



Why Consumers Shop Dairy, Deli, and Bakery Part 4: Uniquely You

Sarah Weise, CEO, BIXA
IDDBA Market Research Partner / Bestselling Author

www.bixaresearch.com sarah@bixaresearch.com

IDDBA Member exclusive access!

View recording and download slide deck at iddba.org. (Available in 24-48 hours)



2025 TRENDS

LIVE, LAUGH, LUXURY



Can indulgence drive loyalty by connecting with consumers who crave self-care and culinary experiences?

ENDLESS POSSIBILITIES



How can seasonal, limited-edition, or global flavors create urgency and exclusivity to hook shoppers?

UNIQUELY YOU



How does pop culture influence food choices and move products off the shelves? How can you ride the wave?

CHOP CHOP



What does convenience shopping look like today—and how can you make the most of it?

LESS IS MORE



Shoppers say they value sustainability, but how does it really show up at checkout? What tradeoffs are they willing (or not willing!) to make?





Why you can't afford to ignore social media trends



72%

See food content on social media at least once a day



68%

Have purchased a food product because of social media



35%

Follow food brands or grocery stores on social media

And visibility drives in-cart decisions



What retailers need to know

Social is the new food media

Where discovery, trust, and trial happen

It drives in-store behavior

From feed to shelf, often the same day

It's no longer optional

Ignoring trends = lost sales and lower relevance



Overview: Social Media Trends

Found on the Feed

Top platforms: TikTok and Instagram dominate for food content—with most viewing multiple times a day. YouTube sees half the traffic; Pinterest and Facebook less than a third

Most likely accounts to sway buying: Food influencers have the most sway—more friends, lifestyle creators, or even professional chefs.

Winning posts teach + entertain: They simplify complicated recipes, share personality, and make viewers feel like a friend is cheering them on in the kitchen—while using ingredients viewers already have.

Today's Top Trends

Top trending content falls into three buckets: *Ingredient-based*, *Lifestyle/specialty diet*, and *Just for Fun*. Each of these hit with different generations though.

Worth the hype: Consumers feel trends are “worth it” if they they are easy to pull off.

Trends that don't convert to buying: Shoppers skip trends that feel inauthentic, require too many steps, or call for ingredients and tools they don't already have.

From Inspo to Aisle

Trends spark store visits: Social media drives intentional trips to the grocery store to “hunt” for items.

In-store vs. online buying conversions: For trendy food products, shoppers prefer buying in-store, but they'll switch to online if an item feels very specific, or if they're not planning a grocery trip. Shoppers aren't just browsing—they're actively hunting for what they saw in the feed.

Demographic differences: Gen Z, Millennials, and affluent consumers are most likely to make trend-driven purchases weekly or monthly.



Survey demographics

n=310 with 95% confidence level, 6% MOE

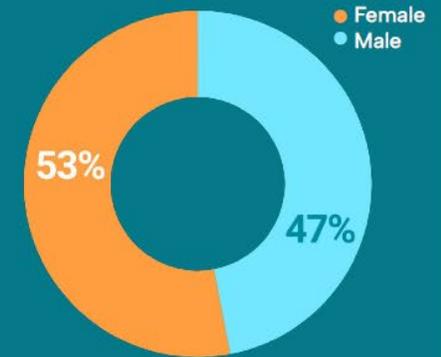
Participant qualifications

- Purchase bakery items, deli items, prepared foods, or specialty cheeses from a grocery store
- Shop at least once a month in-person at a grocery store with a deli counter and bakery

Income



Gender

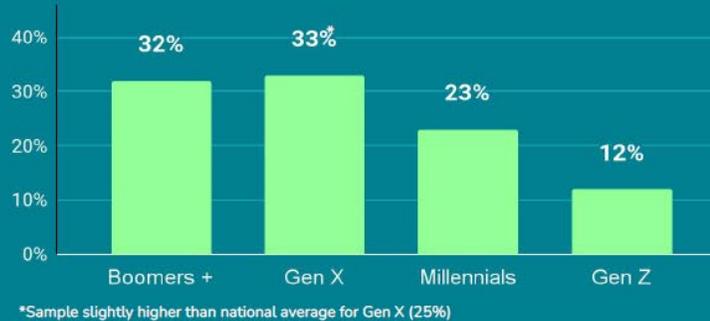


Shopping frequency

76%

Shop at least weekly

Generation

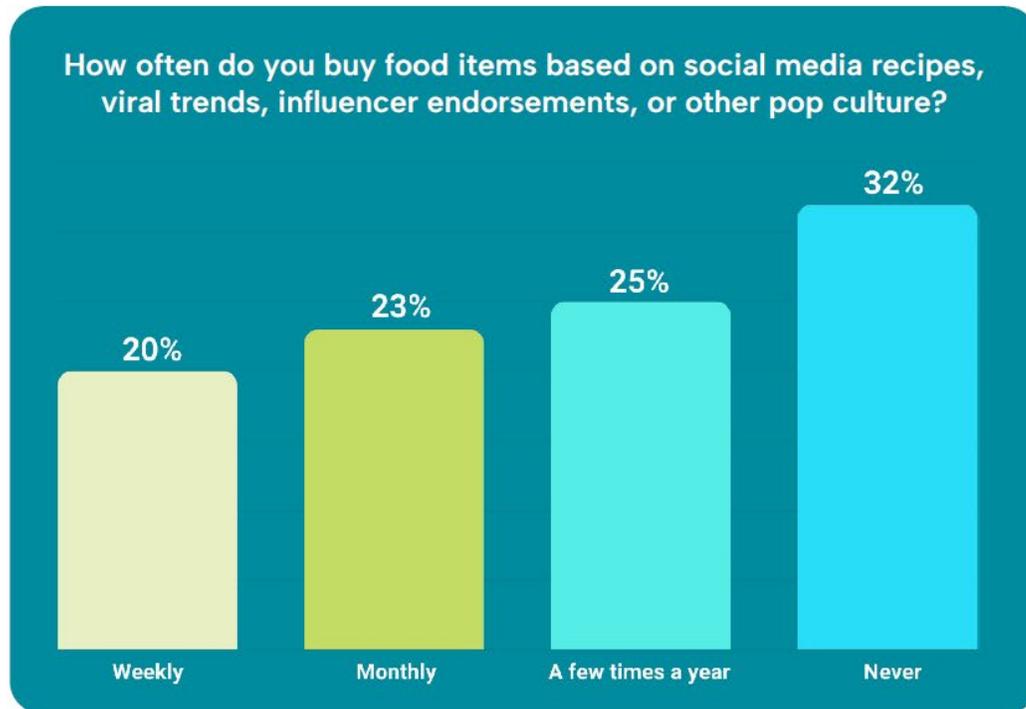


Household size

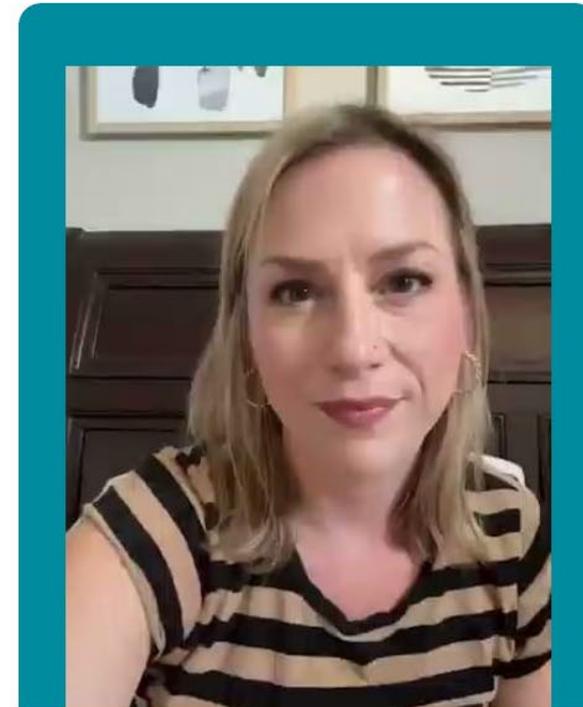




Quantitative data gives us the "What"



Qualitative data gives us the "Why"





Found on the Feed

How social media drives food   discovery



Social media is the #1 way people get inspired with food

What are the top 1-2 ways you get inspired by food recipes or trends?

Social media



Cooking websites



Recipe blogs

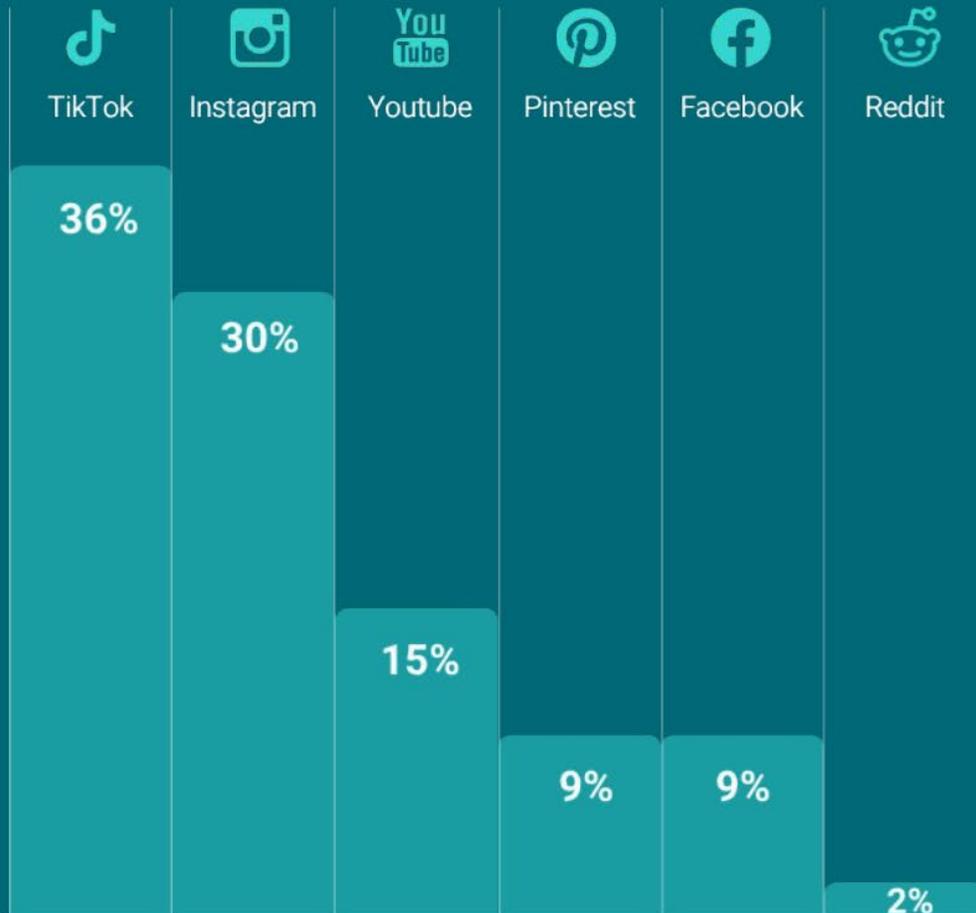


Recipe apps





Which is your TOP platform for food and recipe content?



TikTok and Instagram are shoppers' go-to platforms for food content

72%

see food/recipe content on their preferred platform **at least once a day**





Inspiration drives action: Creating opportunities for brands



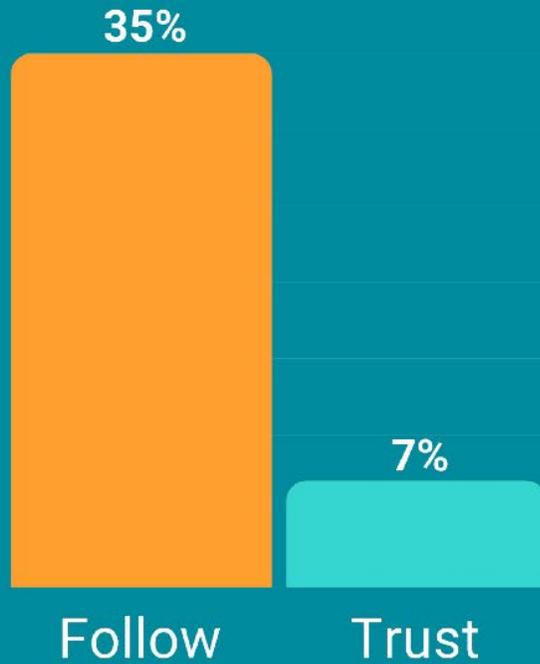


Influencers and food creators are the most influential (no pun intended)



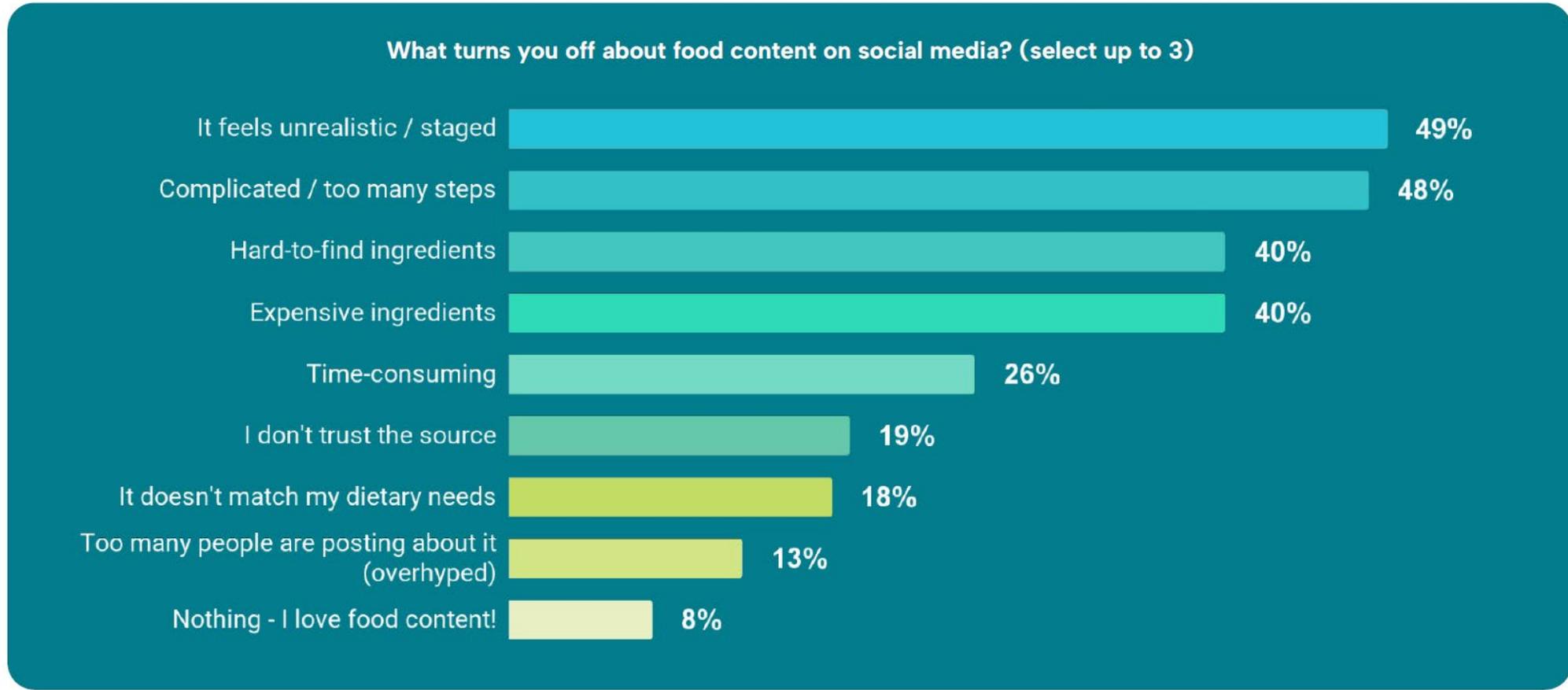


Why the gap?





What to avoid when creating content for your store brand or product





Entertainment + learning



gordongram 

Follow

Message



6,632 posts

18.9M followers

7,480 following

Gordon Ramsay

Just busy creating memories one dish at a time

www.gordonramsay.com/links



”

*He takes recipes that are really difficult and shows us **how to make them easily** at home... I'm **inspired** by the way **he teaches** us to cook.*

”

*In between his recipe posts, he's really good at showing his **personality** and how **passionate** he is.*

”

*Perfect mix of **entertainment** and **education**.*

68% buy based on advice of food influencers/creators.

So who tops the list?





Relatability + authenticity



ainttoproudtomeg
Follow Message ...

2,487 posts 771K followers 995 following

Ain't Too Proud To Meg | Fun Food Ideas

ainttoproudtomeg

Digital creator
Meg Quinn - Easy Recipes for Lovers.
 ORDER my Charcuterie Board Line & Cheese Board Decks
 ainttoproudtomeg.com/quicklinks

”

I like her charcuterie board ideas, they're unique but achievable. She also has other recipes that she occasionally shares and seems like someone I'd be friends with in real life.



Craveable copycats: attainable but elevated



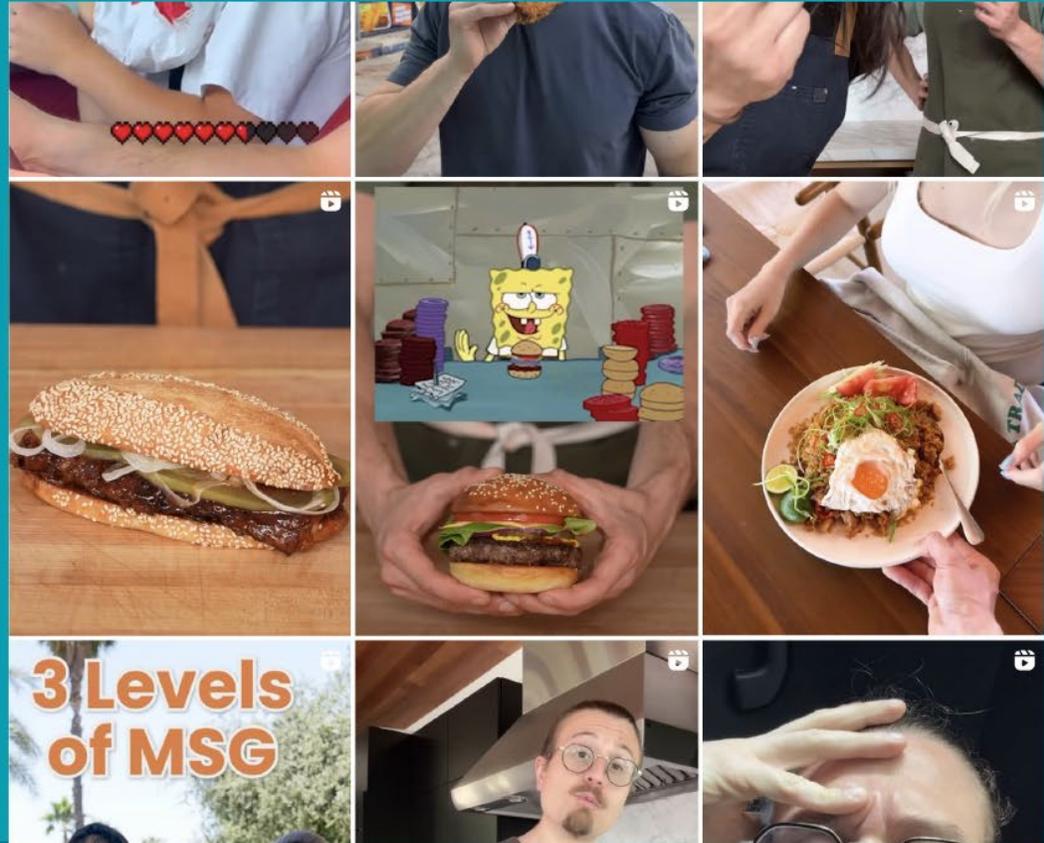

joshuaweissman 
Follow Message  ...

3,259 posts 2.3M followers 1,165 following

Joshua Weissman
 @joshuaweissman
 I cook food
bit.ly/joshuaweissmanknorr

”

*I love his content because he teaches you how to make **food I would normally buy out**, like Popeyes chicken sandwiches and Chipotle burritos, so **I can make it for less money but still enjoy what I'm eating**. He makes cooking approachable and explains each step clearly which makes it easy for me as a novice cooker.*





Aspirational content: connects to the type of person the shopper wants to be



nutritionbykylie  [Follow](#) [Message](#)  

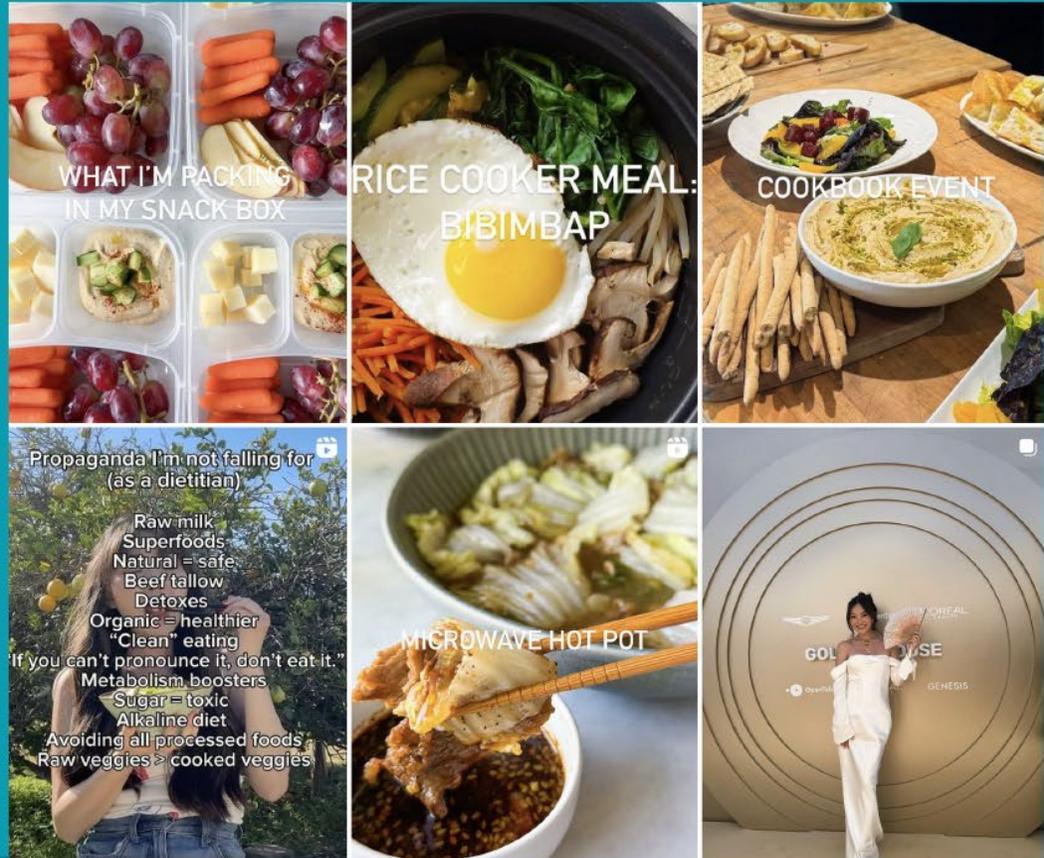
263 posts 1.9M followers 761 following

Kylie Sakaida MS, RD she/her

 nutritionbykylie

Nutritionist
 Dietitian and NYT Bestselling Cookbook Author
 Order my cookbook SO EASY SO GOOD below
 kyliesakaida@select.co
 LA... more
 nutritionbykylie.komi.io and 3 more

”
She is a dietician and shares great recipes without being solely focused on macros, but more balance meals that you are excited to eat. [She always says] it's not about what you subtract but what you can add to your meals. She is very good at providing quick meal ideas and simple ingredients packed with nutrients.





Retailer takeaways

Shoppers are being influenced every day.

What retailers can do:

Track trending recipes and ingredients weekly. Use that info for signage, displays, and inventory planning.

Influencers are shaping what goes in the cart.

What retailers can do:

Feature trending influencer recipes in-store (use what works; don't make up your own) or consider partnering with local creators for regional content.

35% follow grocery brand accounts; only 7% trust their advice.

What retailers can do:

Make content that looks and feels more like influencer content with:

- Education (not just promotion)
- Humor, personality and real-life context
- How-tos & hacks
- Creator partnerships

Trend-driven shopping happens fast.

What retailers can do:

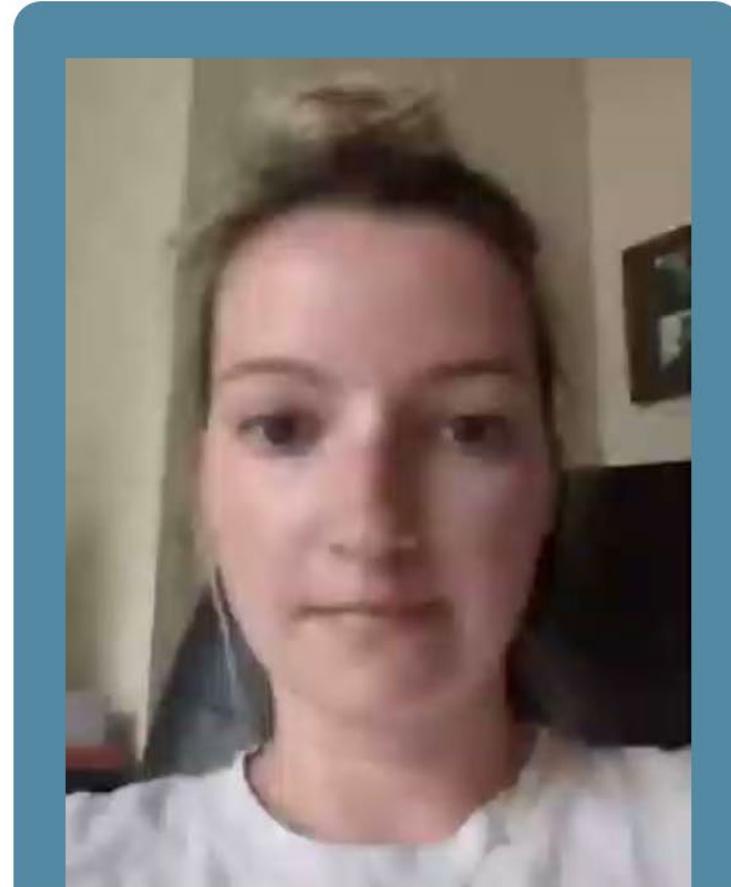
A single post can inspire an in-store visit that day. Make trending items easy to find with signage, social media displays, recipe cards, and "As seen on TikTok" tags to guide the shopper journey



Today's Top Trends

in Dairy, Deli, and Bakery

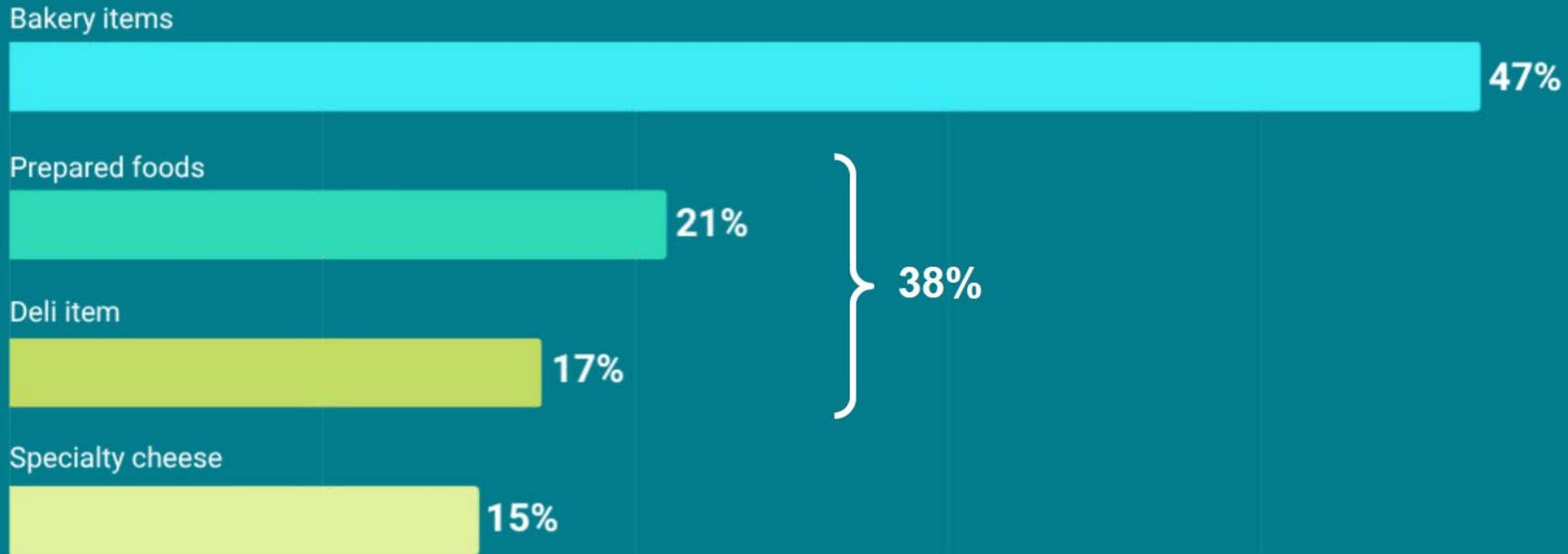






Bakery items stand out on social media

Which did you most recently buy from a grocery store because it caught your eye on social media?





I saw it online and had to try it: Dairy Edition

Gouda, pepperjack, and colby jack cheese



Brie Cheese



”

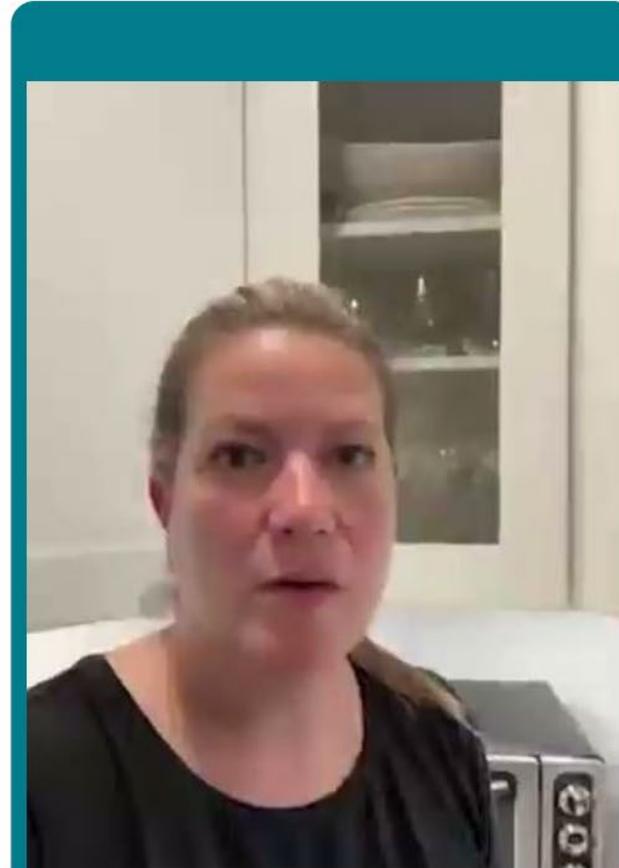
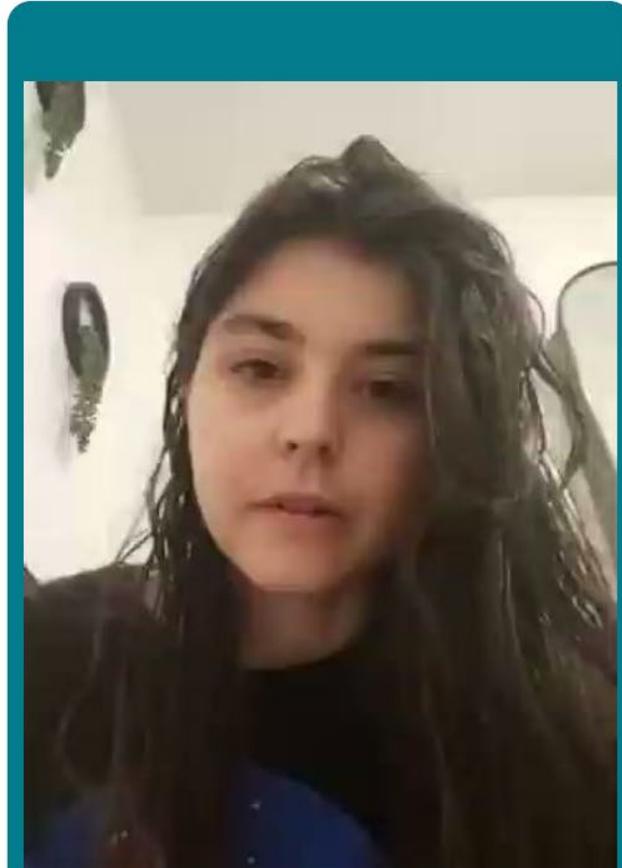
I saw people using a specialty gouda in a recipe, so i decided to buy it and try it. I love having new recipe ideas. You get so tired of eating the same old things every day. buy it and try it. I love having new recipe ideas. You get so tired of eating the same old things every day.

”

Feta because I saw an amazing recipe for it that I still use today.



I saw it online and had to try it: Deli Edition



”

I chose the Prima Della brand because I saw it on TikTok. People were using their lunch meats and they looked good, I really enjoy the flavors.

”

It was Boar's Head charcuterie tray with meat and cheese... [On Instagram] it was shown as a convenient meal to bring to the beach and enjoy with friends and not have to worry about a mess or cleaning up, so completely hassle free.



I saw it online and had to try it: Bakery Edition



”

I bought a new cake flavor at Publix because multiple different TikTok users were raving about it saying it was very good and it was a cake that was going to be available only for a limited time.

”

We recently bought a tres leches cake because we saw a video on TikTok about a local bakery offering them and it looked really good. It did not disappoint, it tasted better than what we saw online.

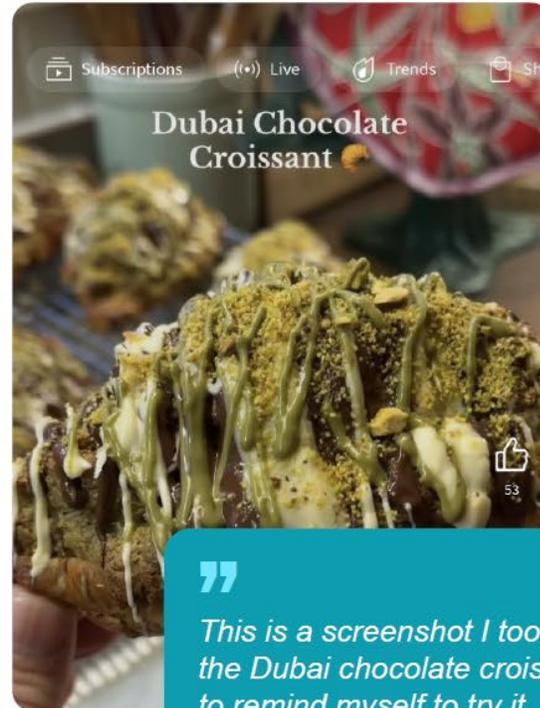


Dubai chocolate is everywhere right now



TikTok trend for 'Dubai chocolate' causes international shortage of pistachios

High-end bar with Middle East-style nut filling is rationed in shops as price of raw kernels surges



”
This is a screenshot I took of the Dubai chocolate croissant to remind myself to try it. It looks freaking delicious in this picture, so I went and bought it and ate it!



Over 1 in 3 are interested in trendy ingredients or specialty diets





Generational differences (of those who consume food content on social media)

Gen Z is more interested in “lifestyle” and “just for fun” trends.



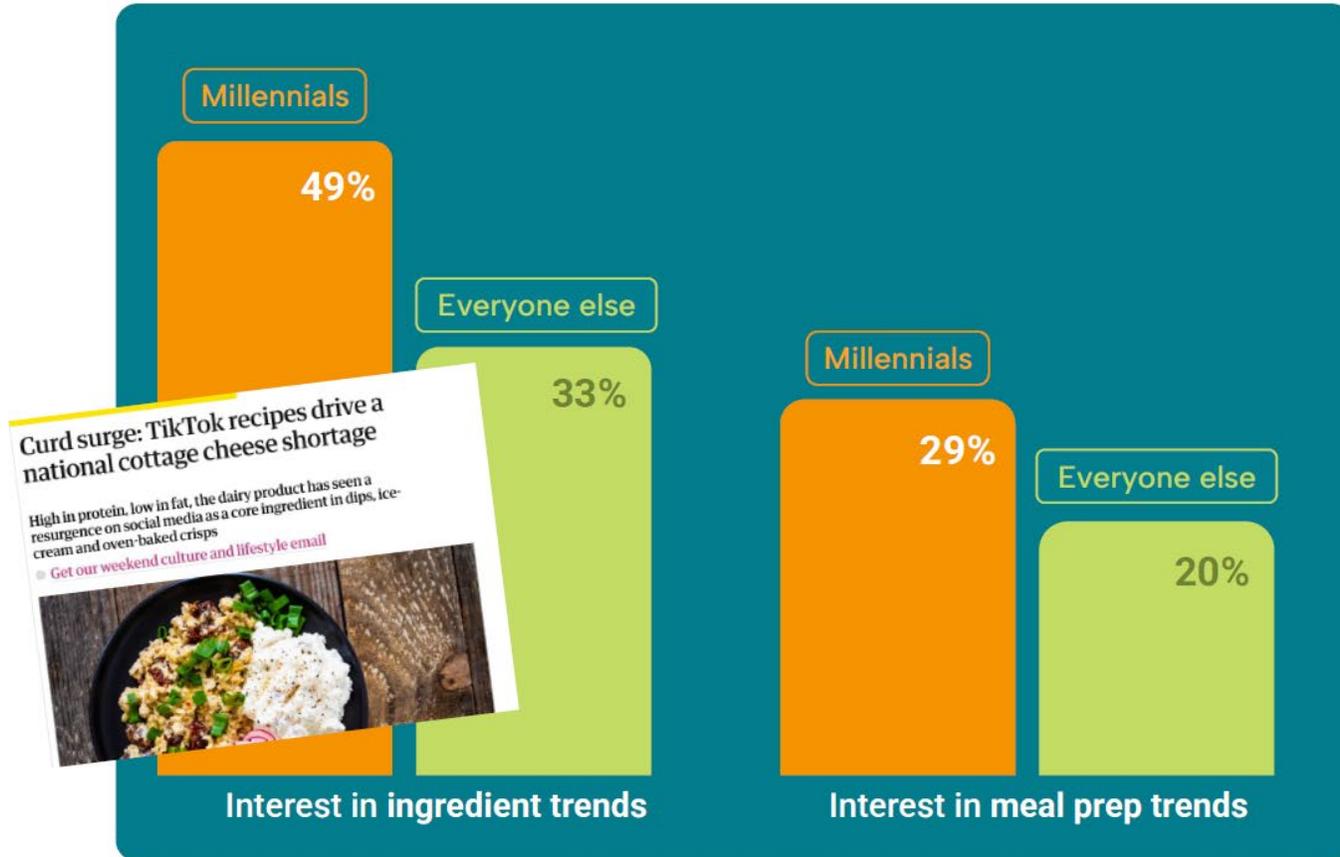
Millennials are more interested in ingredient-based trends and meal prep trends.

Gen X and Boomers and older are less likely to be interested in food trends they see on social.

	Ingredient-based	Lifestyle	Just for fun	Meal prep	None
Gen Z	39%	50%	50%	19%	6%
Millennials	49%	42%	46%	29%	7%
Gen X	37%	31%	25%	25%	21%
Boomers + older	23%	24%	11%	16%	34%



Millennials are more interested in ingredient-based or meal prep trends



Interest in **ingredient trends**

I've definitely bought ingredients because of reels I see on Instagram. I was on a baked feta kick for a while. Before that, I was using cottage cheese for everything - lasagna, pancakes, flatbread. There was a time it was so popular it wasn't even on the shelves at the Safeway I shop at.

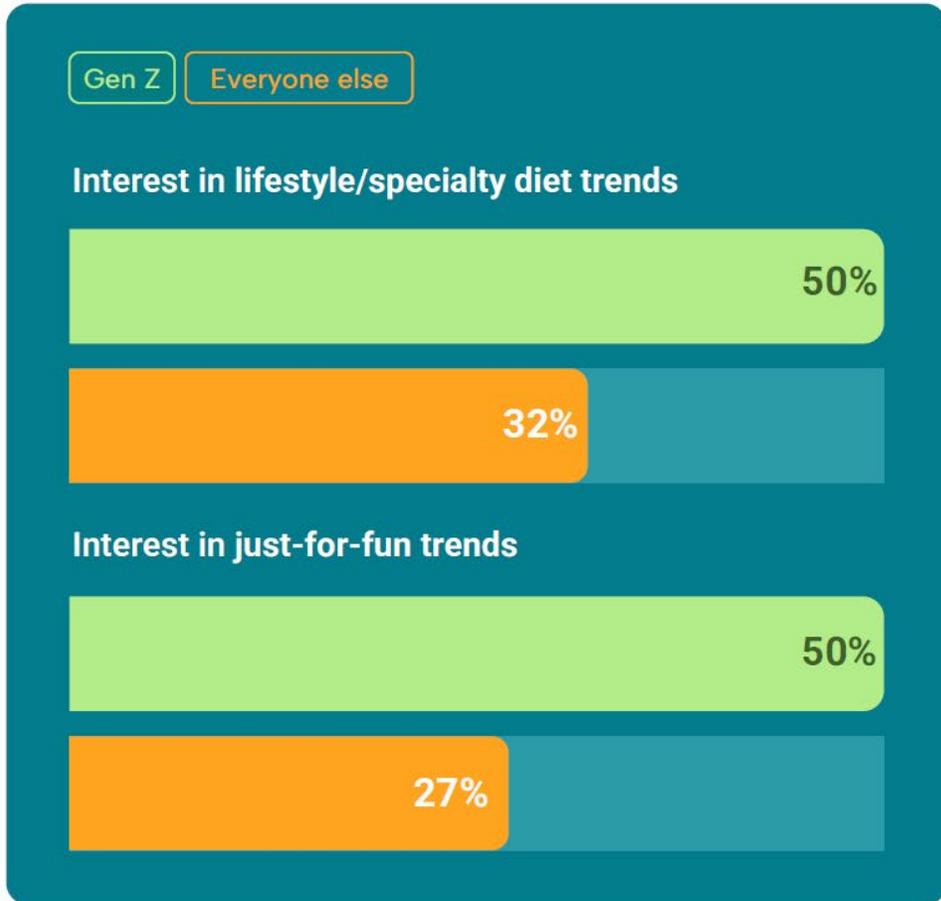


Interest in **meal prep trends**

I bought rotisserie chicken because a reel I watched pointed out all the various ways the meat could be used for meal prep.



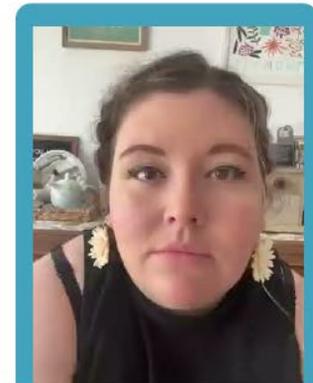
Gen Z are more interested in lifestyle and just-for-fun trends



”

This is my dense bean salad!! I made a huge portion that lasted me a whole week and such healthy nutrients...

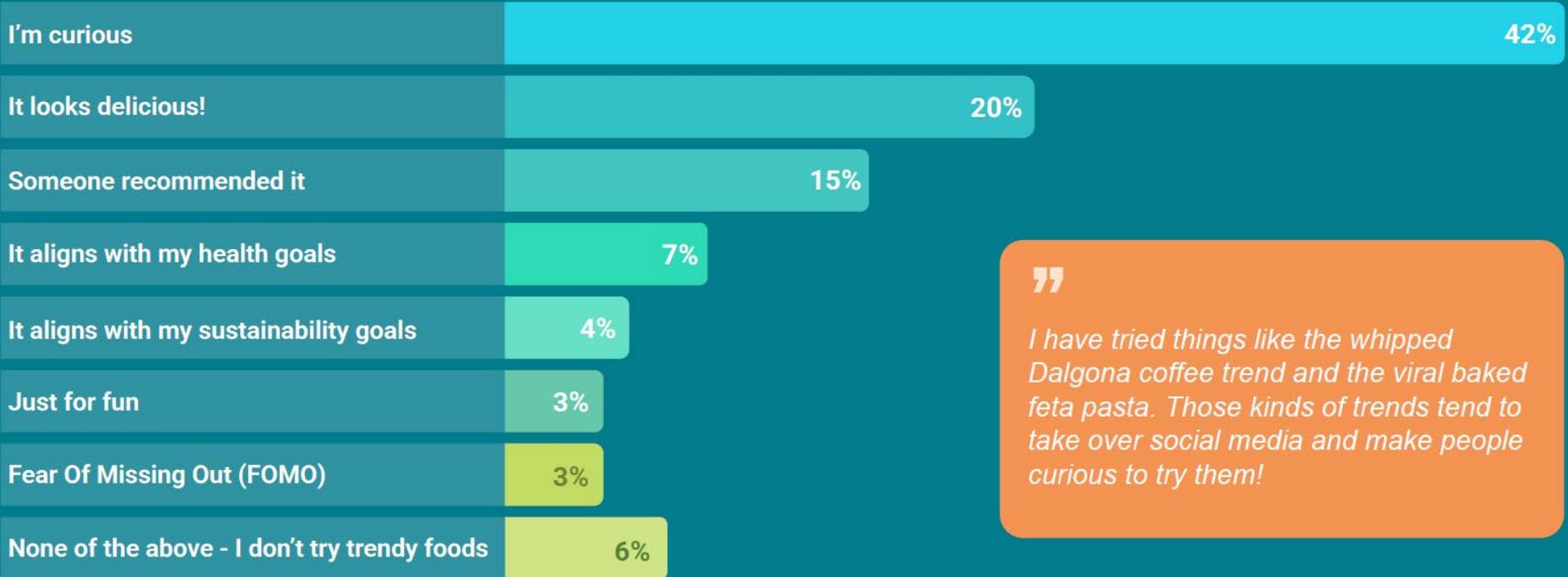
There are lots of food videos lately about dense bean salads as a recession meal since they are affordable and I wanted to try it myself since ingredients are definitely cheap and accessible.





A good trend grabs attention and makes people curious!

When I try a trendy new food, it's usually because:



”

I have tried things like the whipped Dalgona coffee trend and the viral baked feta pasta. Those kinds of trends tend to take over social media and make people curious to try them!





Trends that are “worth the hype”....



DO THIS

Familiar flavor profile

Easy to try

Delivers on taste

Affordable
(less risk if I don't like it)



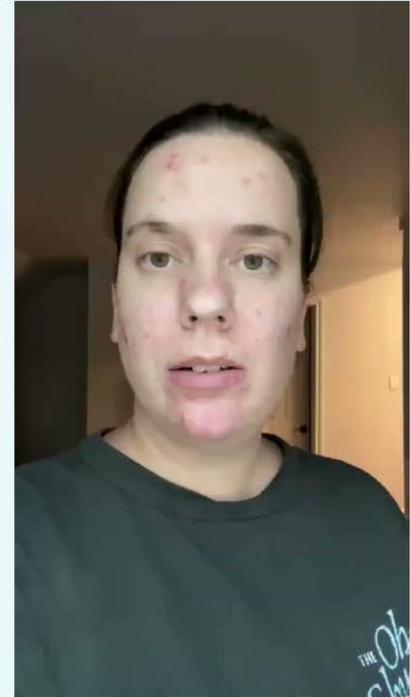
NOT THAT

Overpowering or unfamiliar flavor (62%)

Complex / too many ingredients (27%)

Unclear instructions (19%)

Expensive to try (10%)





Retailer takeaways

Merchandise by generation

What retailers can do:

Target Millennials with ingredient-based solutions and meal-prep displays. Hook Gen Z with bold, fun, or lifestyle-based items that feel expressive, visual, and trend-forward.

Lean into the “just for fun” trends too

What retailers can do:

If you can’t stock the trendy ingredient, stock something that sparks joy. With 28% trying trends just for fun, use eye-catching displays or playful twists to capture that curiosity and turn it into a sale.

The bakery is your trend playground

What retailers can do:

The bakery is the easiest place to win with trends, as nearly half of all trend-driven purchases happen here. Feature buzzworthy flavors, seasonal items, or easy-to-try TikTok treats.

Turn social momentum into in-store action

What retailers can do:

Help shoppers connect what they saw online to what they can find in your store. Use signage like “As seen on social,” spotlight viral recipes with the exact ingredients grouped nearby, and feature creators.

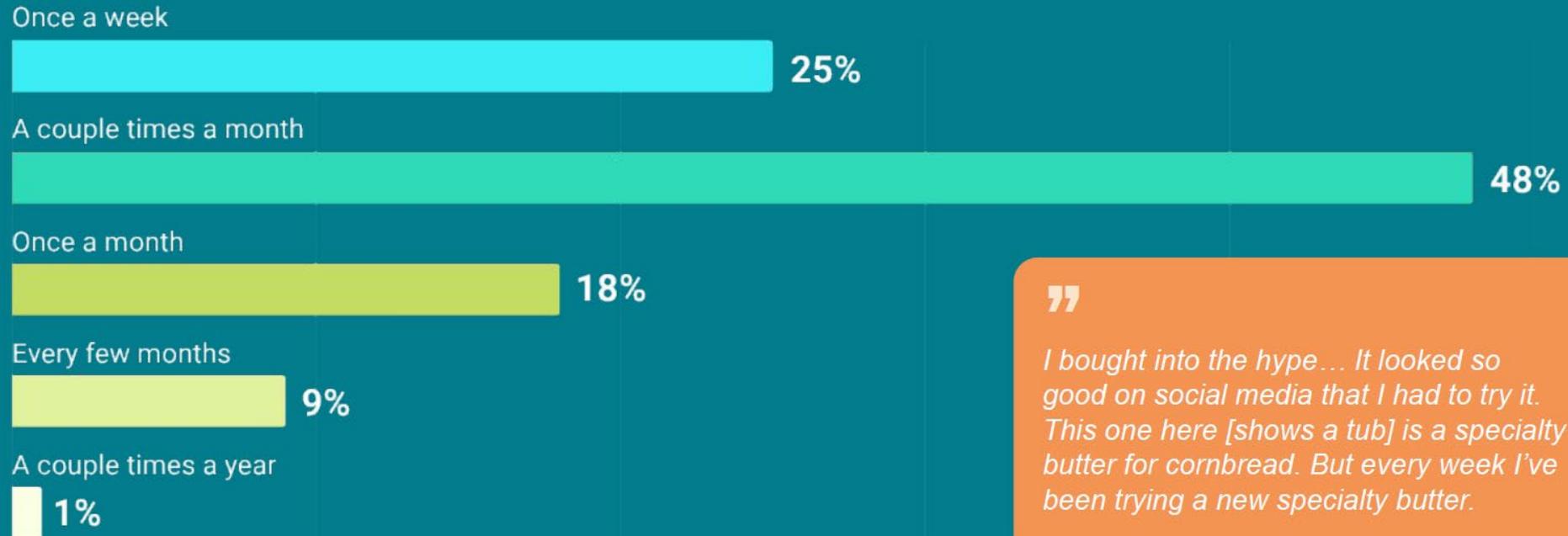
From ✨ Inspo ✨ to 🛒 Aisle 🛒

How online discoveries translate to real-world shopping behaviors



I saw it on social—and went straight to the store

How often do you go to the grocery store specifically to buy a food item you saw on social media?



”

I bought into the hype... It looked so good on social media that I had to try it. This one here [shows a tub] is a specialty butter for cornbread. But every week I've been trying a new specialty butter.

Who is most likely to buy food items because of social/viral trends?



People who shop mostly online



Men



Younger generations



People with high household incomes

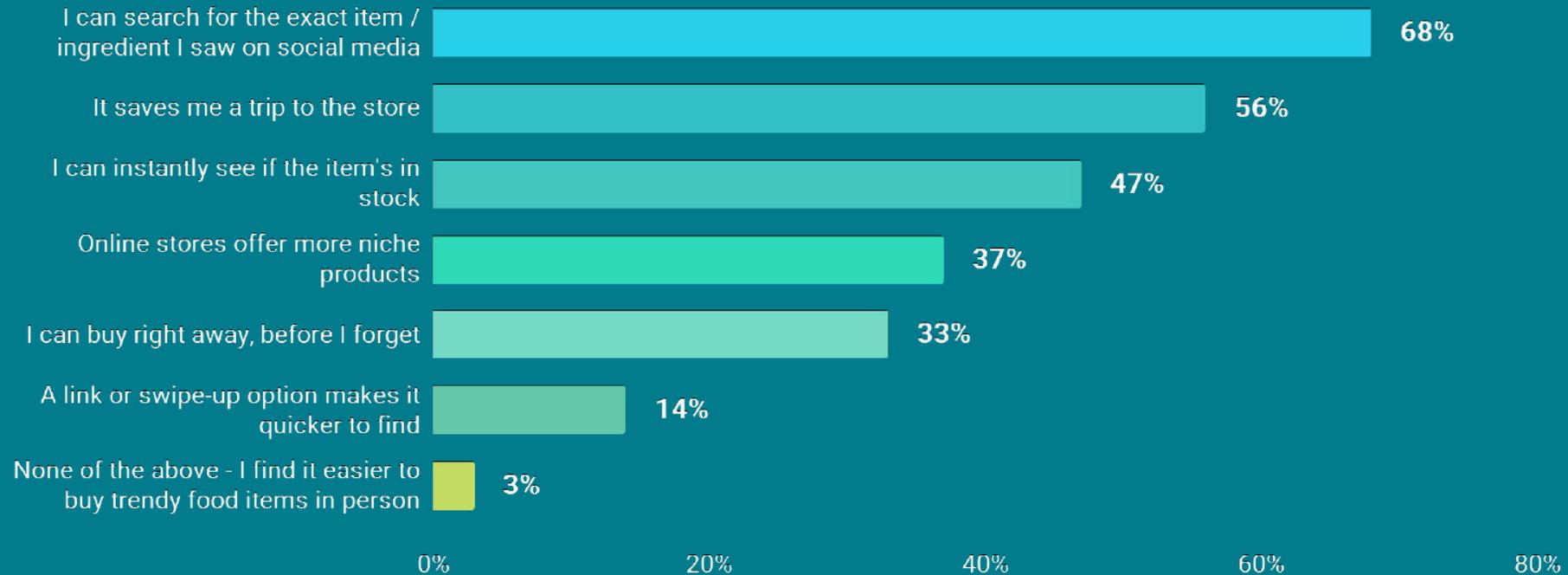
How often do you buy food items based on social media recipes, viral trends, influencer endorsements, or other pop culture?

	Weekly	Monthly	Few times a year	Never
Mostly in-store	18%	23%	24%	35%
Mostly online	35%	25%	25%	15%
Men	30%	21%	20%	30%
Women	11%	26%	29%	35%
Gen Z	39%	33%	28%	0%
Millennials	36%	31%	24%	10%
Gen X	19%	28%	19%	35%
Boomers + older	3%	10%	30%	57%
Income				
<50k	13%	21%	28%	38%
50k-99k	21%	26%	23%	30%
100k-150k	18%	25%	25%	31%
150k or more	50%	22%	16%	13%



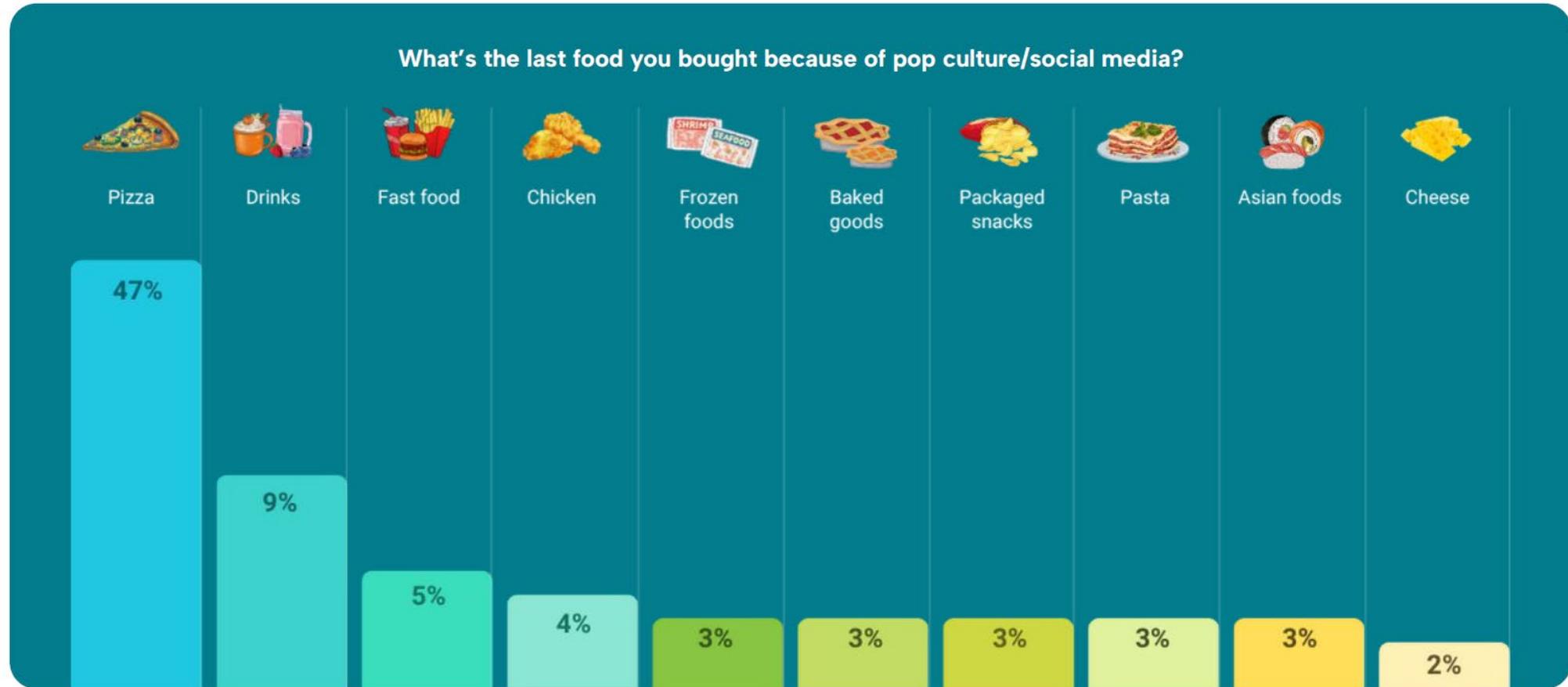
Shoppers still love the hunt, but online wins for convenience

What's easier about buying trendy food items online vs in-store? (select all that apply)





What about outside the grocery store? We asked 300 shoppers...





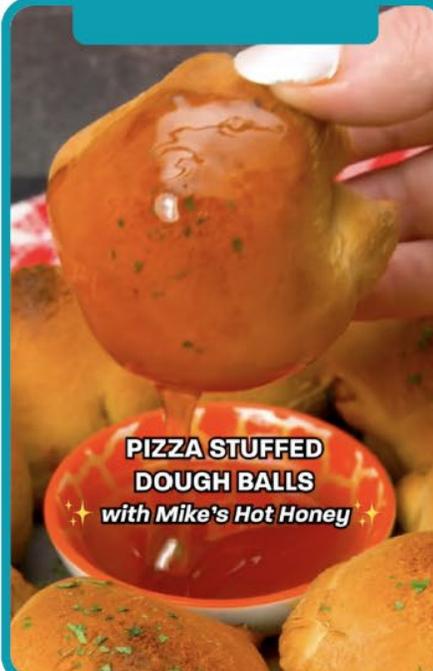
The top answer was pizza!



MACRO-FRIENDLY
TACO PIZZA

”
Stuff for a taco pizza

”
Pizza balls



PIZZA STUFFED DOUGH BALLS
with Mike's Hot Honey

Pesto Pizza
with fresh mozzarella



”
Pizza made with pesto sauce

”
Cauliflower pizza crust



Cauliflower Crust



Retailer takeaways

Tailor trend marketing to high-potential buyers

What retailers can do:

Shoppers most likely to shop for food items because of social media trends are Gen Z and Millennials, men, and HHI over \$150k. Reach them with targeted social ads, influencer partnerships, online exclusives, and in-store promotions.

Show up where shoppers scroll with content that feels real, easy, and inspiring

What retailers can do:

Post easy-to-do, crave-worthy dairy, deli, and bakery content on TikTok, Instagram, and YouTube. Also, partner with relatable food and lifestyle creators who make your products look fun, simple, and worth trying today.

Lean into online shopping for trendy items

What retailers can do:

Shoppers go online when looking for one trendy item, skipping a trip. Make it easy: ensure trendy products are searchable, clearly in stock, and linked directly from social media with a swipe-up link or similar.

Think beyond the store for fresh products and promotions

What retailers can do:

Social media inspires food purchases everywhere, not just in grocery aisles. Take cues from pop culture winners like pizza to shape product launches and content creation.

Sarah Weise

CEO, Bixa | IDDDBA Research Partner

sarah@bixaresearch.com
www.bixaresearch.com

 [in/sarahweise](https://www.linkedin.com/in/sarahweise)  [@sarahweise_](https://www.instagram.com/sarahweise_)



Learning to make pizza in Italy



Naan air fryer pizzas at home!