



The Five Key Trends Shaping Consumer Food Demand



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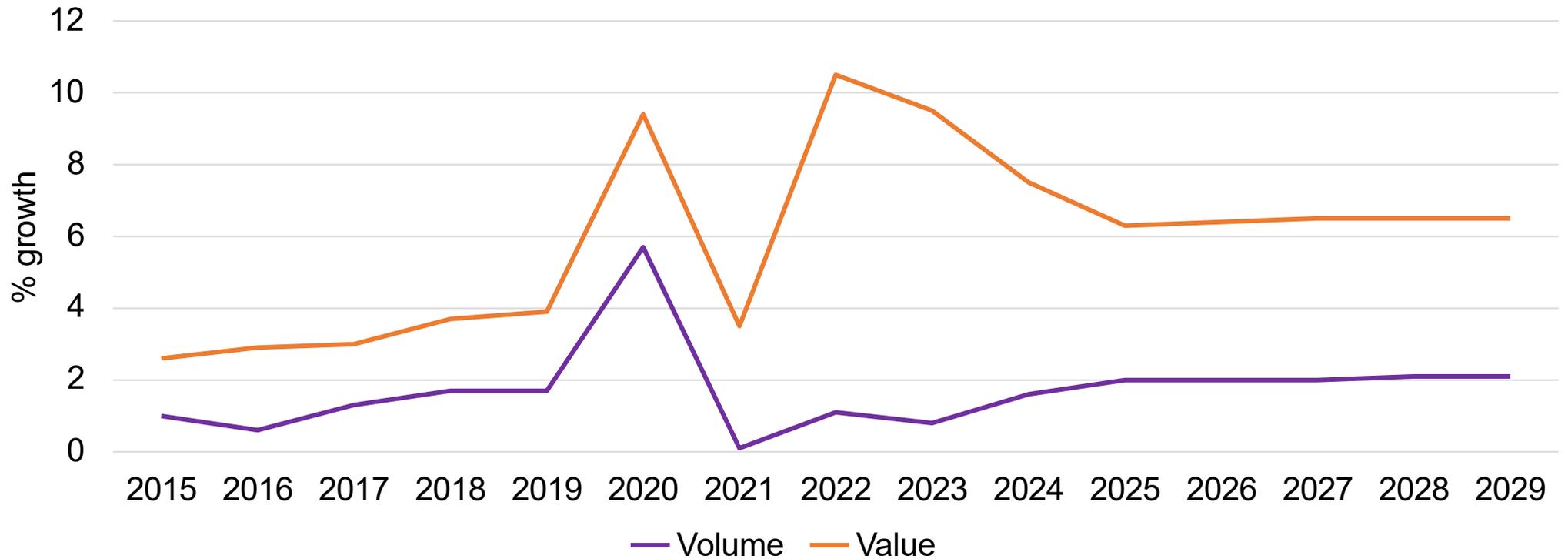




State of the Industry

The industry is growing, though increasingly from prices

Retail growth of staple food products globally 2014-2029

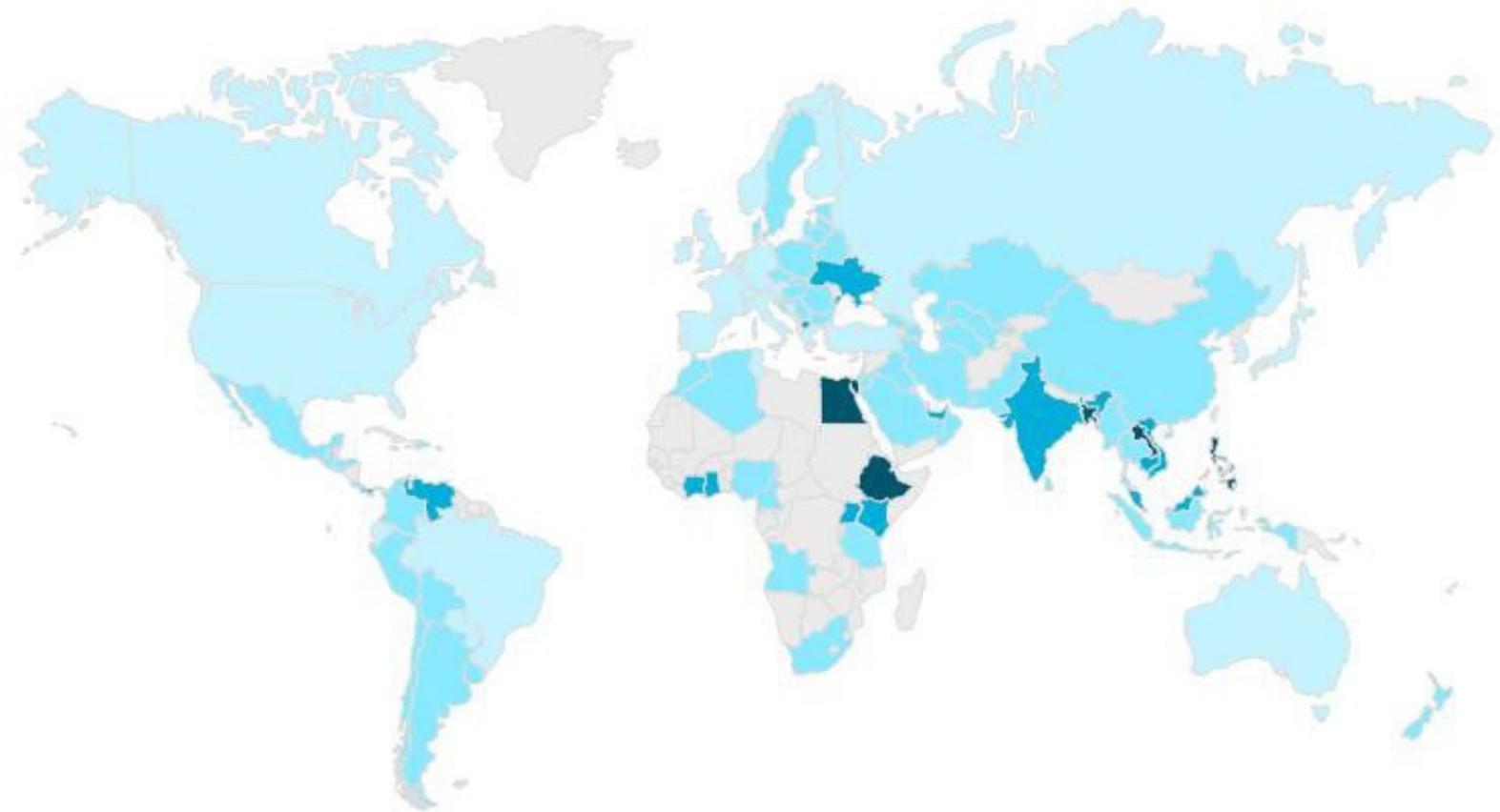


Source: EMI Staple Foods research. Value is in US dollar, fixed 2024 exchange rate terms

Spending is on the rise in every tracked country

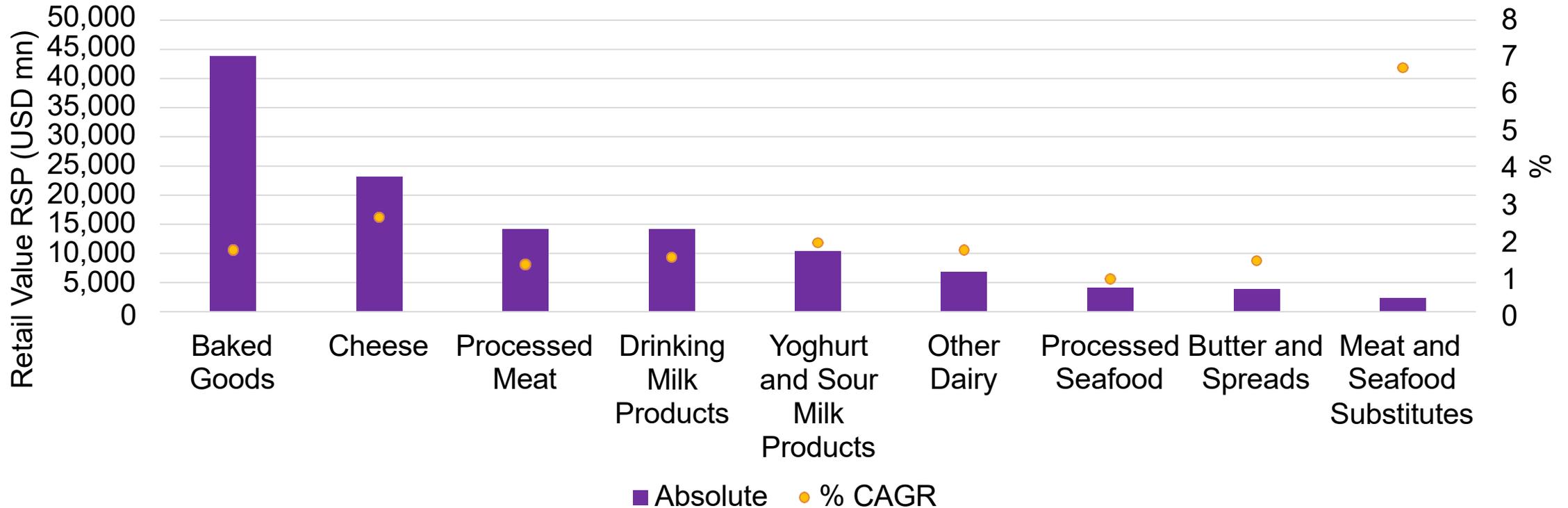
Projected annual real increase in food spending 2024-2029

- Over 6%
- 4-6%
- 2-4%
- 0-2%
- No Data



This extends to all core IDDBA categories

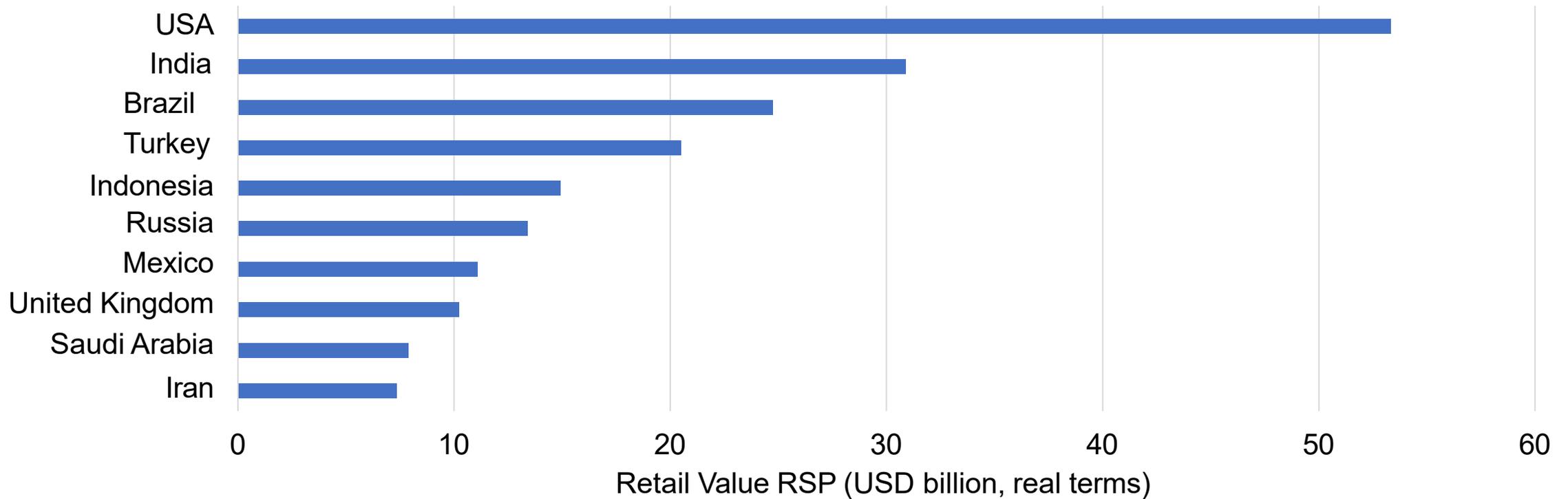
Retail value growth globally (real terms) 2024-29



Source: EMI Packaged Foods research

The US remains the world's leading value growth market

Retail value growth of packaged food 2024-2029

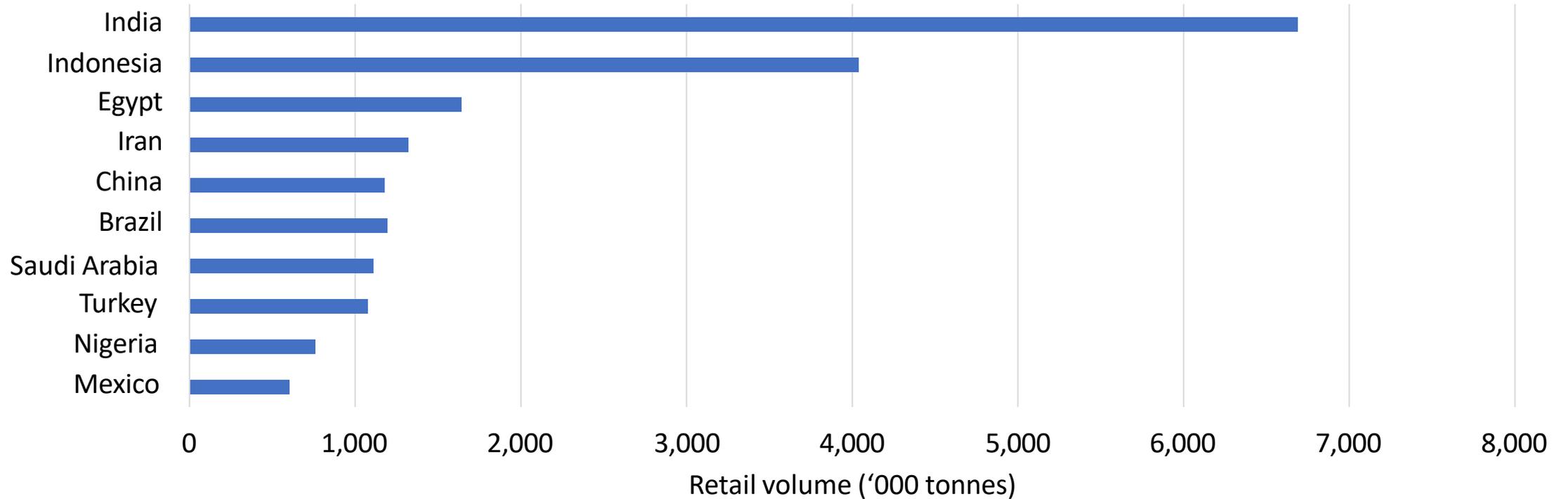


Source: EMI Packaged Foods research

This will force developed
markets into a focus on
price

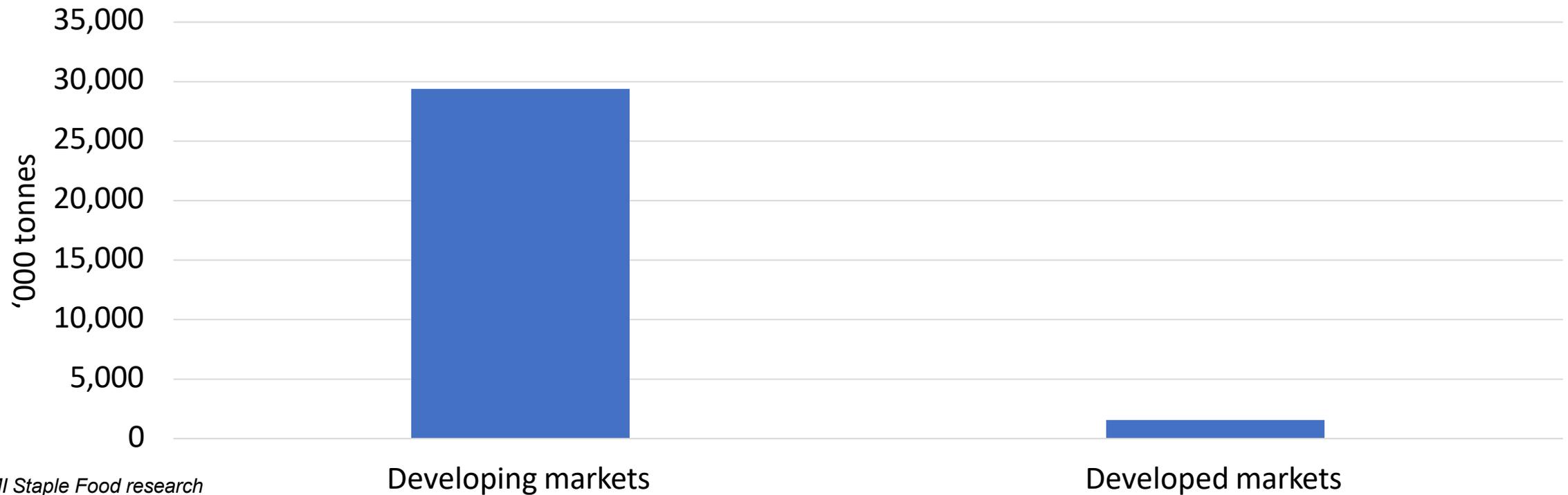
The key volume growth markets are very different

Retail volume growth of staple food products 2024-2029



Nearly all volume growth is now in developing markets

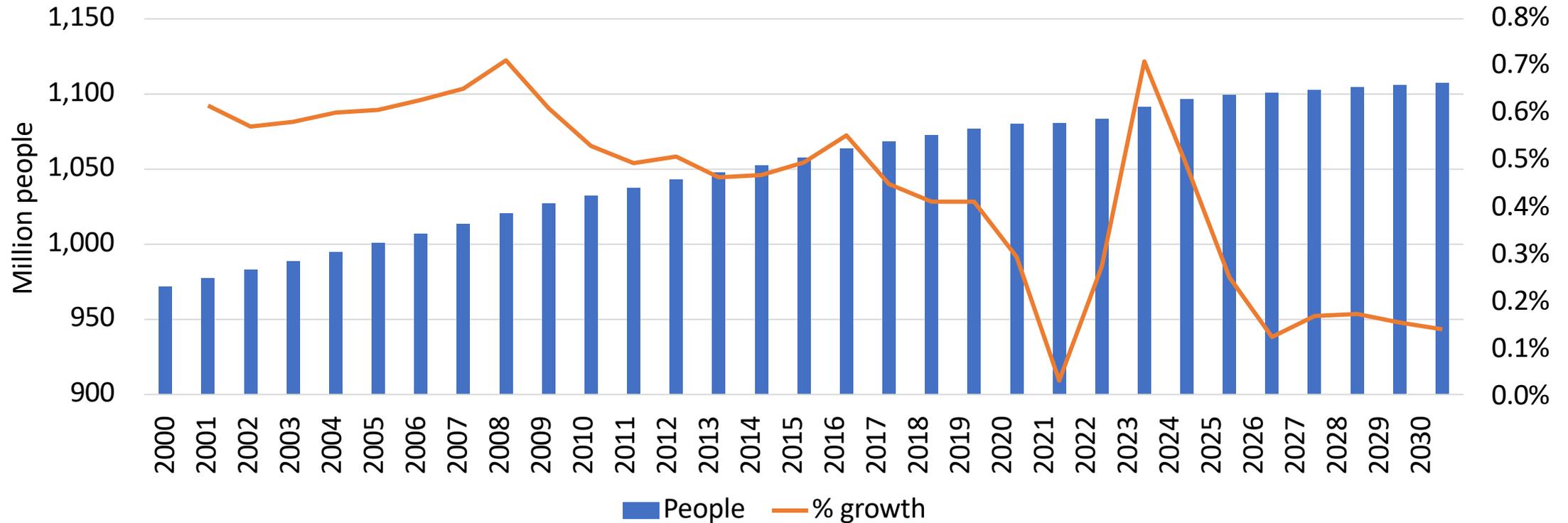
Retail volume growth of staple foods 2024-2029



Source: EMI Staple Food research

Developed markets face a “calorie cliff”

Population in developed markets 2000-2030



Source: EMI Economies and Consumers

This will force developed
markets into a focus on
price



Key Consumer Trends

Top five
trends for
2025

The search
for value

A narrowing
window for
premium

Wellness as
a consumer
priority

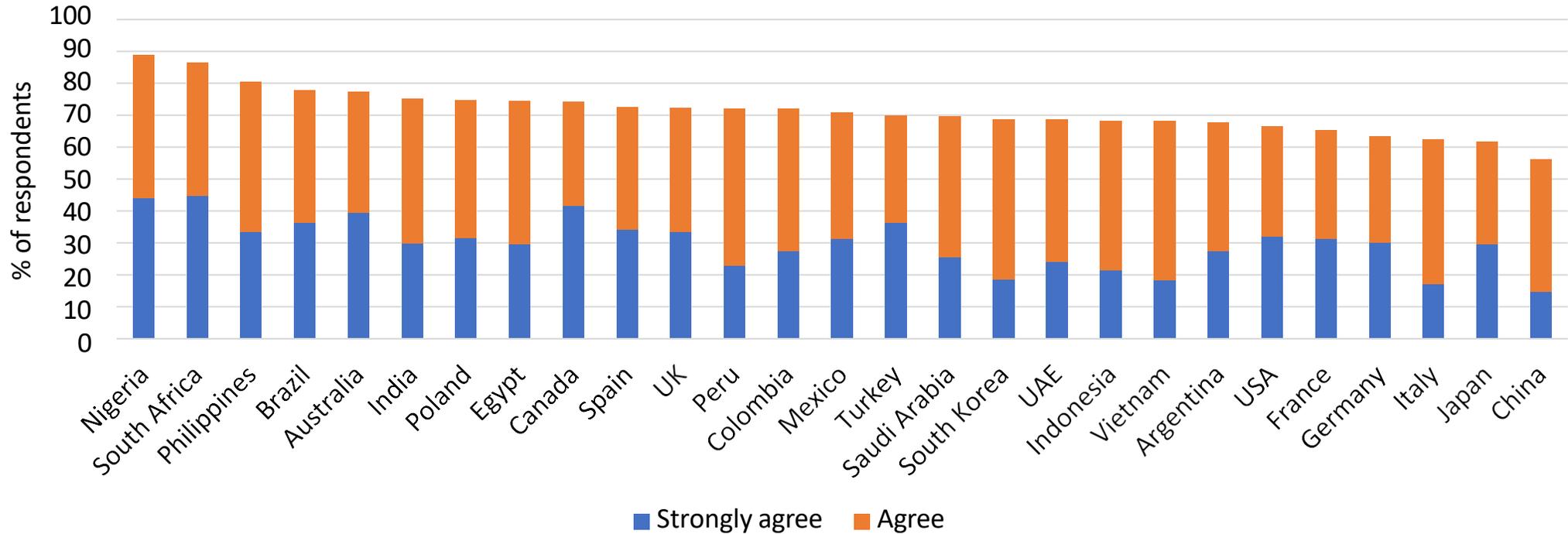
Convenience
and
snackification

Uncertainty

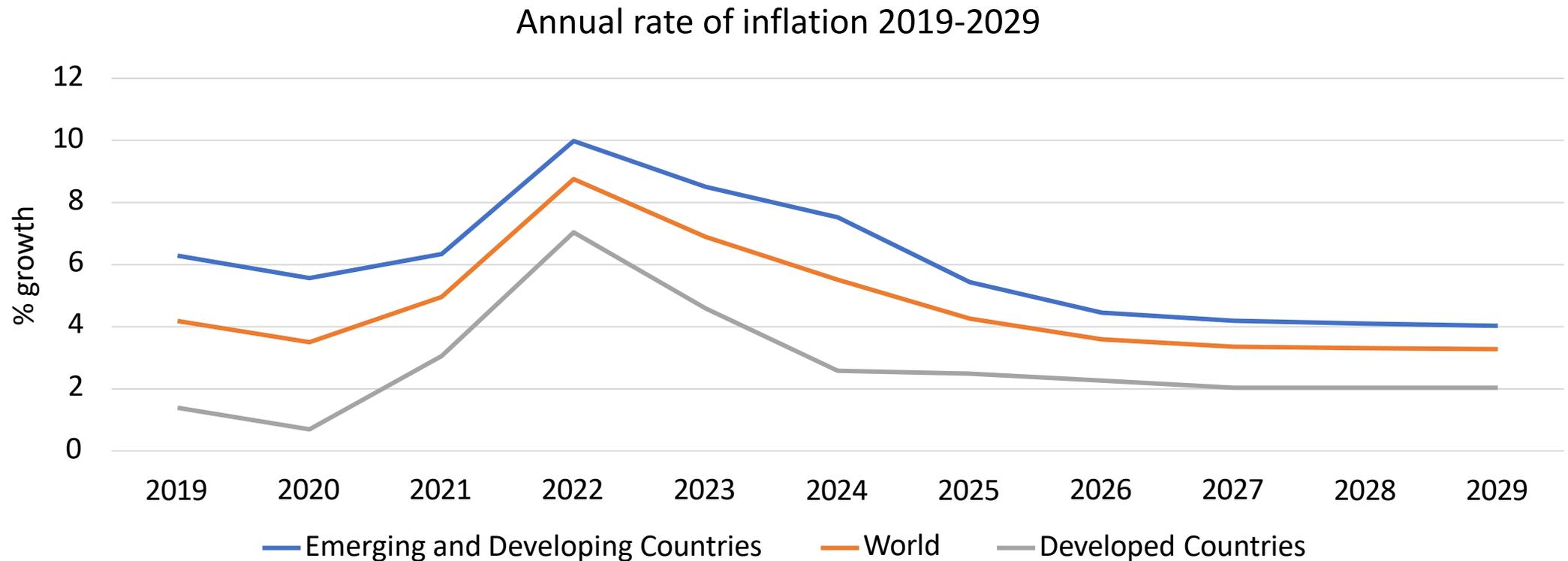
The single most important thing to remember about the consumer is that they are price-focused

Prices are not budging as the dominant consumer concern

“I am concerned that the cost of every day items I buy is going up” (2025)



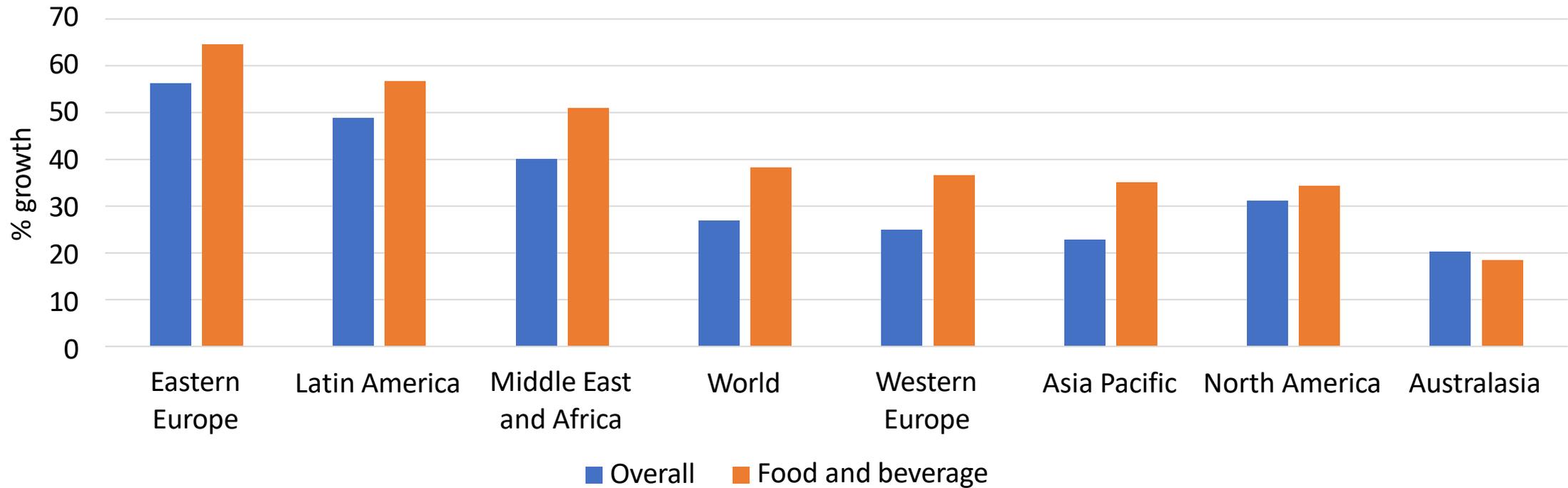
This is largely independent of the inflation rate



It is not inflation that consumers are frustrated with, it is **price levels**.
Consumer unhappiness is based on things costing more than they “should.”

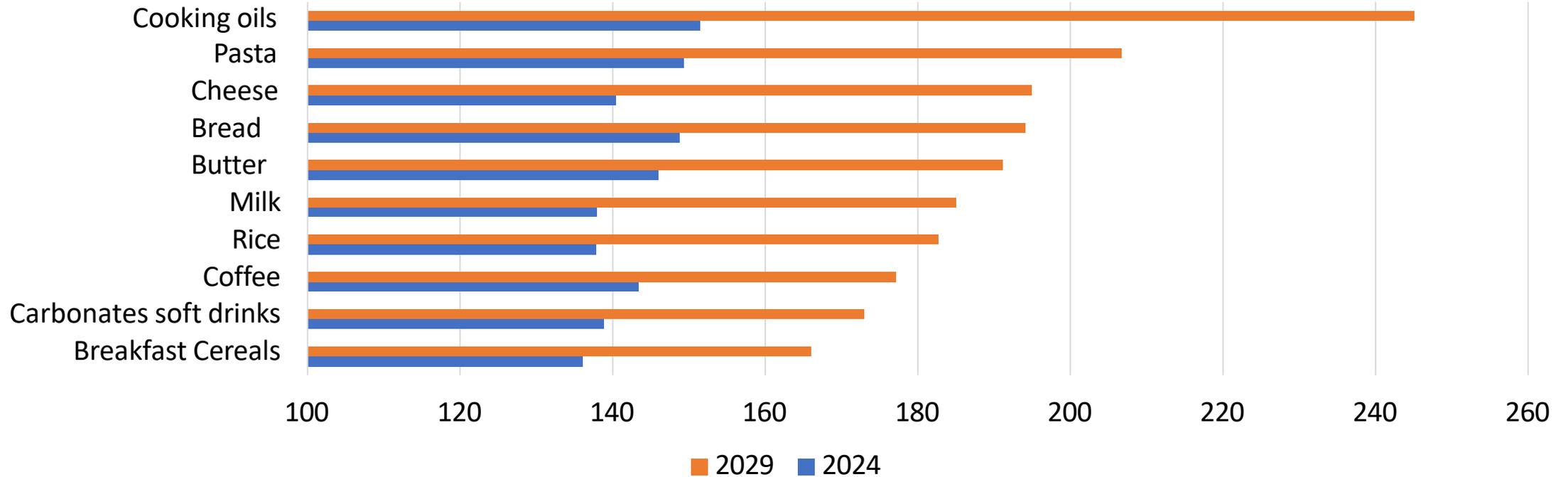
And grocery price levels specifically

Growth in average household spending by region 2019-2024



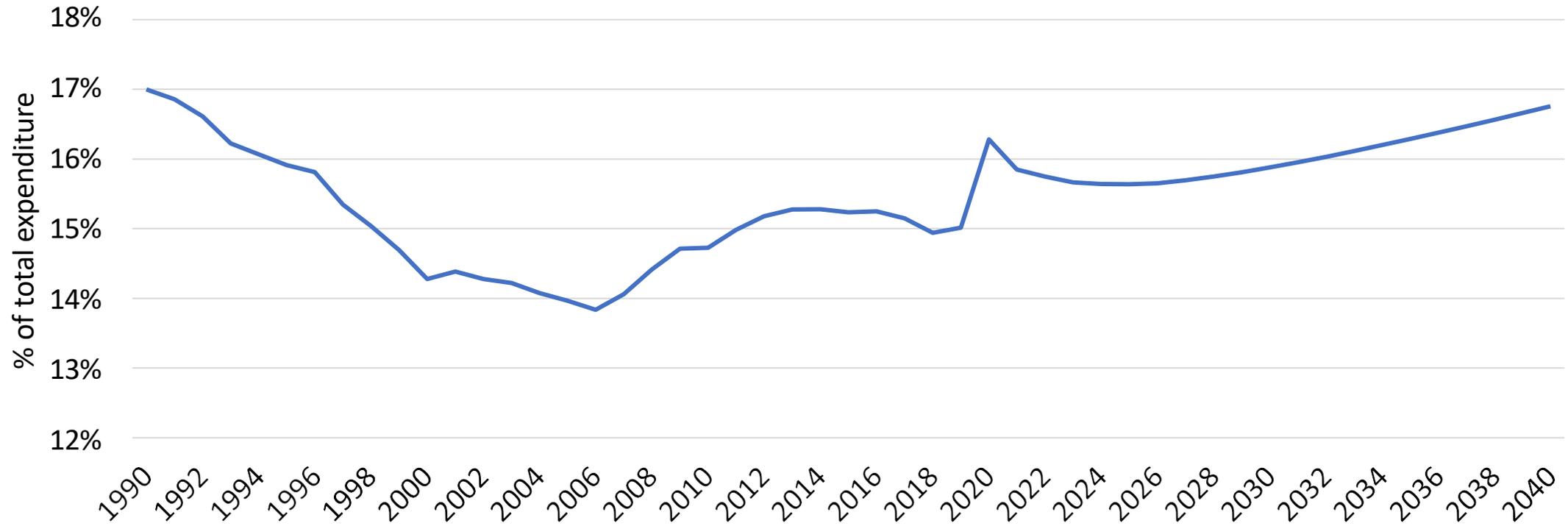
They are not going to like where things are going

Average global price (USD terms) growth for grocery products at retail since 2019



This is not a problem that will go away

% of consumer expenditure globally going towards food and non-alcoholic beverages 1990-2040



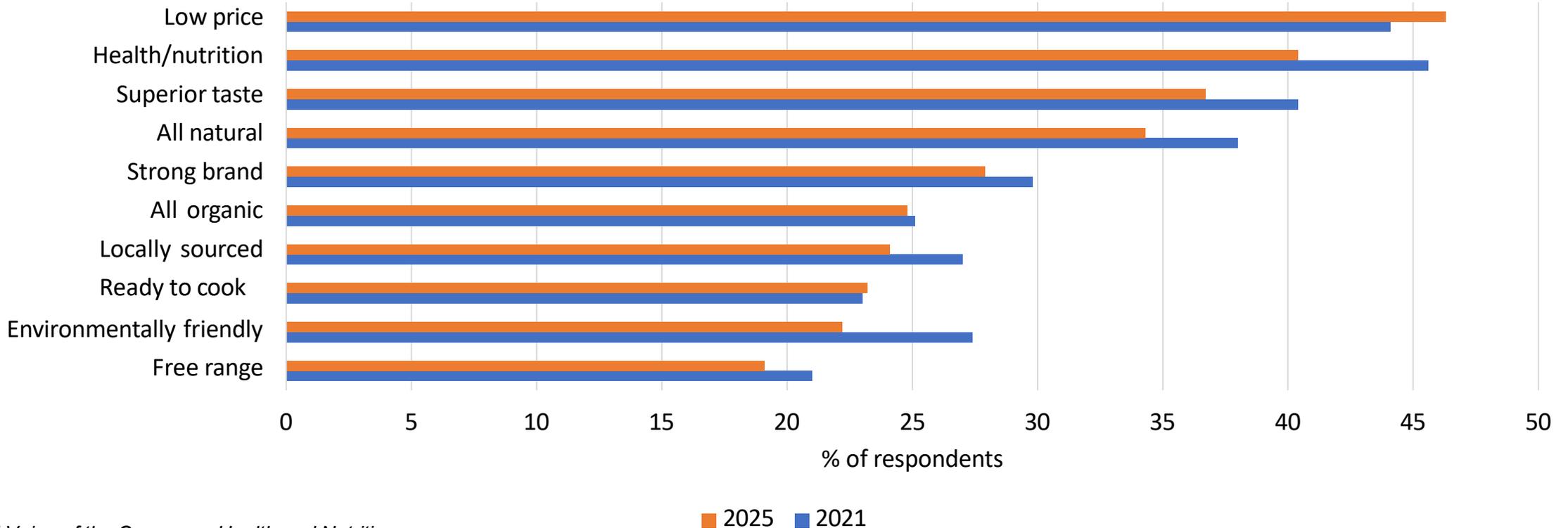
Source: EMI Economies and Consumers

This means it will be harder
to make premium products
work



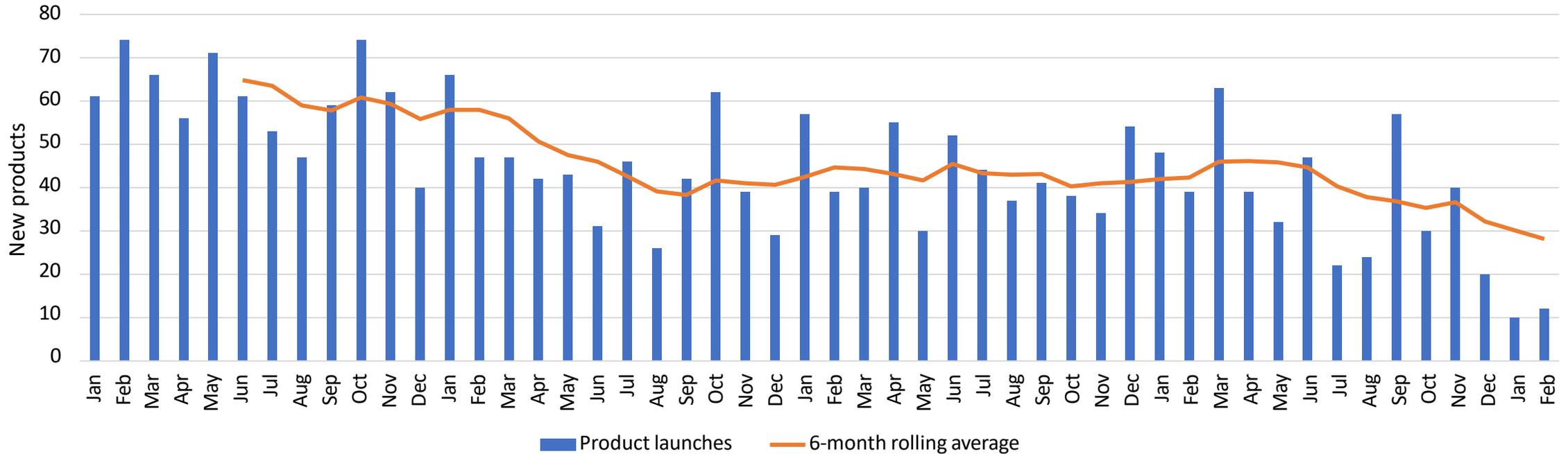
Consumers have lost interest in things that are not price

Which of the following do you look for in a food/beverage product? (Global results)



This has had a chilling effect on innovation

Product launches in packaged food in tracked channels globally 2021-2025



Source: EMI Innovation

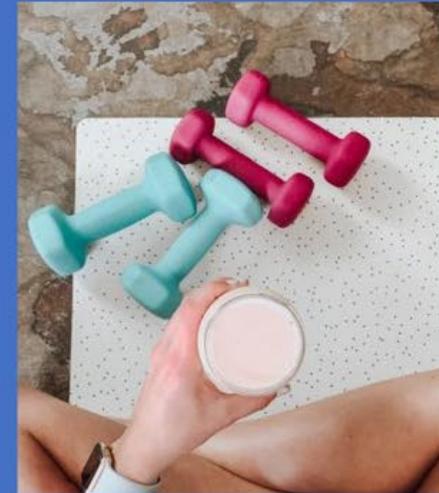
Affordable indulgence



Convenience

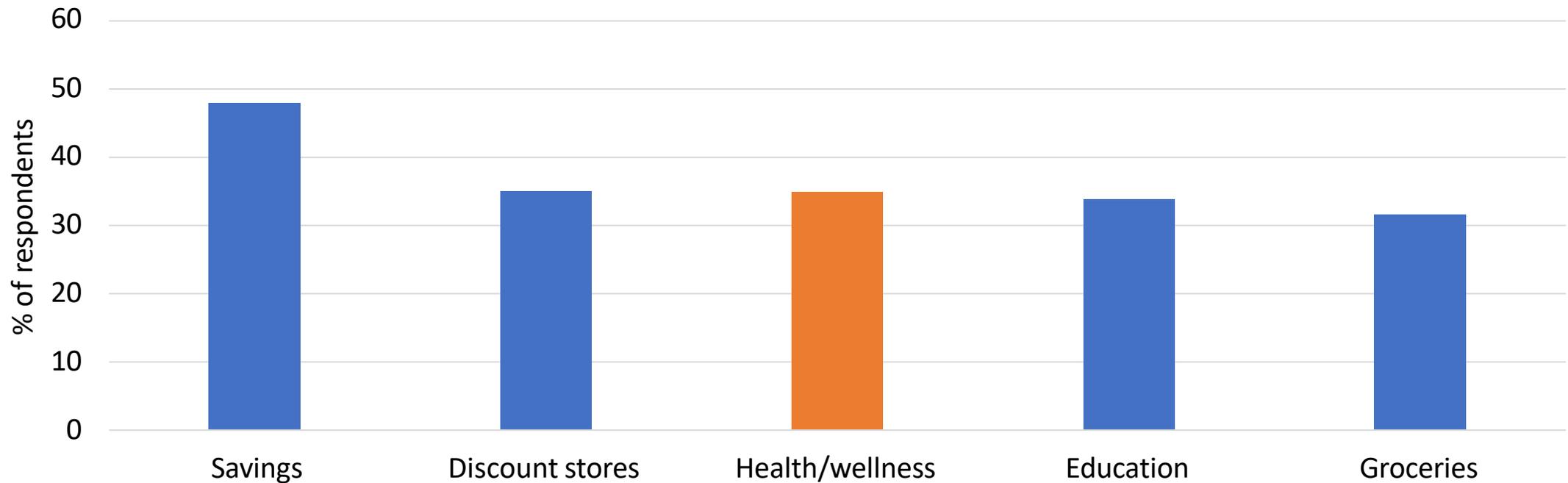


Wellness



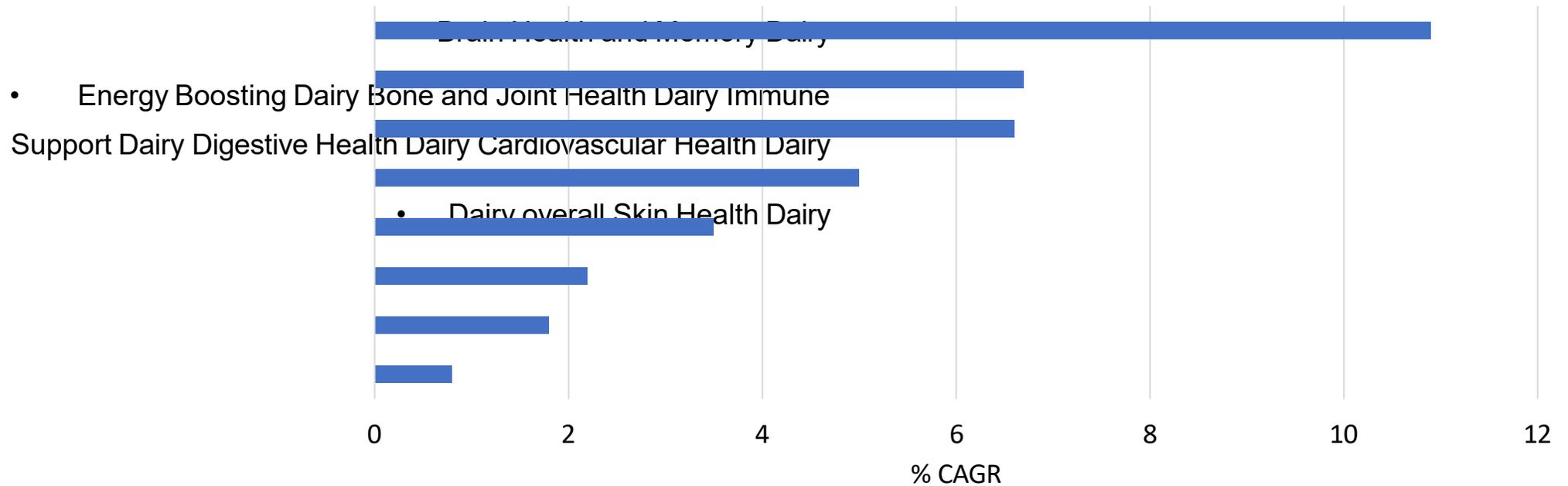
Where innovation succeeds, it tends to be wellness-focused

“Which of the following are spending priorities for you in the next 12 months?”
(Global, 2025)



Wellness growth spreads across lots of spaces

- Annual retail value growth globally 2023-2028



GLP-1 Impact

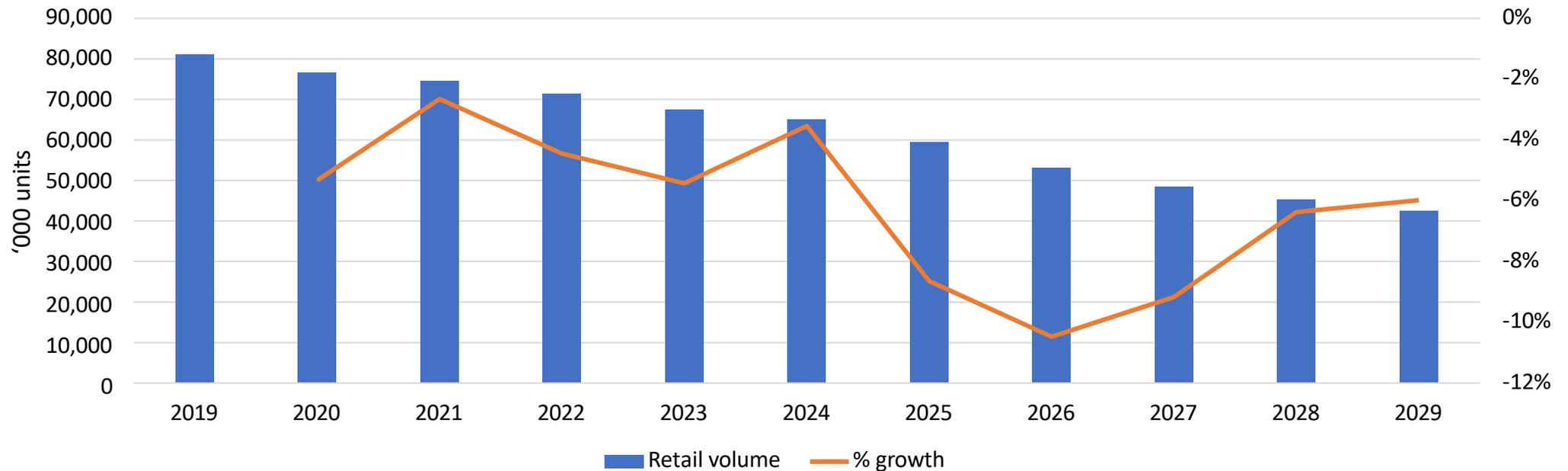
Protein

Gut Health

Mood-boosting

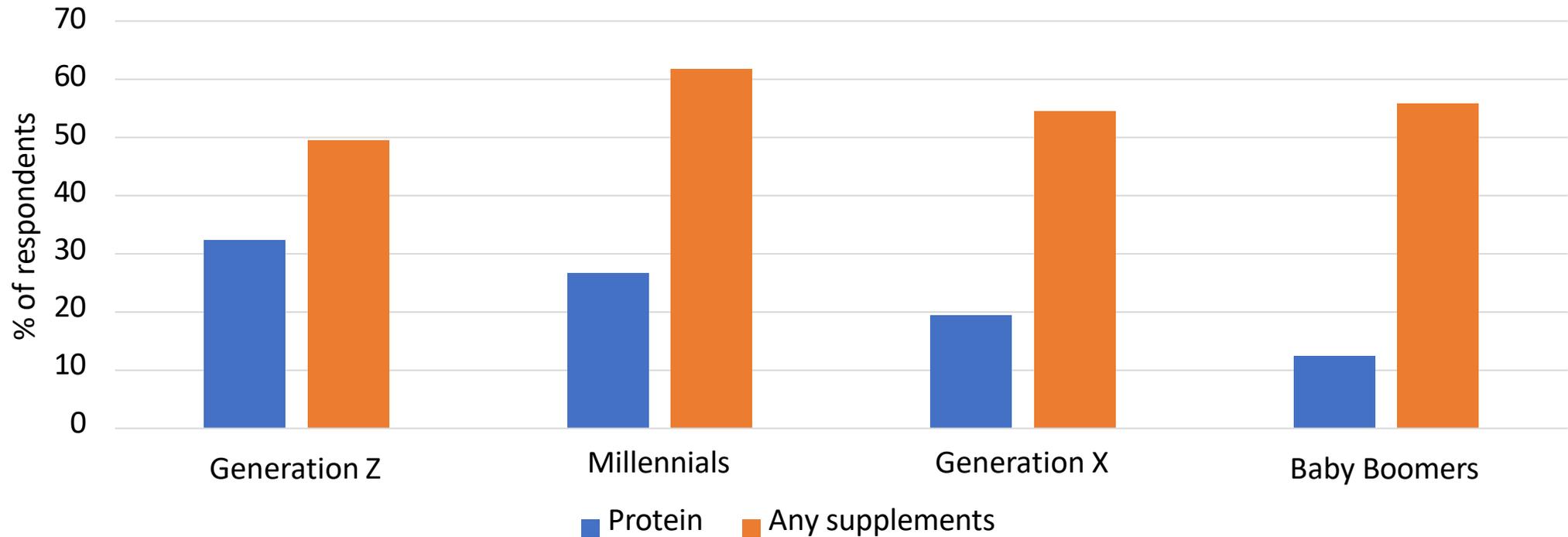
Everyone is going to feel the impact of GLP-1s

Retail unit volume of over-the-counter weight loss supplements in the United States 2019-2029



Protein is riding a wave as the virtuous macro

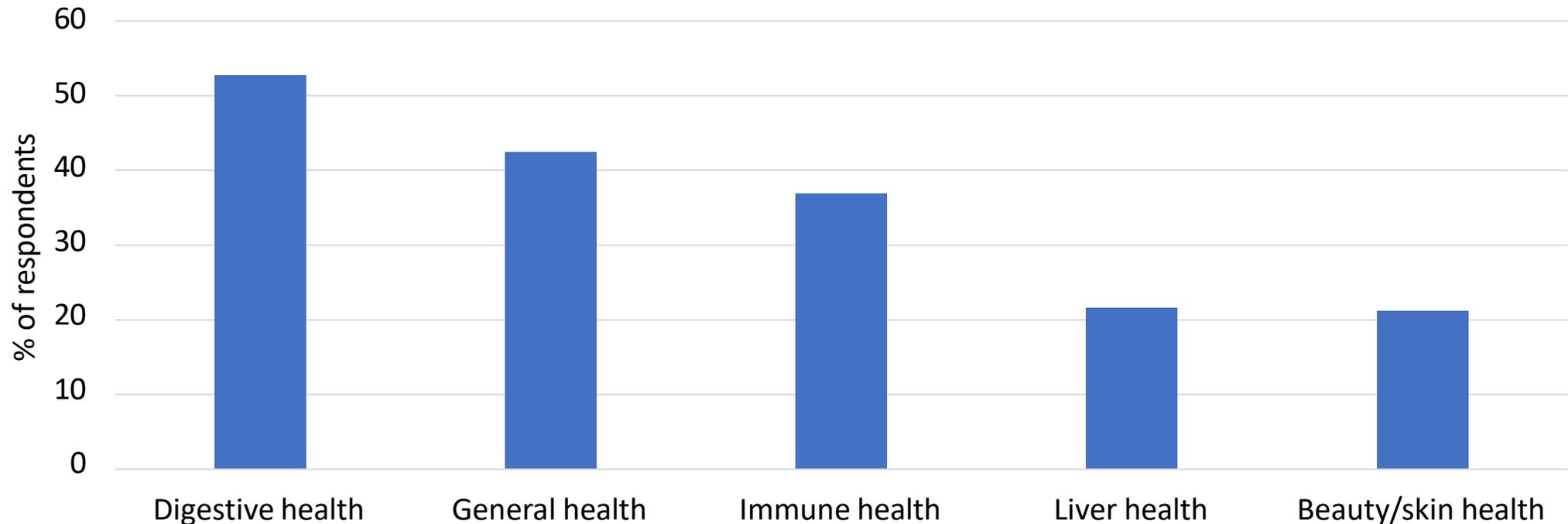
Global reported supplement usage (2024)



Source: EMI Voice of the Consumer Health and Nutrition. Note: “Any supplement” defined as at least once weekly. Protein not asked with a specific time window.

Gut health is broadening beyond digestion

“Why do you take probiotics?” (Global, 2023)

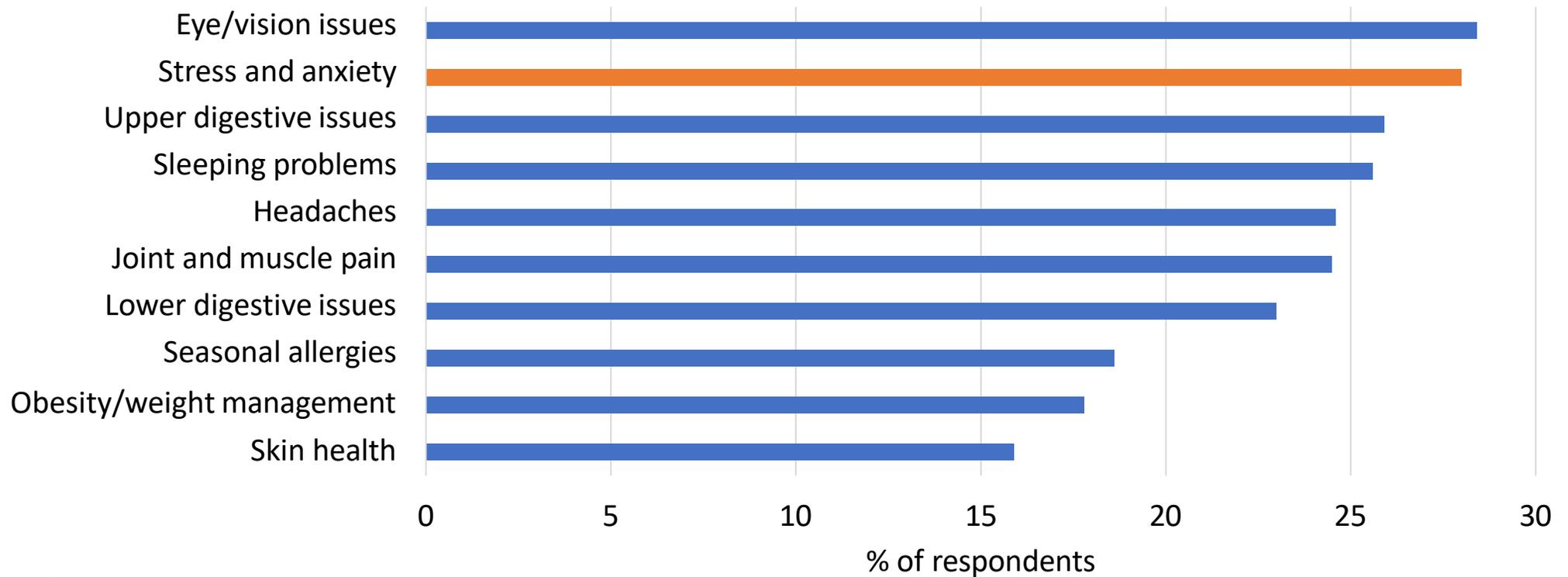


Source: EMI Voice of the Consumer Health and Nutrition



Stress is a top concern-but how to address it?

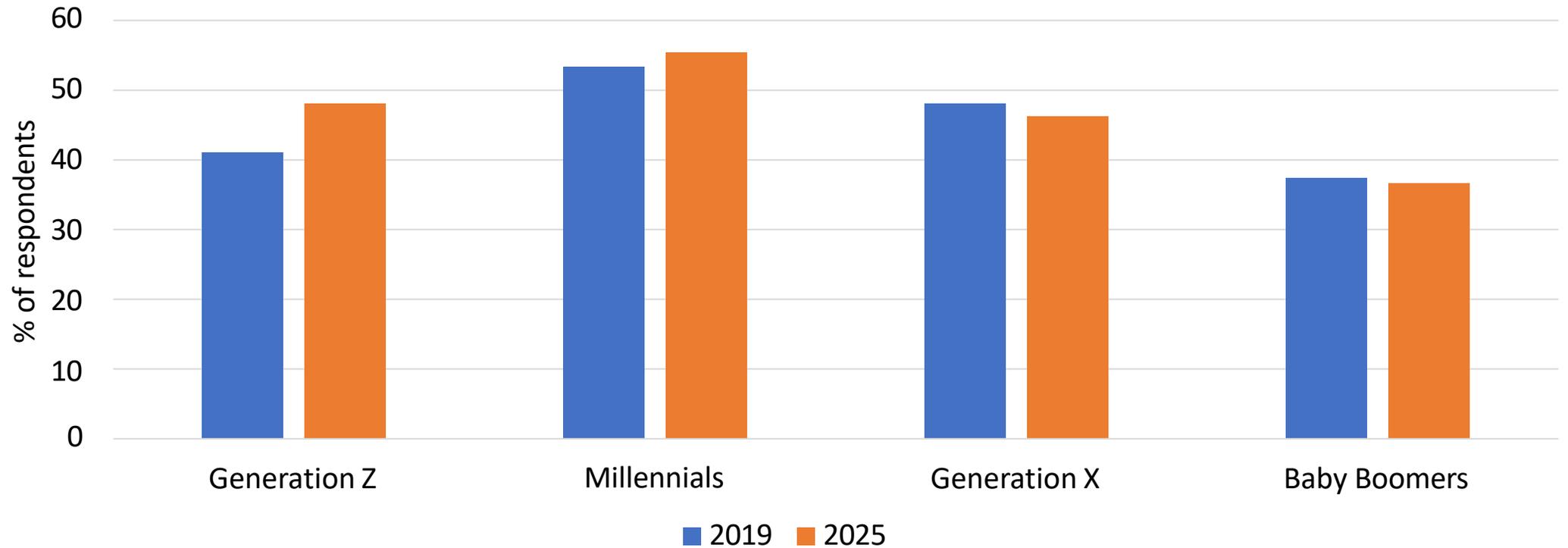
Most commonly reported current health concerns globally (2024)





Convenience is also a core spending priority

“I am willing to spend money to save time” (Global results)

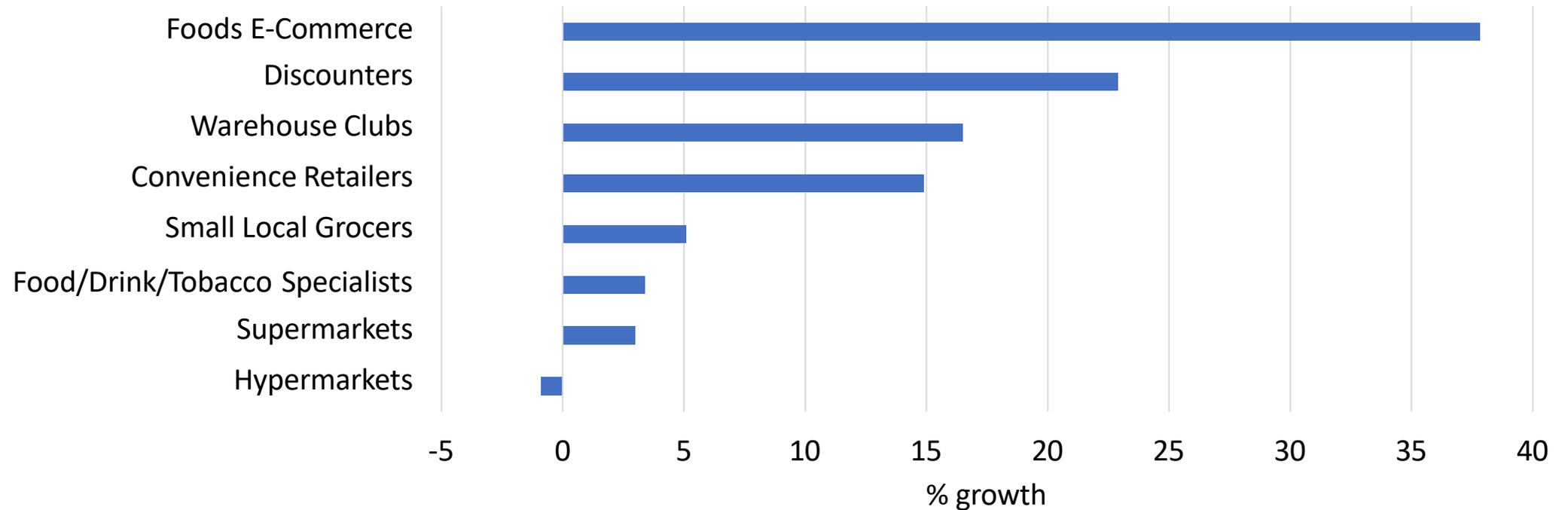


Two retail channels are
growing-convenient ones,
and discount-oriented ones



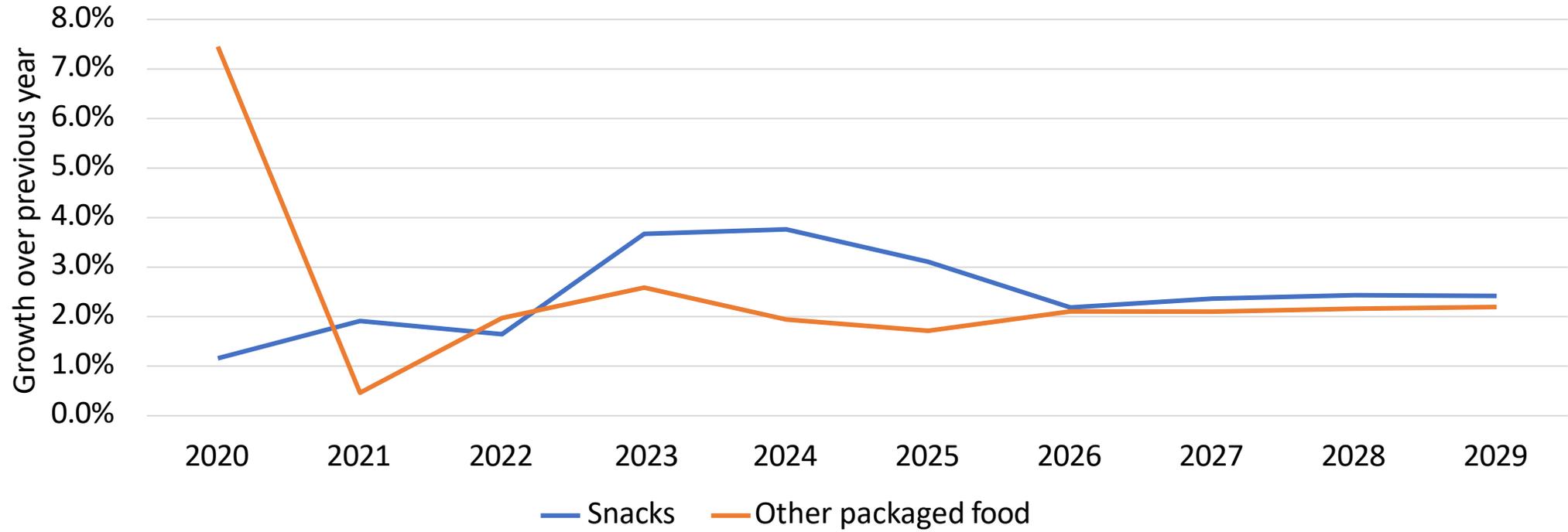
Traditional grocery is losing to these channels

Growth in global retail sales (real terms) 2024-2029



Snacks have outpaced since the pandemic

Global retail value growth in packaged foods (real terms) 2020-2029



Source: EMI Packaged Foods research



Why?

Value



Convenience

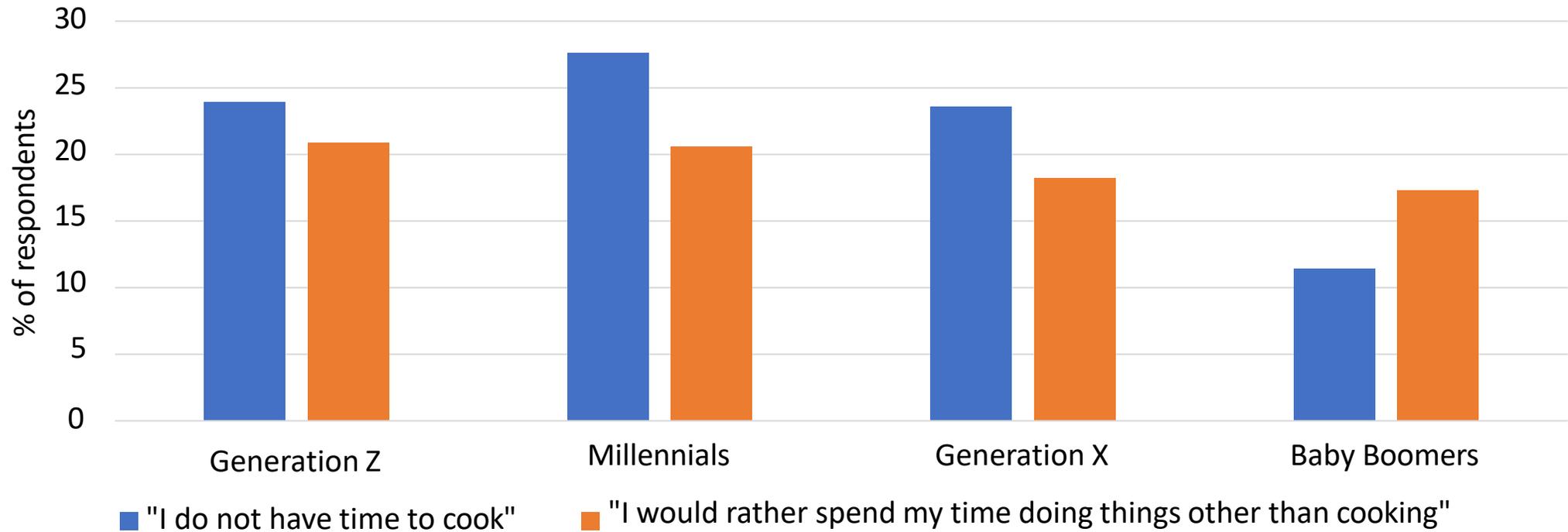


Lifestyles



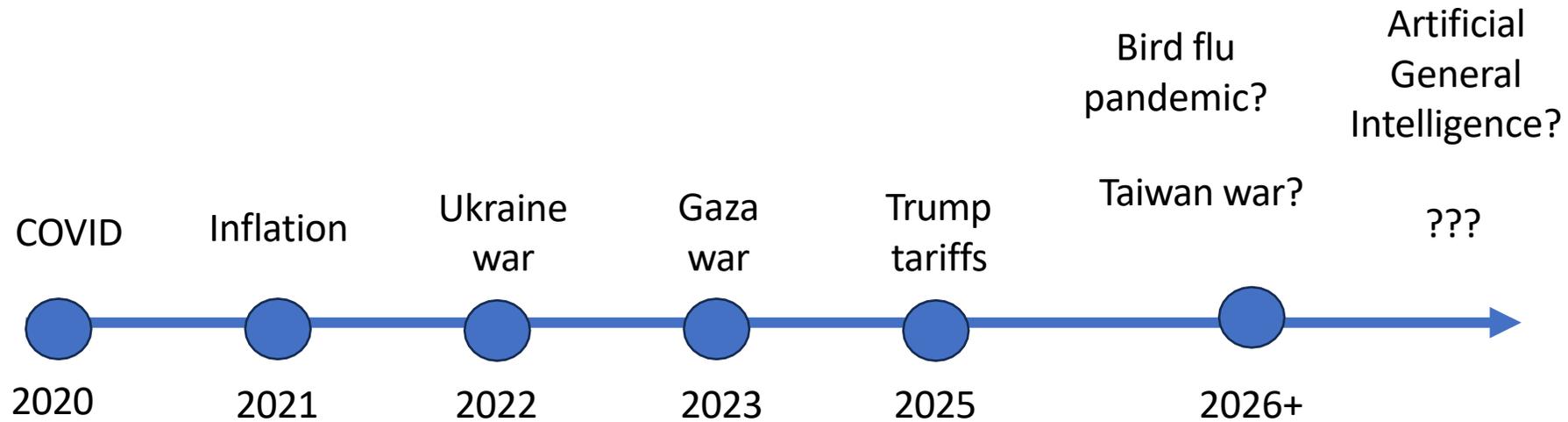
Cooking is not a major priority for younger generations

Global agreement with select statements about cooking (2025)



Things move faster than
ever before today-and that
means uncertainty will
remain a dominant trend

Black swans remain on the horizon for the food sector



Future crisis is likely to lead to doubling down on today's trends-value, wellness, and stress-fighting indulgence



Key takeaways

Food spending is up in all key markets and in all major categories

Developed markets face a future of very difficult volume growth, which means pricing-led strategies will continue to endure

This will collide with a consumer base that is looking for value from food above all, though there are areas they will spend extra like wellness and convenience

The consumer is feeling a great sense of uncertainty about the future and the industry will need to always keep that in mind

Thank you!

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