

# FOOD & FLAVOR TRENDS 2025

Aromatech   
USA



# SUMMARY

1. Shifts in Consumer Behavior
2. Generational Influence
3. Social Media's Role
4. Food and Flavor Trends
5. Our Solutions

# Consumers as **curators**

Consumers are no longer buyers of things; they are seekers of meaning. They want to hold the story, not just the product. They choose with care, favoring what feels honest and made for them. They crave a part in the process, a sense of belonging. To reach them, you must offer more than goods—you must offer truth and purpose.

They are increasingly acting as "curators" and "collectors" of experiences rather than just passive consumers of products. This shift signifies a move towards a more active and discerning approach to consumption, where individuals seek out meaningful engagements and personalized moments.



## Emphasis on Experiences

Consumers crave moments. They look for brands that give them something to remember, something that stirs their senses, something that sticks. Life feels richer when every sense wakes up.

## Seeking Knowledge

Buyers are asking questions. They want to know where things come from, how they're made, and who made them. They like a story. They like the truth. They don't just want to use something; they want to understand it.

## Mindful Choices

There's a shift in the air. People are thinking harder about what they buy. They want it to be good for them, good for the earth, good for the people who made it. They want honesty and a reason to feel proud of what they choose.

## Community Building

Everyone needs to belong. Consumers are looking for brands that bring them together, that stand for something bigger than profit. It's not just about celebration anymore—it's about making things better, together.

## Personalized Consumption

People want things that they feel were made just for them. They hunt for products that fit into their lives, their choices, their values. The days of one-size-fits-all are gone.



*Top  
Reasons  
Why  
Americans  
Eat Out*

# Mindful consumptions

The new consumer buys with purpose, not haste. They look past the glitter of ads and reach for what feels honest. Health matters, but so does the planet. They favor clean labels, fair hands behind the work, and drinks that soothe the body, not strain it.

Lower ABV, alcohol-free, and wellness-focused choices speak to their need for balance—flavors rich yet mindful, indulgence tempered with care. Waste, excess, and shortcuts don't sit right anymore.

## KEY GLOBAL MARKET DRIVERS



Purposeful Purchasing



Health-Centric Choices



Personal Connection



Buy with **purpose**

Eat with **care**

Drink with **intention**

# Consumer *Insights*

I'm looking for real food, not something made in a lab. I want to see a short list of **recognizable** ingredients on the label and I'm willing to pay more for that. I want something that tastes great but that also fits into my busy lifestyle.

I need **convenient** options, especially frozen or microwavable treats, but I'm not willing to sacrifice quality and taste. I care about the planet and the impact my purchases have. I want to support brands that are ethically responsible and that prioritize sustainability.

I'm passionate about sustainability, so seeing **upcycled** ingredients in products feels like a win-win. Whether it's a sparkling drink made with fruit by-products or snacks using spent grains, I can indulge in great flavors while supporting eco-friendly practices.

Exploring new **global** flavors is like traveling without leaving home. I love discovering spices like harissa or kaffir lime that bring depth and authenticity to meals—it's a culinary adventure that keeps life interesting.



# Generational influence

In 2025, the rhythm of food and beverage trends will be set by three powerful forces: Millennials, Gen Z, and Gen Alpha. Each generation weaves its own narrative into the culinary fabric, shaping tastes, priorities, and the industry itself. Their collective influence creates a symphony of indulgence, health, sustainability, and global exploration.

**Millennials** balance on the edge of indulgence and wellness. They want food to do more than nourish—they want it to heal, energize, and delight. They're drawn to products that bring nutritional value wrapped in decadence, satisfying both their health-conscious minds and pleasure-seeking palates. Think creamy, plant-based desserts fortified with protein or beverages infused with adaptogenic herbs and bold, indulgent flavors.

**Gen Alpha**, the youngest yet fiercely conscious generation, demands a cleaner, greener table. Their preferences revolve around sustainability and natural ingredients, reflecting a budding responsibility toward the planet. Low-sugar and organic options dominate their wish lists, while they look to food to align with a world they hope to protect and nurture.

**Gen Z** thrives on boundary-pushing boldness. Their plates tell stories of a connected, digital world, plant-based dishes, unexpected flavor pairings, and ingredients from far-off lands. Social media is their oracle, turning a once-unknown spice or a quirky ingredient into the next viral sensation. They hunger for the unfamiliar but treasure the universal, a blend of curiosity and unity.



# Social media's highlights

As we step into 2025, the food industry stands at the crossroads of health, adventure, and innovation. The younger generations—Gen Alpha, Gen Z, and Millennials—carry the torch of culinary exploration. Their values drive a renaissance of global flavors, bold fusions, and mindful indulgence. It's a dance of tradition and transformation, where each plate tells a story, and each bite feels like a moment shared in the boundless bazaar of the internet. Social media has become the beating drum of modern appetite, stirring cravings with each scroll and tap. It turns humble ingredients into sensations, spreads flavors across continents, and paints plates with a palette of bold, bright visuals.

In this digital bazaar, food is no longer just nourishment; it's a story, a spectacle, and a statement. The world discovers, consumes, and craves through glowing screens, where trends rise like tides and brands must learn to ride the wave or sink into obscurity.



**Global Cuisines.** People are tasting the world from their phones. TikTok turns Japanese street food and Middle Eastern spices into everyday meals. Mochinuts and birria tacos cross borders and land on plates everywhere. The appetite for fusion knows no borders.



**Instagrammable Content.** The plate must shine before the palate does. Food looks too good to eat, yet people eat it anyway... after a photo. Beauty makes a meal worth remembering.



**Unique Flavors.** Spice meets sweet, and they dance on your tongue. The young want new flavors. Swicy and swalty take the stage, and jalapeños meet honey. Miso, mushrooms, and herbs walk into desserts uninvited—and stay. Bold is the new ordinary.



**Retro Food.** Comfort comes in bites. Campfire s'mores, grilled cheese remind you of childhood. Pies and puddings appear like old friends. The past feels warmer with modern twists. Retro never left; it just tastes better now.

# Food Trends

## by Category

### *Alcoholic Beverages*

**Non-Alcoholic Options:** The non-alcoholic beverage industry is projected to reach \$30 billion in 2025, showing a growing trend towards moderation.

**Seasonal Flavors:** Limited edition and seasonal flavors continue to attract consumers wanting novelty in their drink choices.

### *Non-Alcoholic Beverages*

**Functional Drinks:** There's an increasing demand for functional beverages, such as mood-enhancing drinks and plant-based options, as consumers want health benefits from their drink choices.

**Blurring Lines:** The distinction between soft drinks and non-alcoholic beverages is becoming less clear, with products like twisted lemonades and hop waters gaining traction.

### *Coffee*

**Flavor Innovations:** Dessert and bakery-inspired flavors are on the rise, with brown sugar being named the 2025 Flavor of the Year, indicating a trend towards indulgent coffee experiences.

**Functional Coffee:** There's a growing interest in functional coffee, including mushroom coffee, as consumers look for added health benefits in their daily brew.

### *Dairy*

**Plant-Based Alternatives:** The global vegan cheese market reached \$3.9 billion by the end of 2024, up from \$2.1 billion in 2016, clear indication of a significant shift towards plant-based dairy options.

**Indulgent Flavors and Textures:** Consumers want indulgent experiences in dairy, with a focus on strong core flavors and rich textures.

### *Plant-Based Foods*

**Market Growth:** The plant-based food market is projected to grow to \$160 billion by 2030, motivated by an increasing consumer interest in health and sustainability.

**Consumer Adoption:** In the UK, 33% of households purchased plant-based meat alternatives at least once during the past year, reflecting a growing acceptance of plant-based diets.

Sources: Mintel, Food&Wine, GlobeNewswire







# Emerging Flavor Trends

## Fire & Salt

People want flavors that wake them up. Sweet dances with spicy; salty joins the fray. Chili-honey burns with sweetness, salted caramel lingers on the tongue. These are flavors with teeth. Bold. Sharp. Product launches for "swicy" have jumped 30%. Swalty snacks like cheddar-jalapeño crunch their way into hearts. It's a fight of contrasts, and everyone is eating it up.

## Waste Not, Taste More

Nothing goes to waste anymore. Banana peels, coffee cherries, forgotten fruit—they all come back. Soda with surplus cherries, tea from coffee fruit. The upcycled food market grows at 11% a year, faster than you'd think. Pear sodas and citrus peel drinks prove that waste can taste good. Sustainability is more than a word; it's a flavor.

## Depths of Umami

The earth gives us its treasures. Mushrooms, seaweed, aged plant cheeses—simple yet profound. These flavors echo the soil and the sea, speaking to those who hunger for more than sustenance. A ravioli stuffed with "THIS Isn't Chicken & Pesto" tells a tale of bold invention. Even a cup of mushroom coffee whispers of quiet mornings and deep reflection. These are the tastes of tomorrow, grounded in what's eternal.

## Elixirs for the Mind

People want more than drinks. They want cures. Ashwagandha to calm the nerves, elderberry to fight sickness, rhodiola to sharpen the mind. These are not just beverages—they are elixirs. Searches for gut health have soared 243%. The market swells to \$275 billion by 2025. Coffee with protein, tea with adaptogens—functional drinks are the medicine of our time.

## Roots of the Past

Flavors of comfort are coming back, but not the same as before. Vanilla, butterscotch, caramel—they remind us of simpler times. But now they're cleaner, healthier, stripped of guilt. Nostalgic recipes with fewer ingredients are hitting shelves. Searches for these flavors have climbed 55%. People want what they know, but better. Pumpkin spice, gingerbread, and cinnamon lead the way, blending tradition with a modern hand.

## Petals on the Tongue

Floral flavors are blooming. Lavender, hibiscus, and cherry blossom turn drinks and desserts into gardens. These aren't just flavors; they're moments—subtle, fragrant, and strange. Floral ice creams and teas draw curious palates. Sweet and soft, they linger like a memory. People are ready to try new tastes, and florals are the quiet revolution.





FLAVORS DESIGNED BY  
NATURE



We develop unique and high-quality flavors to complement your food and beverage products. Our commitment to natural and organic ingredients ensures that every flavor we create is not only delicious but also aligns with today's health-conscious consumer demands.

#### END-TO-END SOLUTIONS

##### Liquid Flavors

Oil-soluble, water-soluble, emulsions.

##### Powder Flavors

Spray-dried, impregnation, granulation.

##### Custom Solutions

Tailor-made to meet client demands.

Enhancers Blockers Maskers Boosters

#### AVAILABLE IN

Organic Natural Vegan Gluten-Free Halal Kosher Non-GMO  
Clean-Label Retail Compliant Natural & Artificial Blends

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