




Trend report 2025

Back to the future

The future is now—or is it the past? Both food service and retail are looking ahead while holding onto what made yesterday special. In 2025, we need to respond to consumers who crave nostalgia alongside experiential innovation and the convenience to fit their fast-paced lives. This trend report offers actionable insights into how nostalgia, bold innovation, and convenience can inspire your next product or menu concept.

Choose your time in space

	Food Service	Retail
 Timeless traditions	<ul style="list-style-type: none">Grandma's kitchen re-invented >Back to the roots >	<ul style="list-style-type: none">Nostalgia with a twist >Regional authenticity >
 Elevating experiences	<ul style="list-style-type: none">Sensorial exploration >Customizable choices >	<ul style="list-style-type: none">The rise of texture >Global flavors and toppings >
 Instant gratification	<ul style="list-style-type: none">Need for speed >On the go snacking >	<ul style="list-style-type: none">Clockless eating >Multi-cook convenience >

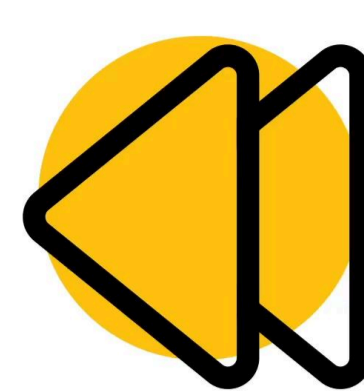
Food service is moving at lightspeed

Embracing the nostalgia that comforts us, the innovative experiences that excite us, and the convenience of going fast or slowing down when life demands it. **The food service industry is evolving at lightspeed, dominated by consumers in the driver's seat.** In 2025, it's all about their choices: what to eat, when & where, and how it's prepared. Consumers are paying, and they want the freedom to decide. Staying ahead of the curve is no longer just an advantage; it's a necessity. Get ready, because going back to the future has never been more consumer-led.

Retail goes from roots to revolutions

Enjoying a blast from the past or is it time to face the future? Retail wants to do both in 2025. **Consumers desire products that blend nostalgia with innovation.** We're travelling from roots to revolution. And we're going there at racing speed. Our trends highlight the evolving preferences that redefine retail aisles, backed by insights from industry leaders and in-house consumer data.





Yezz please

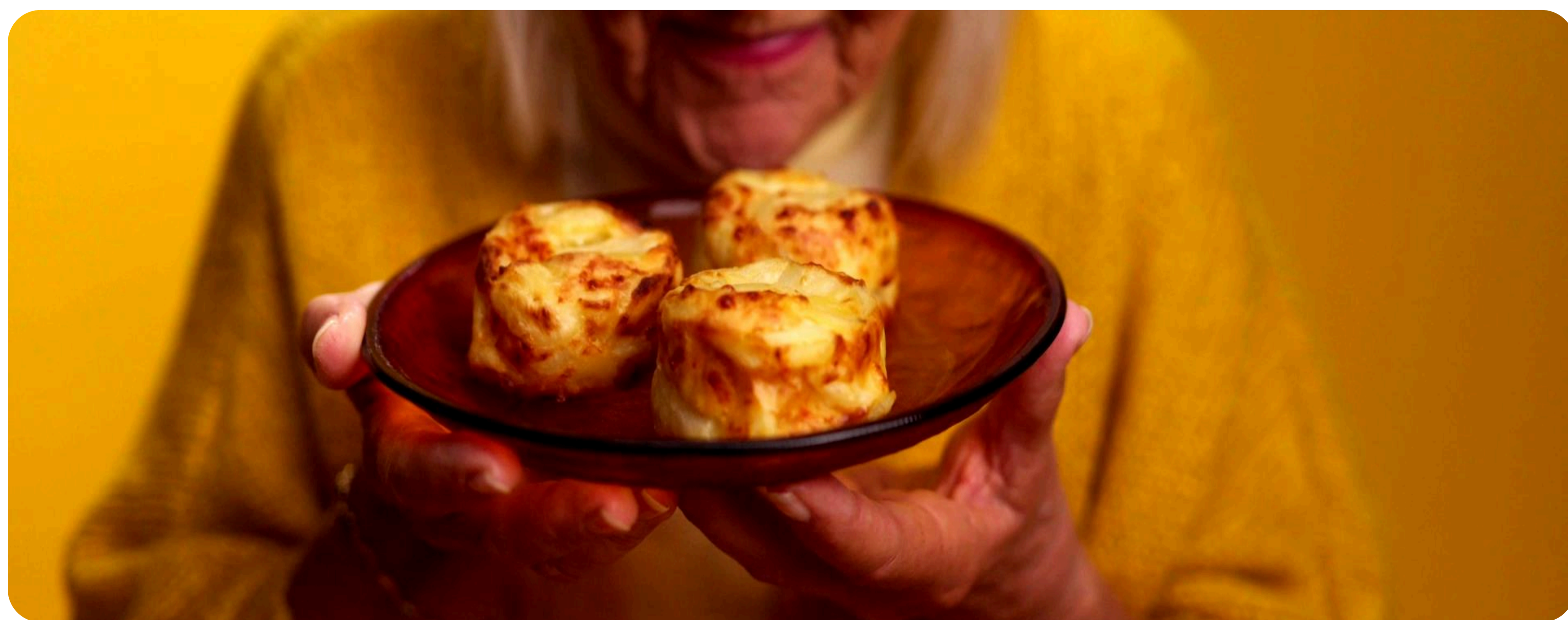
Timeless traditions

In an increasingly fast-paced world, consumers are looking to the past for comfort. Nostalgia and traditions offer more than pleasant memories. They connect people with their roots and evoke joy. The timeless tradition trend highlights how **food service taps into the emotional power of nostalgia to deliver dishes that feel familiar yet elevated.** Because the power of food to connect us on an emotional level is undeniable.

Grandma's kitchen reinvented

Nostalgia is a powerful force, and it's reshaping the food service industry. Consumers are increasingly drawn to **traditional dishes that make us think of grandma's kitchen, but they are equally keen to try the reinvented version.** Think about mussels with fries, but then with sobrasada sauce or soy-marinated barbecue salmon, instead of the classic one. These dishes are reinvented with a modern twist, yet still offer that comforting and familiar dining experience.

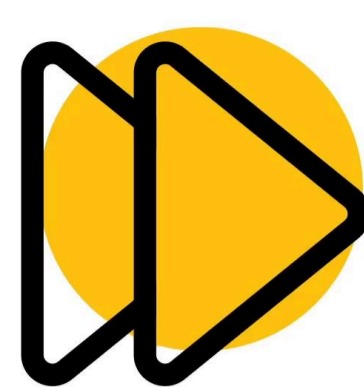
By blending tradition with creativity, chefs transform meals into meaningful experiences, whether through **slow-cooked comfort foods, retro presentations, or a focus on ingredients that recall simpler times.** For example, a simple roast chicken is elevated with miso-glazed carrots and a nostalgic nod to grandma's Sunday dinner.



Back to the roots

In addition to the emotional connection, there's a **growing emphasis on the origins of our food.** Consumers are increasingly interested in locally sourced ingredients and the stories behind them. Think beyond geography. Authenticity and trust come into play here.

By highlighting the local origins of their ingredients, you can create a sense of community and shared values with their customers. Represented by dishes you could put in the middle of the table and enjoy with the entire family, or by yourself in the couch, such as chicken tikka masala or meatballs in tomato sauce.



Elevating experiences

The desire for new and unique experiences continues to grow. **Consumers are no longer satisfied with the ordinary; they crave the extraordinary.** Unexpected flavor combinations, experiential dining, and the opportunity for guests to explore new tastes in unique ways. Staying ahead means embracing bold experimentation while offering diners a sense of control and customization. Whether through high-tech approaches or daring ingredient pairings, innovation keeps consumers excited and engaged.

Sensorial exploration

Today's consumers are looking for more than just a meal; they want an adventure. For 1 consumer out of 3, decisions are driven by the discovery of new flavors. In restaurants, 1 out of 2 makes decisions based on taste-related innovations. Furthermore, nearly half of Europeans **expect a memorable experience when eating out.**

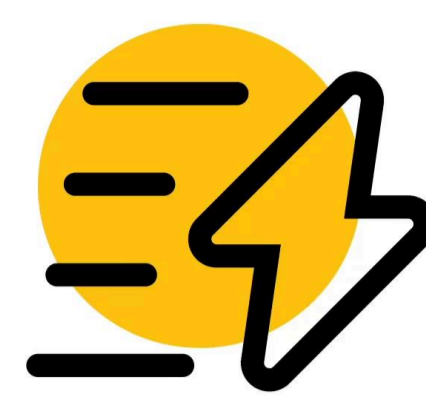
This has led to a rise in **immersive dining experiences, like storytelling tasting menus and visually stunning plating.** Consumers are exploring new flavor profiles, from foreign influences and unique seasonings to unconventional combinations. While these preferences vary regionally, even traditional dishes like British fish and chips are gaining popularity in unexpected places like the MENA region.



Customizable choices

Dining out is still a treat for many, but with prices going up, people are thinking more carefully about where they spend their money. They expect restaurants to offer great service, fair prices, and an experience that stands out. As budgets tighten, diners want more value: they're looking for more than just a meal. **They demand options tailored to their tastes.**

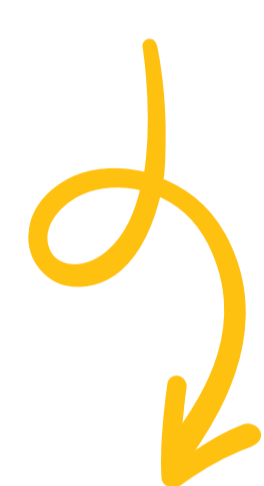
Personalized meals, interactive menus, and freedom to customize are no longer optional but expected. From choosing exotic side dishes to experimenting with uncommon flavors, consumers want control and adventure in every bite. The search for the ultimate indulgence is on. But mostly, they want freedom. In potato world, this means freedom of choice. Freedom to choose a second, or even a third superior potato product.



Instant gratification



Our hectic lives demand convenient solutions, isn't it? With blurred lines between meal times, **consumers are seeking products that fit seamlessly into their busy lives**, from portable snacks to ultra-convenient ready-to-eat options. You need to balance speed with quality, ensuring that every meal is as satisfying as it is fast.



Need for speed

Just take a look at your own schedule. The truth is sometimes brutal. Our lifestyle is hectic, and we often don't have the time or energy for traditional meal preparation.

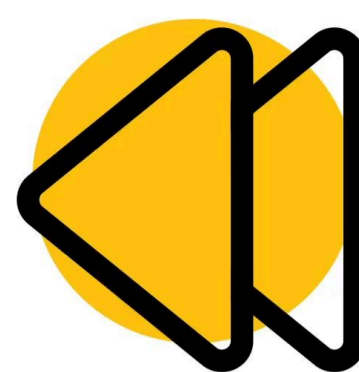
This has led to a surge in **demand for ready-to-eat and ready-to-cook products** that offer a quick and satisfying solution to hungry moments. Convenient solutions like pre-portioned frozen fries or fully prepped potato gratins save kitchen staff valuable time while ensuring consistent quality.



On the go snacking

The **lines between traditional meal times are becoming increasingly blurred**. With the rise of remote work and flexible schedules, consumers are seeking convenient, tasty options that seamlessly fit into their day. Whether it's a quick bite in between appointments or a satisfying treat after a late workout.

This shift has fueled the growing trend of **all-day snacking, where structured meals make way for flexible, on-the-go options**. From waffle fries at midnight to sushi burritos for brunch. Consumers crave variety and indulgence. This is where we can position ourselves: offering inventive snack solutions that cater to these spontaneous moments of hunger, while aligning with their need for both convenience and enjoyment.



Yezz
please

Timeless traditions

As consumers seek emotional connections through food, nostalgia plays a central role in decision-making. According to recent studies, 71% of consumers appreciate products that evoke memories of the past, while 84% link nostalgic flavors with meaningful life moments. This trend isn't just about returning to roots but enhancing them for modern palates. Modern twists on classics, like truffle-infused gratin, tap into emotional resonance and growing interest in traceability.

Nostalgia with a twist

Classic comfort foods like mashed potatoes and gratins are being reimagined with premium upgrades, including ingredients like truffle. This "new-stalgia" trend appeals not only to older generations longing for familiarity but also to younger consumers who crave creative and gourmet spins on traditional dishes.

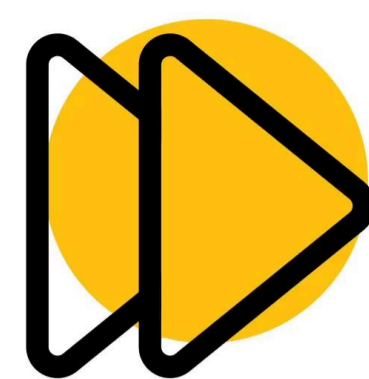
Packaging and product placement that emphasize the balance between nostalgia and innovation can make these items a hit across demographics. Such as on-pack storytelling, highlighting family recipes or heritage ingredients.



Regional authenticity

Shoppers increasingly care about where their food comes from. **Regional flavors build trust by connecting consumers with local origins and a sense of place.** What's in a name. Look at Belviva, focusing on local sourcing and a chunky serving of chauvinism it now rivals with manufacturer brands for the top spot in the Belgian market.

Retailers can spotlight these connections through storytelling on packaging, in-store promotions, and digital content, creating a compelling narrative of provenance.



Let's go!

Elevating experiences

With consumer expectations for food experiences at an all-time high, innovation is crucial. Nearly half of European consumers demand memorable eating moments, focusing on bold and unexpected textures and flavors. Retail is meeting this challenge by integrating global influences and experimental sensory elements.

The rise of texture

Texture is king in 2025, with crunch taking center stage across meals. Within frozen potatoes, a royal marriage unfolds between **a super crispy outer texture and a fluffy inner texture, appealing to consumers who want satisfaction in every bite.**

This trend even extends to beverages, where textural experiments like crème brûlée espresso martinis or pistachio-topped lattes are captivating adventurous drinkers.



Global flavors and toppings

Fusion cuisines and topping innovations are reshaping retail offerings. **Bold seasonings provide a gateway to international cuisines**, catering to the adventurous tastes of younger demographics. Think of global spices like harissa and Baharat, spicy flavors like chili, or just a good garlic butter one. Social media is amplifying these trends, with influencers showcasing new recipes and garnishes that inspire experimentation at home.

Retailers can take cues from the food service industry by **creating sensory-driven shopping experiences**. Interactive QR codes that link to augmented reality recipes or cultural stories can make exploring global flavors both fun and educational. Retailers that embrace these innovations will position themselves as leaders in experiential dining.



Instant gratification



The modern shopper's mantra is "convenience without compromise." With hectic schedules and blurred boundaries between meals and snacks, **ultra-convenient products are becoming essential**. According to Nestlé, 90% of consumers seek meal solutions that are both easy to prepare and restaurant-quality in taste.

Clockless eating

Bite-sized, ready-to-eat products dominate the convenience trend. Offerings like seasoned tater tots or air-fried potato bites are perfect for busy consumers who value portability and flavor.

Retailers can bridge the gap between traditional meals and snacking by **emphasizing these products as suitable for any time of day**. Positioning products as all-day options, fitting into the already known trend of "clockless eating".



Multi-cook convenience

The rise of air fryers has revolutionized at-home cooking, pushing retailers to adapt their product lines. **Products that come with detailed cooking instructions for multiple appliances**—oven, air fryer, or microwave—provide added value and convenience.

QR codes on packaging that lead to step-by-step cooking guides or inspirational meal ideas further enhance shopper engagement.

Conclusion

The trends of 2025 present a clear opportunity: combine the emotional pull of nostalgia, the excitement of bold innovation, and the seamlessness of ultimate convenience to captivate today's consumer. To stay ahead, it's not enough to observe these shifts. It's time to act. **Reimagine your offerings with creative twists on classic comforts, embrace global influences and experimental textures, and prioritize convenience without compromising on quality.**

The future of food service and retail is a blend of tradition and transformation.

The question is: how will you make it your own?