

2025 Mintel Food & Drink Trends: Health and Indulgence

Exploring the dualities of today's consumer desires, needs and behaviors around their physical and mental health.

Meet your presenter



Melanie Zanoza Bartelme

Associate Director, Mintel Premium
Global Food & Drink Insights

MINTEL

CONFIDENTIAL

Agenda

- Welcome to Mintel's 2025 Food & Drink Trends, the 10th edition of our annual analysis of how the cultural and economic landscape of today will influence the consumer desires and behaviors of tomorrow.
- These trends were created by a global team of Mintel analysts by looking back at previous consumer behavior as well as what they desire today.
- The resulting trends are intended to capture spark conversation and provide inspiration for brands, retailers and everyone in between.



CONFIDENTIAL

MINTEL

Read on [mintel.com](https://www.mintel.com)

Mintel's trends are rooted in the dualities of consumer behaviors

As consumers ourselves, many of us can concede that we are complex beings who often act in inconsistent ways.

To create the 2025 Global Food & Drink Trends, Mintel's global food and drink experts embarked on an **exploration of the paradoxes** that influence people's behaviors and attitudes toward food and drink.



Consumers seek both healthfulness and indulgence



Salad and fries: an order that helps people balance **health** and **indulgence**

Mintel has created Food & Drink Trends for a decade. In that time, it has become crystal clear that consumers are not just one "thing."

Consumers **traverse a spectrum between different behaviors** at different times of day, the year, and within their lives. This can shift back and forth from one meal to the other, or even live together on the same plate (see salad and fries on the left).

The following trends explore the attributes that consumers desire when they are gravitating toward one of two ends of the spectrum: health and indulgence.

The concept of wellbeing contains multitudes

Holistic health encompasses eating healthfully for mental and physical health alongside breaks of indulgence to manage stress.

95%

of Canadians say eating healthily is important for physical wellbeing

94%

of Canadians say eating healthily is important for mental and emotional wellbeing

56%

of US snackers say they tend to snack when they are stressed

Base: Canada: 2,000 internet users aged 18+; US: 1,969 internet users aged 18+ who snack
Source: Kantar Profiles/Mintel, July 2023; December 2024

CONFIDENTIAL

MINTEL

Read on [mintel.com](https://www.mintel.com)

The “will they or won’t they” of tariffs throw another wrench into consumers’ desire for balance

CUTTING BACK ON
SPENDING

32%

of US consumers have cut back on luxuries or non-essential products in the two month period ending Feb 2025

WORRIED ABOUT RISING
COSTS

42%

of US consumers are very concerned about potential tariffs raising the cost of everyday items they regularly purchase

WILLING TO CHANGE
BEHAVIOR

71%

of US consumers say rising costs caused by tariffs will impact their approach toward spending money

The 2025 Trends explore the spectrum between health and indulgence

Fundamentally Nutritious

The emergence of weight-loss medications is putting healthy eating in the spotlight. While usage is quite low, GLP-1s are showcasing the need for consumers to focus on the "basics" in healthy eating: protein, fiber and vitamins/minerals.

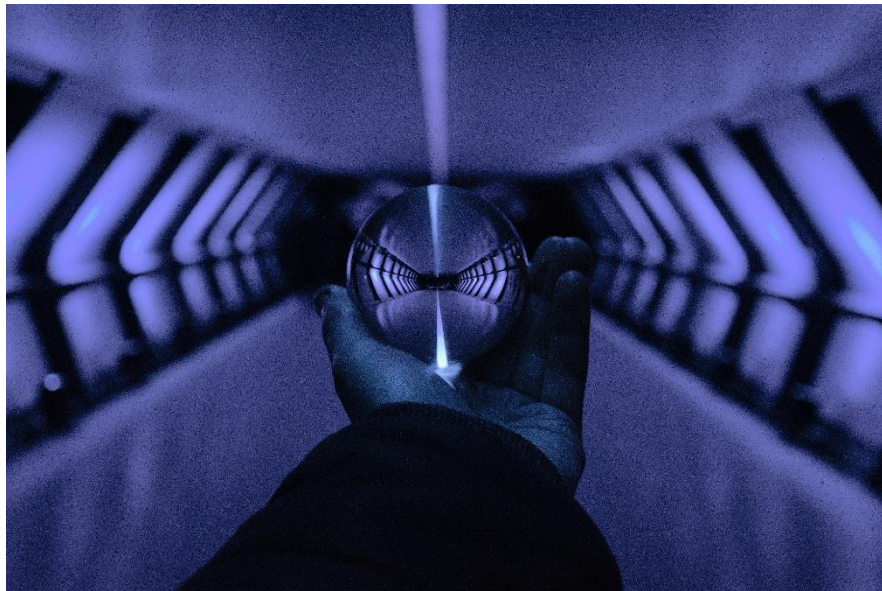
Rule Rebellion

Consumers are hungry for brands to help them create novel food and drink experiences. From low-stakes to over-the-top, there's room for all kinds of products to help break the rules in food and drink.

We may not have a crystal ball, but we are tracking change

Mintel's 2025 Food & Drink Trends reflect the needs and desires of today's consumer, but they have been **built upon a foundation of previous trends**. As the consumer has evolved, so too have the opportunities for food and drink makers and retailers to better align with these directional shifts.

What's more, as new information becomes available, consumers learn and reevaluate their own needs. This turns our trends into a **foundation upon which to pivot** as we learn more about our consumers throughout the year.





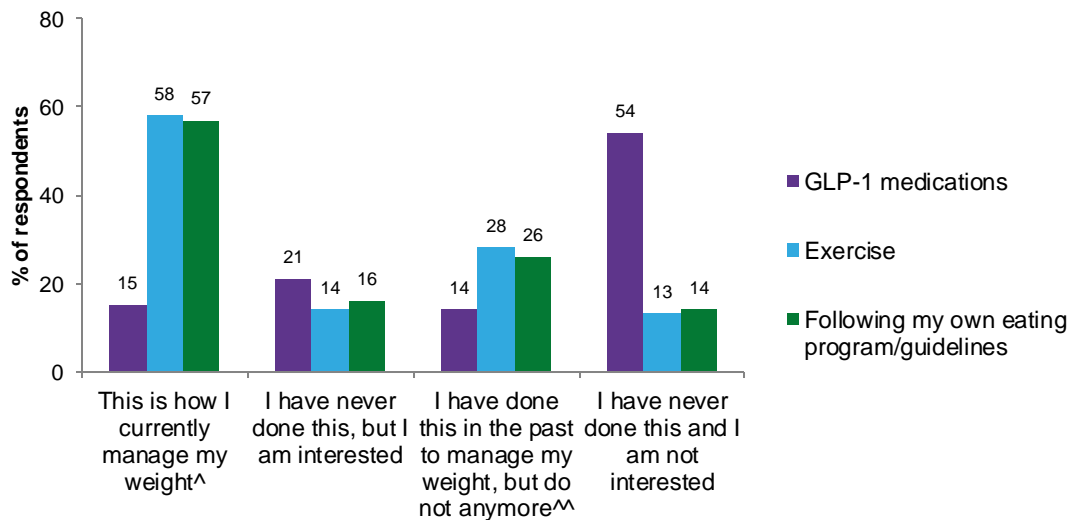
Fundamentally Nutritious

CONFIDENTIAL

MINTEL

GLP-1s in the media are putting health and wellness into focus

US: experience with or interest in select weight management methods, 2024



GLP-1 talk is everywhere, even though most consumers are not currently using or interested in using them. Still, this has brought the needs of such consumers into the public discourse. If GLP-1 users are eating less, there is more pressure to get all of the "goodness" they need from food and drink into the smaller portion sizes they are able to eat.

All consumers need to prioritize protein, fiber and vitamins/minerals

Whether on GLP-1s or not, all consumers need to include protein, fiber and vitamins/minerals within their diet. Make it easy on them.

62%

of Canadians say eating a balanced diet is the most important reason to get enough protein in your diet

53%

of US consumers say they seek out food and drink products based on their nutrition claims (eg high fiber)

44%

of US consumers would like to see more information on ingredient nutrition (eg specific vitamins/minerals) from food & brands

Focus claims on a product's essential health benefits

Going forward, the focus will be on products that help consumers get the best nutrition from their diet with easy-to-understand claims about protein, fiber and vitamins.



Kellogg's Mini-Wheats Low Sugar Lightly Frosted Original Cereal has a front-of-pack note that the cereal is very high fiber, with 7g fiber per 54g serving. It contains 5g sugar and 190 calories per 54g serving (Canada).



Yoplait Protein Peach Yogurt contains 15g of protein and 3g of sugar per 5.6oz pack. The yogurt has added vitamin D and is an excellent source of calcium. It is free from high fructose corn syrup and artificial flavors and colors (US).



Kroger Snack Tray Grapes, Blueberries, Roasted Sea Salt Almonds & Sharp Cheddar Cheese is a good source of fiber and contains 20g of protein. It is a portion-controlled mix of fruit, cheese and almonds for a natural snack (US).

Versatile formats make it easy for consumers to add in the "good stuff"



Protein boost as a light meal or hearty snack

StarKist Smart Bowls Zesty Lemon Pasta & Beans with Tuna is packed with 12g of protein and 5g of fiber in each pouch. It is said to be perfect for a delicious "light lunch" or "hearty snack when cravings strike" (US).



Perfect as a snack or for dinner

Apetit Buffalo Cauliflower Wings are crispy breaded cauliflower bites with Buffalo spice. The brand says the frozen vegetables are perfect as a snack or for dinner (Sweden).



Convenient formats

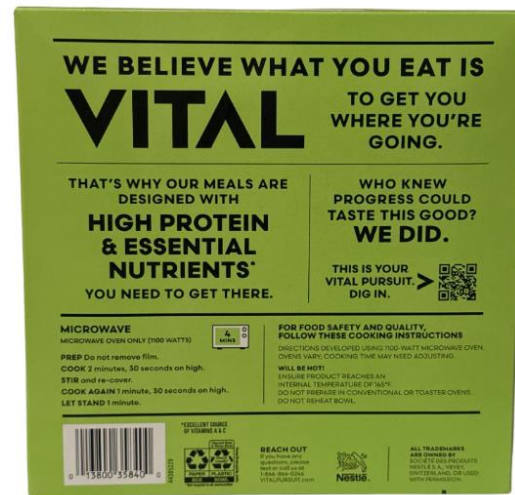
Edgell Snack Time Lentils with Capsicum, Tomato & Herbs are prepared, no-drain lentils that are ready to enjoy anytime, anywhere (Australia).

Vital Pursuit finds a middle ground between GLP-1 users and the general public

Vital Pursuit targets GLP-1 users on its product site, but it also recognizes that these products are suitable for anyone thinking about weight management.



Nestlé Vital Pursuits ready meals designed for GLP-1 users (US)



Back of Vital Pursuit packaging emphasizes nutrients

MINTEL

CONFIDENTIAL

Read on [mintel.com](https://www.mintel.com)

Familiarity with key attributes of healthy eating will empower consumers to seek more



Expand to claims about key macronutrients - fat and carbs - like **Macros meal** (Australia)



Good Idea sparkling water recommends drinking during meals to help regulate blood sugar (US)

Rule Rebellion

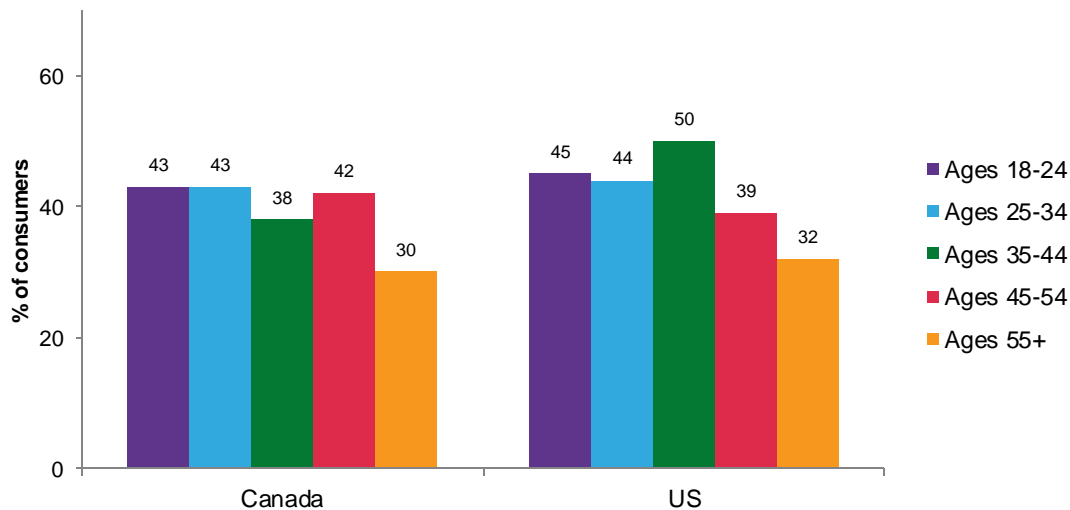


MINTEL

CONFIDENTIAL

The world is in chaos, and consumers want their food and drink choices to reflect this new reality

Canada, US: attitudes toward food and drink – agreement with the statement, "I enjoy 'breaking the rules' when it come to what I eat/drink," 2024*



Consumers have faced years of uncertainty, change and pivoting.

Five years after the start of COVID-19, 2025 finds consumers internalizing the "rule breaking" behaviors of the pandemic and applying them to their everyday food and drink decisions.

** taken from Mintel's Global Consumer*
Base: Canada, US: 1,000 internet users aged 18+
Source: Kantar Profiles/Mintel, September 2023

CONFIDENTIAL

MINTEL

Read on [mintel.com](https://www.mintel.com)

Product introductions reflect consumers' acceptance of rule-breaking food and drink

These products, which are often limited time offerings, are meant to bring a sense of novelty and joy to the everyday routine.



Breakfast noodles

Nissin Cup Noodles Breakfast Ramen Noodles in Sauce are flavored as maple syrup pancakes, sausage and egg. This was a limited edition product sold at Walmart.



Pickle Bloody Marys

V8 Grillo's Pickles Dill Pickle Bloody Mary Non-Alcoholic Drink Mix draws on the pickle flavor trend in a lower-risk way by pairing it with a drink that often already contains pickles.



Mayo and ketchup blend

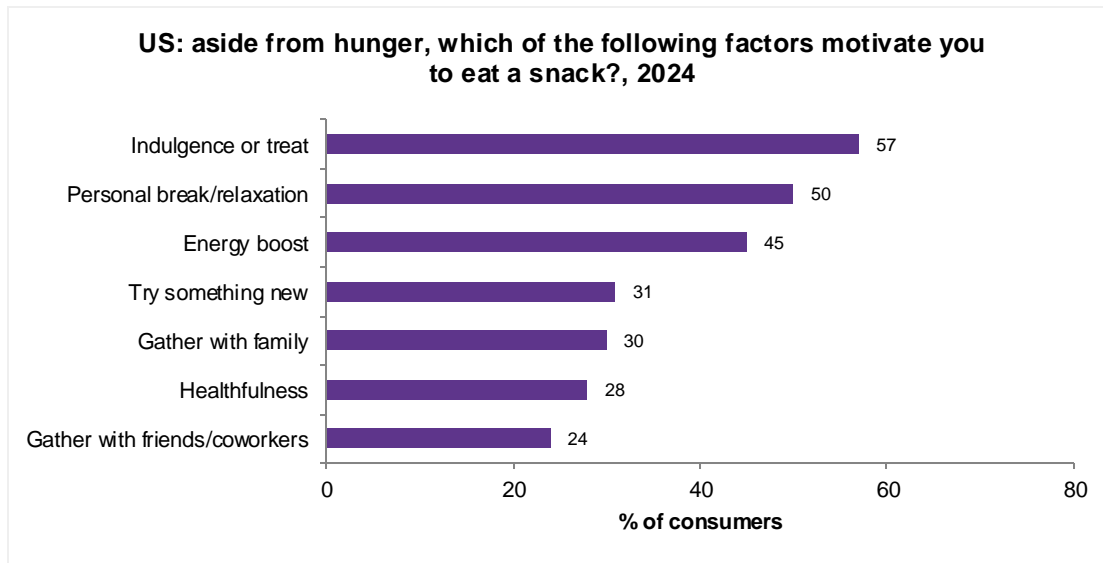
Heinz MayoChup Sauce removes the need for consumers to put ketchup and mayo on their food separately, and in doing so, creates a novel experience.

MINTEL

"Little treats" bridge health, indulgence and high costs

"Little treat" culture refers to the consumer behavior of indulging in small, affordable luxuries to reward oneself for completing tasks or simply as a form of self-care.

They also offer a balance between indulging in rule breaking and focusing on health.



Little treats align with the top motivations for snacking: for an indulgence (57%) or personal break or relaxation (50%)

Miniature formats represent one version of the "little treat"

Mini versions give consumers the opportunity to control how much they indulge. New language around portioning can also add a new experience.



Bon bons

Magnum Gold Caramel Billionaire Ice Cream Bites comprise vanilla ice cream with salt caramel sauce, white chocolate with caramel and biscuit pieces (Sweden).



Bacon

Don explains how its Popcorn Bacon "is the perfect snack for kicking back to watch a game, after school or just as a naughty nibble" (Australia).



Pizza

The Pizza Cupcake offers two paths to rebellion: turning pizza into a cupcake, and encouraging consumers to use them across any meal occasion (US).

MINTEL

Brands introduce novelty by collaborating with brands outside the industry

As explored in Mintel's Food & Drink Trend *United By Food*, brands have the power to bring people together. Brand partnerships can make this connection even easier on the consumer.



Nestlé Coffee Mate The White Lotus Thai Iced Coffee



First We Feast Hot Ones The Classic Hot Sauce Spicy Garlic Chicken Strips

Food, fashion and beauty will continue to bring novelty to each industry



Kate Spade announced a collaboration with Heinz



Coors Light aids beauty with its Chill Face roller



Crumbl and Dove launched a cookie-scented deodorant

Key takeaways

Consumers are not just one thing

We need to account for the fact that consumers are, in fact, people, and that people are complicated. Putting consumers into an “either or” box doesn’t reflect their actual behavior and does no one any favors.

Health goes beyond the physical

Consumers need to feel free to balance their desire to improve their physical health alongside their very real need for an escape from restrictions to address their mental health. Both are necessary to tend to.

There are ways to innovate amid uncertainty

Consumers are going to have to make choices, and this way limit their ability to readily try new products or flavors. The “little treat” is becoming a cross-category and cross-industry tool to help consumers find permission to make their choices serve them the best they can.

Thank you! Questions?



Melanie Zanoza Bartelme
Associate Director, Mintel Premium
Global Food & Drink Insights

MINTEL

CONFIDENTIAL