



The Five Key Trends Shaping Consumer Food Demand



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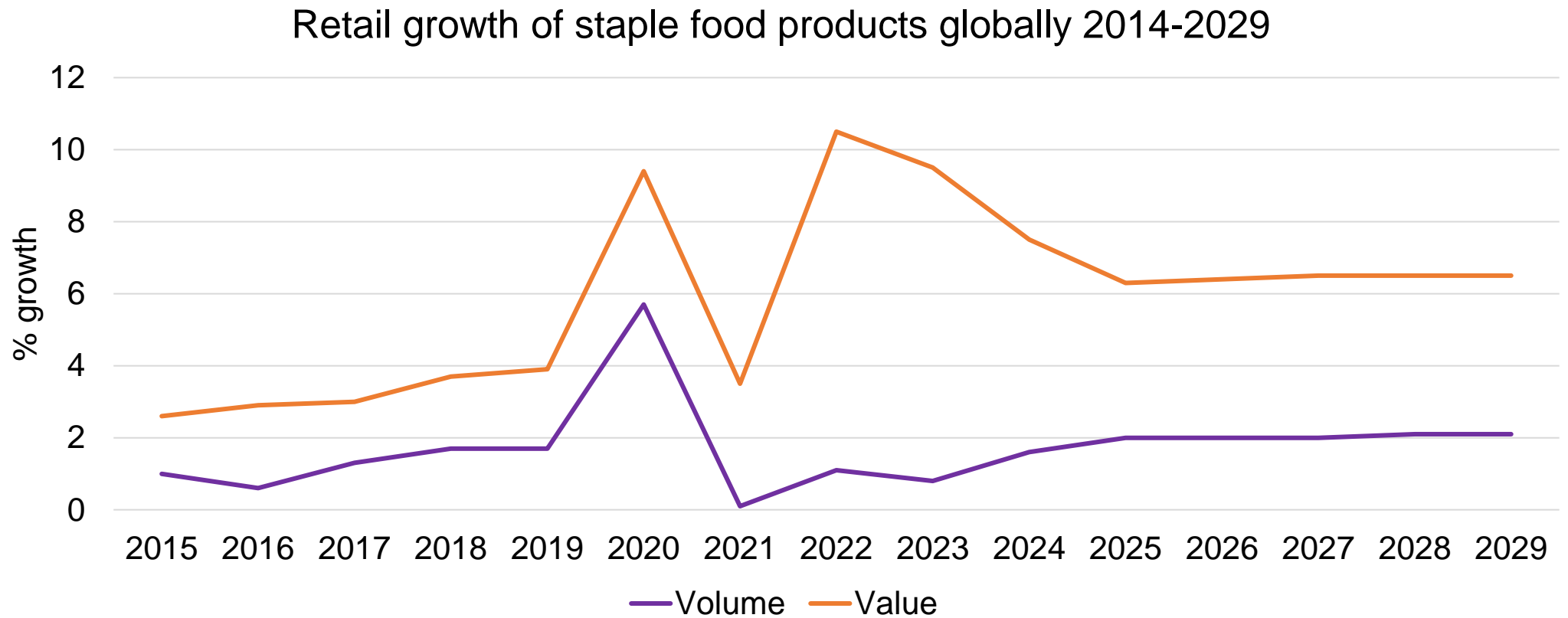
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- State of the Industry
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State of the Industry

The industry is growing, though increasingly from prices



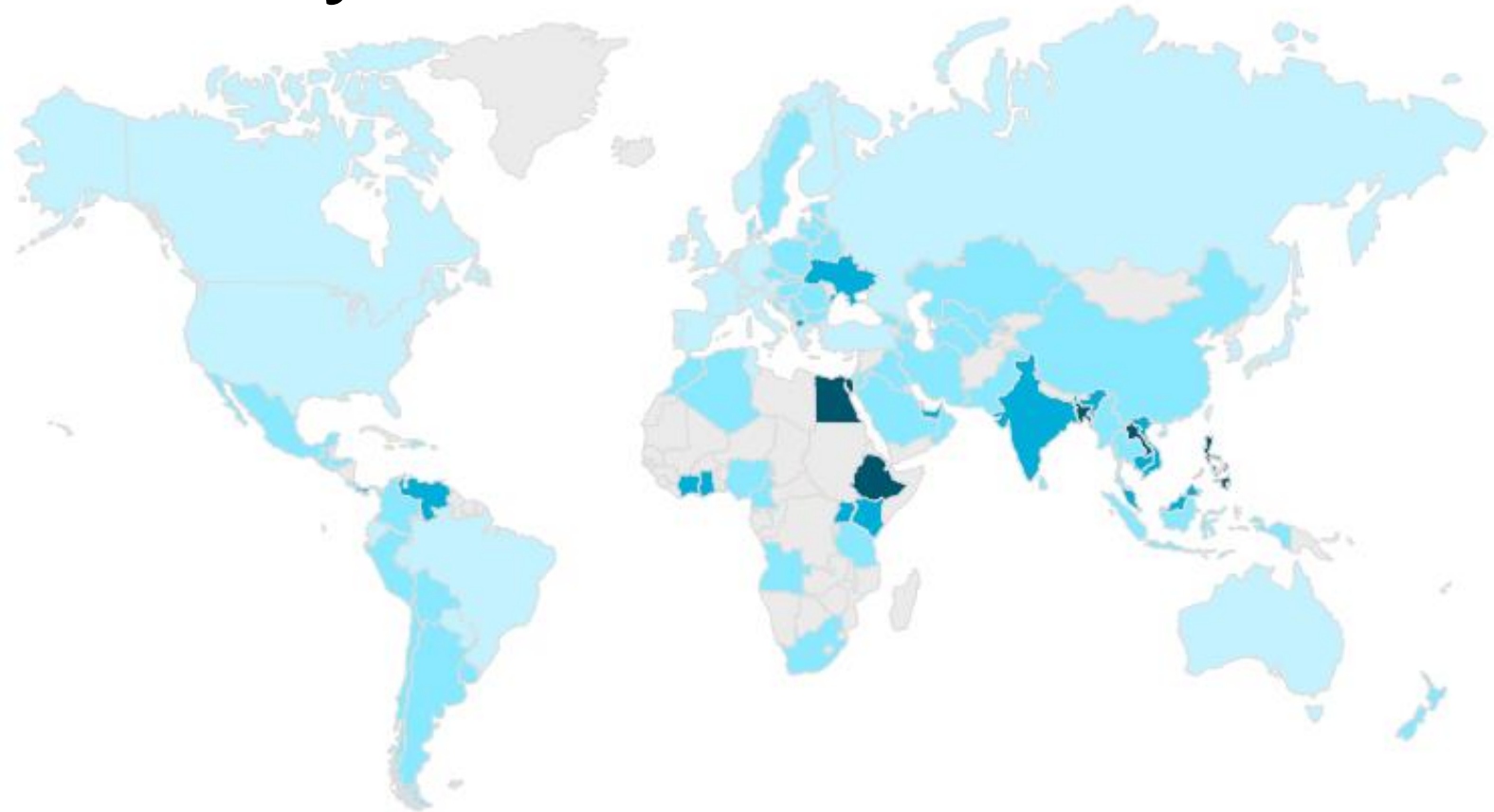
Source: EMI Staple Foods research. Value is in US dollar, fixed 2024 exchange rate terms



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

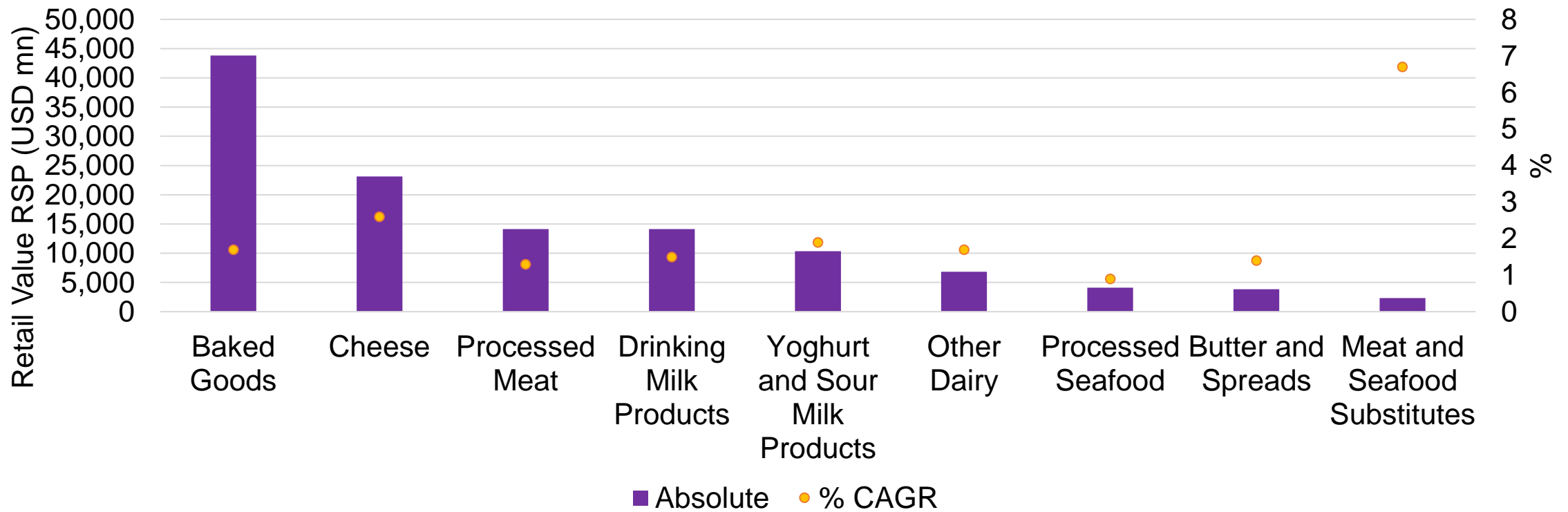


Source: EMI Economies and Consumers



This extends to all core IDDBA categories

Retail value growth globally (real terms) 2024-29

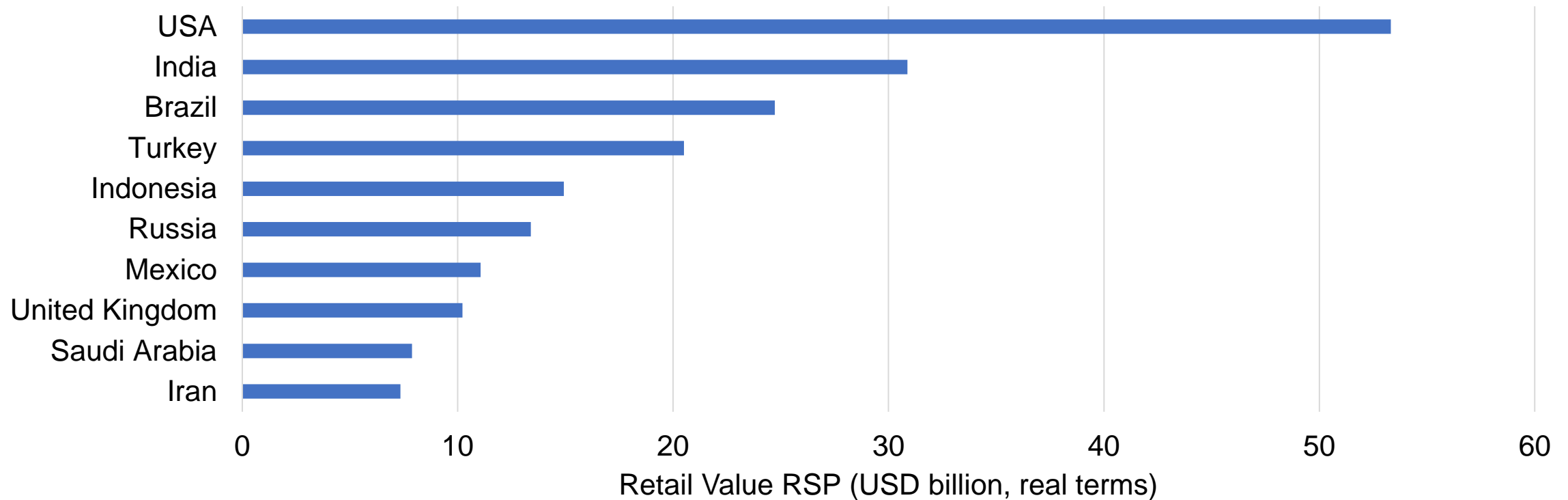


Source: EMI Packaged Foods research



The US remains the world's leading value growth market

Retail value growth of packaged food 2024-2029



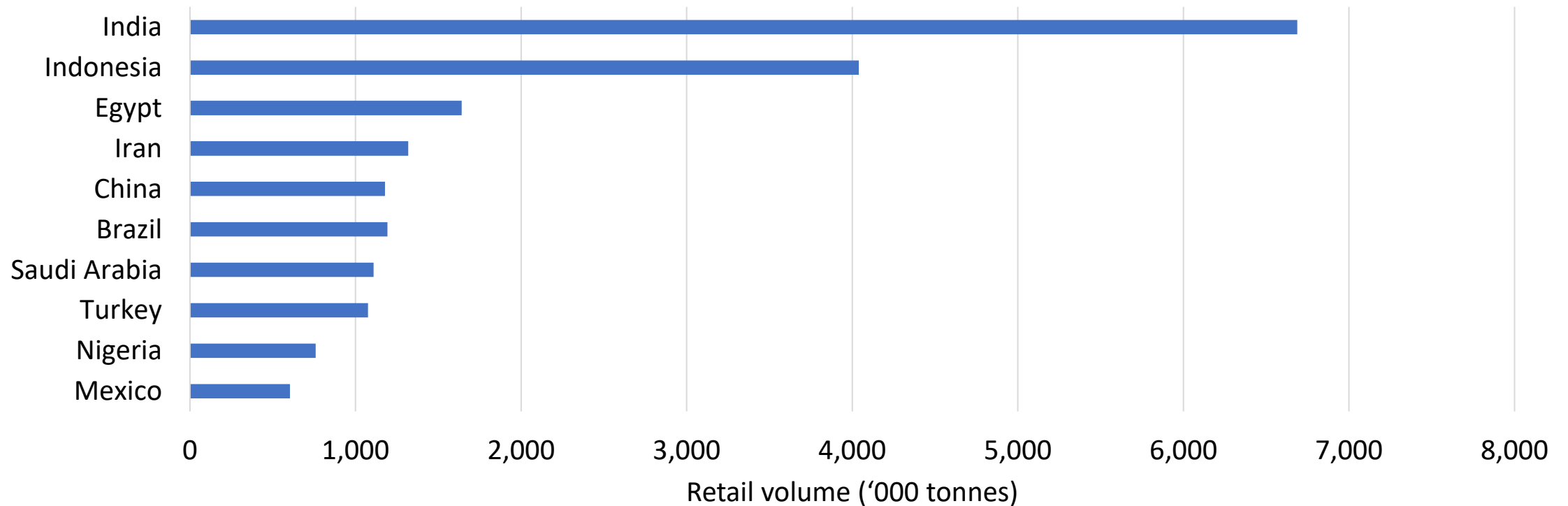
Source: EMI Packaged Foods research



Volumes are a very different
story than spending

The key volume growth markets are very different

Retail volume growth of staple food products 2024-2029

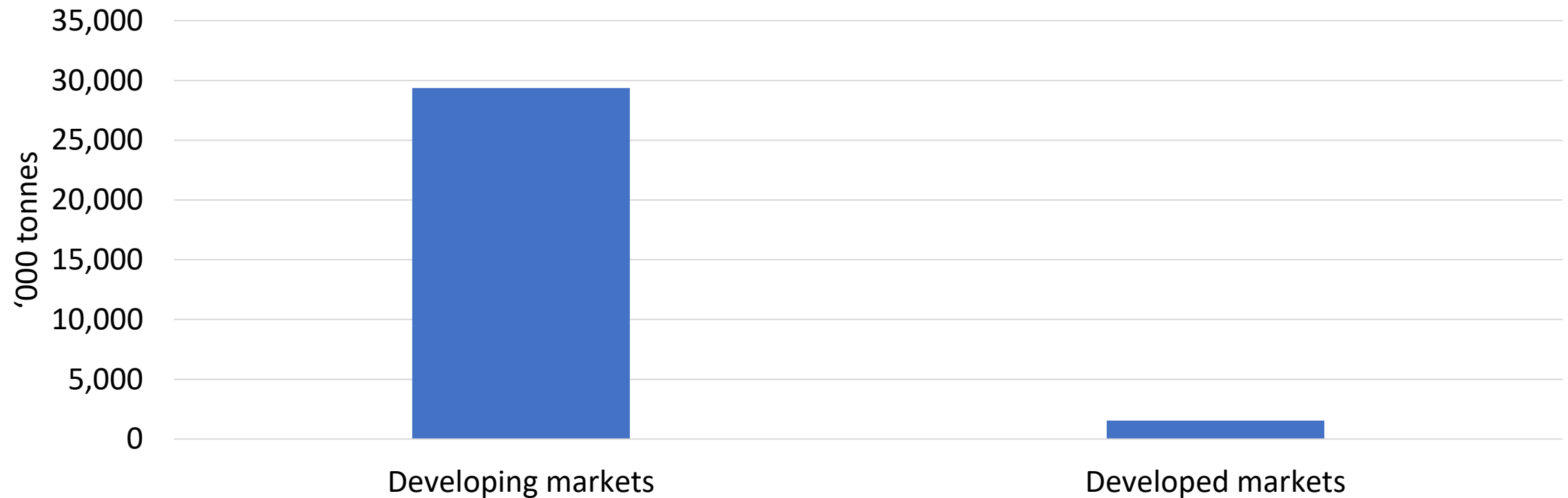


Source: EMI Staple Food research



Nearly all volume growth is now in developing markets

Retail volume growth of staple foods 2024-2029

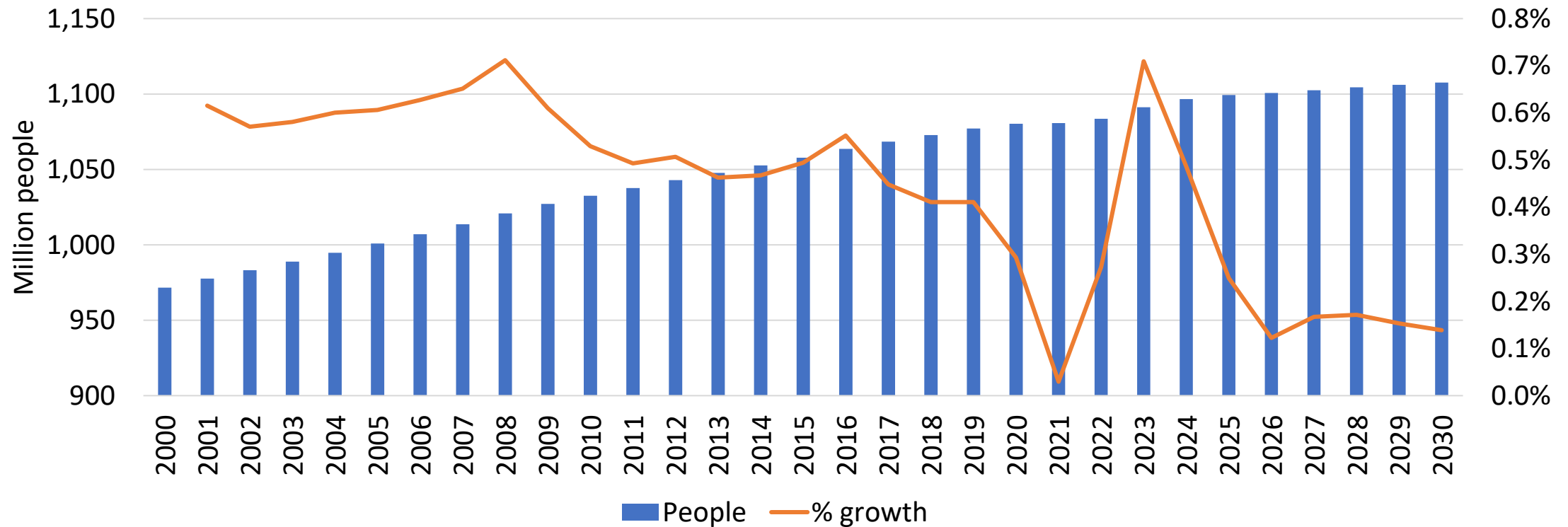


Source: EMI Staple Food research



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

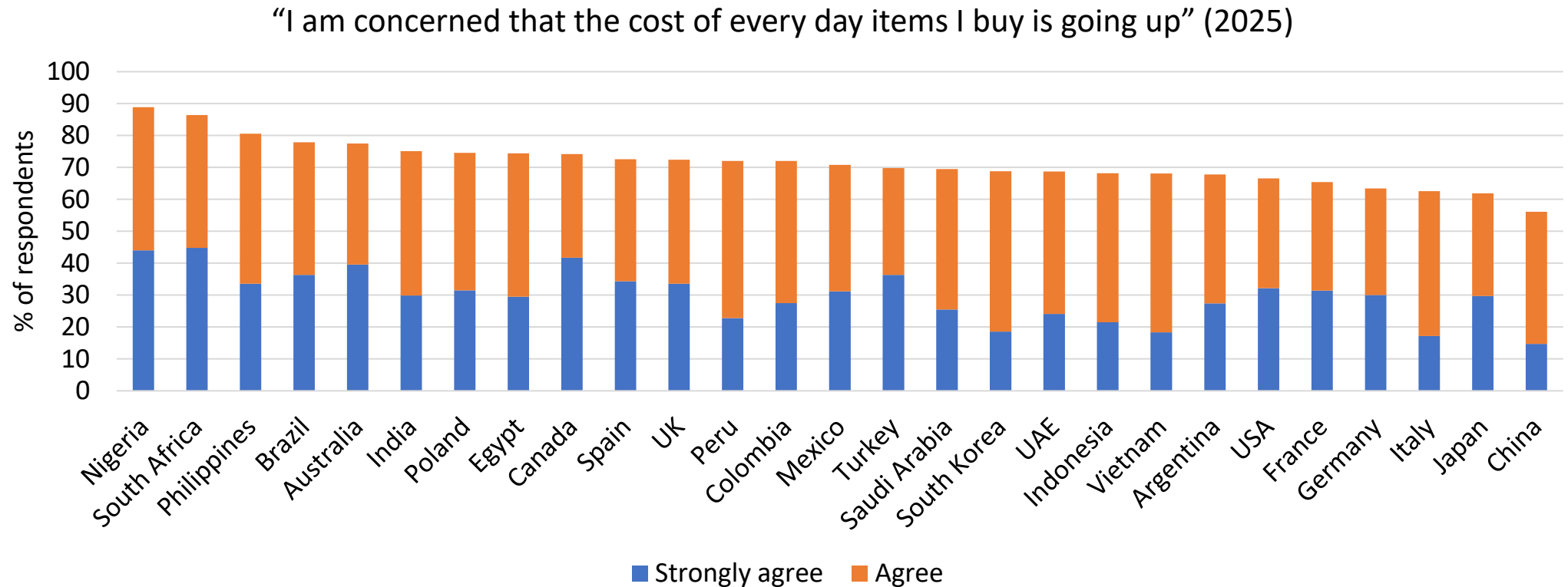
Wellness as
a consumer
priority

Convenience
and
snackification

Uncertainty

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

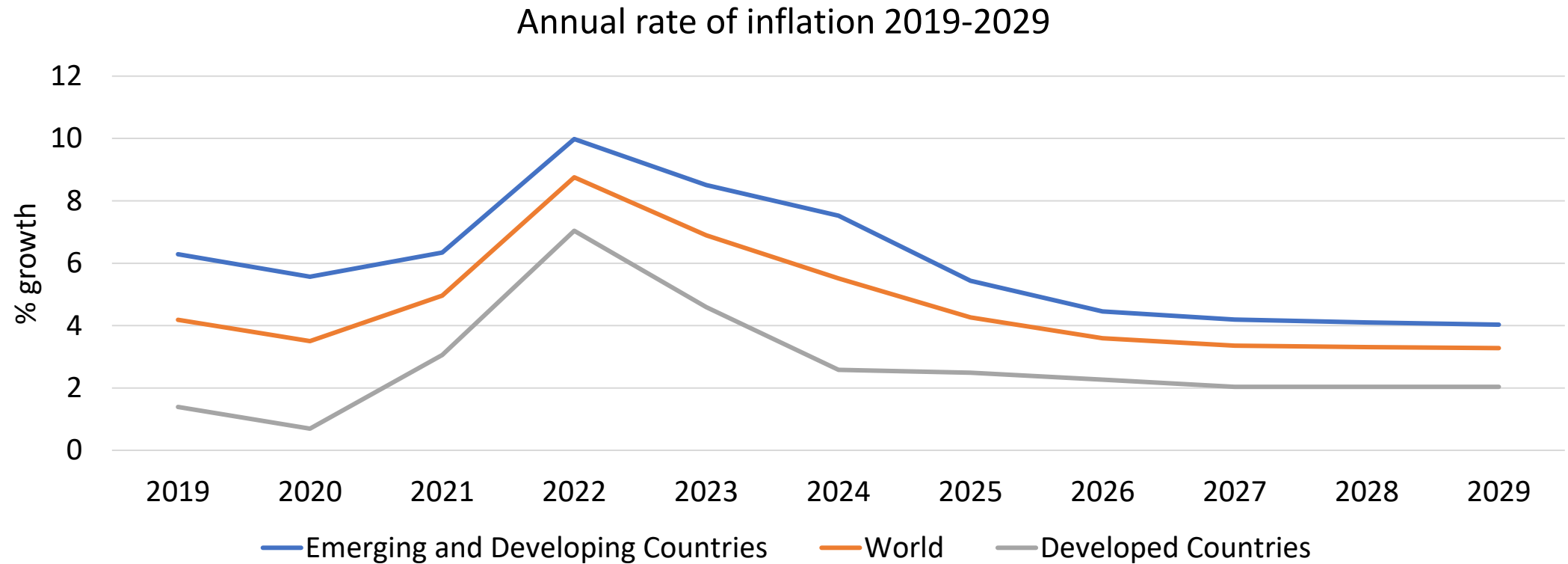
Prices are not budging as the dominant consumer concern



Source: EMI Voice of the Consumer Lifestyles



This is largely independent of the inflation rate



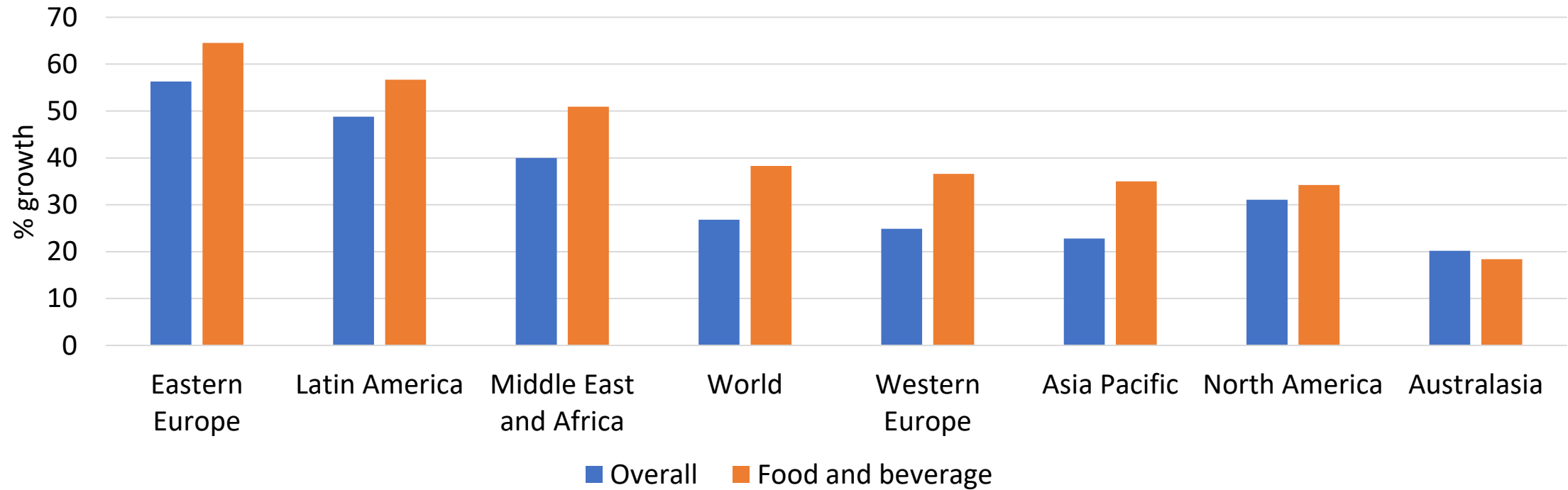
Source: EMI Economies and Consumers



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

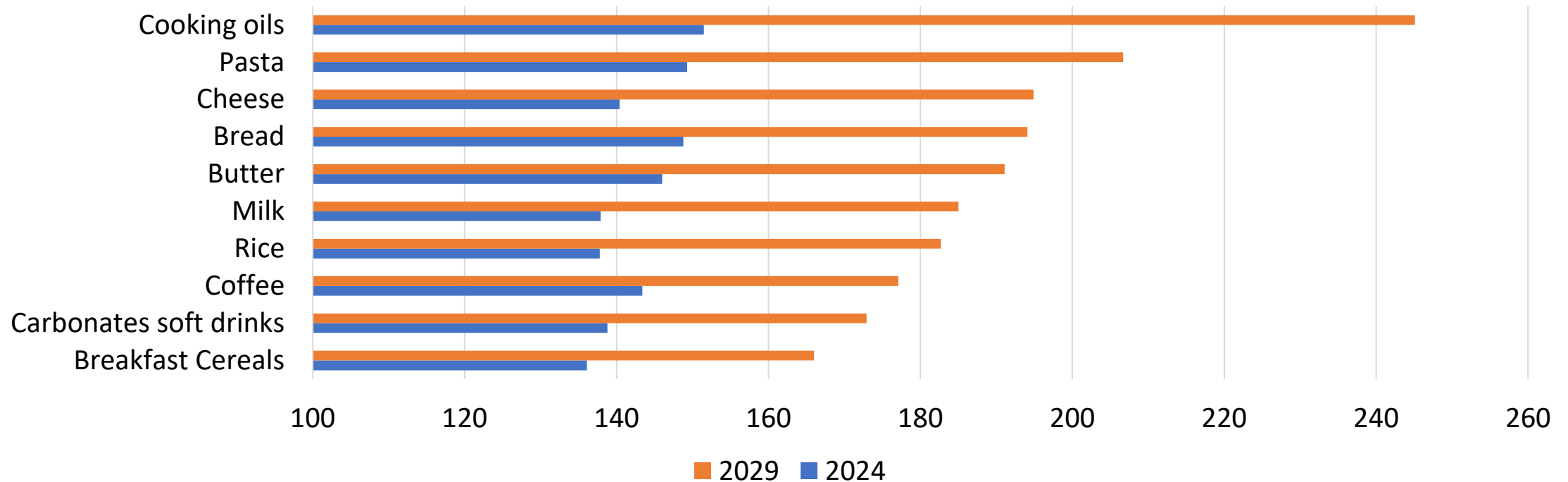


Source: EMI Economies and Consumers



They are not going to like where things are going

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

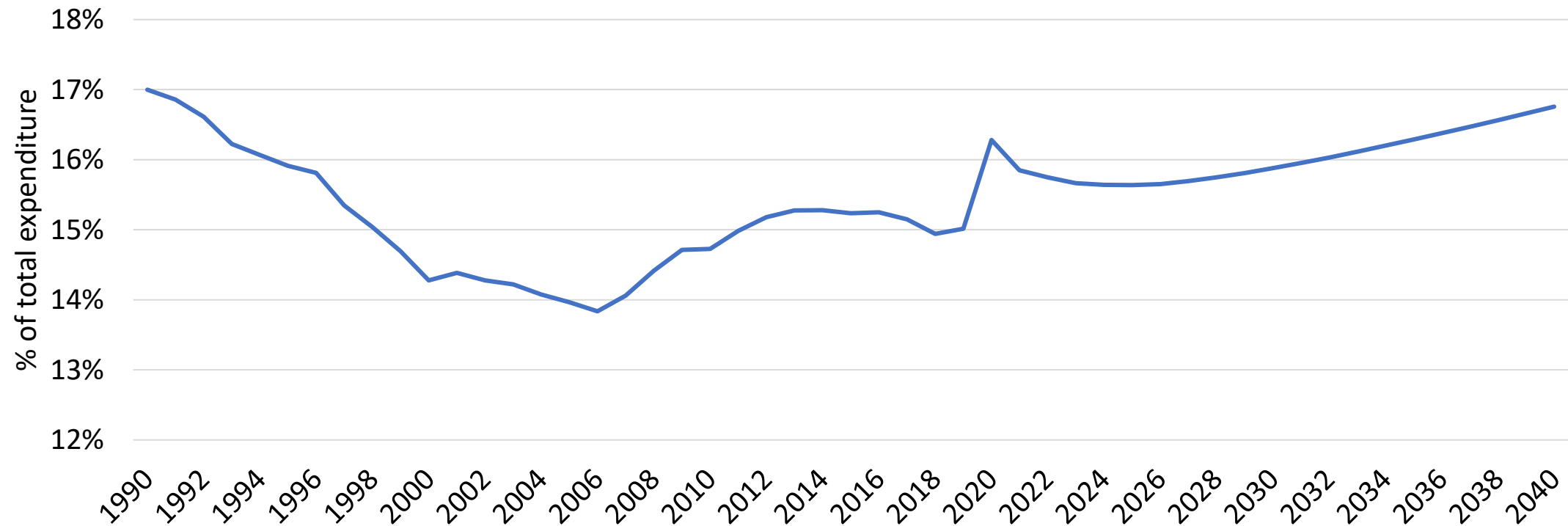


Source: EMI Packaged Foods research



This is not a problem that will go away

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



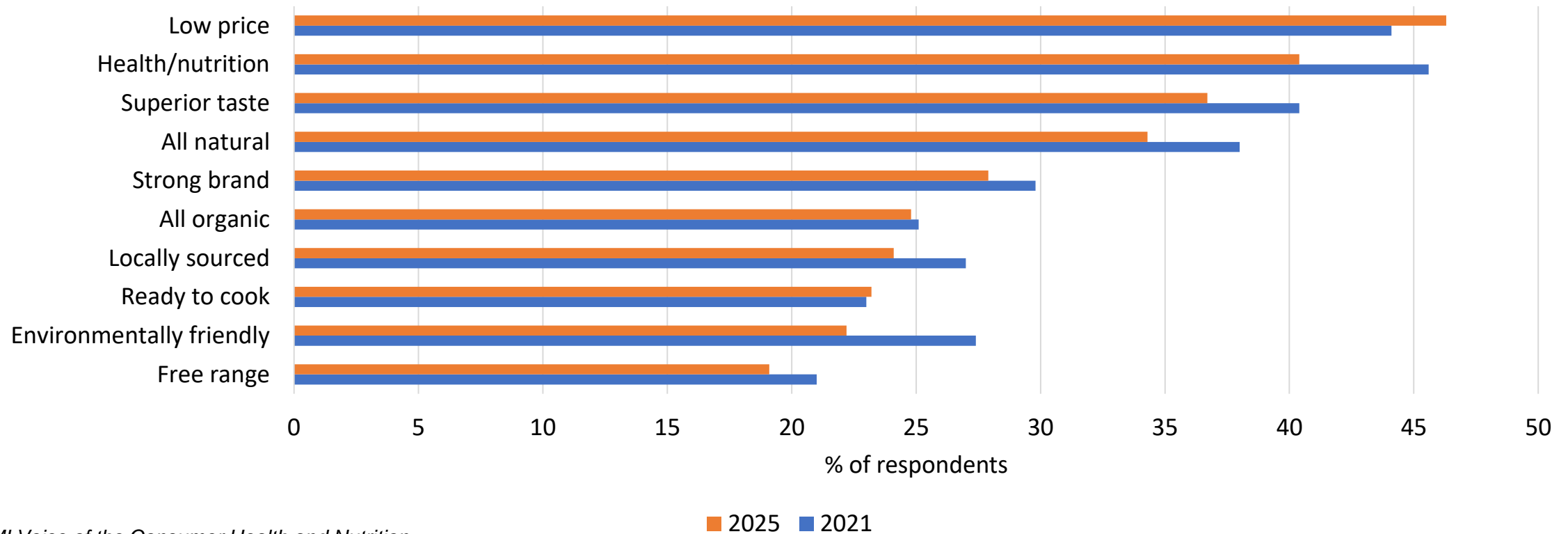
Source: EMI Economies and Consumers



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)

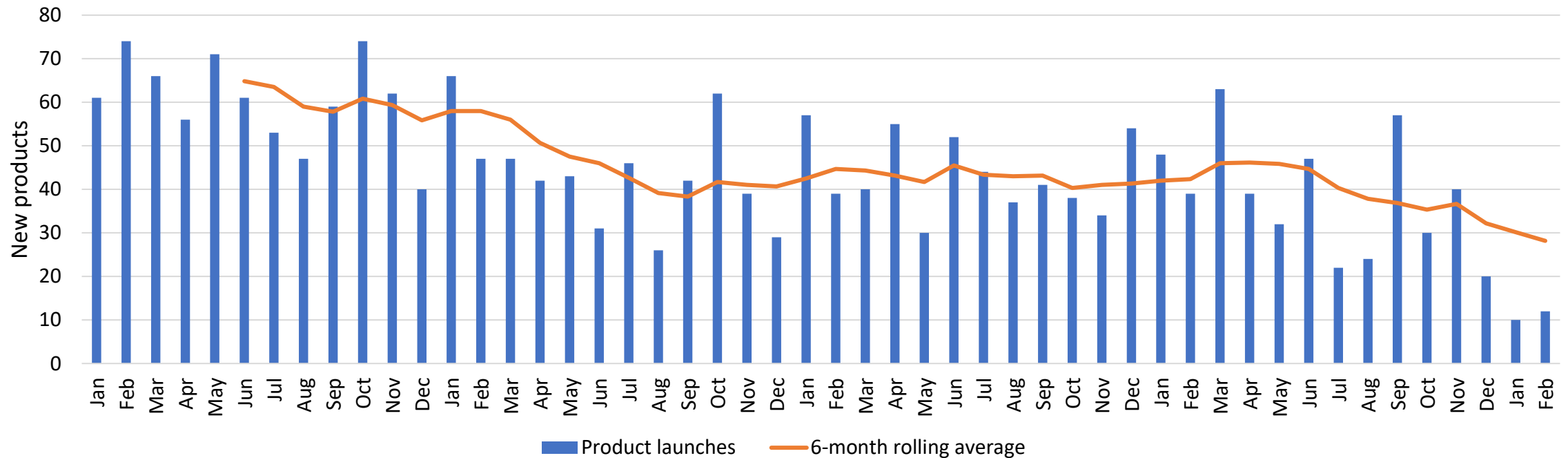


Source: EMI Voice of the Consumer Health and Nutrition



This has had a chilling effect on innovation

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



Source: EMI Innovation



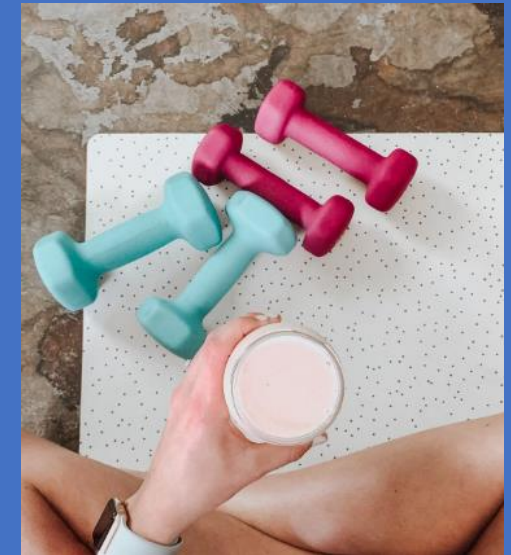
Affordable indulgence



Convenience

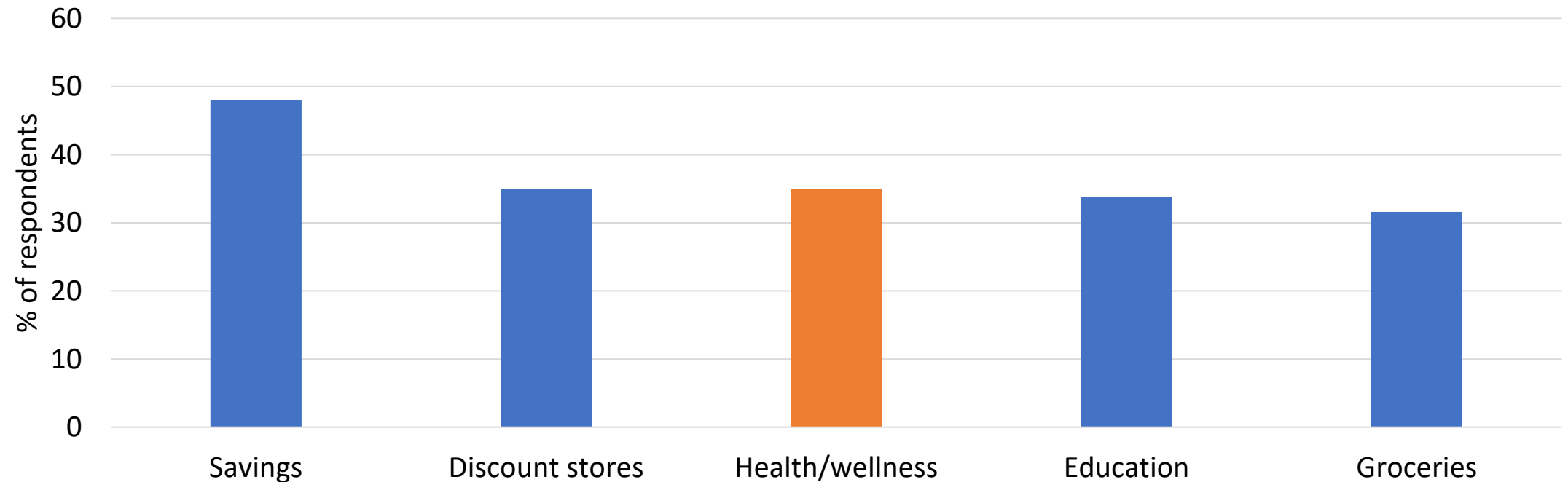


Wellness



Where innovation succeeds, it tends to be wellness-focused

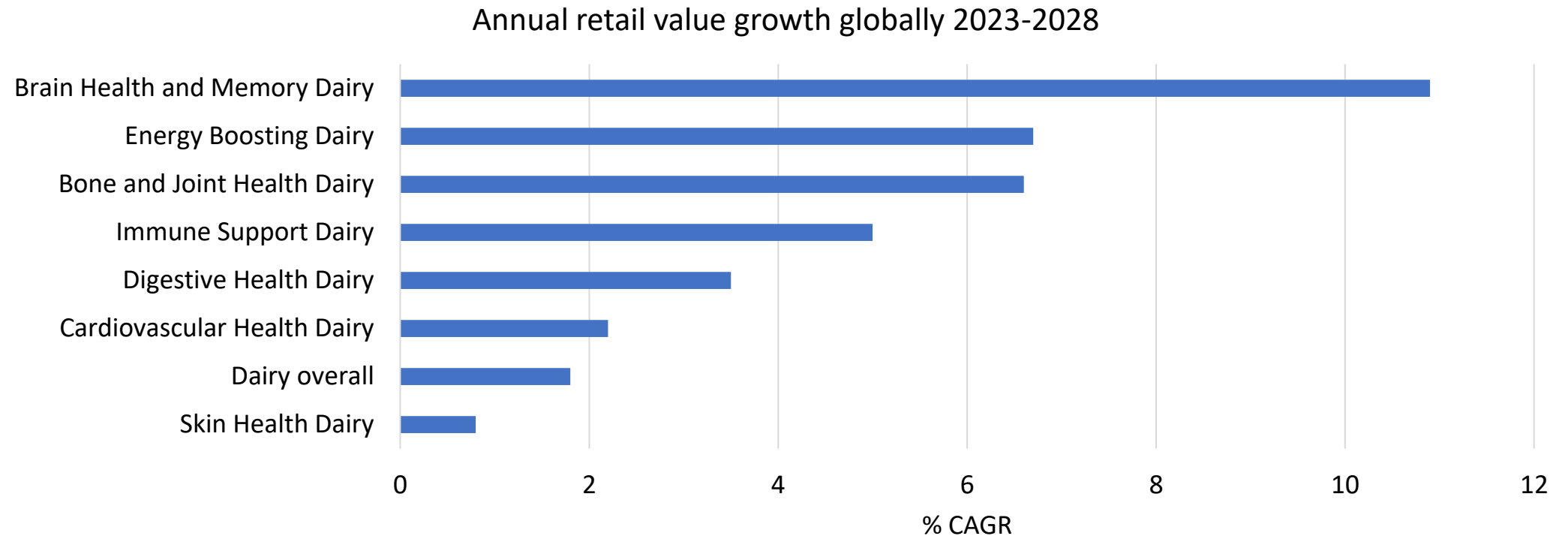
“Which of the following are spending priorities for you in the next 12 months?”
(Global, 2025)



Source: EMI Voice of the Consumer Lifestyles



Wellness growth spreads across lots of spaces



Source: EMI Health and Wellness research



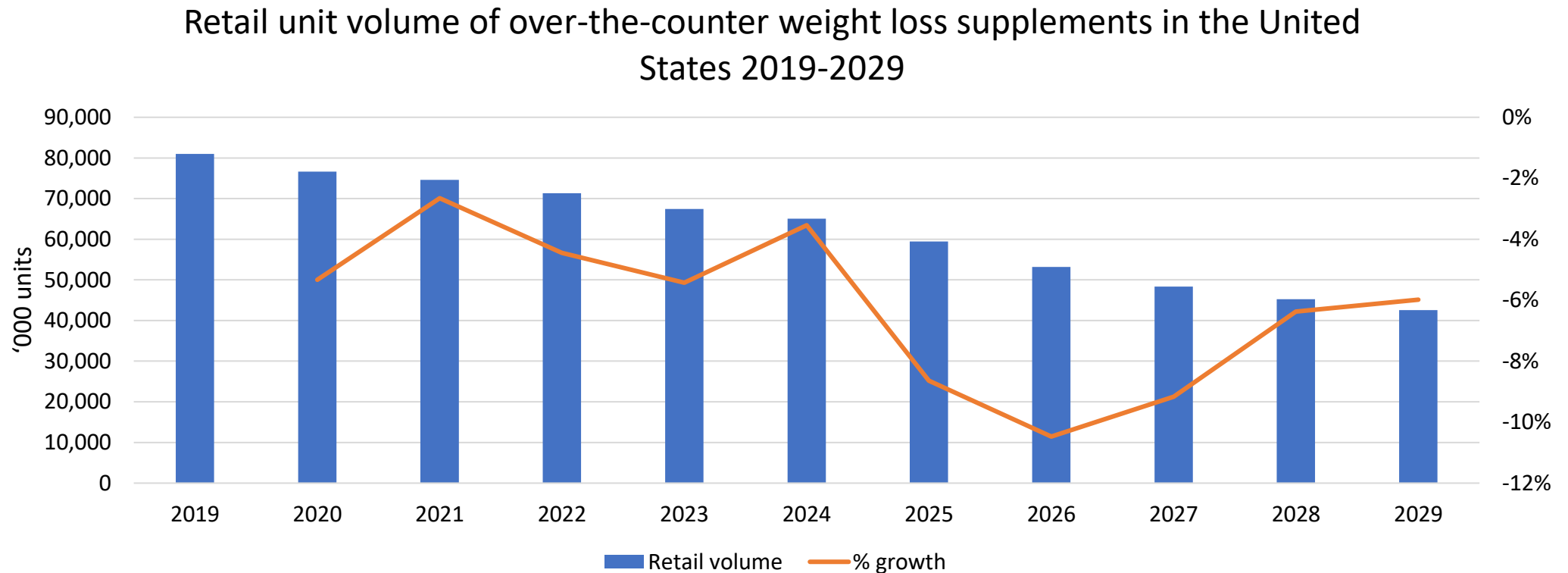
GLP-1 Impact

Protein

Gut Health

Mood-boosting

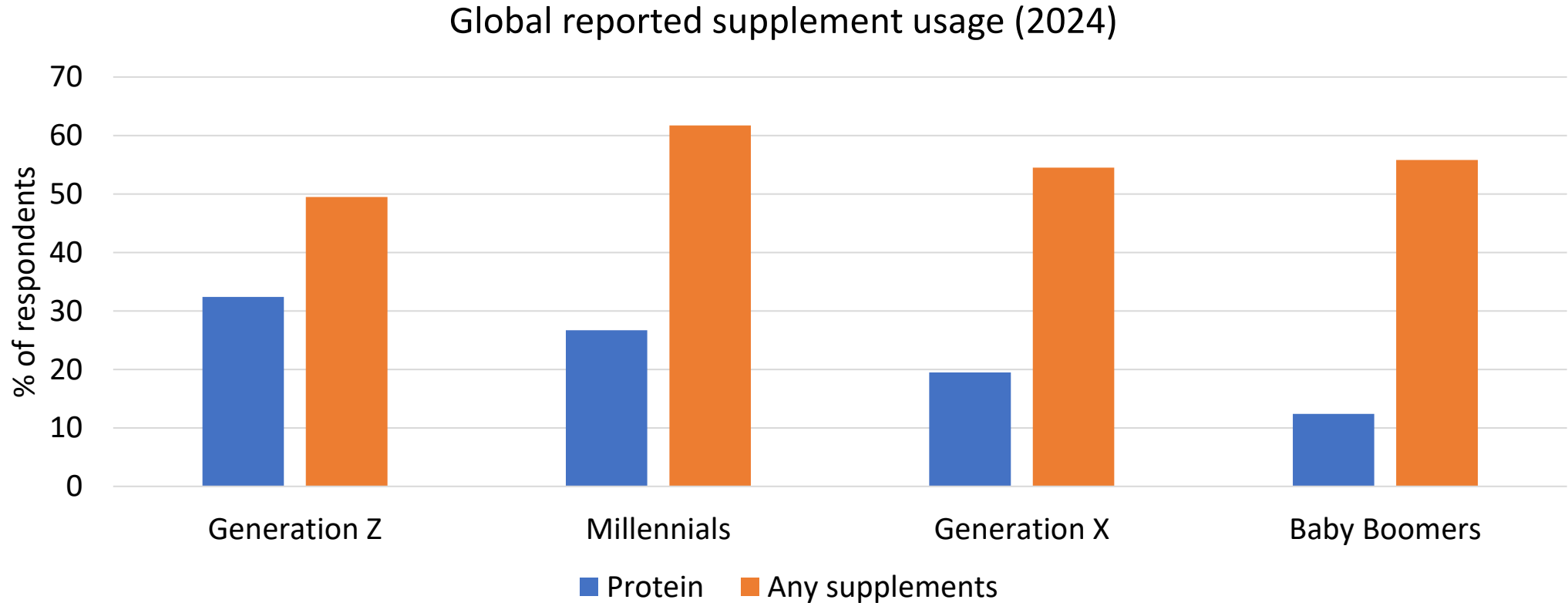
Everyone is going to feel the impact of GLP-1s



Source: EMI Consumer Health research



Protein is riding a wave as the virtuous macro

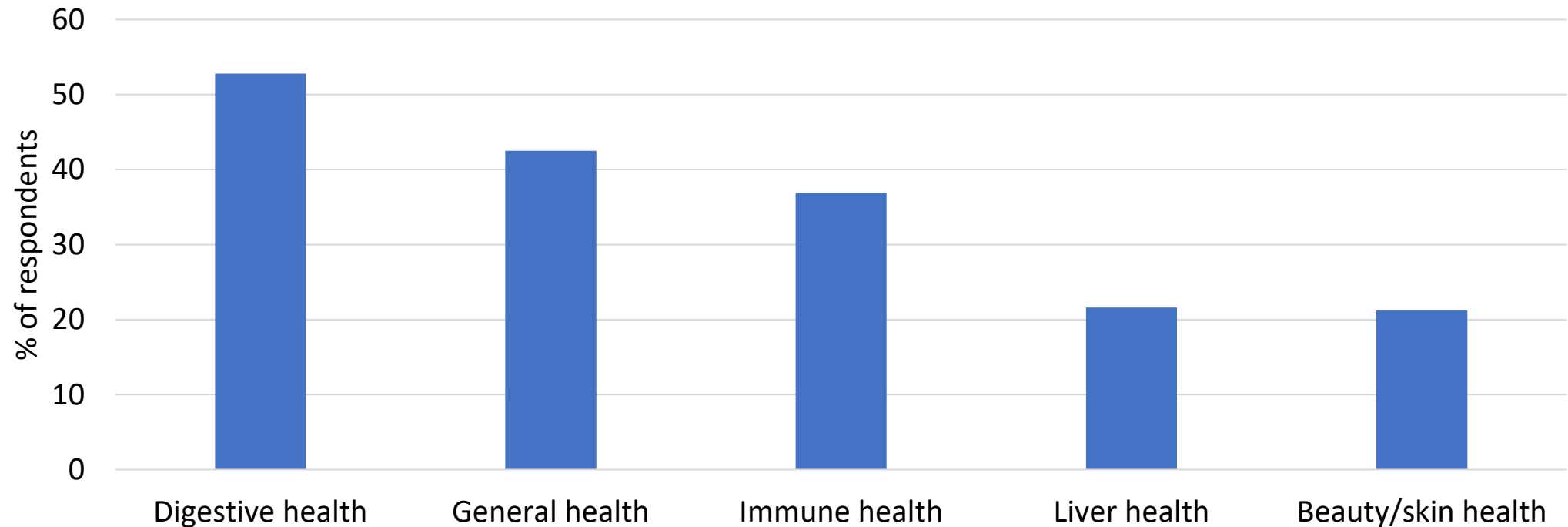


Source: EMI Voice of the Consumer Health and Nutrition. Note: "Any supplement" defined as at least once weekly. Protein not asked with a specific time window.



Gut health is broadening beyond digestion

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

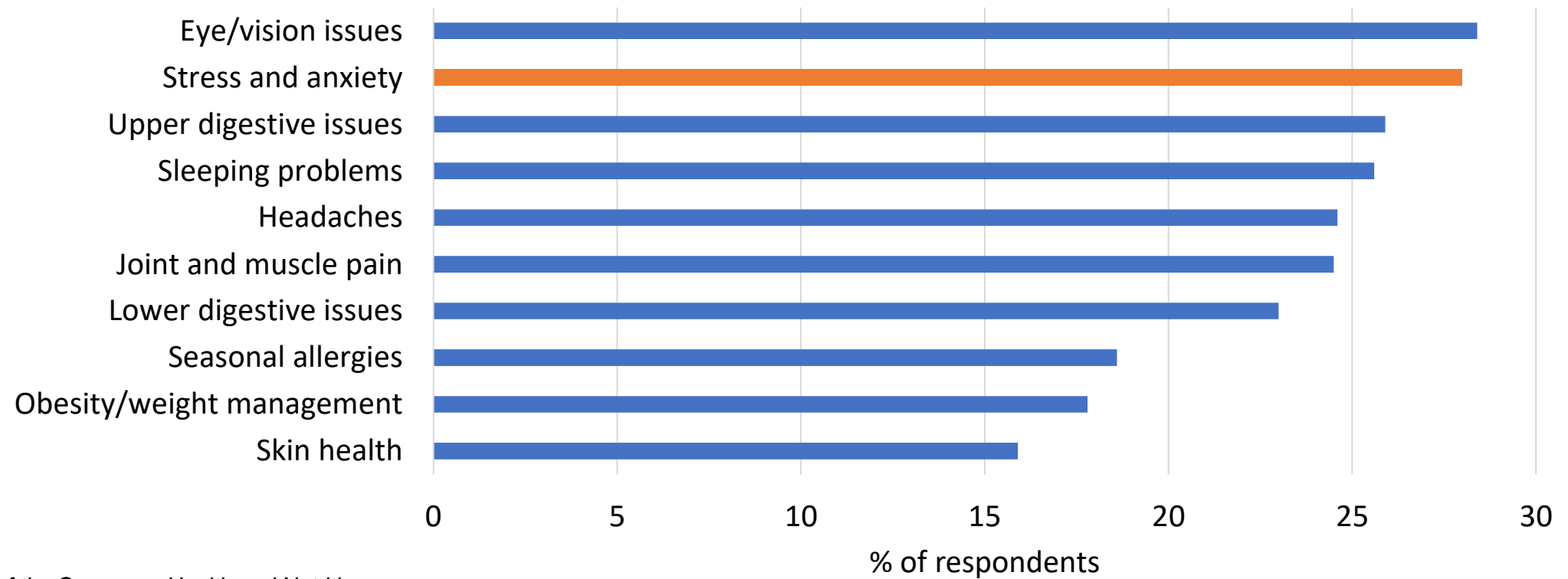


Source: EMI Voice of the Consumer Health and Nutrition



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

Most commonly reported current health concerns globally (2024)

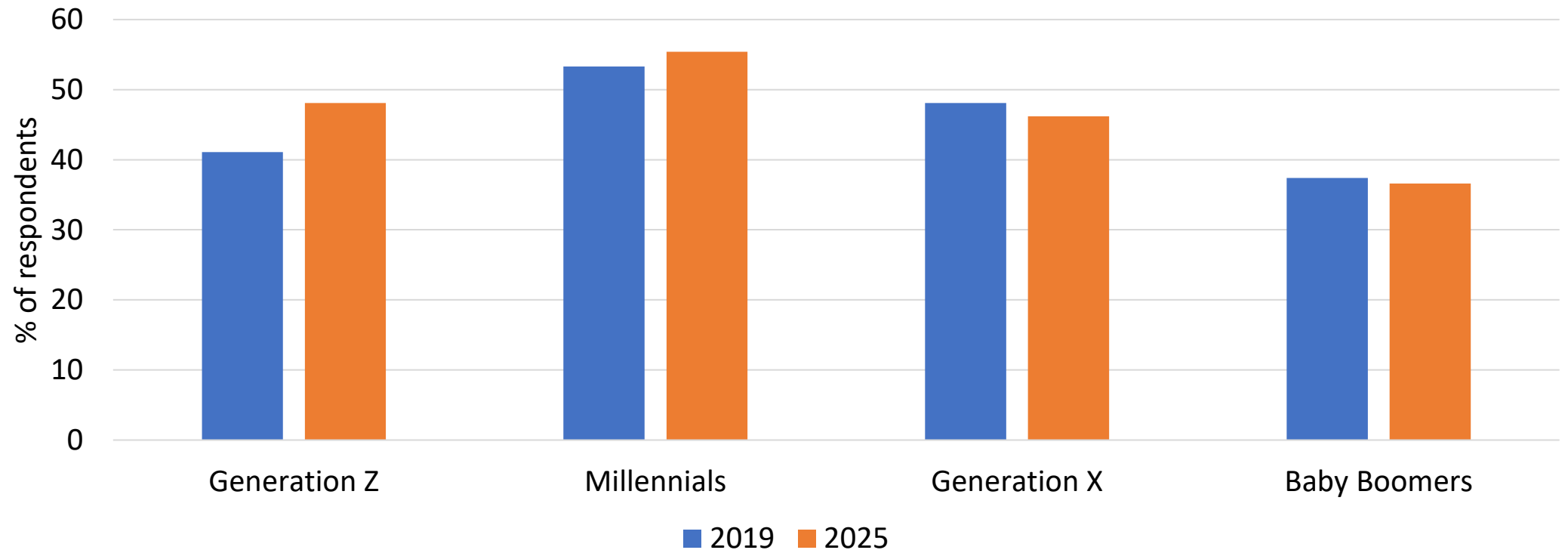


Source: EMI Voice of the Consumer Health and Nutrition



Convenience is also a core spending priority

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



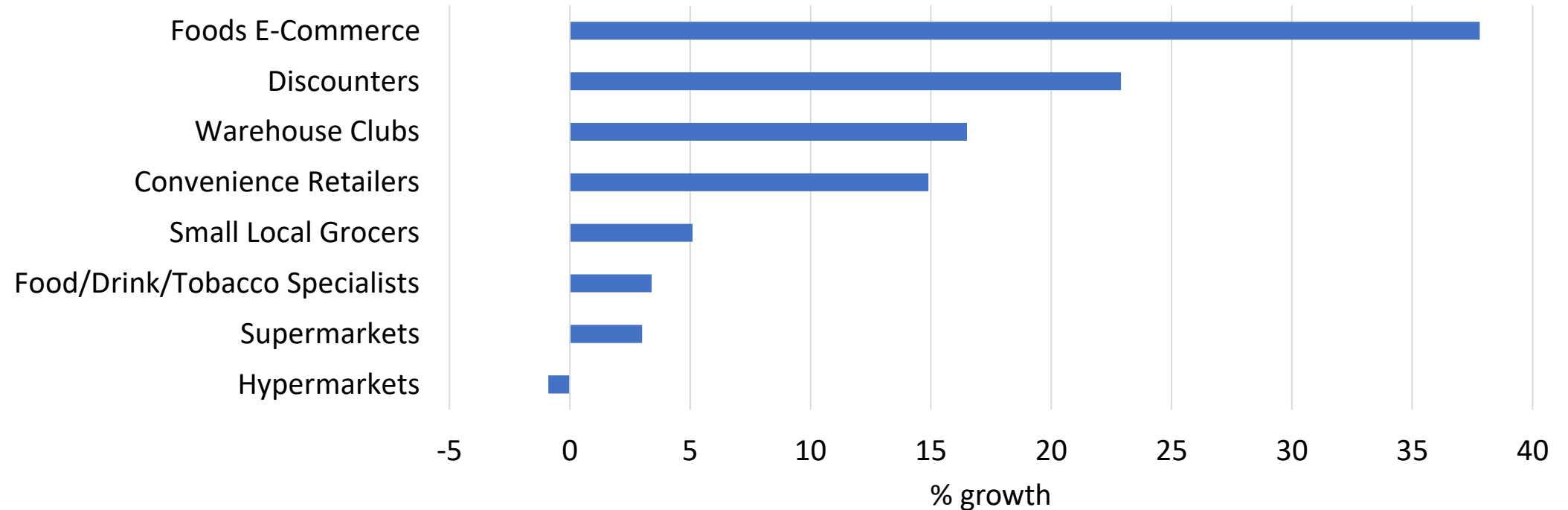
Source: EMI Voice of the Consumer Lifestyles



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

Traditional grocery is losing to these channels

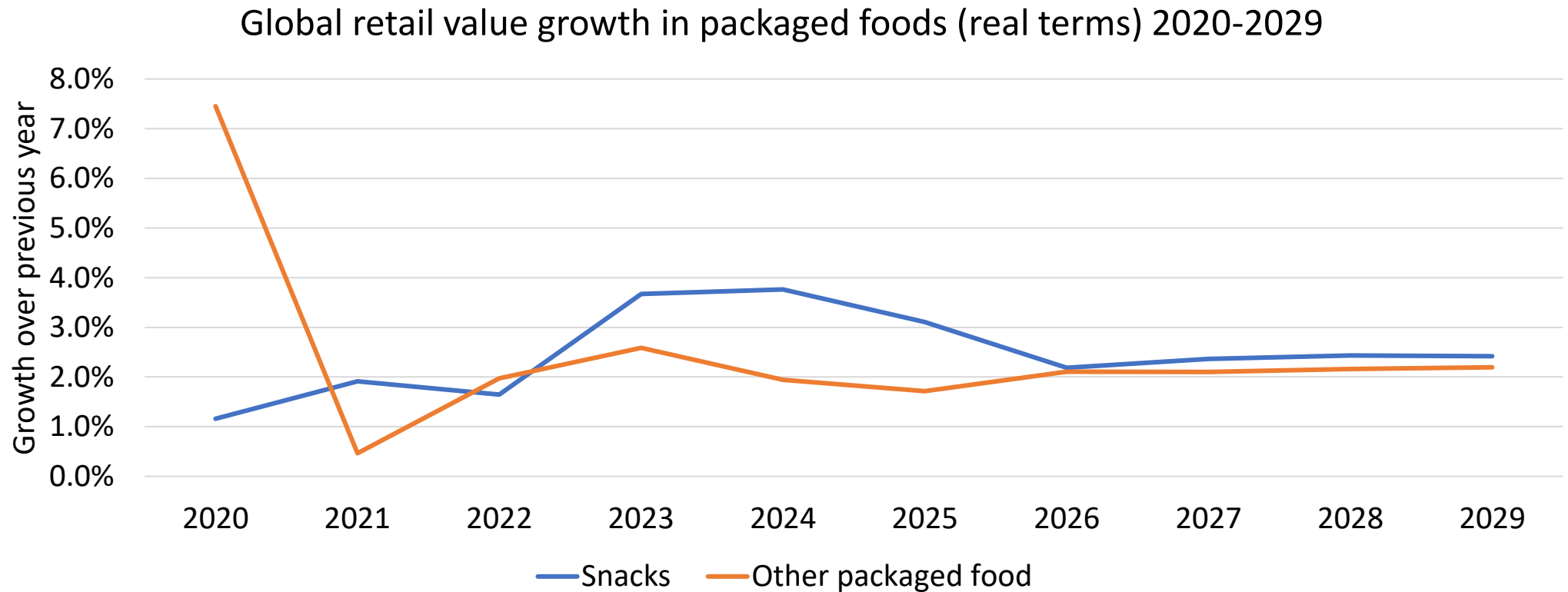
Growth in global retail sales (real terms) 2024-2029



Source: EMI Retail research



Snacks have outpaced since the pandemic



Source: EMI Packaged Foods research



Why?

Value



Convenience

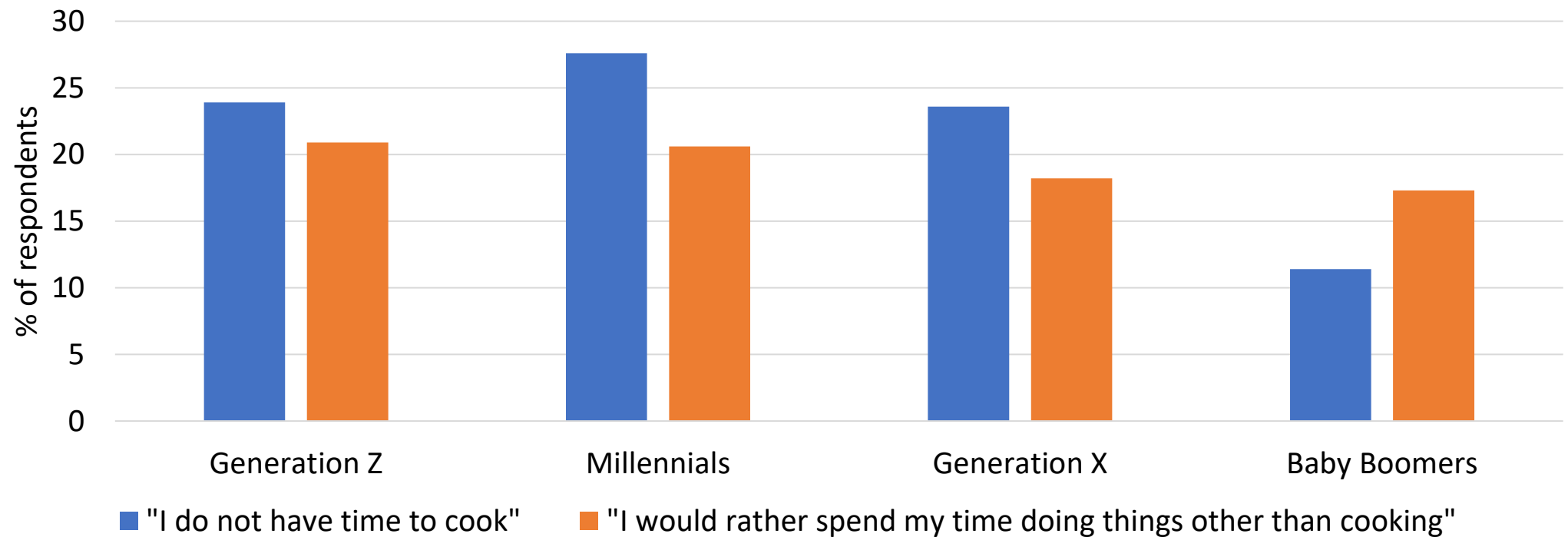


Lifestyles



Cooking is not a major priority for younger generations

Global agreement with select statements about cooking (2025)

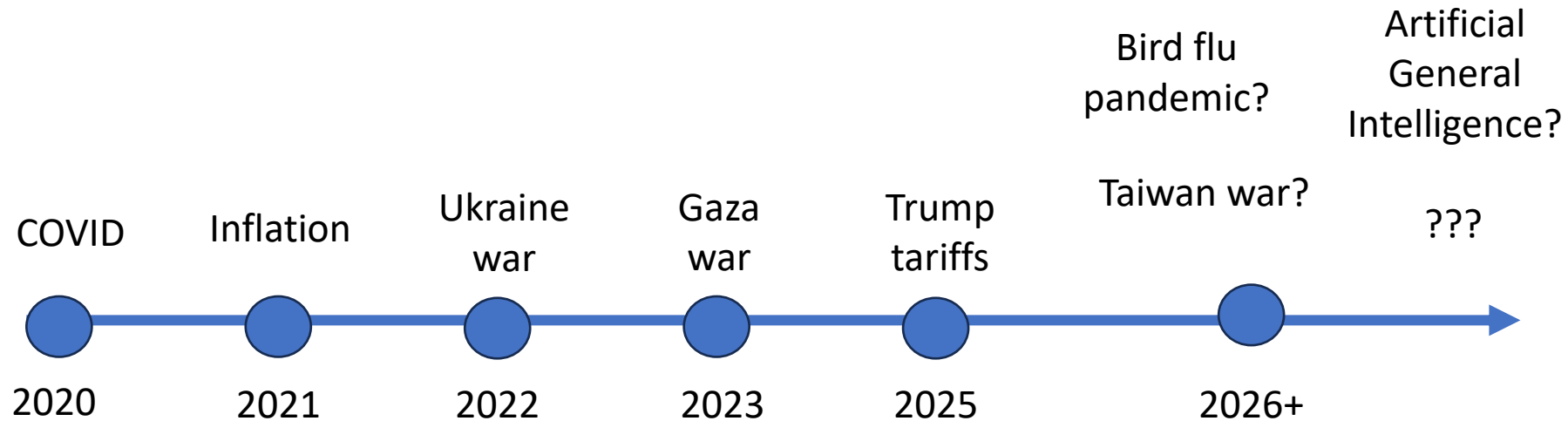


Source: EMI Voice of the Consumer Lifestyles



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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