

# TOP TEN TRENDS *for* 2024



Consumer Experts, Insight Driven

## TREND DIGEST



# Contents

## Introduction

Introducing our Top Ten Trends for 2024 ..... 3

## The Top Ten Trends for 2024

Maximize My Value ..... 4-7

Green Horizon ..... 8-11

My Plate, My Profile ..... 12-15

Strive for Happiness ..... 16-19

Natural Harmony ..... 20-23

Breaking Barriers ..... 24-27

Tech Meets Taste ..... 28-31

For Today, Better Tomorrow ..... 32-35

Pursuing Simplicity ..... 36-39

Revive & Thrive ..... 40-43

## What are the Next Steps?

The Next Steps for 2024 & Beyond ..... 44-45

# Introducing our Top Ten Trends for 2024

As we step into the ever-evolving world of the global food, drink, and supplement markets, it is crucial for brands to anticipate and stay ahead of the key trends shaping consumer behaviors and attitudes in 2024. The markets have been shaped by a prevailing theme of uncertainty and worry, as consumers face challenges such as war, the pandemic, price inflation, and growing pressures on food systems. As a result, consumers have accepted the inevitability of uncertainty and have adopted a day-to-day focus, striving to protect their physical and emotional wellness.



Our Top Ten Trends for 2024 encompass a vast range of topics. By exploring each trend and analyzing their influence on consumer attitudes and behaviors, we provide actionable recommendations and insights for brands operating in the food, beverage, and supplement markets in 2024 and beyond.

# 1 Maximize My Value

Age of Affordability | Cost Me In |  
Happy at Home | Day 2 Day Focus



# Maximize My Value

The cost of living crisis continues, but consumers are not looking for the lowest prices, they are looking for good value for money and maximum efficacy.

## The Sub Trends

### Age of Affordability

The rising prices of essential goods and services is making it increasingly difficult for consumers to afford everyday necessities.

### Cost Me In

Price is more important now than ever. Consumers are looking to stay ahead of their spending and promotions will be of high appeal.

### Happy at Home

Home cooking and dinner parties are becoming more popular. Consumers are seeking more premium foods for at-home occasions with family and friends.

### Day to Day Focus

Consumers are looking to maximize their health for the everyday, looking for energy boosting products to prepare them for the day ahead.



**DEDICATED TO PROVIDING THE LATEST  
CONSUMER, SHOPPER, AND CATEGORY  
INSIGHTS ACROSS THE GLOBE**



**FMCG GURUS**



**Info@fmcggurus.com**



**FMCGGURUS.COM**



**0044 207 096 0559**



**@FmcgGurus**