

A man with a beard and short hair, wearing a dark red t-shirt, is looking directly at the camera while standing in front of an open refrigerator. His hands are reaching into the refrigerator, which contains various items like a jar of jam and some produce. The background is slightly blurred, focusing attention on the man and the refrigerator.

colinkurtis

5 TRENDS THAT WILL LEAVE YOU HUNGRY FOR MORE

2024 Food, Beverage & Nutrition Trends

INTRODUCTION

The world is an endless buffet of trends, and as an advertising agency that specializes in food, beverage and nutrition marketing, ColinKurtis continues to learn and adapt our strategies to better serve our clients. Our experts highlight the top trending results right now and into the future, to deliver a comprehensive guide that industry leaders can use to empower their brands' marketing strategies.



ABOUT THE AUTHOR

ColinKurtis Advertising has celebrated over 25 years of marketing success. From elevating brands' social and digital presence to helping them build a sustainable marketing strategy, our team of experts supports food, beverage and nutrition businesses in creating actionable plans and achievable goals that differentiate them from their competition. Staying in the loop on all things food ensures we produce relevant, engaging and profitable content for our clients.

WHAT'S ON THE MENU FOR 2024'S TOP TRENDS?

- 1 **COST & TASTE AS NON-NEGOTIABLES**
- 2 **EXCITING EATING EXPERIENCES**
- 3 **HOLISTIC WELLNESS**
- 4 **VALUES-BASED PURCHASING**
- 5 **WHERE IN THE WORLD IS PLANT-BASED**



A man and a woman are sitting at a wooden table outdoors, enjoying a meal. The woman, in the foreground, is holding a white plate with a dish of food topped with green herbs and cheese. She is smiling and looking at the food. The man, in the background, is also smiling and holding a piece of food. The table is set with various dishes, including bowls of soup, a glass of orange juice, and a salt shaker. The background shows a brick wall and greenery.

1

**COST &
TASTE AS
NON-
NEGOTIABLES**

TASTE

Traditionally, consumers’ #1 purchase driver has been: the **taste experience** of food and beverage products.

Today, with inflation mounting and trips to the grocery store or restaurant more expensive than ever, American consumers are taking note and coping with a keener focus on cost savings.

At the same time, since great taste is still paramount, Mintel says 2024’s essential value proposition is: “Food and drink must taste good and be worth the cost.”²



Think! It’s never been more important for food and beverage brands to deliver a great eating experience while keeping consumer prices in check.



90%

of consumers have noticed price increases, 72% describe them as “major”¹

76%

say price affects their buying behavior¹

2

EXCITING EATING EXPERIENCES



EXCITING EATING EXPERIENCES

**SAY LESS.
EAT MORE.**

AND make it even more exciting. American consumers’ latest demands are impacting the development of new food, beverage and nutraceutical products across the globe, incorporating ethnic flavors, adventurous experiences and finger-licking heat.

Top Ethnic Cuisines:³

- Chinese
- Mexican
- Thai
- Indian
- Korean

**Future Anticipated
Top-Growing Cuisines:⁴**

- Caribbean
- South Asian
- South African



EXCITING EATING EXPERIENCES

BRING ON THE COMPLEX HEAT

Modern consumers want a little more spice in their lives—yes, the foodie kind. According to Whole Foods⁵, the latest heat index is way above what we've seen in previous years. Consumers' new go-to hot novelties:

- **Scorpion Peppers**
- **Guajillo**
- **Hungarian Goathorn Peppers**



EXCITING EATING EXPERIENCES

THE NUANCE OF CONVENIENCE

Consumers want easy access to foods and beverage items they love but want the restaurant quality at home. TikTok has also empowered consumers to truly treat themselves, with “little luxuries.”



Think! A mid-day Starbucks refresher, seasonally-flavored kombucha for the “clean girlies” or a just-launched plant-based snack.



\$58.7

billion in total
snack sales,
for an 11.7%
increase⁷

47%

of consumers
enjoy snacks with
a twist on the
familiar⁶

EXCITING EATING EXPERIENCES

SIP, SIP, BUZZ
(OR NOT)

Touring various flavor palettes from around the world with food products has blended its way into the beverage market.

41% most likely to try new flavors in beverages they like⁸

36% will try recommendations from family and friends⁸

+220% “Fancy non-alcoholic drinks” Pinterest searches⁹

+75% “mocktail bar” Pinterest searches⁹



Think! Mocktails, non-alcoholic beverages and pepper-infused beverages.



BLUR-WORTHY CATEGORIES

Consumers want what's best from them, and brands are showing they're willing to listen. Whether it's at the latest industry trade show, or in the digital space, our experts keep noticing a shift in the space.

More than ever before, the lines between Vitamins, Minerals and Supplements (VMS) and Food & Beverage blur, allowing ingredient brands to branch out into new areas and deliver novel product lines.

And it's important to note consumers' overall understanding of holistic wellness¹⁰ continues to evolve. The bigger picture of health, with a compelling focus on mind/body/spirit as the connection to a better life, provides insight into their product choices—VMS, food, beverage and all.



**Non-traditional
VMS formats =
more focus on
taste and consumer
preferences¹¹**

HOLISTIC WELLNESS



WELLNESS, AS A WHOLE

Consumers are looking at the whole picture when it comes to their well-being—physical, mental and emotional facets each play an important role in their pursuit of overall wellness. And, IFIC says their “food and beverage choices are interconnected with mental and emotional well-being.”¹



Think! With wellness enthusiasts among the biggest spenders,¹⁴ brands should leverage transparency and nutritional information to further impact decision-making efforts.

Healthy Aging

Top of mind, as the world’s population ages

Weight Management

One of the top 2 desired health benefits¹

Gut Health

Including pre/pro/post biotics and microbiome support. 62% say their gut microbiome can influence overall health.¹³

Personalization & the Tech Effect

Empowerment as consumers take health into their own hands¹² with personal health trackers for information, accountability and motivation

Women’s Health

Addressing life stages with nutritional brands⁵ supporting menstrual, pregnancy, postpartum and menopause concerns, mood and stress management, sleep and more

68%

say vitamins
& nutritional
supplements play
an important role
in their health &
wellness¹²



GUMMIES EVERYWHERE

Why so much love for gummies? Beyond fruity flavors and visual appeal, gummies are more enjoyable to take, especially for those suffering from pill fatigue.

Gummy formulations also make it easy to select multi-purpose products that address more than one concern, like sleep support gummies that offer women’s health benefits.



Think! Explore new formats and offer gummies with: no artificial colors, reduced sugar content and multi-benefit options.

Gummy supplements have been omnipresent at recent trade shows and continue to grow in popularity

47% of adult consumers prefer gummy formats¹⁰

64% of Gen Z prefer gummy supplements¹⁰



4

VALUES- BASED PURCHASING



ALIGNING WITH BUYERS’ SUSTAINABILITY VISION

U.S.-based consumers are focusing on values-based, intentional spending. **Consumers are consciously spending their hard-earned money with companies they can trust to align with their values** as well as their needs and preferences.



Think! When consumers think of sustainability, they focus on:

- Efforts towards renewable energy
- Responsible sourcing
- Regenerative agriculture
- Low waste
- Low carbon footprint
- More sustainable packaging solutions

A Common Purchase Driver: Sustainability

Sustainability is a value that commonly influences purchasing decisions. And as the climate crisis continues to be on the minds of many consumers, their spending mindsets shift. Socially responsible consumers prefer, and are willing to pay more for, products that are sustainable and made with clean ingredients.

47% of millennials are happy to pay more for sustainable packaging¹⁷

8 IN 10 values-oriented shoppers cite animal welfare, environmental welfare and ingredient sourcing as reasons to pay a premium¹⁶

72%

of Americans believe it’s critical to buy from brands that reflect their values¹⁵

73%

of values-oriented shoppers are influenced by certifications¹⁶



REDUCE, REUSE, UPCYCLE

One way to reach sustainably-savvy consumers in 2024 is through upcycling.

In the food & beverage industry, upcycling means transforming would-be wasted byproducts into a new, different food or drink product for consumers. **The goal of upcycling is to introduce consumers to nutritious and delicious ways to reduce waste.**

Show Off Sustainability

To earn the dollars of the socially responsible buyer, brands need to be **transparent with their sourcing and highlight their sustainability efforts.**

Continuously evolving digital technology makes this transparency even more important. Consumers need to be able to find everything they want to know about your brand online and on social media—buyers are doing their research before purchasing.

The upcycling market’s projected growth at a compound annual rate of

**4.6%=
\$83.26B
BY 2032¹⁸**



Think! Applications like jams & jellies, baking mixes & flours, plant-based milks, snacks and pet treats.



5

WHERE IN
THE WORLD IS
PLANT-BASED




WHERE IN THE WORLD IS PLANT-BASED

PLANT-BASED: FOR NOW OR FOREVER?

Consumers are ready to **put the “plant” back in “plant-based” foods and beverages**. Many of the tastes and textures of plant-based alternatives are achieved using unnatural, unrecognizable ingredients.

Today’s consumers are looking for shorter ingredient lists containing natural, whole ingredients they recognize—without sacrificing taste, texture, quality or price point.



Mushrooms, walnuts, tempeh, legumes and other protein-packed plants are making their way into meat alternatives⁵

DAIRY ALTERNATIVES

Soy milk hit our cups all the way back in 1996, but plant-based milk and dairy products derived from various ingredients (nuts, hemp, etc.) continue to be hot items on shelves and in coffee shops and restaurants.

There's widespread acceptance of plant-based milk alternatives, but consumers are slower to accept other alternative dairy products such as cheeses, yogurts and ice cream.



Think! Opportunities to portray the health benefits of your brand's products while also providing enjoyment—tastes, looks and cooks like the real thing, with the added benefits of plant-based wholesomeness.

Nearly half of U.S. households purchase dairy alternative products¹⁹

Consumers want dairy alternative products that offer the same attributes as real dairy¹⁹



MEAT ALTERNATIVES

The popularity of plant-based meat alternative proteins hit its peak in 2020 amidst the COVID-19 lockdowns. Since its initial boom, that state of plant-based has ebbed and flowed—though it’s maintaining a prominent place in consumers’ diets.

Since 2020, sales of refrigerated meat alternatives have faltered²⁰

48% of those who avoid plant-based meat alternatives do so due to taste concerns²⁰



Think! Tinned fish products saw growth in popularity in 2022, as brands innovated and created plant-based tastes and textures to rival traditional fish products. See it for yourself: Seed to Surf²⁴ and Konscious.²⁵

Gen-Z and Their Plants...

There’s still opportunity in the plant-based meat alternative market as Gen Z ages, especially with flexitarian diets being named the #1 Best Family-Friendly Diet and #2 in Best Diets Overall.²¹

50% of Gen Z adults say eating less meat reduces their carbon footprint²²

36% of Gen Z limit their meat consumption²³





6

CHEERS
TO WHAT'S
NEXT

CONSUMERS' WISHES ARE YOUR OPPORTUNITIES

Finding CK's overview of the trends helpful?

We're an agency that's known to take things off your plate. And no, we won't steal your favorite dish—just the ones you're willing to hand off. As an extension of your team, our experts take your stellar food, beverage and nutrition products to new heights in the marketplace.

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