

INDUSTRY TRENDS

FOOD & BEVERAGE

TOP 5 TRENDS OF 2024



1. Functional Foods

Consumers are increasingly drawn to products that provide benefits beyond basic nutrition. Innovations in gut health, immune support, & energy-boosting solutions are set to redefine the market.

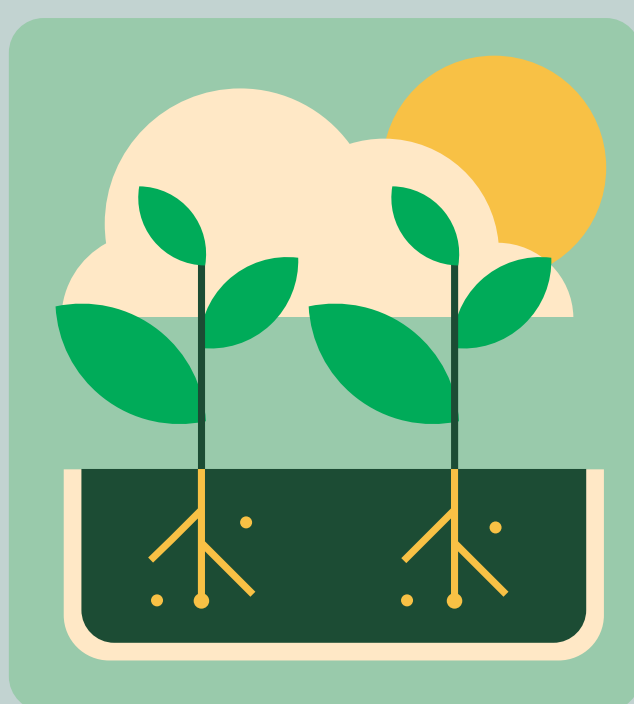
\$275 Billion

in projected growth by 2025,
growing at a CAGR of 8%.

2. Sustainable Practices

Brands are doubling down on regenerative agriculture, plant-based alternatives, and upcycled ingredients to address environmental concerns.

85% of global consumers prioritize sustainability, with food brands leading through plant-based & regenerative options.



3. Personalized Nutrition

Advances in AI and DNA-based recommendations are driving tailored food solutions, from meal kits to snacks customized for individual health profiles.

50% of US consumers express interest in using DNA-based insights to inform their food choices.

4. Clean Labels

Transparency in sourcing and ingredient simplicity remain vital as consumers demand clarity and authenticity in their food choices.

\$64 Billion in segment growth globally by 2026, with brands responding to demands for transparency and simplicity.



5. Ready-to-Consume

From convenient, nutrient-dense beverages to self-heating packaging, convenience continues to shape product development for busy lifestyles.

6.5% CAGR driven by innovations in on-the-go formats like meal kits and protein-packed beverages.