored Water
78%	Seltzer Water
70%	Coconut Water
66%	Electrolyte-Infused Water

SHORT-TERM FAD

(% of operators who think it's a short-term fad)

91%	Birch Water
89%	Hydrogen-Rich Water
82%	Water Kefir
68%	Protein-Enhanced Water
66%	Antioxidant-Infused Water
60%	Alkaline Water



Coffee is an American mainstay – 76% of consumers love or like it, according to Datassential's Consumer Preferences platform. With that love and high levels of familiarity, U.S. consumers are more open than ever to new, unique coffee beverages and flavors, which can help businesses stand out.

For instance, Korean coffee and café culture is proliferating in the U.S., and newer Korean coffee beverages like sweet corn lattes and injeolmi lattes are gaining traction, following in the footsteps of viral sensations like the pandemic-era Dalgona coffee. Other examples of next-gen coffee include concepts such as matcha affogatos that feature ice cream topped with hot matcha tea, as well as ube lattes sweetened with ube (purple yam) syrup.

ESSENTIAL DATA

62%

OF CONSUMERS ARE
INTERESTED IN **TRYING**
NEW AND UNIQUE
COFFEE DRINKS

Boomers are least interested (44%)
versus all other generations.

GLOBAL COFFEE TRENDS COME STATESIDE

NEXT-GEN COFFEE

ESSENTIAL DATA

57%

OF CONSUMERS ARE INTERESTED
IN **GLOBAL COFFEE AND CAFÉ
CULTURES** INCLUDING THIRD
SPACES WHERE SLOWING DOWN
AND HAVING A SIT-DOWN COFFEE
OR TREAT IS THE NORM (VERSUS
DRIVE-THRUS OR ON-
THE-GO COFFEE)



It's long past time to stop thinking of Millennials as children (in fact, 44% have kids of their own) and part of the "younger generation," as now those on the older end of the Millennial spectrum aren't youths but rather in their early 40s (aka middle age). As this generation impacts overall consumer spending, it's important to familiarize yourself with the foods, flavors, and beverages that skew towards Millennials today, the diets they're following (or not following anymore), how integral technology and social media are to their lifestyles, their grocery shopping habits, what they want from foodservice for their kids, and more.

ESSENTIAL DATA

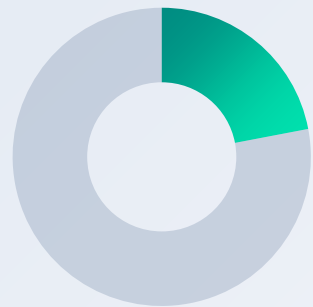
64%

OF MILLENNIALS HAVE
A **POSITIVE OUTLOOK**
ON THEIR LIVES OVERALL

GENERATIONAL TRENDS

MILLENNIALS REACH MIDDLE AGE

OPERATOR INSIGHT

**43%**YES, MILLENNIALS ARE
A MAJOR TARGET FOR US**36%**YES, MILLENNIALS ARE
A MINOR TARGET FOR US**22%**NO, MILLENNIALS AREN'T
A TARGET FOR US

THE MAJORITY OF
OPERATORS SAY
MILLENNIALS ARE
A TARGET MARKET.

BEVERAGES IN UBIQUITY THAT SKEW TOWARDS MILLENNIALS

NON-ALCOHOLIC

Energy Drink	145
Peanut Butter Shake	141
Cold Brew Coffee	133
Iced Latte	130
Iced Mocha	125

ALCOHOLIC

Hazy IPA	152
New England IPA	140
Non-Alcoholic Beer	140
Moscato	138
Flavored Malt Beverage	135



ESSENTIAL DATA

49%

OF MILLENNIALS **ALWAYS** TAKE
THEIR KIDS WITH THEM WHEN THEY
GO OUT TO EAT AT A **RESTAURANT**

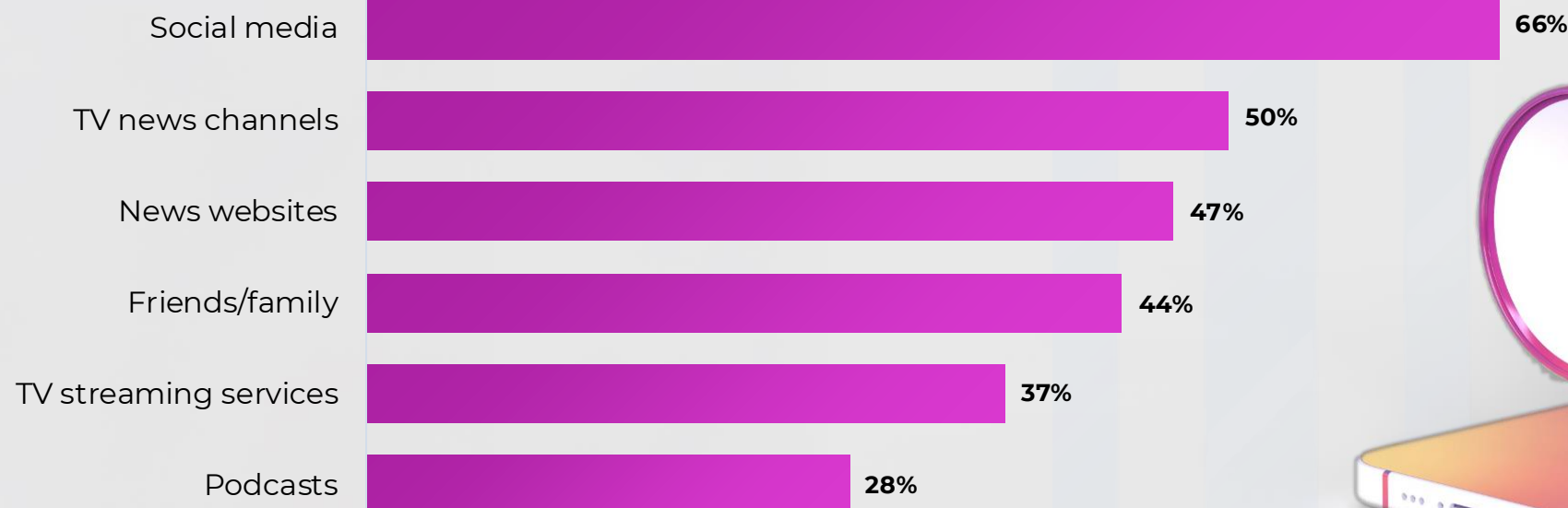
35%

OF MILLENNIALS **ALWAYS**
TAKE THEIR KIDS WITH THEM
TO THE **GROCERY STORE**

SOCIAL MEDIA IS MILLENNIALS' PRIMARY SOURCE FOR NEWS.

Millennials aren't just on social media to, well, socialize and post photos/videos. They're also looking to social media as the top source for getting news and understanding what's going on in the world, revealing just how cemented into Millennials' lives it's become. In fact, compared to both Gen X and Boomers, Millennials are statistically more likely to turn to social media, friends/family, TV streaming services, and podcasts as sources of news. When it comes to the foodservice industry, understanding where Millennials are primarily seeking out news is important, as it indicates that this could be an important avenue for the industry to explore going into 2025 and beyond for things like marketing, press releases, and recall information.

What is your primary source of getting the news and understanding what is going on in the nation/world? (n=589 Millennials). Fielded October 2024.



MAKING SENSE OF FOOD & BEVERAGE LABELS

NEXT-GEN NUTRITION & FOOD LABELS

As nutrition standards evolve in the food and beverage industry and consumers' expectations around sustainability, fair trade products, and transparency related to nutrition continue to grow and develop, we look closer at what the future may hold for food and beverage labeling. New FDA requirements are on the horizon. The U.S. could follow on the heels of other countries who already showcase front-of-package, at-a-glance nutrition information and warnings. Additionally, while food and beverage certifications are meant to educate consumers and call attention to the higher standards attained by certain producers and products, are they actually achieving that goal? Do consumers understand what these certifications mean? And are they willing to pay more for products with these certifications? [Discover the answers to these questions and more in the full report.](#)

ESSENTIAL DATA

37%

OF CONSUMERS FIND
CERTIFICATIONS ON FOOD
ITEMS AT THE GROCERY
STORE **CONFUSING**

—
This is truer for Boomers (47%) and
less true for Millennials (30%)

ESSENTIAL DATA



69%

OF CONSUMERS AGREE THERE SHOULD BE **STRICTER GUIDELINES** FOR FOOD/BEVERAGE LABELING AT THE GROCERY STORE



59%

OF CONSUMERS CHECK NUTRITION LABELS **BEFORE MAKING A PURCHASE**

2025 CUISINE TREND

HAITIAN

ESSENTIAL DATA

34%

OF U.S. CONSUMERS ARE
INTERESTED IN TRYING
HAITIAN CUISINE



2025 FOOD, FLAVOR, & BEVERAGE TRENDS

10 TRENDS FOR THE YEAR AHEAD

1. **PASTINA:** A category of small pastas that may take on many different shapes and are commonly used in Italian cuisine and comforting dishes such as soup.
2. **SWEET DROP PEPPERS:** Also known as biquinho peppers, sweet drop peppers are small, tear-shaped, vibrant, Peruvian peppers known for their sweet flavor and mild heat.
3. **CHOW FUN:** A Chinese dish traditionally consisting of stir-fried rice noodles, a protein (often beef), veggies (such as bean sprouts, bok choy, onion, carrots, broccoli, snap peas, and/or cabbage), and a sauce (typically made of soy sauce, ginger, garlic, peppers, and sometimes sugar).
4. **PIKLIZ:** A spicy, Haitian, pickled condiment or slaw made with onions, carrots, cabbage, bell peppers, Scotch bonnet peppers, spices, and vinegar.
5. **ORANGE WINE:** Also known as skin-contact wine, orange wine is made from white grapes that are fermented with their skins on, imparting color and tannin (bitter taste).
6. **YERBA MATE:** A South American herbal tea made from the dried leaves of an evergreen tree steeped in hot water; it has an earthy flavor and contains a similar amount of caffeine as coffee.
7. **BONITO FLAKES:** Also known as katsuobushi, Japanese bonito flakes are made from filleted, dried, fermented, smoked skipjack tuna (aka bonito) that's shaved into flakes that are so thin they appear to dance or move on dishes.
8. **SAFFRON:** A spice made from the dried, red stigma and styles (aka threads) of the saffron crocus flower that impart a bright yellow color to foods and beverages.
9. **NEXT-LEVEL FAT WASHING:** A cocktail-making technique that involves taking a fat or oil (typically melted butter, but in next-level applications, think avocado oil, coconut milk, etc.) and infusing it into alcohol, freezing the concoction until the fat solidifies, and then skimming the fat off, so just the flavors of the fat remain.
10. **SHORT RIBS:** Cuts of beef taken from the lower rib area that are known for their rich marbling and tenderness when slow-cooked or braised.

FUTURE FOOD, FLAVOR, & BEVERAGE TRENDS

5 TRENDS FOR THE FUTURE

- 1. SALTED EGG YOLK:** Made by preserving eggs in a salt brine, resulting in a creamy, umami-packed ingredient often used in Asian dishes.
- 2. SUYA:** Spicy, Nigerian meat skewers featuring a spice blend including ground dried chiles, ginger, garlic, onions, salt, and peanuts.
- 3. ROOH AFZA:** A South Asian concentrated herbal syrup typically made from a blend of fruits, veggies, rosewater, water lilies, and herbs like mint and commonly mixed with milk or water and ice to create a cold, sweet, floral-tasting beverage.
- 4. SANSHO PEPPER:** A spice made from the peppercorns of a Japanese pepper plant that has a strong citrusy flavor and a numbing, tingling sensation when consumed.
- 5. RAS MALAI:** An Indian dessert consisting of soft, spongy cheese dumplings (chenna) soaked in milk flavored with aromatics like saffron and cardamom and garnished with pistachios.





Global Food & Beverage Intelligence

Datassential is revolutionizing the way food and beverage companies plan for the future. Predict trends, test your ideas, and find new customers with astounding ease.

- INDUSTRY INSIGHTS
- MENU & CONSUMER DATA
- CHAIN BENCHMARKING
- SALES INTELLIGENCE



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