



Digesting All the Trends at IDDBA 2025

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Menu Matters

IDDBA Member exclusive access!

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Menu Matters

ESTB



2015



HUMAN-CENTERED INSIGHTS FOR THE F&B INDUSTRY



Tariffs



Middle Eastern and Mediterranean



CONSUMER STAT

**37% of consumers regularly
look for foods, flavors,
ingredients from places
they've visited**





Moving beyond
hummus...

THE INDUSTRY SAYS

“While Hummus is well known and available everywhere, there is so much more that is gaining popularity – from dips such as Baba Ghanouj and Muhammara, to sauces such as Tahini Sauce, Toum, and Shatta, and even soups and stews such as Lentil, Freekeh, and Shaksouka.”

MEZETE Authentic Middle Eastern



Cakes bring the fun



CONSUMER STAT

**70% of consumers use foods
and/ or beverages as an
escape**













Compound butters





Packaging trends



Packaging can turn consumers off as well as on:

- Too much packaging 30%
- Weird, unappealing texture 30%
- Not enough information 30%
- Ugly packaging 27%
- Too small 24%
- Looks difficult to open 21%
- Unappealing colors 20%



Premium snacking







wagyu brioche bun



New form factors

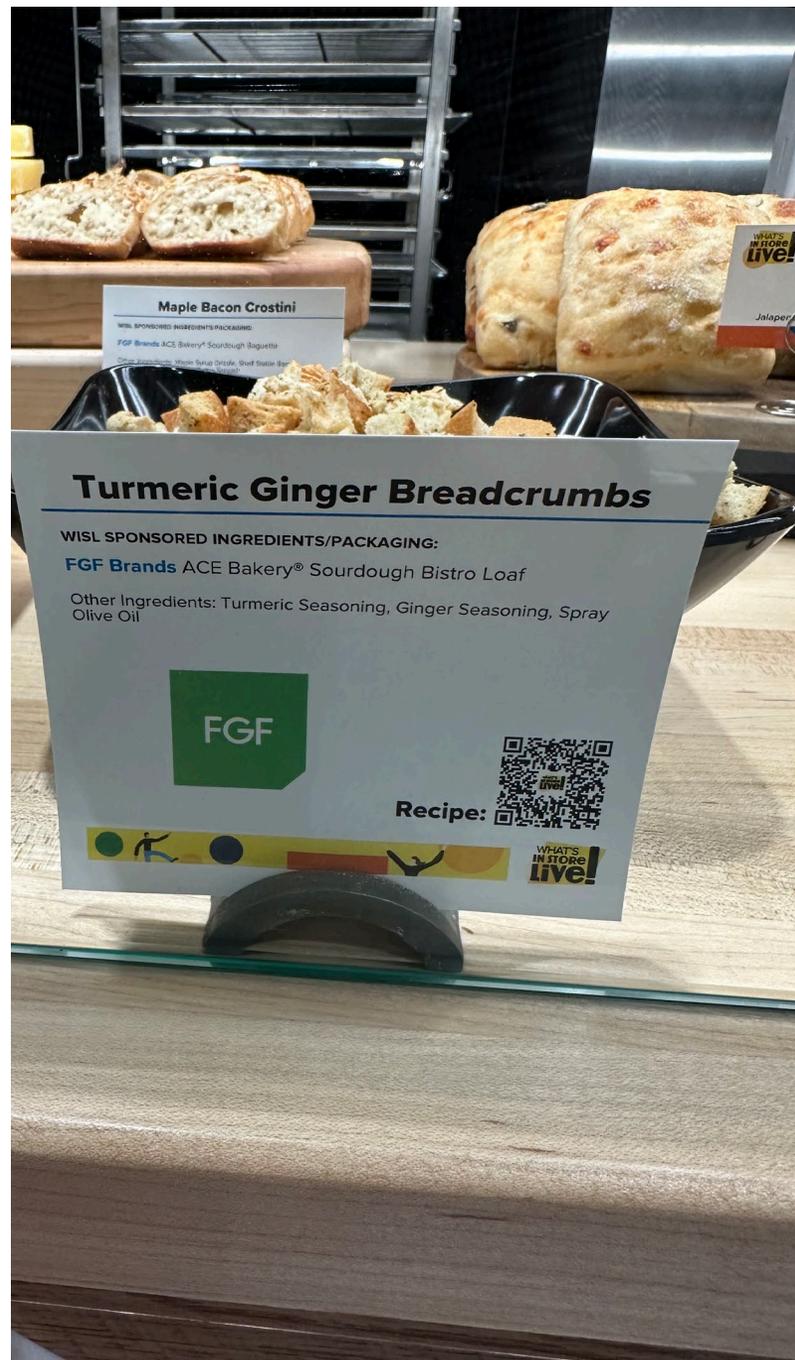




Flavor trends









Storytelling and getting
social.



CONSUMER STAT

**56% of consumers say seeing
the face behind a product
makes them more likely to
buy it**







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Prep methods





Human-Focused Insights

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THANK YOU

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