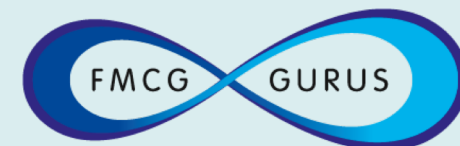




FMCG Gurus | Trend Report | October 2025

Introducing our 2026 Top 10 Trends: What's Next, What Wins, and Why?

Examining evolving consumer trends, attitudes, and behaviors.



Consumer Experts, Insight Driven



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Introduction: Consumers continue to feel they are living in an era of uncertainty, and this is influencing attitudes and behaviors

Consumers are seeking out products and solutions that make them feel in greater control of their lives

Five years from now, consumers will look back on this decade as one defined by uncertainty. Events once unimaginable have become routine, forcing people not just to adapt their behavior but to question their understanding of the world itself. This shift brings both positives and negatives. On one hand, people are re-evaluating their priorities, placing greater value on small pleasures, happiness, community, and time with loved ones. On the other, skepticism and distrust are rising, with consumers turning away from traditionally credible sources of information.

Many also blame rapid globalization and societal change for today's problems, leading to more conservative and traditional views on topics like the economy, social roles, and immigration, while expressing resistance toward progressiveness and multiculturalism. Beyond global issues, individuals also feel increasing barriers to a good quality of life, from stress and time pressures to financial worries, driving a demand for instant solutions. These concerns will directly shape consumer attitudes and behaviors across the food, drink, and supplement markets in the year ahead.

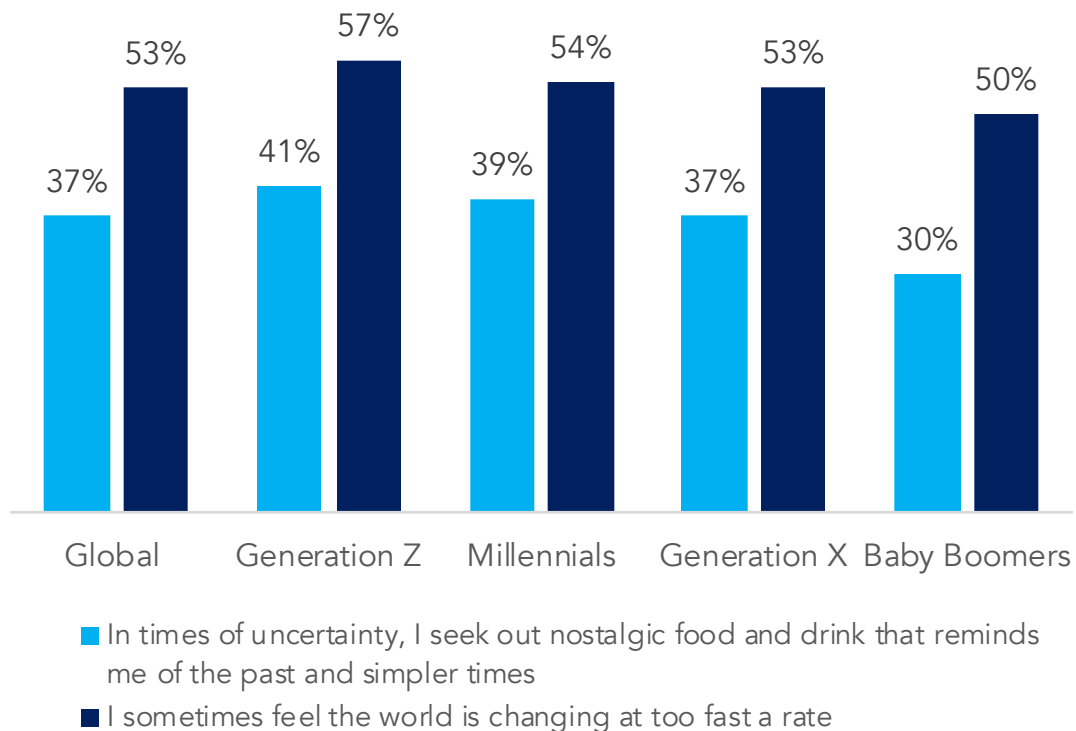


Unbalanced Harmony: Consumers feel that society is changing at too great a rate

Consumers are embracing more traditional and conservative values as they long for a return to times where they felt they had more control



To what extent do you agree with the following statements?
2024 (EMO864)
Global



Over the past eighteen months, a growing number of people feel the world is changing too quickly, leaving them alienated and out of touch. While once associated with older generations, FMCG Gurus' research shows younger people are now more likely to feel overwhelmed, unsure how to act personally or professionally, and uncertain whether their attitudes and beliefs are still acceptable.

As a result, many are turning away from traits like multiculturalism and progressive mindsets, instead favoring more traditional, retro, and conservative views. This is driving alignment with brands that evoke traditional and ethnocentric values, nostalgia, and "simpler times," while fueling rejection, and even protest, of those seen as accelerating cultural, social, and gender identity erosion.



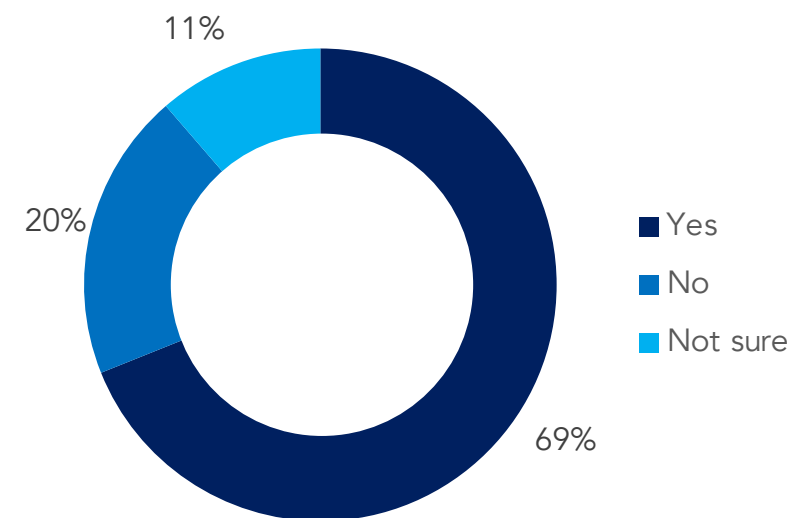
The GLP-1 Effect: Growing usage of such medication will impact on the food and drink market

This will drive demand for products that cater to reduced feelings of hunger, including food and drink that stimulate GLP-1 hormones in a natural way



GLP-1 medication is a subject that has received significant attention over the last twelve months. An important factor to highlight is that in many countries, usage is higher than official statistics suggest, indicating that most medication is obtained privately, and usage is not confined to those who genuinely need it as a last resort. While attitudes towards such medication can be relatively polarized (and private purchasing, including via the black market, which leads to safety and ethical issues), the reality is that usage will continue to grow over the next twelve months due to ease of access, consumer concerns about weight gain, and the view that traditional weight loss methods are not effective, especially in the long-term. This is something that will influence the food and drink market in two ways. Firstly, it will increase demand for products that are positioned around reduced calorie and sugar content and high protein and fiber content. Secondly, raised awareness will trigger interest in food and drink products that are positioned as stimulating GLP-1 hormones in a natural way, with many consumers deeming these products a safer and more natural alternative to medication.

Would you be interested in buying a food or beverage that stimulates your GLP-1 hormones in a natural way?
2025 (WLM681)
Global





Wellness Reclaimed: Consumers recognize that their diets and lifestyles are not as healthy as they should be

Consumers are looking to maximize how fit and active they feel day-to-day, to help stay active until as late in life as possible

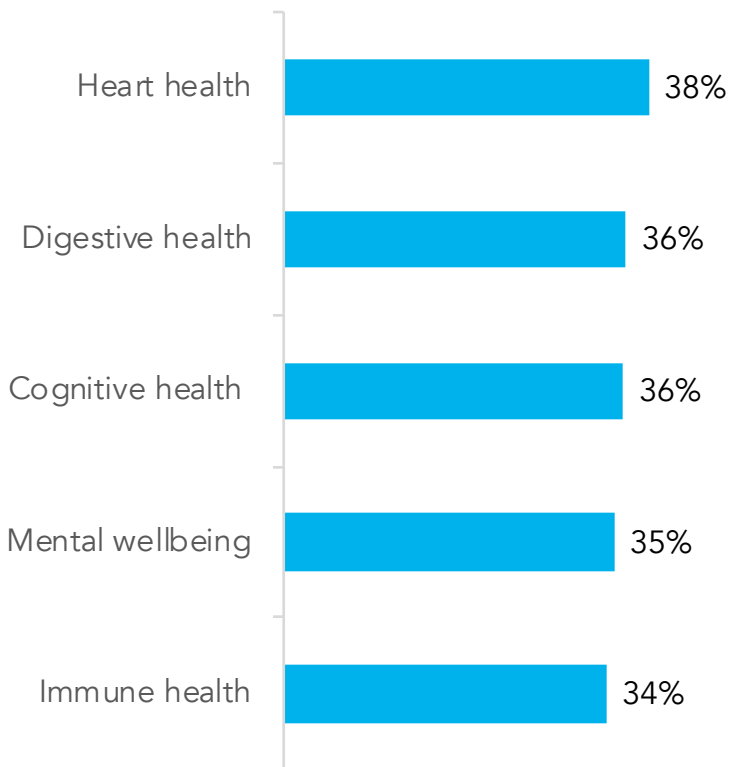
Consumers feel that barriers to healthy living are on the rise, whilst levels of proactivity towards wellness are not as high compared to the start of the decade. As many people lack satisfaction with diets and lifestyles, such as their eating habits, exercise levels, and sleeping patterns, they will become mindful that this is something that will increase the risk of health problems in the long-term.

FMCG Gurus' research shows that people are worried about various aspects of their health, with heart health being the biggest area of concern, showing that despite the attention given to wider elements of holistic well-being in recent years, people still see good heart health as the most central aspect of healthy ageing to which they must address.

Meanwhile, concerns about issues such as digestive and cognitive health means that people will be prone to suffering from symptoms such as irregular bowel movement and an inability to concentrate regularly, which will worry them that such symptoms reflect low health in general. This is something that will drive demand for products that help aid day-to-day wellness and help ensure feelings of energy and alertness, combined with regular bowel movement, to reduce the risk of illness long-term.

Overall, what are your biggest health concerns?
2025 (HH910)

Global – Top five answers





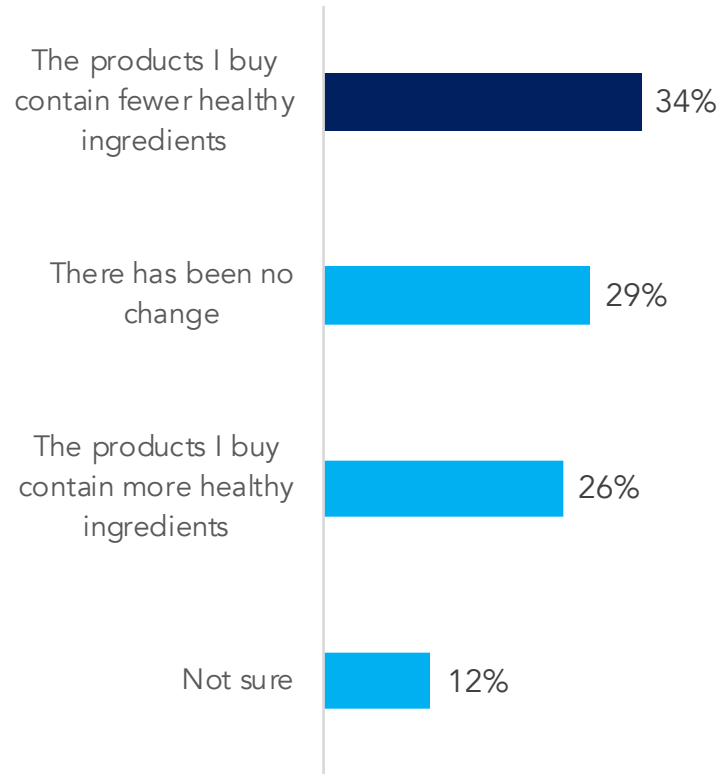
Proof Over Promise: Distrust towards food production methods is on the rise

This is resulting in consumers questioning the integrity of brands as they attribute them at least partially responsible for the rise in certain health problems

How do you think the food and drink you buy have changed over the last ten years?

2025 (UPF311)

Global



Consumers can often feel skeptical of the policies and practices of big brands, feeling they are intensifying due to issues such as reduced financial confidence, high profile scandals around the activities of brands and social media. The latter is a major challenge for the industry as it also means that consumers are exposed to misinformation which can lead to the rejection of “professional information” in favor of “alternative truths”.

The topic of food production is something where distrust is on the rise, with consumers being more prone to checking nutritional labeling and wanting to avoid ingredients in products deemed detrimental to their health, especially as the topic of ultra-processing and the link with issues such as obesity, diabetes, cancer, and allergies and intolerances gains more traction. This is driving demand for maximum transparency from brands, with many people feeling that food and drink brands have fewer healthy ingredients compared to a decade earlier, due to the belief that brands are prioritizing profit over the well-being of shoppers.

Clean eating will be a key issue that the industry must look to address over the next few years. Ingredient streamlining and authenticity around the origin of products will be crucial in helping shape perceptions of transparency and integrity amongst consumers.

58%

of global consumers state that over the past year they have been more attentive to the ingredient lists on the food and drink products that they buy. 2024 (CN314)

41%

of global consumers deem themselves to have a food allergy or intolerance. 2024 (AAI614)



Tempted by Taste: Mood elevation will be a key influence on food and drink choice as consumers look to feel happier

Consumers are turning to food for escapism and to disconnect from daily pressures and reprioritize what is important to them

Issues such as global uncertainty is something that will have a direct impact on food and drink choice, with consumers seeking out familiar and comforting food and drink that remind them of the past and simpler times. Such food and drink will be of high importance when consumers turn to groceries for moments of escapism and to deal with the pressures of everyday life. When seeking out these moments, consumers will want products that they feel encourage escapism, rather than are positioned around helping facilitate their busy lifestyles.

Whilst consumers are seeking out comforting and traditional flavors, it must be remembered that people can sometimes have biased and overly favorable perceptions of the past and associated products.

At the same time, consumers are constantly redefining minimal quality expectations, even when it comes to economical products. The desire for simplicity and traditionalism, combined with quality expectations is driving the demand for “new-stalgia” where traditional products and flavors are given a more contemporary twist to make them appear more premium.

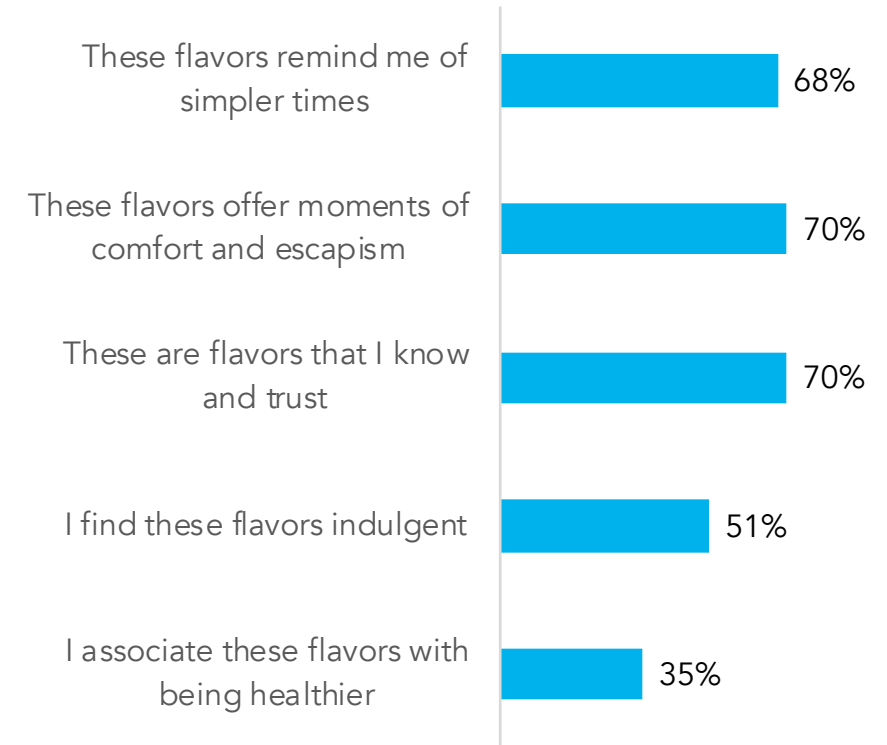
57%

Of global consumers say they find traditional/nostalgic flavors appealing. 2025 (FCT437)



Why do these flavors appeal to you? 2025 (FCT734)

Global – Consumers who say they find traditional/nostalgic food flavors appealing





Purposely Resourceful: Brands will be expected to act more resourcefully and address more local issues

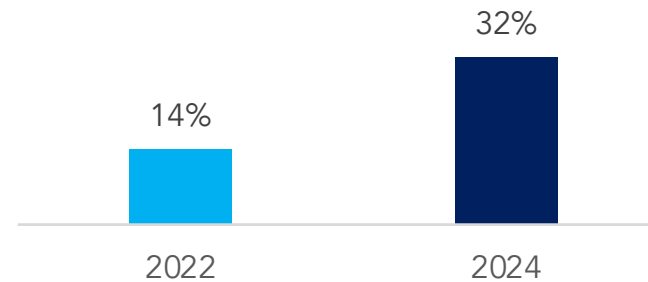
Consumers want brands to address environmental issues where they feel they can monitor, evaluate, and benefit from implemented actions

Another challenge associated with the rejection of accepted information and data, is that consumers feel that information around the state of the environment is being sensationalized. This means that consumers are switching focus from issues such as carbon emission and global warming, to what they feel are more tangible issues that they can closely monitor. One key issue linked to this is resourcefulness, with people being conscious about disrupted and inadequate food supply chains (because it is felt at the retailer) and this, combined with the view that brands can act in an irresponsible manner, is resulting in people wanting reassurance that brands are acting in a resourceful manner along the supply chain, especially when it comes to local sourcing.

More traditional and ethnocentric mindsets are shaping consumer attitudes towards food and drink, including priorities from an ethical and environmental perspective. Indeed, as consumers adopt an “us first” mentality, they are placing less importance on brands who address global supply issues, especially if they feel they are not being impacted by them, and wanting brands to address local and national communities, workers, and issues. This means that consumers will find sustainability initiatives particularly appealing if they are positioned around helping smaller farmers and workers on the supply chain and addressing global issues. This is because they feel they are better equipped to measure the levels of input and benefits of such initiatives if they can see them with their own eyes, which will influence willingness to pay a premium.

The proportion of consumers who say they believe that claims around damage done to the environment are exaggerated. 2024 (SU601)

Global



41%

Of global consumers say over the last two years they have sought out brands that guarantee treating farmers in an ethical manner. 2024 (SU001)





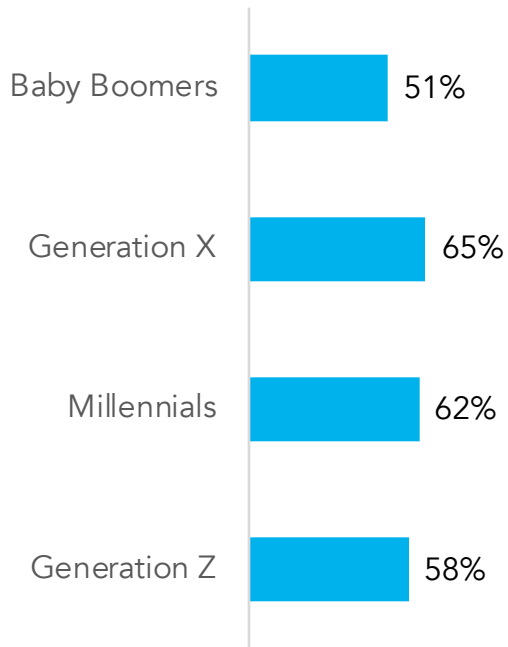
Next Gen Focus: Consumers want customized and real-time information on their health

Consumers will associate personalization with efficacy

The proportion of consumers who say they are interested in food and drink products that are customized to meet their individual nutritional needs.

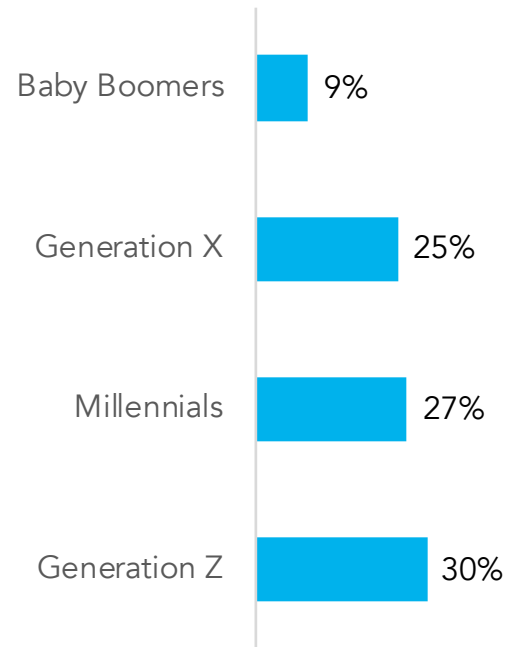
2024 (PSN979)

Global



The proportion of consumers who say that they monitor their diets via mobile apps. 2024 (PSN096)

Global



Consumers feel that various benefits towards healthy living exist, including that information and products available are too generic and not suited for their specific needs. As consumers become more aware of the capabilities of Artificial Intelligence, as well as alternative wellness therapies such as nutrition genetic testing, they are seeking out instant and customized products, services, and information which they feel are better suited, and therefore more effective, to their specific health concerns and motivations.

In an era of digital dependency, real-time information is important to consumers, and this includes from a wellness perspective with people, particularly younger consumers, turning to mobile apps to help monitor their diet. This creates the opportunity for brands to work with mobile app developers and social media influencers to help offer tailored and real-time health information positioned around efficacy and convenience. However, it is crucial that brands are not seen to be working with any apps or social media influencers where the information delivered to consumers is deemed to be subjective/questionable/unethical.



Inflation Fallout: Affordable indulgence will be an important message to push

Consumers are looking to trade-up on small indulgences associated with good value, especially as they reduce spend out-of-home

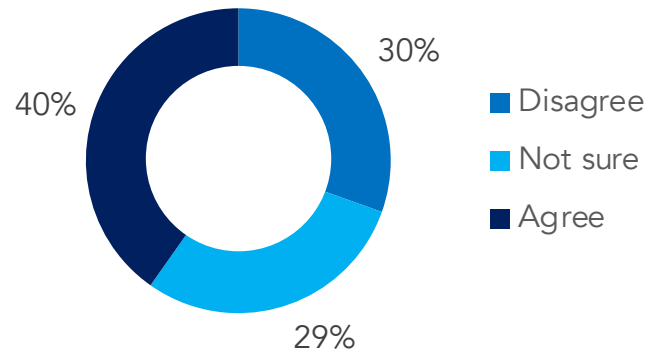


32%

Of global consumers feel that their health has adequate financial savings.
2025 (FS893)

"Over the next twelve months, I will seek out more premium snacks to compensate for reduced spending in other areas".
2025 (SNA837)

Global



Consumers continue to struggle financially, often feeling they are having to live month-to-month and adjusting their purchasing behavior to try and make their money go further. At the same time, people are feeling an element of recessionary fatigue and find it difficult to abstain from making indulgence purposes completely, irrespective of their financial situation. This is something that is driving the notion of affordable indulgence, where people are seeking out small and affordable (determined by value rather than the cheapest price) indulgences to compensate for reduced spending on bigger ticket items.

This is something that is also being helped by consumers opting to stay at-home more rather than visit out-of-home channels, which is not only driven by financial concerns, but the desire to switch off and disconnect from the outside world, resulting in people spending more time at-home. As such, brands need to promote messages around affordable indulgence (and linked to this, escapism and permissible indulgence), particularly in impulse and convenience categories such as ready meals, alcoholic beverages, and snacks, positioning products around offering escapism and out-of-home experiences for at-home prices. When targeting such occasions, ingredient integrity is something that is crucial in shaping perceptions of value.



Powered by Simplicity: Consumers want the right balance of efficacy and convenience

This is deemed crucial at a time of digital dependency and perceptions of time scarcity

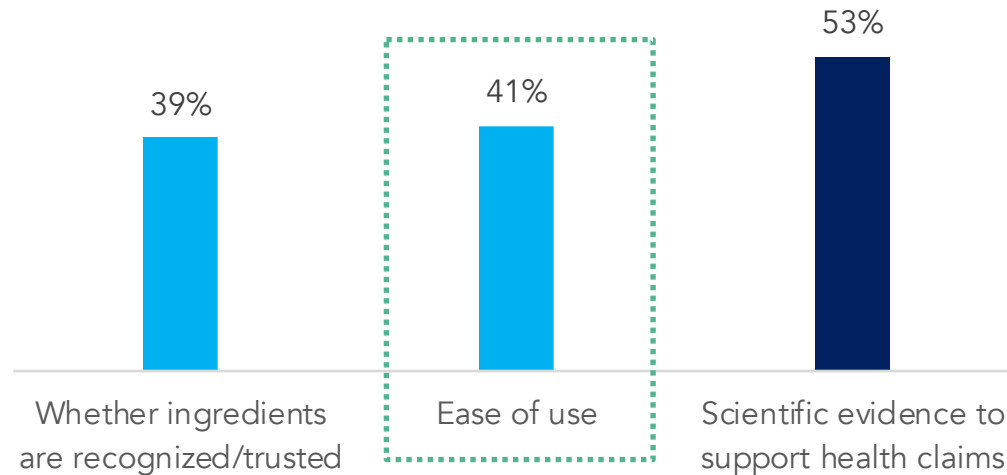
As consumers feel that barriers to healthy living are on the rise, they are seeking out something “extra” to help facilitate their health goals, such as nutritional supplements and/or functional or fortified food and drink. When doing so, consumers want to incorporate products into daily routines, whilst feeling that such products are a necessity because they are either suffering from health problems or deem them to be imminent. This means the choice of products they turn to will be influenced as to whether they deem them to have the right balance of convenience and efficacy. When consumers feel that barriers and problems exist, they often feel that technology is the solution, and this is no exception when it comes to health and wellness. Indeed, as is highlighted by the growing influence of AI and other technology on wellness rituals, consumers will want to ensure that products they deem with efficacy are available to them immediately, meaning that competitive advantages will not only be determined by ingredients and benefits, but how easily accessible products and services are via the internet and apps.

36%

of global consumers say they have taken nutritional supplements in the last two years. 2024 (NS637)

What factors are important when choosing what nutritional supplements to use? (Excluding price) 2024 (NS88)

Top three answers - Consumers who use nutritional supplements



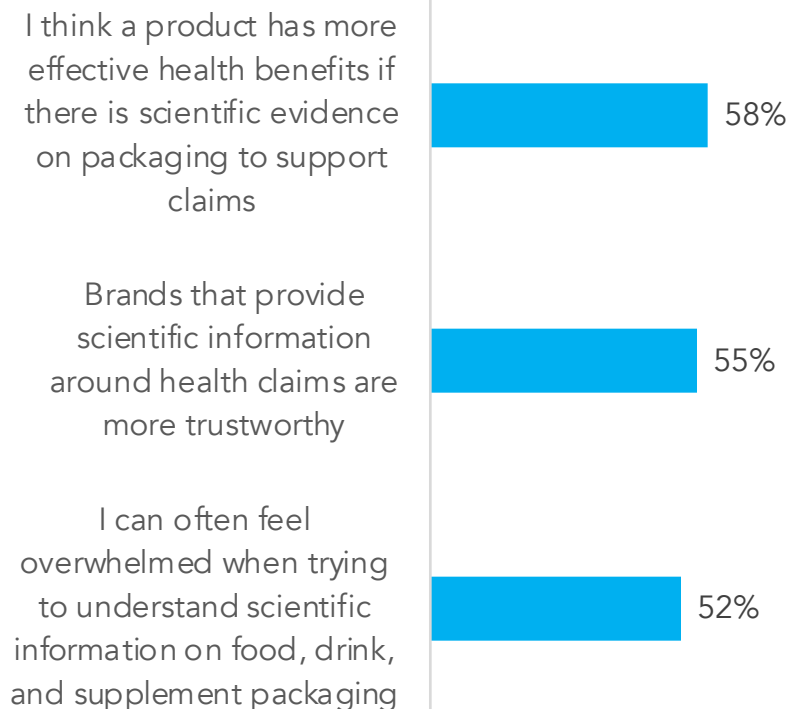


Backed by Evidence: Transparency is synonymous with value as consumers look to make informed choices

Consumers want brands to provide evidence to support claims and offer maximum transparency, whilst not wanting this information to be too overbearing

The proportion of consumers who say they agree with the following statements. 2025 (CN200)

Global



35%

Of global consumers say they believe food brands to be honest about the ingredients used in products. 2025 (UPF029)

When seeking out products to aid health and wellness, people feel that they are either suffering from problems or will do so imminently. As health proactivity is influenced by reduced fear of illness compared to the beginning of the decade and the belief that barriers to healthy living are on the rise. Moreover, rising distrust towards the food, drink, and supplement markets means that consumers are scrutinizing products closely to determine if they are necessary and offer efficacy, and to avoid products where they feel claims have been sensationalized to capitalize on the demand for instant health solutions. When determining the efficacy of products, scientific information is deemed synonymous with transparency and value, especially if it is third party certified and clinically proven. This means that consumers are being attentive to scientific claims on packaging, meaning brands must strike the right balance, whereby they publish what is deemed credible information that educates the shopper. However, the information must not be seen as too overwhelming that it is deemed confusing or the information is over-promoted at the expense of other product attributes.



Understanding consumers is key to brand success.

FMCG Gurus delivers global insights into the food, beverage, and supplement markets, helping you anticipate trends, understand behaviors, and spot opportunities early.

Stay ahead of the market and shape your brand's future with FMCG Gurus as your insights partner.



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