

**AIMIA
FOODS®**

2025

Trends Book





*Our Trends Book aims to paint a picture of the future landscape,
capturing what's hot now and what may be to come.*

Sparking conversation, fuelling ideas and underpinning our plans

Enjoy!

Trends Content



Leading
trends



F&B
Key themes



The hottest
flavours





Leading Trends



Transformational Tech

Whilst many remain hesitant tech is driving change in everything we do, advances in AI and AR change our work life, home life, social life
Forbes say the key is balancing with human intervention
For food & drink it offers undiscovered convenience in planning meals, preparing & buying food



TECHNOLOGY

AI TO GUESS SHOPPERS' AGE

AI technology that guesses the age of shoppers wanting to buy alcohol is to be rolled out in supermarkets under government plans. The hope is that it will act as a "shield to aggression" for shopworkers trying to stop under-age sales. Cameras will be installed on tills and will estimate how old the customer is by scanning their face - if it believes the person to be under-age, their ID would then be checked by a shop assistant. Tesco, Asda, Morrisons and Co-op have already been part of trials with cameras installed on self-service tills.



Brights Spots

Ipsos says **optimism** is on the rise. Seventy per cent think next year will be a better year than this one. This is an increase of 5pp on last year's figure. (Dec 23)

Economy - inflation has slowed. "Normal" Shopper confidence is expected to rise. Although consumers still look to save money ie cooking more at home

Joy: Researchers tell us that experiencing happiness is within our reach with "micro-acts of joy." The team found that "daily micro-acts of joy, like making a gratitude list or practicing positive reframing, helped participants experience a 25% increase in emotional well-being, 34% boost in levels of coping perception, and 12% jump in self-reported sleep quality over the course of a week." Euromonitor refers to this as "delightful distractions"



Leading Trends



Change

Home: Many activities concentrated at home during the pandemic that were assumed to be temporary are morphing into permanent choices. Cooking rather than eating out, home schooling, at-home personal devices, and workspaces are redefining schedules, social lives, and floorplans. And the configuration of households continues to change

Jobs & success : The impact of the Great Resignation and then quiet quitting have left workers questioning the choice of jobs, the quality of workplaces and bosses, and generally what success means.

Aging & retirement: “active agers” whilst we have an ageing population they want to live longer & live better



Health

Experts are putting the spotlight on the effects of chronic noise, drinking, climate change, and AI’s cognitive burden of distinguishing real from fake. **Taboos** around loneliness, anxiety, and depression, menopause continue to fall.

Trends around gut health, sleep & skincare gain momentum

From IV drips to cold exposure therapy, **interest in life extending products is going mainstream.** One key driver is a loss of faith in public health services, triggered by the pandemic. As a result, over half of global consumers (51%) now turn to diverse meals to remedy their health issues.



Top 10 Food and Beverage Trends – 2025



harnessing ai



pillars of protein



awesome ambient



simple gourmet



umami 3.0



retro throwback



regenerate land and sea



smart plants



hack my health



ultra processed impact



1



harnessing ai

The future is now, and there's no need to be scared; rather, it's an exciting time to think about how we can harness the power of AI in conjunction with the wisdom of human intelligence, to (amongst other things) speed up scientific breakthroughs, reduce costs and inefficiencies in the food system, improve consumer experience and drive creativity.

2



pillars of protein

Plant based is now mainstream, arguably even experiencing a plateau; but focus is now on the other key pillars of alt protein – cultivated (aka lab made), fermentation (both biomass and precision), and molecular farming (growing protein... in plants!).

3



simple gourmet

With consumers watching the pennies, they want meals that guarantee satisfaction and deliciousness. Chefs respond to the call with gourmet takes on the most simple of dishes - think chicken and chips, burgers, hot dogs, chicken wings and steak frites - done to perfection. They may look simple, but they're prepared with Michelin-grade craft and care.

4



umami 3.0

We can't get enough of all things umami, so cooks are getting more creative and bold – for instance using animal fat to give rich, round umami mouthfeel, adding unexpected umami ingredients like olive, black garlic or tomato to desserts, and washing it all down with super savoury cocktails.

awesome ambient

The ambient aisle is going through a revolution; tins and jars are going gourmet, meal solutions are getting a global makeover, instant noodles and pasta are reimagined, rice dishes come biting at their heels – and last but not least, there's powdered... everything.



6

retro throwback

Everything old, is new... Unabashedly retro dishes from the 50s through to the 80s are back in vogue – from appetisers (prawn cocktails, gilda skewers, etc) to mains (poached fish in butter sauce, meatloaf, etc) to dessert (trifle, roulades, etc). All served on vintage crockery of course, and paired with classic tipples like dirty martinis or sherry cocktails.

regenerate land & sea

Climate change is threatening our livelihood, so we need to prioritise the planet. Regenerative farming practices are vital to protecting our soil and crops; so too are sustainable aquaculture practices to protect our underwater ecosystems.



7

smart plants

There's power in plants! Some start-ups and scientists are turning plants into 'protein factories' through molecular farming, and others are using gene-editing technology to give plants different advantages – e.g. to enhance the flavour or nutritional content of crops, or reduce undesirable traits. Both approaches have the potential to revolutionise the quality, availability, and sustainability of our food supply.



8



9

hack my health

People are leveraging the power of genetics, biology, neuroscience and nutrition to 'hack' their unique biology – to not just live longer, but also live better. Because one size does not fit all... For some it's about simple day-to-day choices like changes to diet, meditation and breathwork to feel better as we age; others think further outside the box, looking to digi-health and beyond to not just slow down ageing – but perhaps even reverse it.

ultra processed impact

The debate around 'ultra processed' foods continues, as we better understand the links between what we eat now – and our long-term health down the road. There's a lot yet to unpack about the definition of ultra-processed, and why these foods are so prevalent – but in the meantime, 'You Are What You Eat' is an ever more relevant mantra.



10



Top 3 key themes for Hot & Cold Beverages

1. Retro throwback



Everything old is new!
Evoke nostalgia & comfort by
looking to past years

2. Awesome ambient



Move over Chilled, Ambient and
in particular powder is having a
moment think powdered
superfoods, hydration, ice
cream, even kombucha!

3. Health wealth



From ice baths to bio
hacking to menopause
Eating for lifestage & healthy
ageing are key

Retro throwback

Yearning for simpler, happier times

Leaning into simple, classic comforts that are guaranteed to satisfy cravings and put a smile on their face

Retro dining, Banana split, knickerbocker glory, trifle

Throwbacks cocktails; from the 20s right through to the 80s

Floats



Grape nectar fizz float



Nando's menu hack
frozen yoghurt & coca
cola (Nando's Singapore)



Hot chocolate float

Bows



Sugar cookie bows

Desserts & cake



Creams Retro
Rocket Sundae



Sprinkling desserts into new categories



Awesome Ambient

Powered by savvy living trends, ambient appeal is on the up as consumers and brands reappraise it's convenience, waste reduction & ease of transport / storage
Encouraged by creativity, innovation & a gourmet treatment

Powder power

Kombucha



Hydration & Energy



Ice cream



Milks alternatives



Superfoods

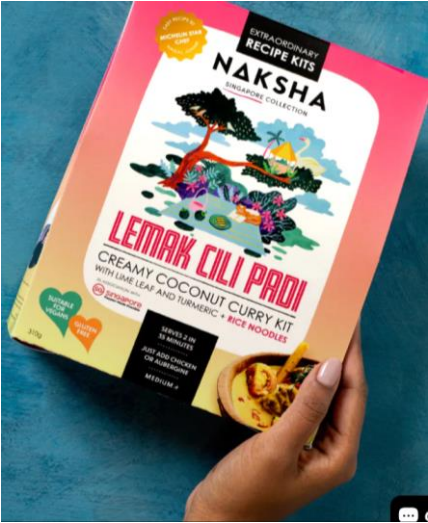


Cocktails

Attention grabbing



Kits



Breakfast Noodles



Seaweed Noodles

Health Wealth

Not just living longer but living better
Eating for life stage is gaining popularity with rise in products for menopause or specifically for kids
Not one size fits all “Proactive prevention”
Allied Market Research predicts the functional drinks market to be worth \$200M by 2030



Lifestage



Functional drinks

RTDs



Sleep mocktail



Golden Milk



<https://www.tiktok.com/@staceyys>
is/video/7298818275784396074?is_f
rom_webapp=1&sender_device=pc&
web_id=7326963499854497313



ENERGY DRINKS
The Dunkin' SPARKD' Energy drinks are a new range of refreshments offering customers an alternative way to boost their alertness. The iced drinks mix caffeine with vitamins and minerals and come in two flavours: Berry Burst and Peach Sunshine. (US)

Prebiotic sodas



Collagen Tea



Hottest Flavours



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The key themes we explored last year continue to gain momentum, this year we explore the expansion of these trends



NEW Emerging Theme – Berries & Botanicals

Desserts Re-imagined

Dessert & pudding flavours continue to make waves in hot & cold drinks
There's a distinctively nostalgic, heart-warming feel with retro flavours
continuing to come to the fore

Key flavours:-

- Sticky Toffee
- Crème Brûlée
- Chocolate Mousse
- Red Velvet
- Tiramisu
- Cinnamon Bun / Hot Cross Bun
- Millionaires
- Black Forest
- Even Panettone at Christmas!

Example Drinks:-

Hot Cross Bun Latte – McDonalds
Florentine Mocha – Nero
Panettone Latte – Nero
Millionaires Hot Chocolate – Nero
Sticky Toffee Latte - Costa
Black Forest Hot Chocolate - Costa
Cinnamon Bun Latte / Iced Latte - Costa
Red Velvet Mocha & Hot Chocolate – Tealive (Malaysia)
Maple - featured heavily again for Autumn 23

Trend prediction:

Pumpkin Pie the new PSL?



New edge nuts

Caramelised & roasted give our nutty about nuts trend a new edge for 2024. Hazelnut is becoming a mainstay, often paired with chocolate with Pistachio emerging

Key flavours:-

- Hazelnut
- Macadamia
- Pistachio
- Roasted Hazel
- Amaretto

Example Drinks:-

Roasted Hazel Latte & Hot Chocolate – Costa

Hazelnut Mocha & Hot Chocolate – Greggs

Hazelnut crunch hot chocolate – Starbucks

Caramelised macadamia oat shaken espresso- Starbucks

Pistachio Latte – Starbucks (US)

Almond Biscotti Oat Latte & Iced – Starbucks

Amaretto Latte & Iced - Nero



Almond



Macadamia



Pistachio



Amaretto



Hazelnut



Berries & Botanicals

Rediscover berry flavours with delicious pairings and new wave with botanicals such as lavender adding an aromatic dimension to traditional hot beverages. Herbs and florals can provide subtle flavours and a soothing and comforting element to drinks

Key flavours:-

- Strawberry
- Cherry
- Raspberry
- Lavender

Example Drinks:-

Merry Berry Hot Chocolate – Pret

Iced Strawberry Matcha Latte - Starbucks

Lavender Crème Frappuccino – Starbucks (US)

Iced Chai with Lavender cream cold foam – Starbucks (US)



Berries & Botanicals

Strawberry



Lavender

Lavender Crème Frappuccino and Iced Chai with Lavender cream cold foam (US & Canada)



Raspberry

Merry Berry Hot Chocolate



Cinnamon Lavender Latte (US)



Emerging spotlight

Apple



Starbucks (UK) iced apple crisp
oat milk shaken espresso



Latte with spiced apple syrup,
cinnamon, vanilla & apple chips
Madcap Coffee (US)

Watermelon



Watermelon Latte & Frappe Zus
(Malaysia)

Honey



618 likes
caffenero Hot or Iced? It's your choice.
Our Honey Oat Latte is made with Oat milk as standard, and for a dairy-free alternative, you can swap your cream with our dairy-free creamy topping.
[View all 25 comments](#)



1,080 likes
caffenero We've got some great *NEW* menu items in-store today! Including a new winter drink, Honey Oat Latte... [more](#)



*Sneak peek at what's to come in
2025 - 2026...*

WHAT'S HOT

tfp

TRENDS

2025-2026

Top 10 New & Rising Trends – 2025 / 2026



JOMO



OMNIVORE



BIG FUSION



**CRAVE
WORTHY**



SLIM & TRIM



PURE & CLEAN



**PREVENT
THAT WASTE**



**SWEET
TREATS**



**SNACK
ATTACK**



NEW PROTEIN



JOMO

1

The Joy Of Missing Out (aka JOMO) is all about enjoying the 'here and now'... and not worrying about what's happening beyond your own front door! After all, who needs to go out – when you can have restaurant quality meals, top notch cocktails, and barista grade coffee at home.



2

Omnivore

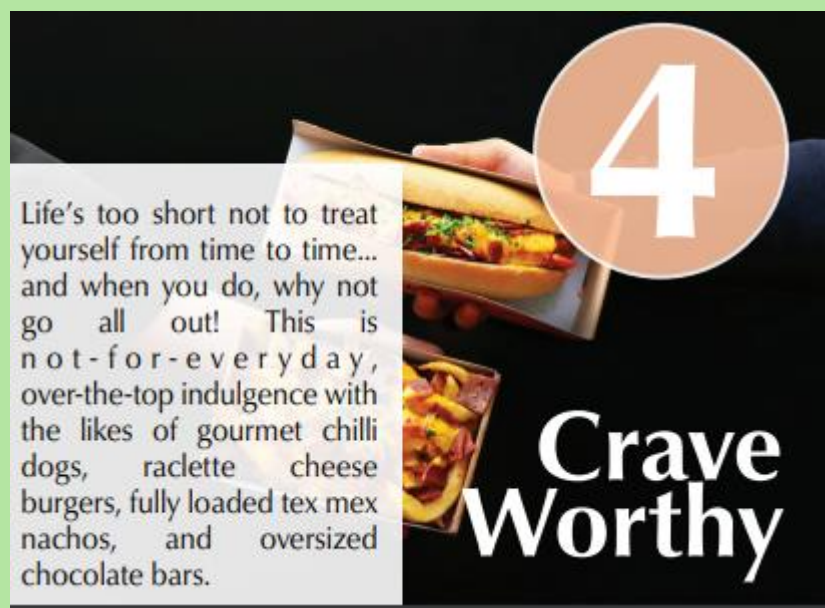
Meat eater, or plant based? Why decide! Many are now adopting a more flexible approach. And so traditional meat, fish, poultry and other animal proteins find their way onto the plates of even plant-centric eaters – but they take a 'less and better' approach, taking into account provenance, welfare and sustainability.



3

Fusion, multi cuisine cooking is on the rise – as chefs from around the world share flavours, techniques and ideologies. And they aren't afraid to push the envelope! Jerk chicken burritos, lamb keema lasagna, pistachio guacamole and breakfast ramen... anything goes, as long as respect and deliciousness are at the core.

Big Fusion



4

Life's too short not to treat yourself from time to time... and when you do, why not go all out! This is not-for-everyday, over-the-top indulgence with the likes of gourmet chilli dogs, raclette cheese burgers, fully loaded tex mex nachos, and oversized chocolate bars.

Crave Worthy



Slim & Trim

5

Weight management is key to living longer and healthier lives. But one size does not fit all, when it comes to how we maintain a healthy weight. Some turn to semaglutide drugs, others look to intermittent fasting, trending diets, or lifestyle changes... with a little help from tech support in the guise of wellness apps, wearable monitors, and more.

Pure & Clean

6

Debate continues to swirl around the possible impacts of ultra processed foods and forever chemicals on our bodies, and there is a lot yet to learn. Against this backdrop, consumers turn to products they know and trust – typically fewer, natural, recognisable ingredients, and minimal processing.

7

Prevent That Waste

Debate continues to swirl around the possible impacts of ultra processed foods and forever chemicals on our bodies, and there is a lot yet to learn. Against this backdrop, consumers turn to products they know and trust – typically fewer, natural, recognisable ingredients, and minimal processing.

8

Sweet Treats

These days our pennies may not always stretch to big blowout meals... so why not indulge with sweet treats instead! But not just any old sweets! Think homemade doughnuts, gourmet cookies, fresh baked madeleines, and retro desserts like banoffee, pavlova and lemon meringue pie.

Snacking is on the rise, as people adopt a more flexible approach to eating – rather than sticking to ‘three square meals a day’. Cue, a surge in snacking innovation across the fresh, frozen and ambient aisles – from indulgent treats to functional bites. And the rulebook is out the window for what constitutes a snack, as mini meals become a way of life. Instant noodles, savoury croissants, microwave dumplings... anything goes.

9

Snack Attack

tfp

10

New Protein

Advancements in plant-based tech are enabling more realistic protein alternatives – from whole cuts to stinky cheese. Meanwhile, technologies like precision fermentation continue to push frontiers of cell cultivation. In fact, protein is even being made... from thin air. And it's not all about meat alts here, as these technologies are also being deployed to create groundbreaking sweet proteins.

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