A Look Back And A Look Forward –
Food & Beverage Trends Shaping Innovation

October 25, 2025

Amy Marks-McGee
Trendincite LLC

Agenda

01 Introduction

02 Bottoms Up - Non-Alcoholic Beverages

03 Plenty of Protein

04 GLP-1 & The Changing Consumer

05 Tech Time – The Metaverse, AI, & Robots

06 Key Takeaways

Bottoms Up Non-Alc Beverages

trendincite
Inspiration for Creation

Non-Alcoholic Facts & Figures

According to GlobalData, the **global non-alcoholic beer and cider** market will reach **$11.6 billion by 2027**, **growing** roughly **16%**

Non-alcoholic spirits are forecast to **increase 36.7%** in value and reach **$478.9 million by 2028**

According to Gallup:

- **U.S. alcohol consumption has fallen to 54%, a record low**
- **The belief that moderate drinking is bad for health increased to 53%, a new high**
- **Drinkers report drinking less and less frequently**

According to IWSR data, **Gen Z hasn't had alcohol in the past six months**:

- **63% in Japan**
- **54% in the U.S.**
- **44% in Canada**

NIQ data showed **non-alcoholic RTD spirits grew 171%** in the past year

Gen Z Driving Sober Curious

Labeled the "**sober curious**," **Gen Z drinks 20% less alcohol** per capita than millennials did at their age, according to Berenberg Research

Attest's survey discovered that **health concerns are a key factor in abstaining**, with **34% citing mental health** and **46% simply not being interested**

According to Suzy's survey, **25% of Gen Z** are **drinking non-alcoholic alternatives** like mocktails or non-alcoholic beer **at least once a week** and **41% are consuming functional options** like kombucha

Zebra striping, the practice of **alternating between alcoholic and non-alcoholic drinks**, is trending as a way for Gen Z **to moderate alcoholic consumption**

trendincite
Inspiration for Creation

Gen Z and Millennials

Type of Non-Alc Beverage	% of Gen Z and Millennials who have tried...
RTD Mocktails	43%
Non-Alc Cider	37%
Cannabis-Infused	33%
Alcohol-Free Beer	31%
Non-Alc Wine	28%

Source: Leger

According to Flavorsum, **Gen Z and Millennials are interested in:**

- Something **different than traditional soda or juice (57%)**
- A **lower-calorie/lower-sugar beverage (54%)**
- An **exciting beverage (48%)**
- A **non-alcoholic end-of-day drink (43%)**
- A **beverage with cocktail flavors (but no alcohol) (40%)**

Non-Alcoholic Beer

According to Heineken, the **global non-alc beer market is worth $13.7 billion**

The **NA beer category** is **up 22.2%** year-to-date

On-premise sales are up **26.4% in 2025**, according to the Beer Institute

In **April 2023, 45% of non-alcoholic beer consumers** in the U.S. were **Millennials**; by **April 2024**, that figure had risen to **61%**, according to IWSR data

Launched 1990
35% of U.S. consumers are familiar with the brand

Launched in 2017 7% of all Heineken brand sales in the U.S.

Launched in 2021
10% of all Guinness brand sales in Ireland

trendincite
Inspiration for Creation

No Alc Beer & Spirits

Gabyr

Easy Does It

Arkay Beverages

Beefeater

Mock One

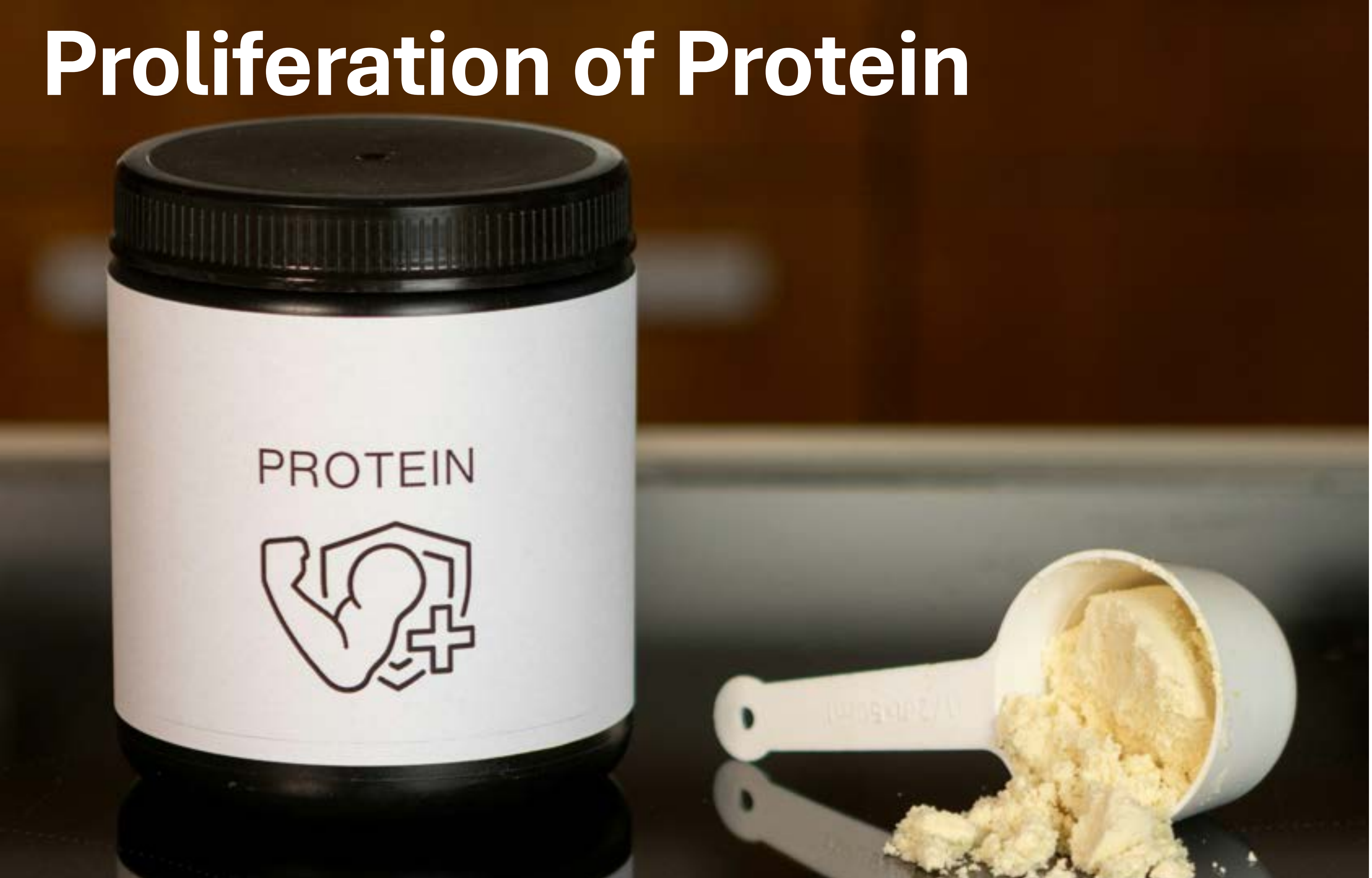
NeQuila

Little Saints™

St. Oak

Carnival™

Proliferation of Protein



trendincite
Inspiration for Creation

Plenty of Protein

The **U.S. protein market** is estimated to grow from **$6.8 billion in 2025** to $**8.36 billion in 2030**, with a **CAGR of 4.21%**, according to Mordor Intelligence

77% of people are **actively trying to eat more protein,** according to Factor

Products with **15 or more grams of protein** have reached **$4.9 billion in sales**, and **high protein categories** have seen **9.3% annual growth**, according to SPINS

According to SPINS, **protein remains a key category for innovation**

- **Whey and casein protein** products recorded a **120.4% increase**
- **Pea protein** products saw a **24% rise**
- Products combining **animal and plant protein sources** saw a significant **decline of 8.2%**

Consumer Attitudes & Behavior Towards Protein

The **number of consumers trying to consume protein** continues to rise

- **59% in 2022**
- **67% in 2023**
- **71% in 2024**

80% prioritize protein intake during at least one eating occasion per day

- **56%** of Americans prioritize protein at **dinner**
- **44%** at **breakfast**
- **42%** at **lunch**
- **17%** in **snacks**

Women now **account for 51% of consumers seeking to boost their protein intake,** according to Euromonitor

- **1 in 3 U.S. consumers** has **increased their protein intake** over the past year
- A **high-protein diet** is **the most common eating pattern** (3rd year in a row)
- **Protein is the top nutrient Americans are trying to consume** (5th consecutive year)

Source: The International Food Information Council (IFIC)

Consumer Preferences

Factors consumers consider when **choosing protein sources**, per IFIC:

- **Taste (66%)**
- **Price (59%)**
- **Healthfulness (49%)**
- **Convenience (38%)**
- **Animal-based (23%)**
- **Plant-based (18%)**
- **Environmental sustainability (18%)**

Consumers' **preferred sources**, per IFIC:

- **Animal-based**: meat and poultry **(65%)**
- **Eggs (62%)**
- **Fish/seafood (48%)**

78% of households report monitoring protein in their diets, giving it **more mindshare than tracking sugar, fat, or calories**, according to Numerator

Protein sources:

- **Whole foods**, such as **poultry**, **eggs**, **dairy**, and **meat**, remain **dominant**

- **Protein shakes**, **powders**, **bars**, and **fortified everyday items** are rapidly expanding

Protein Over The Years









Protein + Foods

Protein + Foods

Thomas' High Protein Bagels

Uncrustables Higher Protein

Eggo Protein Waffles

Protein Beverages

Genius Gourmet's Sparkling Protein

CSE

Unwell

Wet Hydration

Starbucks

Premier Protein

Throne Sport Coffee

trendincite
Inspiration for Creation

Protein Snacks

RXBAR High Protein

Whoa Momma Protein

Pop-Tarts Protein

Pure Protein Frank's RedHot

Protein Pints

Whoa Momma Protein

Ghost

trendincite
Inspiration for Creation

GLP-1 & The Changing Consumer

GLP-1 Usage

GLP-1 Guesswork

- **42%** of consumers **know that long-term weight management and metabolic health depend on building sustainable nutrition habits**

- Only **30% understand that prioritizing protein and fiber can make GLP-1 medications more effective**, according to Factor

According to a U.S. Kerry consumer study,

- **700% increase in the use of GLP-1s among American consumers without diabetes**
- **6% planning to use them for life**

GLP-1 drugs are available in several European markets, including **France, Spain, Italy, Germany**, and the **UK**

According to Kantar, **UK users have almost doubled** over the past year, from **2.3% to 4.1% of households**

GLP-1 Impacts

GLP-1S ARE CHANGING PURCHASING PATTERNS

With **11% of consumers using GLP-1 drugs** and **39% of them buying less food overall**, brands need to rethink portion sizes, product development, and what wellness really means, according to Datassential

trendincite
Inspiration for Creation

Changing Consumer Habits

NIQ reports **66% of American GLP-1 users snack less often**

Euromonitor data shows **German consumers cut bakery purchases by 25%** in the first three months on GLP-1s

Cornell University found that households with a GLP-1 **user cut grocery spend by 5%-11%**

- **Chips down 11%**
- **Sweet baked goods down 9%**
- **Cookies down 7%**

According to Innova

- **50% of GLP-1 users** upped their intake of **protein and vitamins/minerals**
- **46% boosted fiber**

According to a Numerator study, **GLP-1 households spend 25% more on protein shakes** and **show above-average spending** in categories such as **fortified snacks**, **protein water**, and **meat**

Restaurants Offer Smaller Portions

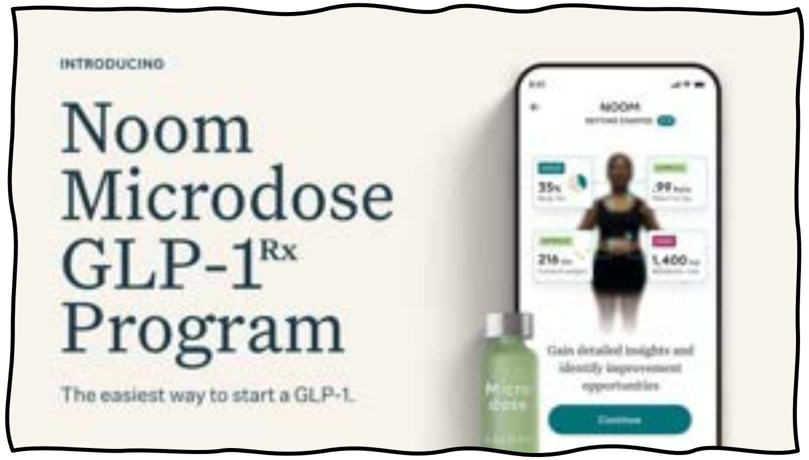
According to the National Restaurant Association, **74% of customers want smaller portions**

44% of adults order from the kids' menu to save money and eat less, according to Lightspeed Commerce

Some restaurants have adapted their menus for customers using GLP-1 drugs for weight loss

trendincite
Inspiration for Creation

GLP-1 Food & Beverage



Tech Time

Food & Beverage In The Metaverse

According to a Statista Market Insights survey:

- The **global metaverse advertising industry** is expected to **increase by 72%** and **hit $3.1 billion by 2026**
- By **2028**, reach **$5.7 billion**
- By **2030**, jump to **$7.5 billion**

According to GEEIQ

- **+159% growth in Food & Drink virtual activations** since 2022
- **56% of gamers** are **more likely to buy from a brand** that features **in their favorite game**
- **1 in 25 shoppers get purchase inspiration from gaming**

Food & Beverage In The Metaverse

McDonaldland VR

Panda Express

Jack in the Box

Hell's Kitchen

Bangers Snacks

Oreo Walks

trendincite
Inspiration for Creation

AI In Use

Magnum x NotCo

NotMayo Doritos &
NotChicken Nuggets Flamin' Hot

Impossible
Foods

Cru Uncorked

AJINOMATRIX
DIGITIZING SCENT AND FLAVOR

Lose It!
Weight loss that fits.™

Kitchen Cosmo

Robots Deliver & Cook

Meituan Little Bumblebee

Donatos Pizza

GRILL X

Chipotle Autocado

Domidog

DoorDash Dot

Airheads Decoy Boy

Key Takeaways

- Consumers are **sober curious** and **health-conscious**, seeking **moderation** and **functional low- and zero-proof drinks for mental wellness, dominated by younger generations**

- Consumer interest in **protein** is not waning. **Expect protein-dense food and beverages** in consumer packaged goods and on restaurant menus **in expected** and **unexpected applications**

- Consumer use of GLP-1 drugs for weight loss is evolving. **GLP-1 drugs are impacting consumers' relationships with food and beverages**, **tastes**, and **shopping behavior**

Key Takeaways

- Attracting younger generations, **F&B brands** and **QSRs are experimenting** to cater to specific audiences and deliver **personalized interactions** in the **metaverse**. The lines between the **physical and digital worlds are blurring**

- **AI** in the food & beverage industry **is rapidly growing** from **predictive trend analysis** to **optimizing ingredient combinations** and will continue to **revolutionize how food is produced and consumed**

- For **personal nutrition**, **AI** is transforming **how consumers track their food**. **The tools will be adaptive**, **sustainable**, and **integrated seamlessly into daily routines**

- **Robots** are here behind the scenes, **being utilized in QSR** for their **skills in repetitive tasks** and **delivering a uniform product**. **Autonomous** robots are the **next generation for food delivery**

trendincite LLC
Inspiration for Creation

thank you!

Want More?

Sign Up for Trend Articles

https://trendincite.com/

Amy Marks-McGee
amy@trendincite.com
(646) 831-2903