

FMCG **Gurus**

TOP TEN TRENDS

for **2027**

Understanding the consumer priorities shaping food, beverages, and nutrition in the year ahead.



Trend Digest: Free Edition
Your Complimentary Guide for 2027





p. 3

INTRODUCTION

Understanding the priorities shaping 2027.

pp. 4-43

TOP TEN TRENDS

Exploring the consumer trends shaping food, beverage, and nutrition.

pp. 44-45

TURNING INSIGHTS INTO ACTION

Five steps for brands in 2027.

Table of Contents

Top Ten Trends for 2027:

Understanding a Changing Consumer Landscape

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As 2027 approaches, consumers are navigating a world shaped by financial pressures, technological advancements, and changing expectations around health and wellbeing. Everyday priorities are shaping purchasing decisions, with consumers seeking products that offer clear benefits, convenience, and value without adding complexity to their lives.

Across food, beverage, and nutrition, scientific innovation is creating new opportunities to meet these changing needs.

Developments in GLP-1 medications, artificial intelligence, and functional nutrition are reshaping how consumers approach their health. However, affordability, accessibility, and trust remain central concerns. Consumers want effective, understandable solutions that fit their everyday lives.

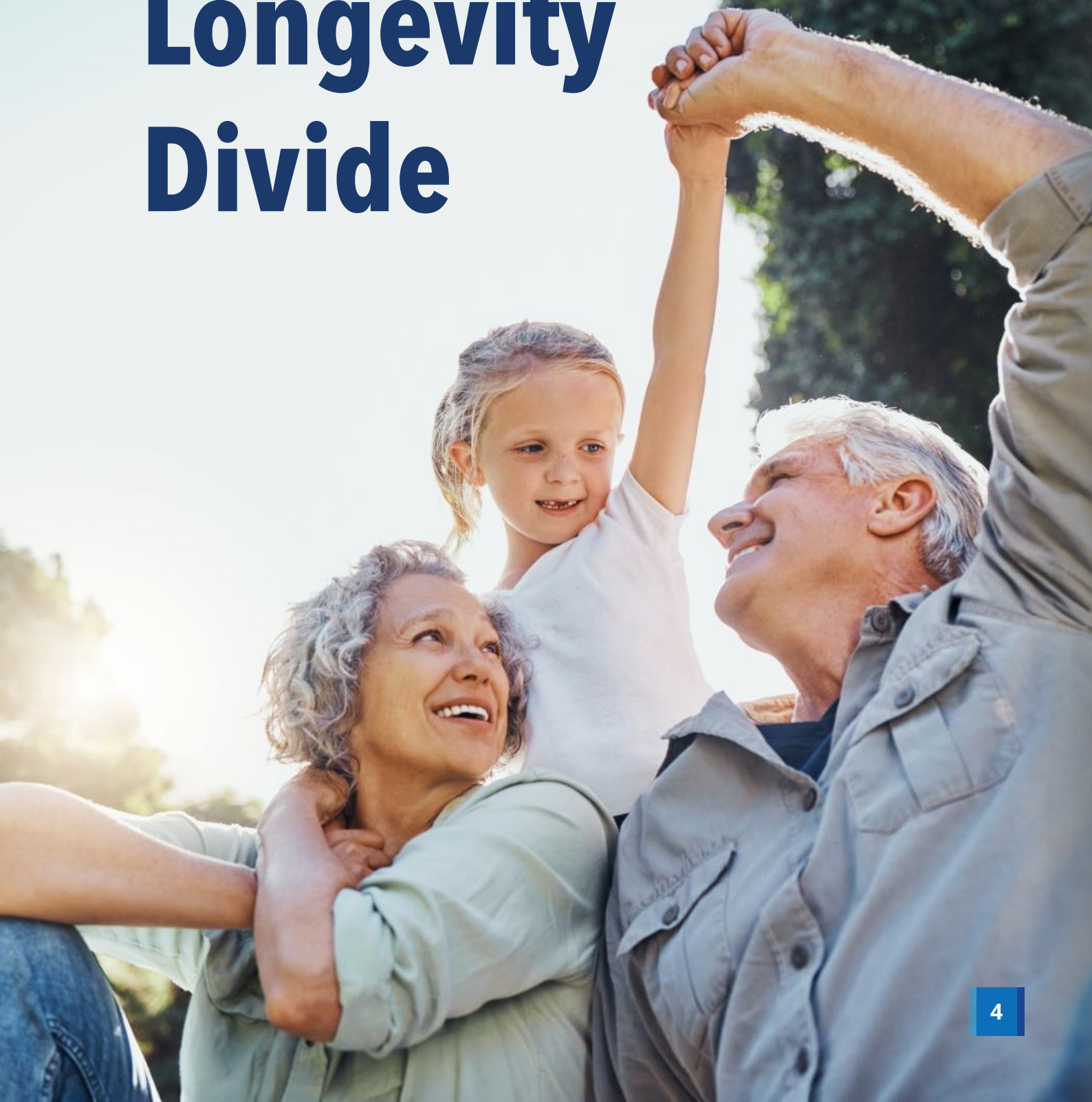
At the same time, greater scrutiny of food processing, ingredient sourcing, and environmental responsibility is placing pressure on brands to demonstrate transparency and accountability.

Consumers also seek enjoyment through familiar favorites, new flavors, and affordable moments of indulgence, even during uncertain times.

Our ten trends highlight the key forces shaping global consumer behavior in 2027. Together, they show the importance of balancing scientific progress with practicality, responsibility with transparency, and health with enjoyment. For brands, success lies in developing credible, accessible solutions that meet changing consumer needs.

1

Longevity Divide



Longevity Divide

This trend explores how healthier aging is creating divisions, as consumers prioritize prevention and long-term well-being while affordability and accessibility shape who benefits.

The Subtrends

Prevention Over Cure

Consumers are taking a more proactive approach to health, seeking preventative solutions that support long-term well-being and reduce future health risks.

Age Without Limits

Consumers are challenging traditional expectations of aging, seeking solutions that help maintain independence, vitality, and quality of life at every stage.

Longevity Within Reach

As interest in healthy aging grows, consumers are seeking practical, accessible solutions that make long-term wellness achievable without premium innovations.

The Affordability Gap

Financial pressures and unequal access to health solutions risk widening the divide between consumers who can afford longevity innovations and those who cannot.



Making Healthy Aging Accessible to All

Scientific advances are reshaping longevity, but financial pressures and unequal access raise questions about who benefits.

Healthy aging: Who gets to benefit?

Longevity is no longer simply about extending lifespan; it is about ensuring those additional years are spent in good health. Older consumers want to preserve independence and quality of life, while younger generations are being encouraged to consider preventive health earlier. Yet the promise of healthy aging raises an uncomfortable question: who can realistically access its benefits?

As scientific advances create more sophisticated interventions, longevity risks becoming a marker of financial privilege rather than a universal ambition.

The growing divide in health access

Health inequality will shape the market over the next decade. Financial pressures already restrict access to nutritious diets and wellness products, while premium innovations may widen the gap between

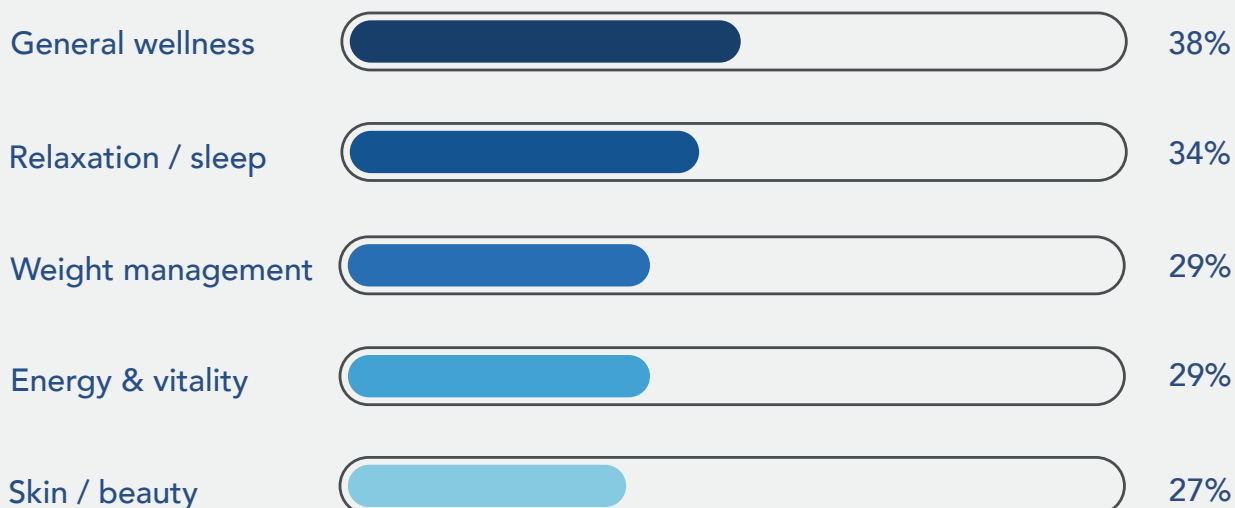
those who can afford advanced solutions and those who cannot. Artificial intelligence could improve personalized guidance and preventive care, but unequal digital access and confidence may leave some consumers behind. Motivation alone cannot overcome these structural barriers.

Making longevity more accessible

Population growth, rising temperatures and disrupted supply chains could further undermine the affordability and availability of nutritious food. The industry's challenge is therefore to balance scientific progress and maximum efficacy with practical, scalable solutions for everyday consumers. Rather than treating longevity as an exclusive lifestyle category, brands should translate credible innovation into affordable nutrition and accessible support. The true measure of progress will be whether more people, across income groups and generations, can age well.

Which of the following health goals are you currently actively trying to improve?
2026 (PRO518)

Global – Top five answers



Why this matters in 2027

In 2027, longevity innovation will face sharper questions about who benefits. Financial strain and uneven access to AI-enabled health tools could deepen existing inequalities. Brands that combine proven efficacy with affordable nutrition, straightforward guidance and broad availability can turn healthy aging from a premium aspiration into a more inclusive proposition.



2

Everyday Optimization

Everyday Optimization

This trend explores how consumers seek greater value from everyday choices, prioritizing solutions that deliver noticeable health benefits without adding complexity to daily routines.

The Subtrends

Worth the Spend

Consumers are becoming more selective with spending, seeking products that demonstrate clear value through credible benefits, quality, and everyday relevance.

Convenience Without Compromise

Consumers are seeking convenient solutions that simplify daily routines without sacrificing taste, quality, or health, making wellness easier to maintain.

Energy on Demand

Consumers are prioritizing energy and vitality, seeking accessible solutions that support alertness, reduce fatigue, and improve performance throughout the day.

Feel Better, Faster

Consumers are seeking immediate, noticeable health benefits, favoring solutions that address everyday concerns and deliver results they can easily recognize.



Making Everyday Choices Work Harder

Busy lifestyles and financial pressures are driving demand for convenient wellness solutions that deliver noticeable everyday benefits.

Prioritizing everyday health needs

Consumers may aspire to live longer, but immediate pressures often determine their health priorities. Financial worries, limited time and competing responsibilities leave little room for complicated wellness routines. Instead, people want everyday choices to deliver more: convenient products that help them feel better now without demanding additional effort or sacrifice. Energy, alertness and vitality often resonate more strongly than distant promises of preventative health.



Convenience and tangible health benefits

Developments such as AI-enabled services and GLP-1 medications are also reshaping expectations around convenience and results. Consumers have become familiar with the possibility of targeted interventions that require relatively little effort, even though outcomes vary. Meanwhile, stress, poor sleep and fatigue remain tangible daily concerns. A healthy gut microbiome may be scientifically important, but waking up exhausted or struggling to concentrate is easier to recognize and prioritize. Consumers judge wellness through experiences they can readily understand.

Making functional nutrition relevant to daily life

This creates an opportunity to translate nutritional science into clear, relevant benefits. Products should address recognizable challenges, such as sluggishness or reduced mental focus, while fitting familiar consumption occasions and constrained budgets. Multifunctional propositions may appeal when their benefits are credible and simple to explain. The aim is not to dismiss long-term health, but to make it compatible with daily realities. Everyday optimization succeeds when consumers feel that small, manageable choices improve how they function today.



Why this matters in 2027

In 2027, consumers will judge wellness products by the practical value they bring to daily life. Fatigue, stress and time scarcity will favor convenient, understandable solutions with credible benefits. Brands should connect scientific innovation to immediate needs, making healthier choices feel effortless rather than like another demanding responsibility in demanding everyday routines.

What health concerns do you have?
2026 (IMU636)
Global - Top five answers

26% Relaxation / sleep



21% Weight management



20% General wellness



19% Energy & vitality



19% Skin / beauty health



3

The GLP-1 Nutrition Shift



The GLP-1 Nutrition Shift

This trend explores how GLP-1 medications reshape nutritional priorities, as reduced appetites drive demand for nutrient-dense foods, digestive support, and approaches to health.

The Subtrends

Every Bite Counts

Gut health remains as one of the foundations of overall well-being. Interest in fermented foods, probiotics, and fiber-rich ingredients continues to rise.

Protein Priority

Consumers are placing greater emphasis on protein intake, seeking solutions that support muscle maintenance and nutritional needs as eating patterns change.

Beyond the Scale

The GLP-1 conversation is expanding beyond weight management, with consumers seeking support for metabolic health, nutrition, and long-term well-being.

Gut in Balance

Digestive health is becoming a priority, as consumers seek solutions that support gut comfort and help manage digestive concerns associated with GLP-1 use.



What Happens to Nutrition When Appetite Changes?

As GLP-1 medications reshape appetite and eating habits, demand is shifting toward nutrient-dense foods and digestive support.

Beyond the promise of weight loss

GLP-1 medications are changing conversations about appetite, weight management, and nutrition. Their effectiveness has attracted attention, but wider implications remain complex. Clinical efficacy does not guarantee lower obesity rates. Weight regain, counterfeit medicines, and the need for medical oversight challenge the idea of a simple, permanent solution.

A shift towards broader nutritional needs

Attention is shifting beyond weight loss toward metabolic health, digestive well-being, and nutritional adequacy. Reduced appetite increases the importance of nutrient density, protein, essential micronutrients, and smaller meals. Structured eating is also gaining relevance beyond medication users, alongside recognition that stress, metabolism, and digestion influence weight management.

Opportunities for sustainable nutrition

Food, beverage, and supplement brands can support GLP-1 users through appropriate nutrition, credible benefits, and guidance. Wider opportunities exist to encourage purposeful food choices while addressing behavioral, biological, and environmental influences on obesity. GLP-1 innovation may support weight management, but sustainable well-being requires more than appetite suppression.

Where do you think digestive health products could play a role for people using, considering, or stopping GLP-1 weight management medications such as Ozempic or Wegovy? 2026 (DH540)

Global



33%

Supporting gut health while appetite and eating patterns change.



30%

Helping people maintain healthier eating habits.



29%

Managing digestive side effects such as bloating, constipation or nausea.



28%

Helping people feel more in control of their overall health.



25%

Supporting weight management after stopping medication.

Why this matters in 2027

In 2027, scrutiny of GLP-1 outcomes and responsible use will intensify. Nutrient-dense foods, manageable portions and digestive support offer innovation opportunities both for medication users and the wider market. Brands should avoid miracle-solution messaging and instead connect pharmaceutical advances with sustainable nutrition, credible evidence and broader metabolic health over the long term.



A smiling man with short dark hair and a beard, wearing a light-colored textured sweater, is looking up and to the right while holding a smartphone in his right hand and a white mug in his left. The background is a softly lit indoor space with a potted plant and a window.

4

AI Wellness

AI Wellness

This trend explores how artificial intelligence is transforming wellness, as consumers seek personalized nutrition, health insights, and solutions that simplify health decisions.

The Subtrends

AI My Plate

Consumers are exploring AI-powered nutrition solutions that provide personalized dietary guidance, helping them make informed food choices based on individual health needs.

Health by Numbers

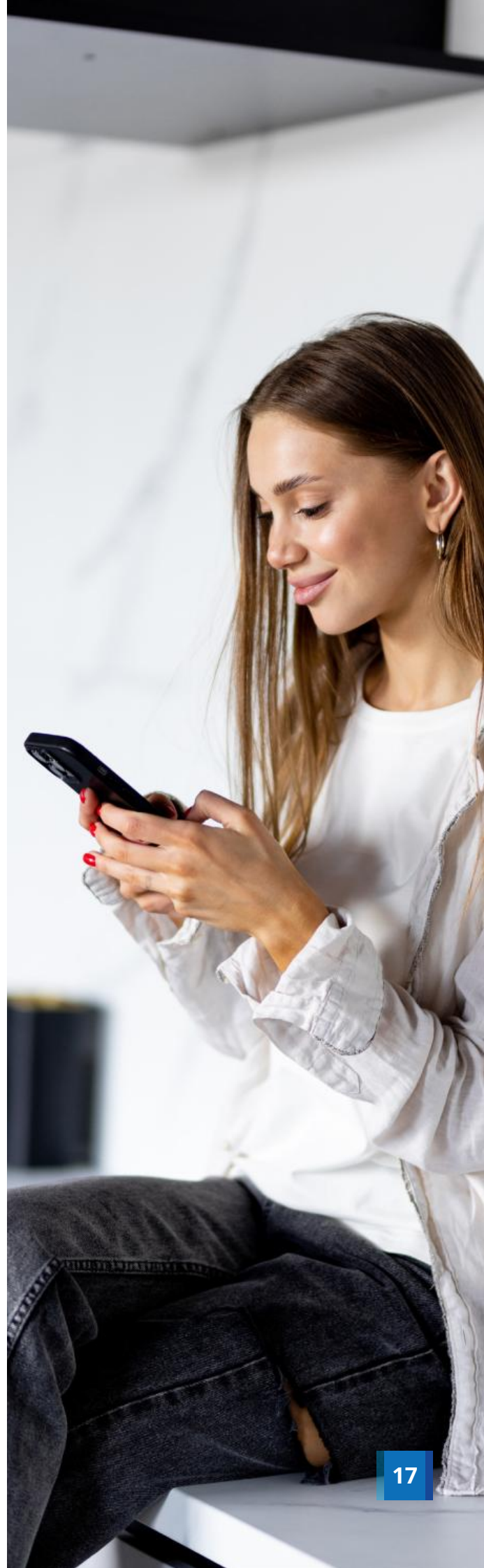
Consumers are using digital tools to monitor health metrics, seeking insights that help them understand their well-being and make informed decisions.

Answers on Demand

Consumers are seeking immediate, accessible health information, turning to AI-powered tools for personalized guidance and straightforward answers to wellness questions.

Wellness on Autopilot

Consumers are embracing automated wellness solutions that simplify health management through personalized recommendations and support.



What Does My Data Say I Need?

As AI reshapes personalized wellness guidance, accuracy, transparency, and human oversight remain essential to building consumer trust.

The role of AI in personalized wellness

Artificial intelligence will transform how consumers understand their health and select wellness products. Its ability to process complex data and deliver tailored guidance promises convenience and faster answers. Some consumers may feel more comfortable discussing sensitive concerns digitally, encouraging earlier engagement with health questions and making scientific information easier to navigate.

Balancing convenience with trust and accuracy

Personalization is only as reliable as the information behind it. Inaccurate inputs, algorithmic bias, privacy concerns, and misdiagnosis create significant risks. Consumers may welcome AI assistance without wanting it to replace healthcare professionals. Trusted solutions will combine digital analysis with human judgment, empathy, and clinical oversight, particularly for treatment decisions.

Making AI-supported guidance relevant to consumers

Consumers will expect clear explanations of their data and relevant wellness recommendations. Brands must make evidence, ingredients, and product benefits understandable through AI-supported guidance. Transparency and neutrality are essential, ensuring recommendations remain credible rather than disguised sales pitches. Success depends on balancing accessible technology with professional boundaries and consumer choice.

Why this matters in 2027

In 2027, AI-supported wellness journeys will raise expectations for speed, clarity and personal relevance. Yet trust will depend on reliable data, transparent recommendations and human oversight. Brands should prepare evidence-based product information that digital tools can interpret accurately, while recognizing that convenience must never come at the expense of safety.

Do you use any apps to monitor the following? 2025 (AN217)

Global

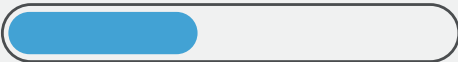
55% How many steps I take a day



26% How much exercise I do a day



38% My sleep patterns



25% My energy levels



29% How many calories I burn a day



15% My heart rate

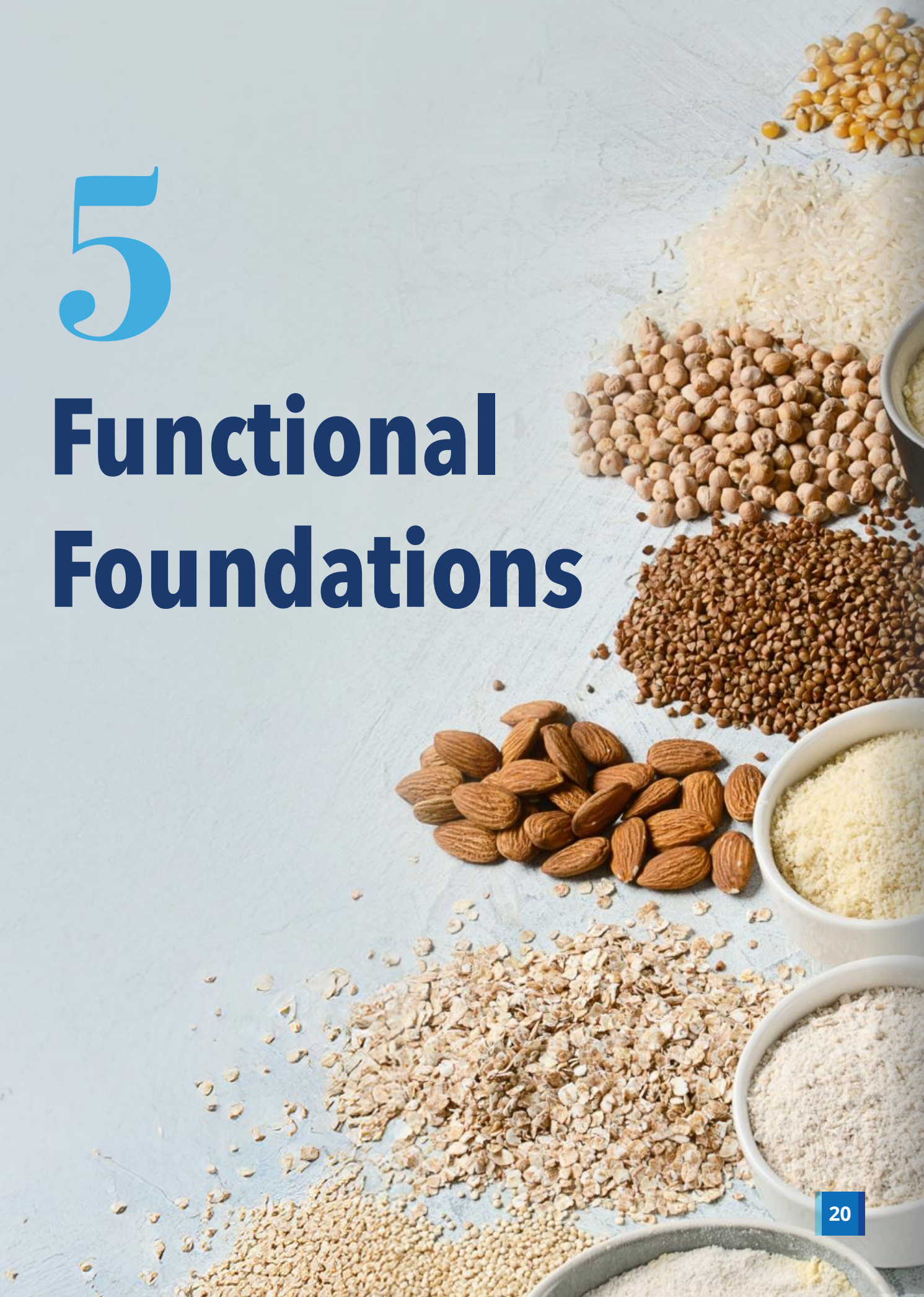


28% My nutritional intake



5

Functional Foundations



Functional Foundations

This trend explores how consumers prioritize functional nutrition, seeking products that address health concerns through recognizable ingredients, benefits, and scientific evidence.

The Subtrends

Mind Matters

Consumers are prioritizing mental well-being, seeking functional solutions that support mood, concentration, and stress management as part of everyday health routines.

Everyday Essentials

Consumers are seeking familiar ingredients and essential nutrients that support daily health, favoring simple, accessible solutions over complex formulations.

Nutrition That Counts

Consumers are becoming more selective about nutritional benefits, seeking products that deliver meaningful functionality through credible claims and recognizable ingredients.

Function First

Consumers are prioritizing proven health benefits over fashionable ingredients, seeking products that clearly communicate their purpose and demonstrate value through scientific evidence.



Putting Purpose Behind Functional Nutrition

Consumers seek health benefits, requiring functional products to demonstrate value through recognizable ingredients and supported claims.

Meeting everyday health needs

Consumers may describe themselves as healthy while still recognizing gaps in their diets and lifestyles. Everyday concerns such as stress, mood, mental focus and fatigue sit alongside established priorities including digestive health and immunity. This creates demand for functional products that address recognizable needs rather than promising vague improvements to overall wellbeing. The key question is straightforward: what does this product actually do for me?

Building trust through clear and credible claims

Trust and essentialness shape the answer. Clinical evidence remains valuable, but technical claims lose impact when they are difficult to interpret. Consumers want simplified science that explains the benefit, identifies relevant ingredients and makes sourcing understandable. Familiar components and transparent formulations can reassure shoppers, while long ingredient lists or unexplained additives may prompt questions. Simplicity should improve understanding without replacing rigorous evidence or implying that unfamiliar ingredients are necessarily harmful.

Connecting functionality with consumer value

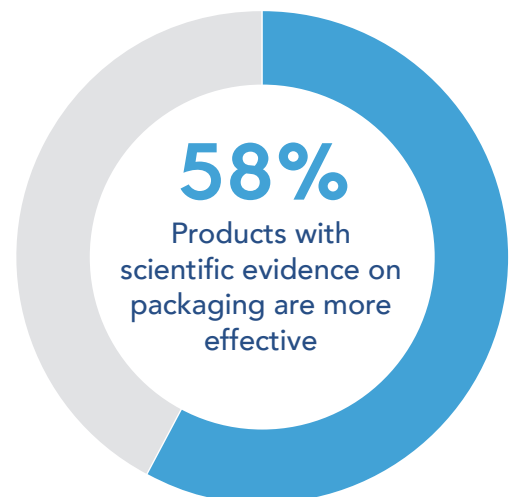
For manufacturers, functional innovation must connect formulation, benefit and value. Adding fashionable ingredients or multiple claims is unlikely to justify a premium on its own, particularly when budgets are tight. Consumers need to understand why a product meets their priorities and why it deserves a place in their routine. Clear communication, credible substantiation and recognisable ingredients can help reduce uncertainty at the point of purchase. The strongest functional propositions will feel purposeful, trustworthy and easy to evaluate, rather than scientifically impressive but commercially disconnected from everyday needs.



Why this matters in 2027

In 2027, price sensitivity will make functional nutrition claims work harder. Shoppers will scrutinize ingredients, evidence and relevance before paying more. Brands that explain benefits simply, show credible substantiation and use transparent formulations can build confidence. The priority is meaningful functionality, not the greatest number of claims on pack at the point of purchase.

To what extent do you agree with the following statements?
2025 (CN200)
Global



A still life photograph of a meal. In the foreground, a dark bowl is filled with a creamy, light-colored soup, garnished with a drizzle of yellow oil and a sprinkle of dried herbs. To the left of the bowl, a whole white parsnip lies horizontally. Above the bowl, a large, round, golden-brown bagel with seeds sits on a dark plate. A bunch of fresh green parsley is scattered around the bagel and the soup bowl. To the right of the parsley, three small, light-colored, ribbed vegetables, possibly mushrooms or small cabbages, are arranged. A silver spoon lies diagonally in the bottom right corner. The entire scene is set against a dark, textured blue background. The number '6' is overlaid in a large, light blue font on the left side of the image.

6

Naturally Rooted

Naturally Rooted

This trend explores how consumers are reconnecting with traditional foods, seeking recognizable ingredients and authentic origins as concerns around food processing grow.

The Subtrends

Simple by Nature

Consumers are seeking simpler foods with recognizable ingredients, favoring straightforward formulations that provide reassurance around nutritional value and product quality.

Tradition Revalued

Consumers are rediscovering traditional foods and production methods, seeking familiar ingredients and authentic products that reconnect them with established eating habits.

Provenance Matters

Consumers are placing greater importance on ingredient origins, seeking products that demonstrate authenticity, responsible sourcing, and clear connections to where food comes from.

Transparency Wins

Consumers are demanding greater visibility into ingredients, sourcing, and production methods, favoring brands that communicate openly and provide credible information to build trust.



Returning to the Roots of Real Food

As consumers question food processing, familiar ingredients, traditional foods, and transparent sourcing are helping rebuild trust in food and drink.

Questioning modern food production

A disconnect between consumers and food manufacturers is reshaping perceptions of healthy eating. Some shoppers believe commercial priorities outweigh nutritional well-being and question whether modern products contain too many ingredients with limited value. Online misinformation can amplify fears about processing, but concern also reflects wider anxiety about diet-related illness and high-profile challenges to products once marketed as healthier. The debate surrounding some plant-based alternatives illustrates how health credentials can be reconsidered.

Reconnecting with traditional foods

In response, consumers are revisiting traditional foods and familiar dietary habits. Meat, dairy, poultry and eggs are being reappraised by some shoppers for their nutritional value and perceived authenticity. This does not prove older diets were universally healthier, nor that all processed foods are nutritionally inferior. Rather, it reveals frustration with complicated food messages and a desire to reconnect with what feels real. Familiar ingredients, recognizable preparation methods and links to the land offer reassurance.

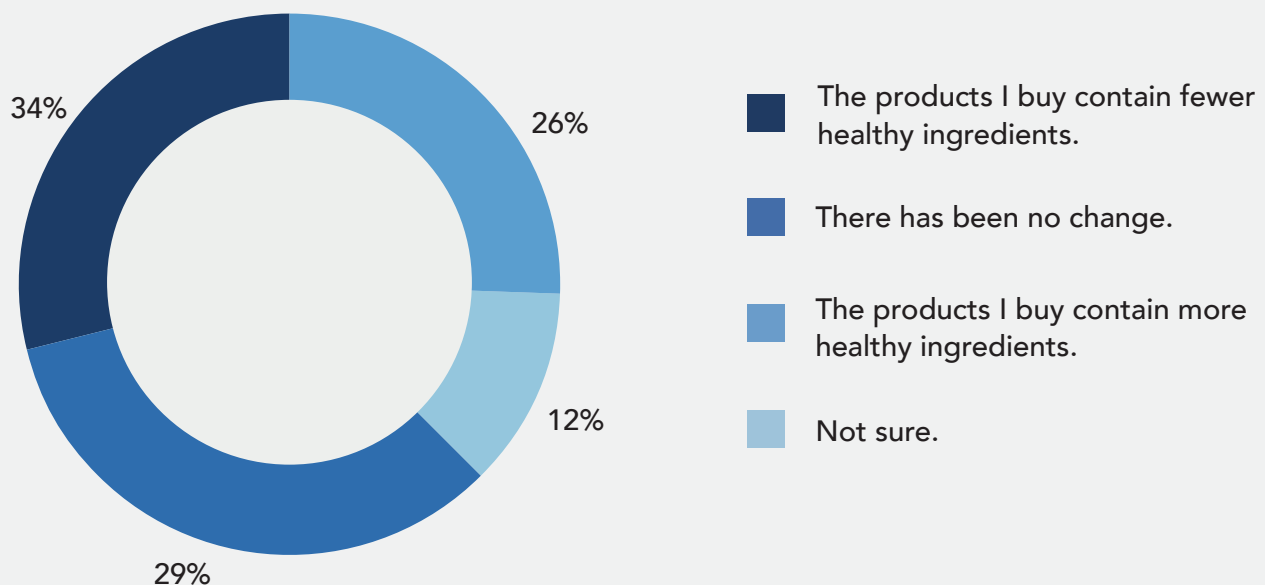


Rebuilding trust through transparency and authenticity

For brands, traceability, sourcing and nutritional substance will become central to rebuilding confidence. Consumers want to know where ingredients originate, how products are made and what nourishment they provide. Minimally processed positioning may appeal, but should be supported by accurate, evidence-based communication rather than broad assumptions about naturalness. Successful innovation can combine modern food science with the simplicity, familiarity and authenticity consumers associate with traditional eating. Trust will depend on making the product's identity and nutritional purpose easy to understand.

How do you think the food and drink you buy have changed over the last ten years?
2025 (UPF311)

Global



Why this matters in 2027

In 2027, consumers will continue questioning processing claims and the nutritional value of familiar categories. Provenance, recognizable ingredients and straightforward explanations can help brands rebuild trust. The opportunity is to reconnect products with authentic food origins while avoiding misleading claims that natural or traditional automatically means healthier and strengthening consumer confidence.

A close-up photograph of a hand holding a glass of matcha latte. The drink has a thick, vibrant green foam on top, which is dusted with a brown powder, likely cacao or a spice. The hand holding the glass has light-colored, matte-finish nail polish. The background is softly blurred, showing a white cup and saucer.

7

Trend Velocity

Trend Velocity

This trend explores how social media accelerates food trends, as consumers seek novelty, cultural experiences, and shareable products while brands navigate rapidly changing consumer interests.

The Subtrends

Niche to Now

Consumers are discovering emerging ingredients and flavors through social media, turning niche products into mainstream trends as interest spreads across markets.

Overnight Obsession

Consumers are developing sudden interest in viral foods and ingredients, creating intense demand for products that capture attention and generate excitement.

Made to Share

Consumers are seeking visually appealing and innovative products that encourage social sharing, with novelty and cultural relevance driving engagement.

Know When to Move

Brands must distinguish between short-lived trends and lasting opportunities, identifying consumer motivations that justify innovation beyond temporary social media popularity.





Looking Beyond Viral Food Trends

As social media accelerates food trends, brands must look beyond viral sensations to understand lasting consumer motivations.

The challenge of fast-moving food trends

Social media has transformed food, beverage and supplement discovery. Influencers can turn a dish or ingredient into an overnight sensation, but that attention may disappear before manufacturers can respond. Brands face a difficult choice: move too slowly and look outdated or invest in a fleeting niche after interest has peaked. The stronger strategy is to identify the consumer motivations behind viral success rather than imitate each new product.

Understanding what drives viral success

Trends such as Dubai chocolate and Asian-inspired noodles reveal recurring themes. Many start with accessible, everyday foods rather than expensive luxury products. A distinctive flavor or hero ingredient provides recognition, while cultural cues create intrigue. Crucially, the story is not always fully prescribed. Dubai chocolate might suggest glamorous influencer culture to one consumer and traditional Middle Eastern markets to another. That openness allows people to romanticize and personalize the experience.

Turning viral interest into lasting opportunities

Virality also reflects changing ideas about status. When budgets are constrained, knowing about an emerging food, recreating a recipe or sharing a creative interpretation can offer social currency without conspicuous spending. For product developers, the lasting lessons include accessible pricing, memorable sensory qualities, cultural discovery and room for self-expression. Few brands will originate the next major phenomenon, but many can respond intelligently to the behaviors that make trends spread. The aim is to build relevance beyond the lifespan of a hashtag.

60%

Global consumers say they like food and drink that contains new and unusual/exotic flavors. 2025 (FCT768)

Why this matters in 2027

In 2027, viral food cycles will continue challenging conventional development timelines. Brands should resist chasing every short-lived sensation and instead study the drivers of participation: affordability, distinctive flavors, storytelling and creativity. These insights can inspire more durable innovation, especially for younger consumers who value cultural knowledge as a form of status.

Why do you like new and unusual/exotic flavors? 2025 (FCT831)

Global - Consumers who like new and unusual flavors

71% I like to try new flavors from around the world



63% I deem myself adventurous and like to try new flavors



61% I like to be experimental when cooking



46% I find experimental and exotic flavors make a product more exclusive



30% I like to post about new and exotic flavors on social media





8

Trust Rebellion

Trust Rebellion

This trend explores how consumers question brands, seeking transparency, evidence, and trustworthy voices as skepticism toward health and marketing claims grows.

The Subtrends

Question the Claim

Consumers are challenging health and marketing claims, seeking clear explanations and credible evidence before trusting product benefits and brand promises.

The Proof Economy

Consumers are prioritizing scientific evidence and transparency, favoring brands that substantiate their claims and demonstrate genuine value through reliable information.

Trusted Voices

Consumers are reconsidering where they seek advice, turning to independent experts and credible sources that provide honest, reliable information.

The New Authority

Traditional sources of authority face growing competition, as experts, influencers, and emerging voices seek to establish credibility and shape consumer trust.



Rebuilding Consumer Trust Through Transparency

As consumers question claims, transparency, evidence, and accountability are essential to rebuilding trust.

Growing skepticism toward brands and institutions

Trust in institutions and commercial claims has been challenged by misinformation, algorithm-driven content, and controversy. In food and wellness, exaggerated benefits, premium pricing, and misleading corporate behavior are reinforcing skepticism. Greenwashing and false claims have given consumers genuine reasons to question brand credibility and demand stronger evidence.

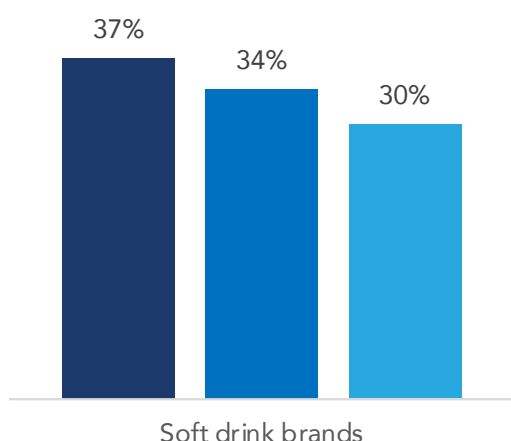
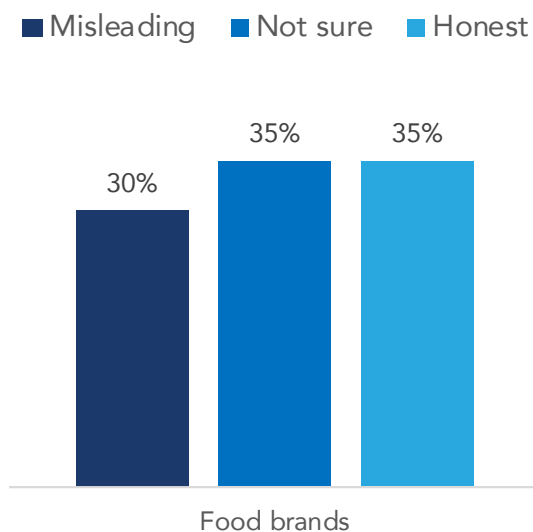
Earning trust through openness and accountability

Brand heritage and market size no longer guarantee trust. Consumers want to understand company values, responsible practices, and supply chain decisions. They increasingly challenge claims and expect greater involvement. Trust must be earned through demonstrated openness, accountability, and actions that reflect brand promises rather than reputation alone.

Turning transparency into meaningful action

Transparency requires more than publishing information. Brands must explain claims, acknowledge limitations, and address criticism openly. Greater scrutiny of ingredients, sourcing, and business practices means companies must demonstrate accountability. Those that listen to consumers and consistently deliver on promises can build lasting confidence, even when facing difficult questions.

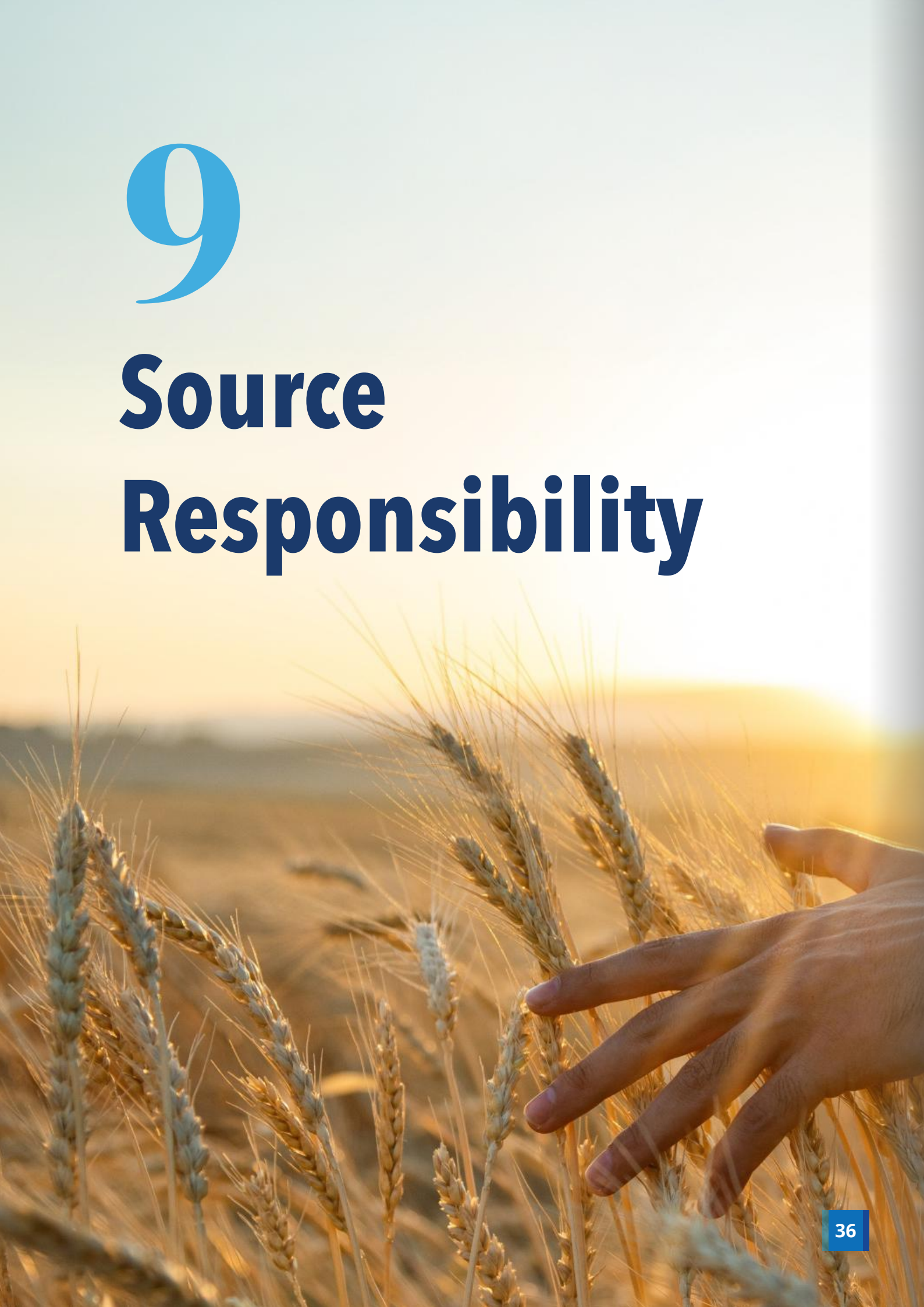
How honest do you think food and drink brands are about the ingredients used in products? 2025 (UPF029)
Global



Why this matters in 2027

In 2027, consumers will expect brands to defend claims with evidence and demonstrate integrity across operations. Heritage alone will offer limited protection against skepticism. Transparent decisions, honest responses and meaningful engagement can rebuild confidence. Trust will be earned through consistent behavior, not through louder assurances or more ambitious marketing language.



A close-up photograph of a hand gently touching several stalks of golden wheat. The scene is set against a bright, hazy sunset or sunrise, with the sun low on the horizon, creating a warm, golden glow. The wheat stalks are in sharp focus in the foreground, while the background is softly blurred.

9

Source Responsibility

Source Responsibility

This trend explores how consumers prioritize resource management, seeking sustainable sourcing, reduced waste, and accountability as climate and supply pressures grow.

The Subtrends

The Water Economy

Consumers are recognizing water as a critical resource, seeking products that demonstrate responsible water use across agriculture, sourcing, and production processes.

Resource Resilience

Consumers are becoming more aware of resource scarcity, favoring brands that protect essential resources and strengthen supply chains against environmental pressures.

Closing the Loop

Consumers are seeking solutions that reduce waste and promote circularity, encouraging brands to adopt recycling, reuse, and resource-efficient production practices.

Future-Proof Farming

Consumers are prioritizing sustainable agriculture, seeking products that support resilient farming practices, protect natural resources, and adapt to changing environmental conditions.





Protecting Resources

As climate pressures disrupt supply chains, responsible sourcing, water stewardship, and resource efficiency are essential to sustainability.

Growing pressures on natural resources

Climate change, environmental degradation and fragile supply chains are prompting consumers to question how responsibly the resources behind everyday products are managed. Extreme weather, rising temperatures and ecological disruption make these pressures visible, while population growth and changing diets add demands to agricultural systems. Supply shortages and rising commodity prices, particularly in sectors such as chocolate where cocoa costs have climbed, show how resource insecurity can affect businesses and shoppers.

The importance of water stewardship

Attention is moving beyond carbon emissions toward the wider use and replenishment of natural resources. Water stewardship may become a more prominent measure of responsibility as consumers scrutinise agricultural demand, industrial consumption and local scarcity. The expansion of AI infrastructure adds another dimension because some data centers require substantial water for cooling. Businesses may need to demonstrate not only how much water they use, but whether that use is appropriate to local conditions.

Building more resilient and responsible supply chains

Manufacturers can reduce waste, adopt circular systems, improve agricultural resilience and use technology to forecast demand or optimize inputs. Yet digital tools must themselves deliver measurable benefits rather than simply shifting environmental burdens elsewhere. Regardless of size or heritage, brands will be expected to show responsible practices across the supply chain. The goal is to safeguard the resources that food production depends upon, not merely make broad sustainability commitments.

Why this matters in 2027

In 2027, climate volatility and commodity pressures will sharpen attention on resource security. Water stewardship, waste reduction and resilient agriculture will matter alongside carbon footprints. Brands that demonstrate measurable improvements across sourcing and production, supported by appropriate technology, can strengthen supply resilience and earn confidence in their environmental commitments over the longer term.

57%

Global consumers say they would trust a company/brand more if they are doing regenerative farming/agriculture. 2025 (CN814)

Why would you trust them more? 2025 (CN864)
Global - Consumers who say they will be more trusting



70%

Better for the environment



46%

Animal welfare better with regenerative farming



45%

Feel like I am doing my part for the environment



45%

Better for me if the practices are regenerative

10

Everyday Escape



Everyday Escape

This trend explores how consumers seek comfort, enjoyment, and affordable indulgence through familiar flavors, sensory experiences, and small everyday pleasures.

The Subtrends

Small Luxuries

Consumers are seeking affordable indulgences that deliver premium experiences, prioritizing small treats that provide enjoyment without significant financial commitment.

Culinary Crossroads

Consumers are exploring diverse cuisines and flavors, seeking innovative combinations that blend cultural traditions and create exciting food experiences.

Comfort on Demand

Consumers are turning to familiar foods and nostalgic flavors, seeking emotional reassurance, relaxation, and enjoyment during periods of uncertainty.

Sensory Escape

Consumers are seeking immersive food experiences through distinctive flavors, textures, and aromas, embracing novelty and sensory enjoyment as an escape from daily routines.

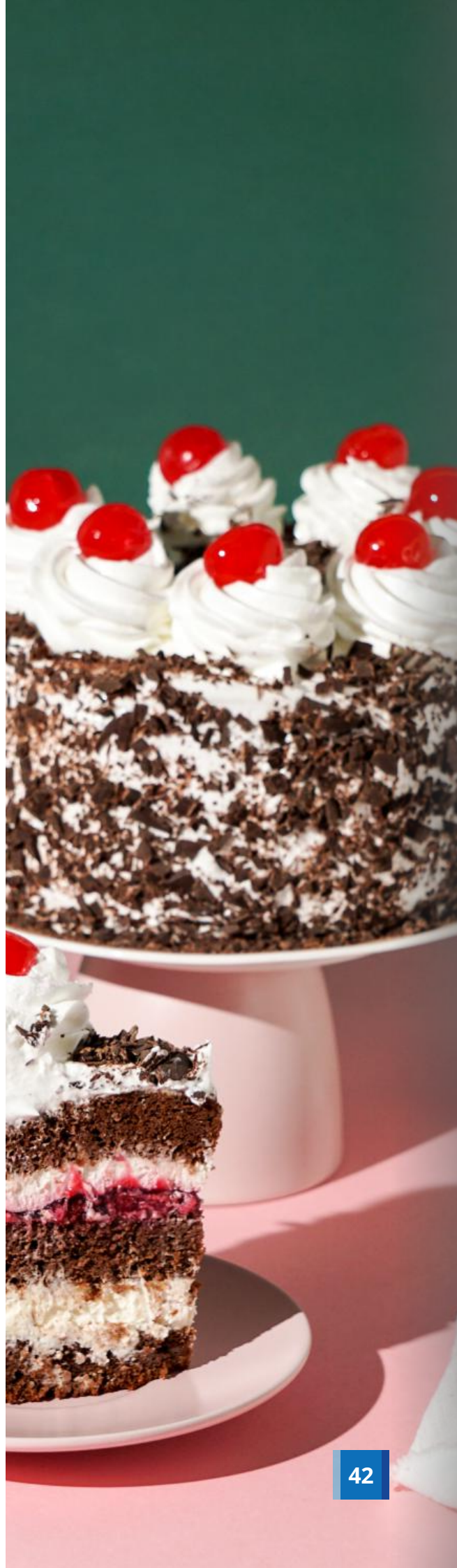


Finding Joy in Everyday Indulgence

As consumers seek comfort from daily pressures, familiar flavors, sensory experiences, and affordable treats offer moments of enjoyment.

Finding comfort in small moments of pleasure

Persistent stress, uncertainty and the pace of modern life are making small moments of pleasure valuable. Consumers turn to food and drink for comfort, reassurance and temporary escape, seeking experiences that lift their mood without demanding further thought. They already feel burdened by everyday pressures and do not necessarily want indulgence framed as another behavior to feel guilty about. The emotional value of a treat can be as important as its functional qualities.



Moving beyond guilt-led indulgence

Traditional permissible-indulgence messaging has focused on making treats healthier through reformulation, sugar reduction or cleaner labels. However, emphasizing guilt reduction can suggest that enjoyment needs justification. Consumers are instead choosing smaller portions of satisfying products, prioritizing quality and moderation, while familiar flavors and nostalgic cues provide comfort during uncertain times.

Creating enjoyment through familiarity and discovery

Escapism can also come through discovery. Multisensory textures, distinctive flavors and affordable tastes inspired by global cuisines offer new experiences that encourage sharing and personal storytelling. Brands can create emotionally rewarding experiences through familiarity or novelty, celebrating thoughtful indulgence in moderation rather than treating pleasure as a problem to correct.

What kind of new and unusual/exotic flavors do you like? 2025 (FCT963)
Global

90% Local traditional flavors



75% Savory flavors



88% Sweet flavors



66% Flavors from specific parts of the world



80% Spicy flavors



52% Flavors I have never heard of



77% Hot flavors



48% Flavor hybrids



Why this matters in 2027

In 2027, everyday treats will remain an accessible response to stress and uncertainty. Nostalgia, sensory discovery and affordable premium experiences can offer comfort without requiring major spending. Brands should focus on genuine enjoyment and moderation rather than guilt-led messaging, allowing consumers to appreciate small pleasures without feeling they need permission.

Turning Insights Into Action:

Five Steps for Brands

In 2027, brands must balance innovation with practicality, ensuring that products deliver meaningful benefits while remaining accessible, affordable, and trustworthy.

1 Ensure a balance of efficacy and affordability in the wellness market

Develop affordable, convenient solutions that address everyday health concerns while supporting longer-term wellbeing. Focus on clear benefits, practical nutrition, and products that fit into consumers' daily routines.





2 Prioritize evidence and transparency

Build trust through scientifically supported claims, clear communication, and transparent sourcing. Help consumers understand product benefits and demonstrate accountability.

3 Turn scientific innovation into practical solutions

Translate advances in GLP-1 medications, AI wellness, and functional nutrition into credible, accessible solutions that address everyday consumer needs.

4 Demonstrate responsible resource management

Support resilient supply chains through responsible sourcing, water stewardship, and waste reduction. Demonstrate measurable environmental progress.

5 Create meaningful everyday experiences

Look beyond short-lived trends to create affordable, enjoyable products that combine distinctive flavors, cultural discovery, and lasting consumer appeal.



Understanding consumers is key to brand success.

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

Whether refining strategies, exploring new categories, or responding to shifts in health, sustainability, and innovation, our research empowers you to act with clarity and confidence.

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



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