

# Food & Bev Trends

16<sup>th</sup> Annual

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Food & Bev Trends

# Intro



# When it comes to food, well, we're obsessed.

We plan our days around it, scroll for it, splurge on it, and document every bite. And in times of economic stress, that obsession only deepens. Food becomes more than just sustenance, it's a measure of stability, comfort, and joy.

Everything from the price of eggs to chain restaurant foot traffic to frozen pizza sales has been used as indicators of consumer confidence that send the stock market soaring (or stumbling) in quick succession.

But even though many people are being forced to eat at home or split their grocery bill into multiple payments, many of us would still rather lose a night's sleep than miss out on our favorite meals.





# Need more proof of our food obsession ?



MARKETING

## Why Food Is Everywhere in Fashion Advertising

As foodie culture peaks and the cost of living rises, food is popping up more than ever in fashion imagery.

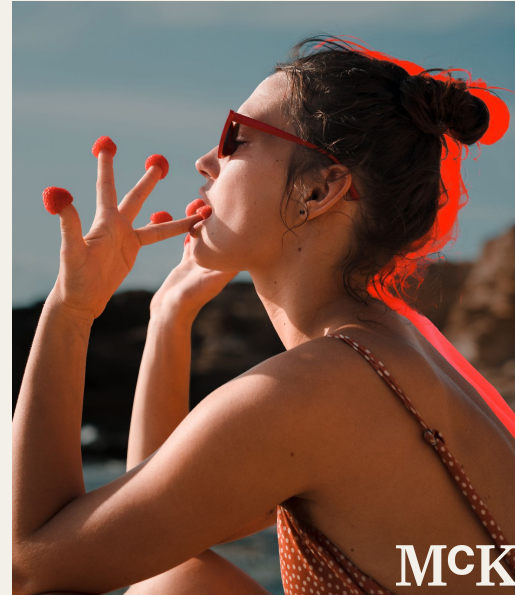


**Real trends  
reflect deeper  
cultural  
relevance —  
they explain  
the “why” beyond  
what ingredients  
are “in” or “out.”**





The "why" is crucial because our plate mirrors the nation's mood. What people seek in life, they also **crave in food.**



As our collective  
moods and  
desires shift,  
**trends can  
evolve  
over time in  
various ways.**





# How trends evolve

01

They are connected with and/or are outgrowths of each other.

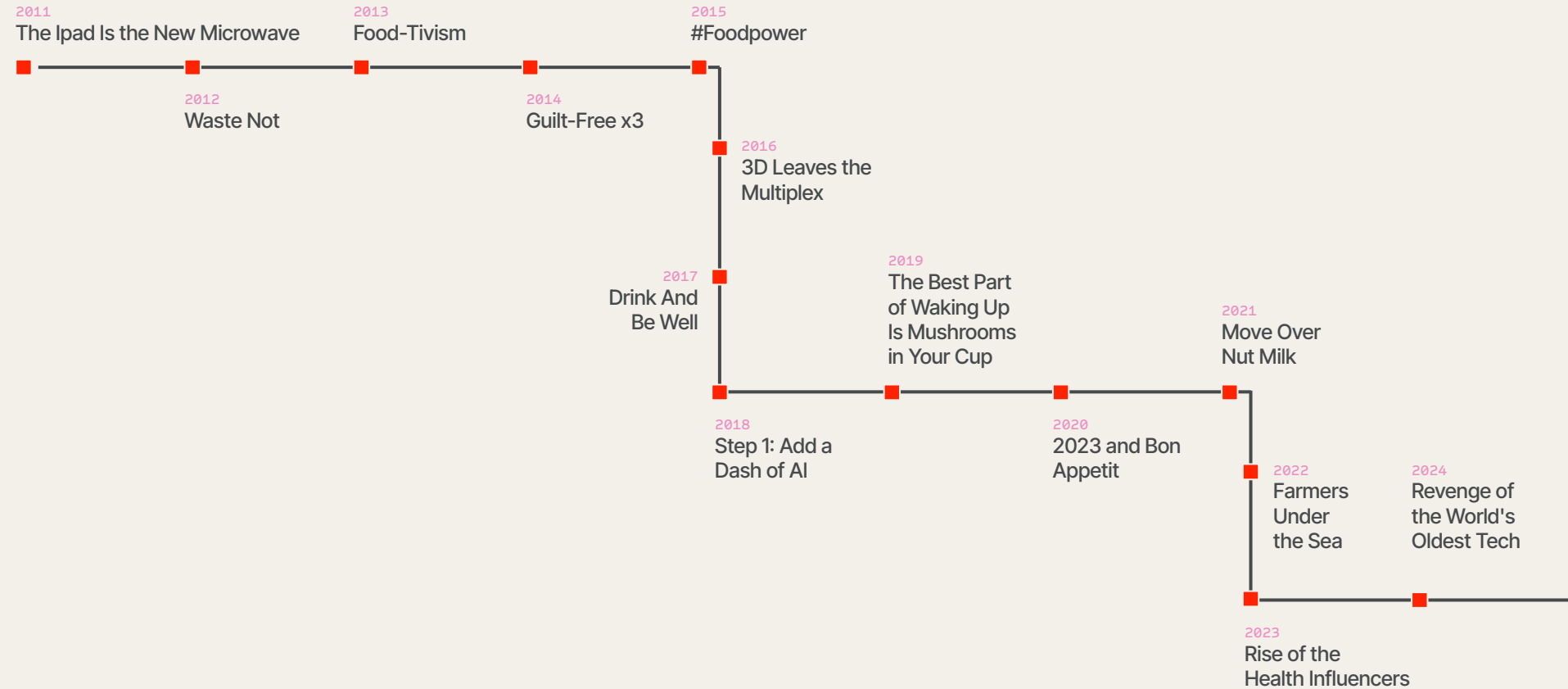
02

They plateau and become mainstream, morphing from trend to norm.

03

As trends get more attention, they naturally draw opposing thoughts, which can take hold and create their own counter-trends.

# Trends we saw coming



# Micro trends reflect macro shifts —

they reveal the deeper  
**cultural forces** shaping  
what we crave and why.



# Last year, our macro trend was “vibe whiplash”

**The vibe shift seems to happen from minute to minute.** And because we are constantly tapped in—following along on all our platforms—we’re having to reckon with very different vibes all at once. One minute you’re reading about geopolitics and the next you’re looking at deep fakes of Bigfoot vlogging. When some things feel diametrically opposed and others feel like a necessary balance, it can cause total whiplash.

Maybe in years to come we’ll get on the same page, but for now, expect to see lots of counter-trends, taking sides, and paradoxes. And we’re all just along for the ride.



MCK

# All that whiplash left people exhausted.

51% feel "used up"  
at the end of a workday

2024 SRHM Study



IMAGE SOURCE: CBS NEWS, @EMOTIONAL CLUB, TIME

# And...we're kinda over it.

**Even Gen Z is tired of micro trends**  
**You've probably heard the Sunday**  
**scaries. To beat them, consider 'bare**  
**minimum Mondays'**

**Workers are coffee badging to get**  
**around return-to-office mandates.**  
**What is it?**

**Quiet Quitting: Why Employees Are Demanding**  
**Fairness And Boundaries**

## Too Many Trends!

Every generation has chased trends. But to some members of Gen Z, the objects of teenage yearning feel more plentiful and less durable than ever before.

By [Callie Holtermann](#) March 7, 2025

 [Share full article](#)    126

IMAGE SOURCE: NEW YORK TIMES

IMAGE SOURCE: CNBC, USA TODAY, FORBES

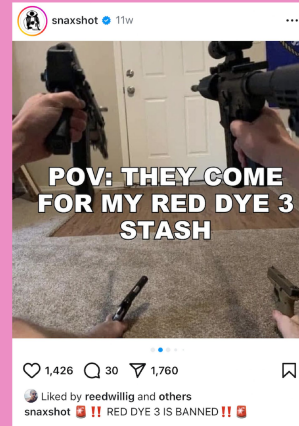
**MCK**

# Instead, people are embracing what they want.

TIME-TRAVEL THURSDAYS

## The Allure of Smoking Rises Again

The cool factor of cigarettes has proved hard to shake.



\*DIET COKE IS THE TRENDIEST DRINK OF 2025 ACCORDING TO COSMOPOLITAN INDIA



2025 Macro Trend

# We're Cooked.



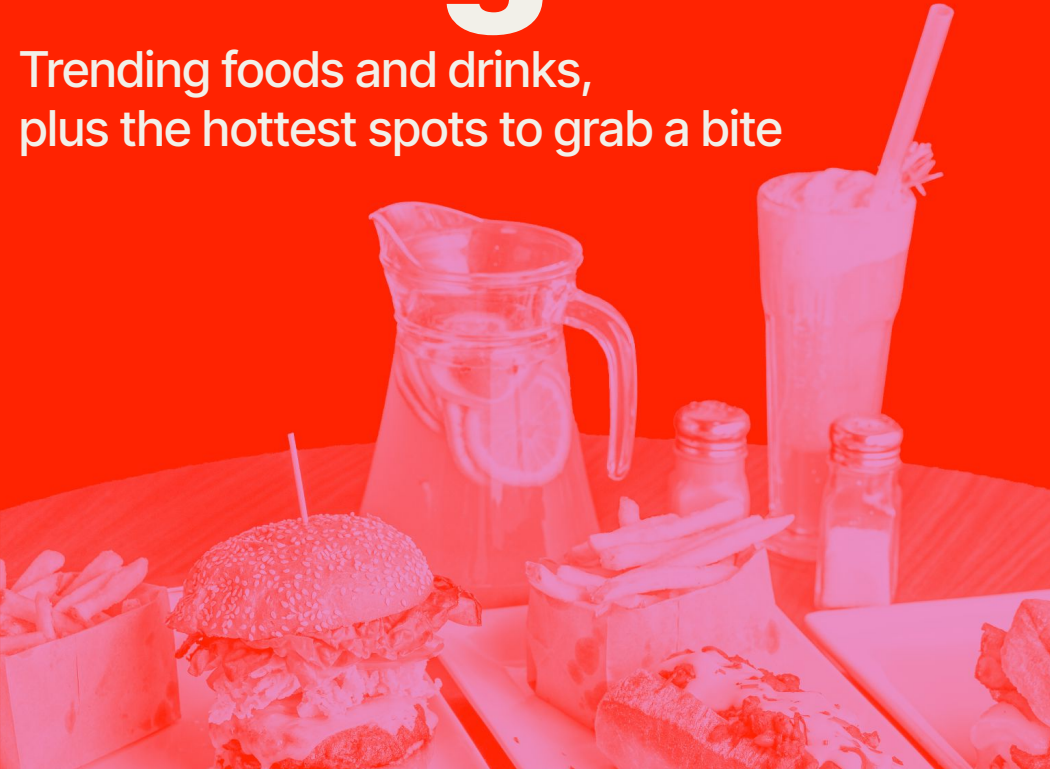
Society has reached peak exhaustion. We've faced too many unprecedented events, lived in too much uncertainty, and have acutely felt the vibe whiplash. People are COOKED.

Giving up may be too negative a phrase, but giving IN to what we actually want (and feel like we need) is true to the behavior we're seeing. **People are tired of being told what to do, how to dress, and what to eat.** Instead, they're giving into their base desires. Is it rational? Who cares?

And what comes next? Well, that's the fun part. We're not going to see evolutions. We're going to see revolutions. Because when people are fed up, they want to do more than just smoke cigarettes.

# What we're eating

Trending foods and drinks,  
plus the hottest spots to grab a bite



# Filling the vice void.



While more people are embracing sober and clean lifestyles, we're not ready to give up vices altogether. A fun bevvy has become the new escape—a treat, a signal, a ritual. **It's the modern day smoke break.**

When wallets are tight, a sip of something special helps us feel alive. Say goodbye to designer handbags and hello to viral water bottles. Soda wasn't decadent enough, so we added heavy cream. We gendered our beverages. We opened fast food chains just for drinks. Even the kids want in. **This isn't about hydration. It's about self-expression.**

# What we're seeing



## SODA GETS DIRTY

As millennials and Gen Z swear off alcohol, **craft sodas are having a renaissance**. Enter “dirty sodas”—decadent concoctions with a splash of cream popularized by The Real Housewives of Salt Lake City.

## GLOBAL THIRST APPEAL

**Mixue, a Chinese ice cream and tea shop, beat out McDonald’s and Starbucks** to become the biggest fast-food chain in the world, proving that affordable, indulgent beverages are on a path to global domination.

## KID-APPROVED COCKTAILS

Flexible schedules and hybrid lifestyles have more parents bringing kids along for happy hour, but **juice boxes aren’t cutting it anymore**. The rise of the mocktail menu is introducing the way-under-21 crowd to premium drink options.

## CHEERS TO THE SUBCULTURES

**Beverage brands aren’t trying to be for everyone anymore**. There’s a whole crop of new players like Girl Beer, Mom Water, Dad Strength, and Gay Water letting drinkers own what makes them unique.





# Haute gas station

Amidst declines in grocery, convenience stores have been exploding in the US, propelled by Buc-ee's fever. Make no mistake, it's not just the scratch-offs and Four Loko bringing them in. Prepared foods recently became the #1 margin driver for c-stores. We've seen **convenience stores step up their offerings to rival fast food**, with viral LTOs playing off the latest trends by tapping into nostalgia and novelty.

While the shift may be slower in the US, convenience stores already have a distinct culture in places like Japan. As the world embraces more accessible and convenient dining options, **we expect gas stations to become beloved brands** with the same global impact as McDonald's.

**"10 to 15 years ago, we had gas stations serving food. Now, it's morphed into restaurants serving gas."**

**Eric Steinbach**

Director of Marketing for the  
Foodservice division at Hormel Foods



IMAGE SOURCE: TASTING TABLE

# What we're seeing



## GAS STATION GRUB

The owners of a BP gas station in Brooklyn turned their humble food counter into the hottest stop for Bushwick foodies. **Blue Hour serves decadent takes on fast food and bodega favorites** to late-night revelers for halal cart prices.



## STAR-STUDDED COLLABS

When wide receiver **Ja'Marr Chase** made a reference to being “always open like 7-Eleven”, the brand quickly hopped on the opportunity to drop a line of “always open” merch available for a limited time on their popular ecomm site.



## FEELING THE BUZZ

C-stores aren't just ramping up their food offerings. They're also stocking trendy products like **Wip, a new on-the-go caffeine pouch**, hoping to revolutionize how young people get their morning buzz.



## REFILLING THE VIBES

**Maggie's Refuel is a new gas station concept for Gen Z.** It's a spin on the traditional formula for the social media generation, touting “little treats” and “ceremonial grade matcha” with core values that include treating yourself and keeping it vibey.



# Plant-based hedonism



Plant-based foods are shedding their virtuous image in favor of indulgence. Powered by advances in texture, flavor, and biotech, a new era of **comfort-driven, craveable lab-grown delights** is here. These aren't your granola mom's lentil patties. This is **plant-based rebellion** fit for a culture that puts pleasure first.



# What we're seeing



## PIGGING OUT ON PLANTS

Atlanta's cult favorite **Slutty Vegan** is rewriting the rules of plant-based dining. The brand plans to rapidly scale in 2025 by expanding into plant-based subs (hello, Voagies) with support from its new President—tech investor Lauren Maillian.



## CREAMY, DREAMY, COW-FREE

London-based **Better Dairy** is reimagining the cheese board with precision-fermented brie and Camembert that look, smell, and melt like classic French cheeses (minus the cow). They're not positioned as a compromise but as a premium, future-forward luxury.



## DAIRY-FREE, PLEASURE-FULL

**Magnum** is making soy ice cream sexy with new recipes engineered for richer texture, creamier mouthfeel, and more decadent flavors to appeal to plant-curious consumers who want their desserts to feel as rich and satisfying as the original.

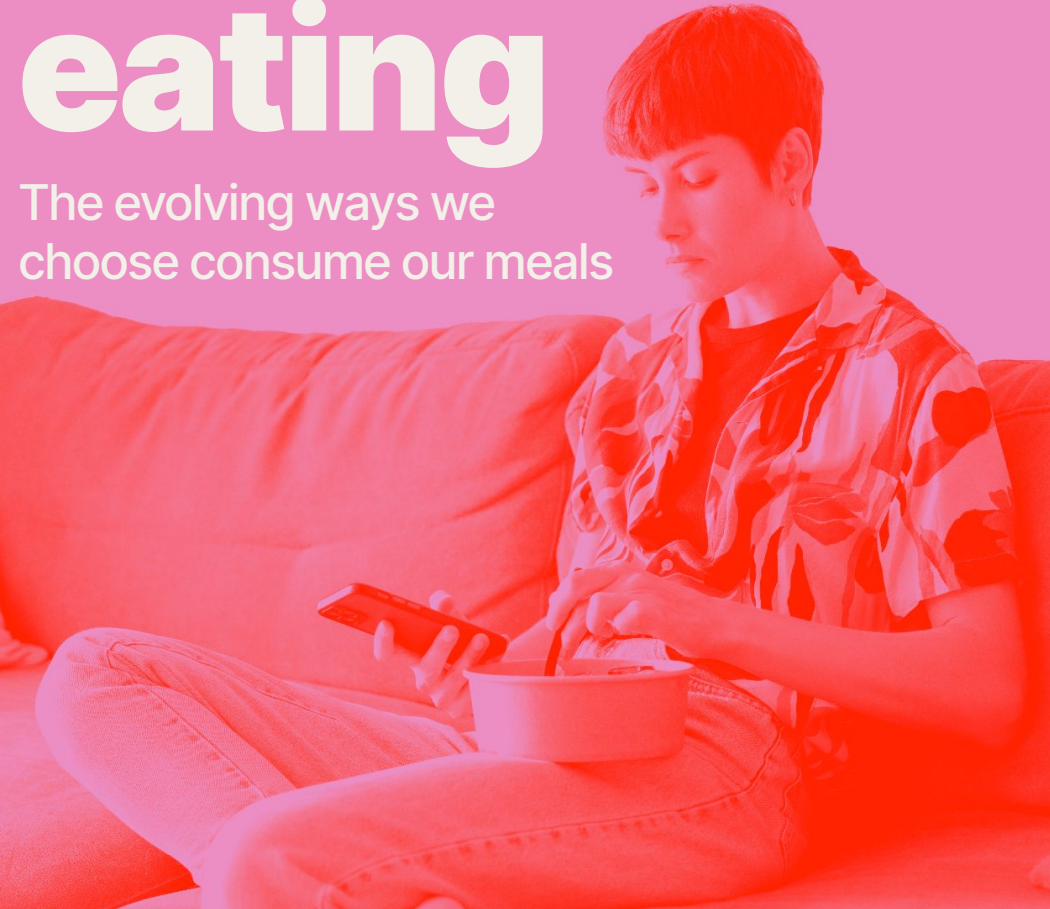


## FAUX GRAS

Parisian food tech darling, **Gourmey** is tackling one of the most famously controversial indulgences—foie gras. Using duck cells grown in a lab, they recreated the signature buttery texture and rich umami flavor of traditional foie gras, minus the force-feeding.

# How we're eating

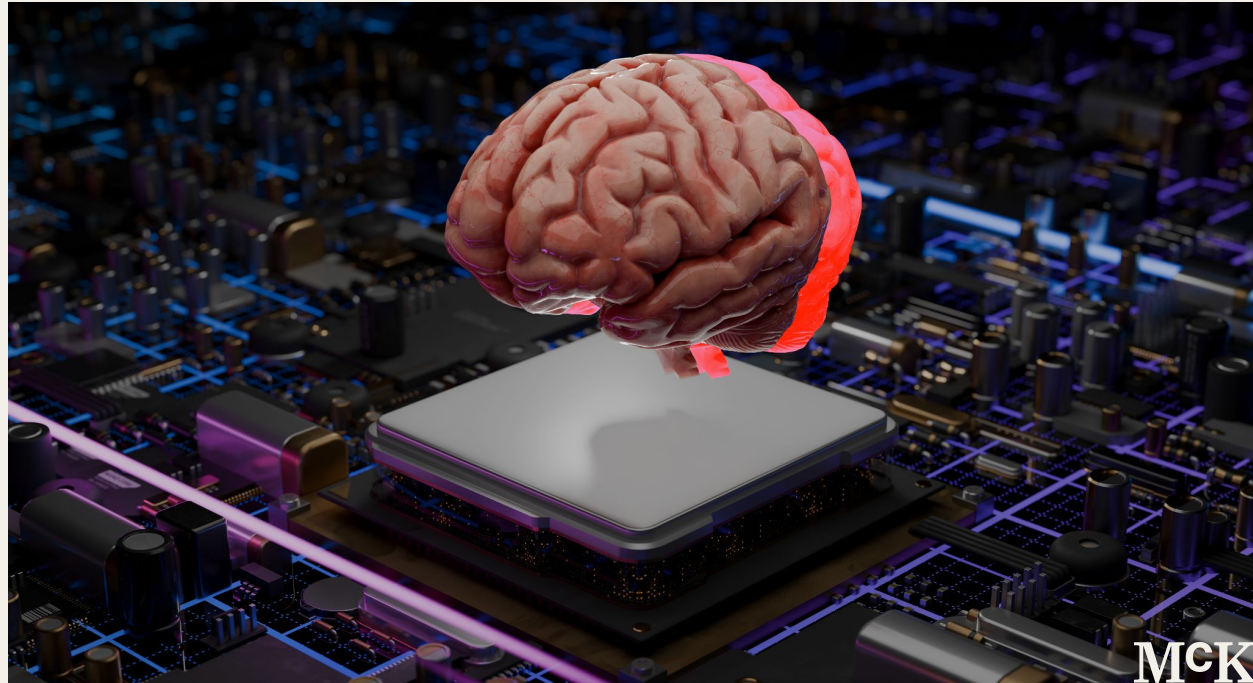
The evolving ways we choose to consume our meals



# Decision fatigue hero: AI agents

The average adult makes around 35,000 decisions a day, and the most frustrating of those can be narrowing down what you want to eat...especially if you're hangry.

**Agentic AI is stepping in to solve for any decision fatigue consumers may be feeling**, especially with fast casual restaurants offering more choices than ever before. Now, instead of having to decide what you want to eat in the moment, you can just automate the whole process.



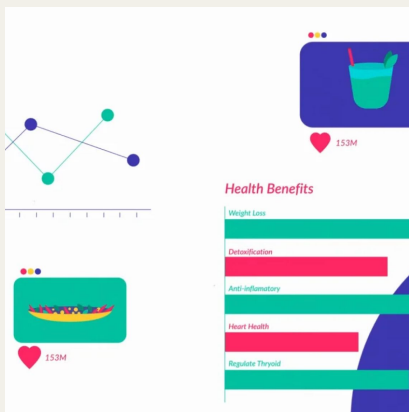
Nearly **half** of Americans say they would **give up social media forever** if it meant **never having to plan dinner again.**

Factor, 2025





# What we're seeing



## SOMMEL-AI

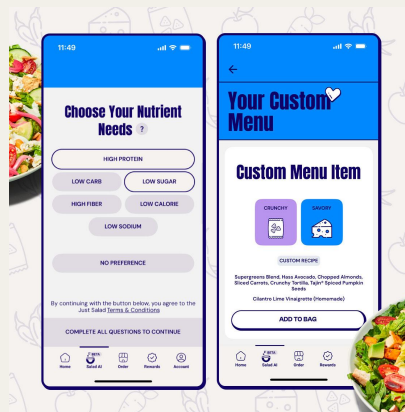
**Spoonshot taps into AI to sniff out what's next in food.**

From bold flavor pairings to unexpected product mashups, Spoonshot helps brands (and eaters) stay ahead of the curve with tasty, data-powered ideas for what to put on their plates.



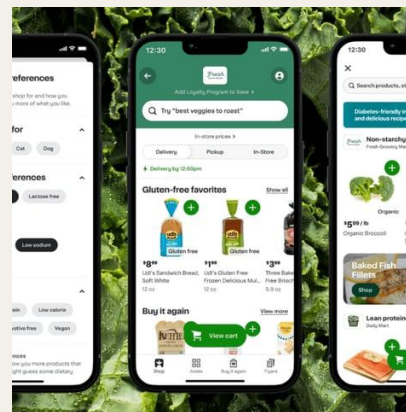
## AI DIETICIAN

By analyzing individual dietary preferences and health data, **Wonder's AI recommends and delivers meals tailored to each customer.** There's even a wearable tech integration that monitors how meals impact health in real time.



## SALAD PERFECTED

Fast-casual chain Just Salad released a recipe tool, Salad AI, to deliver "crafted perfection" by **taking the guesswork out of customizing your salad bowl.** It seeks to function as a personal chef, curating your perfect meal (automatically) every time.



## SHOP SMARTER

**Instacart is rolling out a suite of AI tools called Smart Shop** to make the in-app grocery experience more intuitive by giving users recommendations based on their family composition, nutritional needs, and dietary preferences.

# Oh the lengths you'll to-go

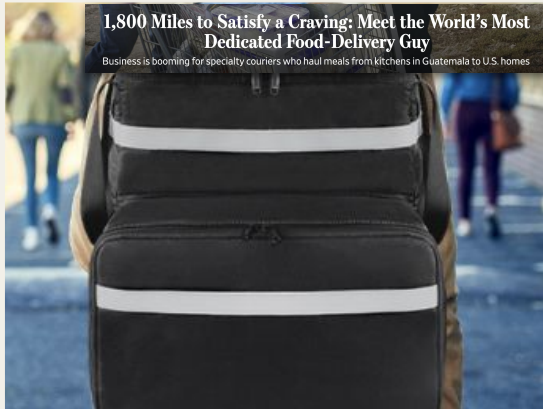
In an age of hybrid schedules and remote work, we're no longer tied to business districts or go-to lunch spots. Instead, we have the freedom to eat where, when, and how we want.

Nearly 75 percent of all restaurant traffic now happens off premises. Most people are not dining in. Instead, they're **grabbing, ordering, picking up, and taking it on-the-go.**

The reason is simple. People are tired. Stretched thin. They're looking for moments that feel easy and rewarding. They will pay extra (or in four installments). They will plan their day around a craving. When the world feels chaotic, the perfect bite is something that's still within our reach.



# What we're seeing



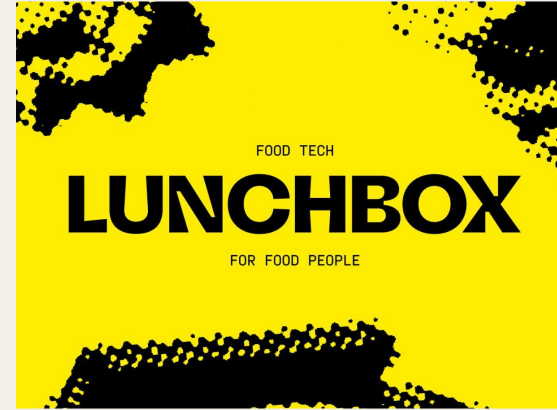
## 1,800 Miles to Satisfy a Craving: Meet the World's Most Dedicated Food-Delivery Guy

Business is booming for specialty couriers who haul meals from kitchens in Guatemala to U.S. homes



## EAT NOW, PAY LATER

**DoorDash and Klarna are partnering to offer "buy now, pay later" (BNPL) options for meal deliveries**—a move critics say highlights the growing reliance on debt in the economy. At the same time, it shows that diners are still willing to pay more for convenience and flexibility.



## LUNCHBOX CENTRAL

**Lunchbox IO offers smart restaurant solutions** like dynamic menus, order aggregation, and last-mile delivery. The innovative company is seeking to revolutionize delivery, with hopes of launching a digital delivery-only restaurant that you access through a virtual headset.

## 1,800-MILE DELIVERY

Food purveyors are going to extreme lengths to meet consumer demand, sometimes flying thousands of miles to make deliveries.

**Maik Express is part of a cottage industry of specialty couriers** shipping goods (mostly food) ordered by the more than 3 million Guatemalans residing in the US



# What it costs

How global markets and food prices are shaping what we eat





# The tariffs in the room

The United States' "on again, off again" relationship with tariffs has thrown the food, beverage, and agriculture sectors into chaos and left consumers reeling.

Unpredictability has forced brands and consumers to be nimble. Whether it's finding new markets to expand their products into or drastically altering shopping habits when prices are too high or go-to products become unavailable, **2025's normal will be a distinct lack of normal in the food space.**



# What we're seeing



## THE FLAVOR TAX

Immigrant communities, international grocery stores, and restaurants with global cuisine are being hit the hardest from a volatile trade market as **difficulty sourcing ingredients produced outside the US** makes certain dishes prohibitively expensive.



## BACK IN SEASON

With tariffs disrupting global supply chains, **seasonal recipes and local produce** are naturally taking center stage on our plates. According to Pinterest's summer 2025 trends report, "garden to table" searches were up 117% YoY, while searches for "harvest recipes" increased 680%.



## SOYBEAN COUNTERS

Tariff wars are putting pressure on American farmers who rely heavily on international trade. In 2018, **the US ag sector lost \$27 billion dollars**, with 71% coming from soybean exports to China. Experts predict another 20% drop in sales if the current tariffs aren't reduced quickly.



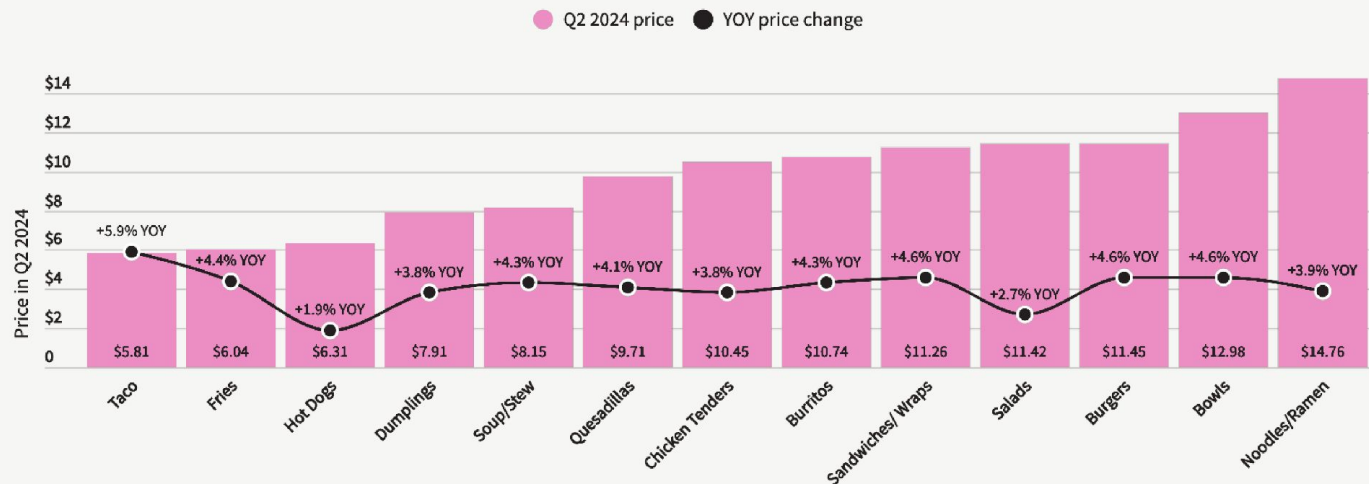
## NOODLING ON VALUE

In response to price pressures, brands are diversifying their product portfolios to appeal to value-conscious shoppers. **Fly By Jing has expanded their offerings to include noodles** since their signature chili crisp contains ingredients primarily imported from China.

# Price price baby

## FOOD

### Year-over-year price changes for popular lunch foods at quick-service restaurants



#### Source details:

Toast analyzed transactions at quick-service restaurants on the Toast platform from April 1, 2023 to June 30, 2024, to determine the price growth of tacos, fries, hot dogs, dumplings, soup/stew, quesadillas, chicken tenders, burritos, sandwiches/wraps, salads, burgers, bowls, and noodles/ramen. Toast used a cohort of same-store restaurants on the platform since Q1 2023.

Data powered by  toast

As the value wars continue to heat up, brands are scrambling for **out-of-the-box ways to add “value”** to our meals.

Consumers are feeling pressure on their wallets more than ever, but they still expect their food to fill them up and satisfy cravings.

In 2025, **value is less about discounting and more about surprising the customer** in ways that feel thoughtful and new.

# What we're seeing



## MORE BANG FOR YOUR FLIGHT

Thanks to a new partnership, **customers will be able to earn Delta SkyMiles when they order food from Uber Eats or a ride from Uber.** It's just the latest perk to be dangled by a third-party delivery app.



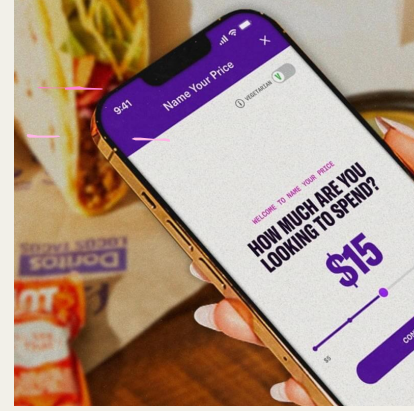
## SHOW ME THE MONEY

With inflation causing anxiety for consumers across the globe, **German grocery chain Penny is putting the pricing right on their packaging** for store-brand products, making price stability a key element of package design.



## BLUE PLATE SPECIAL

In January 2025, **Blue Apron froze prices for both current and new customers for six months** and reduced shipping costs to demonstrate their commitment to providing affordable meal options.



## CRAVE CALCULATOR

Beloved value brand **Taco Bell's "Name Your Price Tool"** puts the pricing power back in the palms of consumers. Just input your budget, and the app will generate the perfect meal for you and your bank account.





# How we feel

The drivers of our food and drink decisions





Over 60% of Gen Z has said they have waited in line for a specific food, and **82% of consumers actively avoid businesses where they anticipate long lines.**

The behavior isn't new, but the volume and frequency have surged in the age of constant hype. What seems like a win for businesses often turns into a strain for consumers.

Staff gets overwhelmed, regulars are pushed out, and the pressure to perform goes through the roof. **When everything is trending, nothing feels special.**

# Fed up with the Hype

# What we're seeing



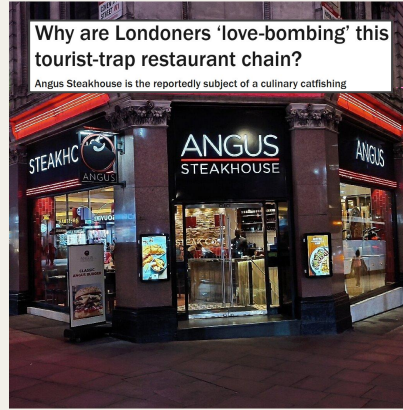
## LONG LINES BEWARE

The curse of being TOO popular. **Apollo Bagels in the West Village of NYC was threatened with eviction due to long lines.** While every brand wants to go viral, some must now reckon with the fallout of too much hype.



## SIDE HUSTLE ALERT

Long lines have become so ubiquitous, they're now a side hustle for those willing to do the waiting for someone else. **Line-waiting services are popping up in major cities** so people can experience the hype without doing the work.



## TROLLING TOURISTS

Travel influencer culture has prompted tourists to overrun many locals' favorite spots. One solution? Good old-fashioned lying. **Brits are 'Love Bombing' mediocre restaurants to inflate their popularity** and gatekeep local standbys from tourists.



## BLACK MARKET RESERVATIONS

Having trouble nailing down your date night reservations these days? You might just have a bot to thank for that. **Third-party sellers are increasingly snatching up dinner reservations**, causing a headache for both restaurants and diners.



# No more novelty

## Have we reached peak new?



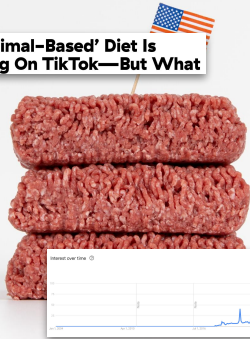
Innovation improves our quality of life, but even the most essential of developments can reach redundancy, excessiveness, and a lack of originality. Somewhere between celebrity popcorn and better-for-you smart sweets, “new” became too much and too predictable. **Now, even the freshest drops feel like déjà vu.**

In 2025, we’re not just oversaturated—we’re over it. This isn’t the death of innovation. Rather, it’s the rejection of novelty for novelty’s sake. In a culture running on empty, **people are skipping the next big thing** and turning to what’s intuitive, indulgent, or instinctual.



# What we're seeing

The 'Animal-Based' Diet Is Trending On TikTok—But What



## BACK TO BASICS

The new frontier of eating? Looking straight to the past. Meat sales in the US hit a record breaking \$104.6 billion last year, and **searches for “Carnivore Diet Meal Plan” are up 140%**. When innovation hits a ceiling, people go primal.

## NOT SO FRESH FITS

What once felt fresh has turned into formula. **The Graza-fication of the olive oil shelf** isn't innovation but imitation. And you know what they say: If everyone is tinned and squeezey, no one is tinned and squeezey.

## THE FUNCTIONAL GOLD RUSH

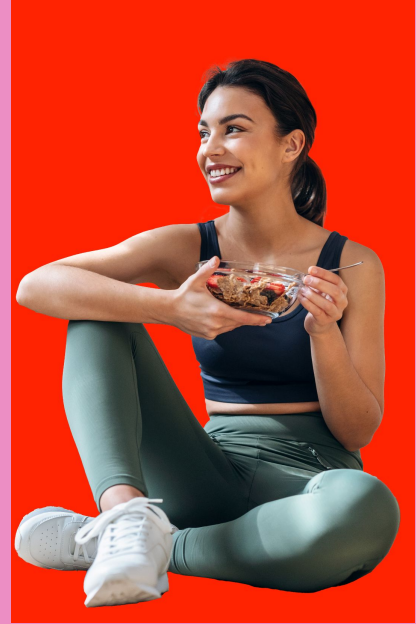
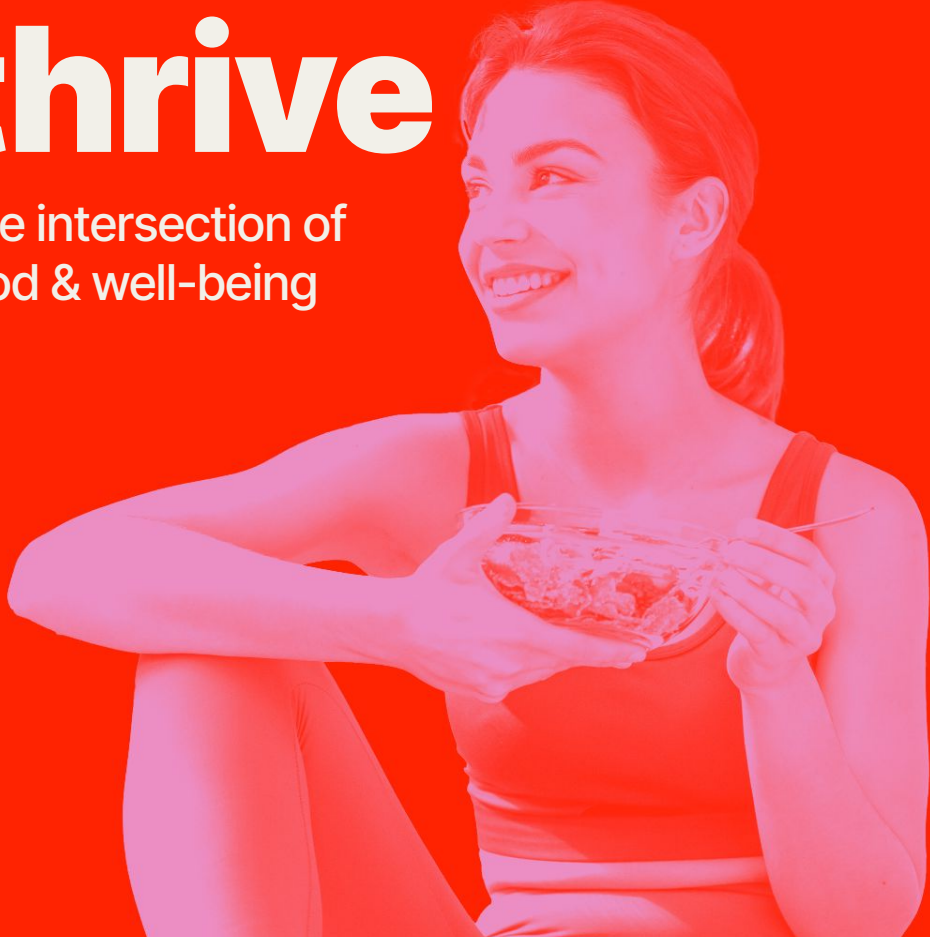
You can't outrun the functional beverage wave. Olipop and Poppi didn't just mix things up. They launched a movement. Now even legacy giants like Coca-Cola and Pepsi want a sip. **Functional fizz isn't just a fad, it's the new soda standard.**

## NEW OLD FASHIONED

When innovation hits a ceiling, some brands look forward while others look back. QSR giant **McDonald's is borrowing from Chick-fil-A's playbook with their “new” handcrafted lemonade.** Sometimes tradition is the disruption.

# How we thrive

The intersection of  
food & well-being



# Shared serotonin



Food has always been a powerful connector, bringing people together for celebration, community, and shared experience. The pandemic disrupted that, pushing us into isolation and giving rise to the era of solo dining. Now the pendulum is swinging back. According to Eventbrite's Fourth Spaces™ study, 95% of 18 to 35 year-olds are actively seeking experiences that bring their online interests into the physical world.

This shift reflects more than just a rebound. It signals a cultural desire to reconnect, with food playing a central role in turning digital curiosity into real-world connection. **Communal tables are filling back up**, and food is once again the excuse to gather.

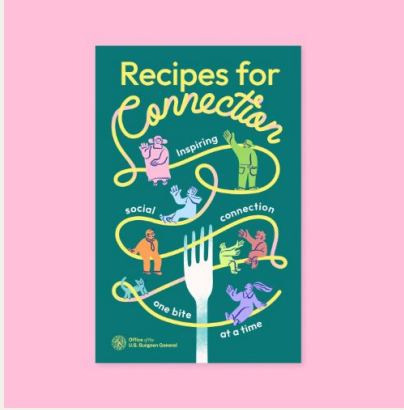


# What we're seeing



## MICHELIN BEHIND BARS

At Grafton Correctional Institution in Ohio, a group of **incarcerated men prepared a five-course meal for the public using produce grown in the prison garden** as part of a program to help develop their job skills and forge a deeper relationship with the community.



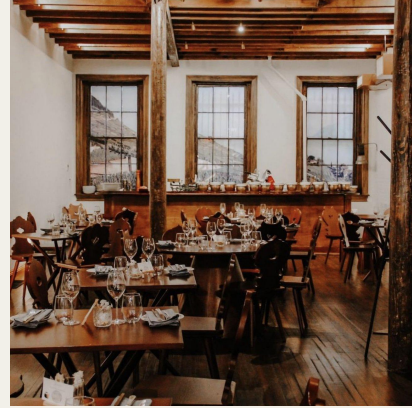
## RECIPES FOR CONNECTION

In response to the loneliness epidemic threatening public health, **US Surgeon General Vivek Murthy published *Recipes for Connection***, a guide for people to turn meals into meaningful moments that heal both body and soul.



## BIKING FOR DUMPLINGS

**Chinese students have gone viral for biking 40 miles at night for soup dumplings and camaraderie.** In an era of isolation, these students started a literal movement to create community around sharing a ride and a tasty bite.



## SECRET MESSAGE PARTIES

The **Lavaux Wine Bar in NYC is trending thanks to their secret message dinners.** On Tuesday evenings, servers distribute wine, pens, and paper to each table, then anonymously deliver notes from strangers to foster impromptu conversations.



# Taste the glow



The concept of "beauty from within" is evolving from a supplement-centric market towards the integration of functional ingredients (for skin, hair, and nail health) directly into everyday food and beverage products.

While supplements still dominate the "beauty from within" category, product innovation is expanding into diverse food formats for people who want to masticate, not medicate.

**The snack-ification of skincare** plays on consumers' desire for holistic wellness and tangible beauty benefits, all derived from their diet.

# What we're seeing



**One in five** consumers reported purchasing food and beverage products specifically to enhance their **physical appearance** in the past year indicating a significant market interest

Innova Trends Survey 2025

## BEAUTY BITES

Looking for a convenient and tasty way to boost collagen and support gut health? **Beauty Bites** offers **all-in-one collagen snack bites** that improve hair, skin, nails, and digestion in as little as six weeks. Packed with collagen, prebiotics, probiotics, and vitamins C and E, these bars make healthy living delicious and simple.

IMAGE SOURCE: BEAUTYBITES, CASSIE YEUNG, AMORE MALL

## SNACKING SKINCARE

Last year, Logan Moffitt's cucumber salad sparked a viral craze, highlighting vegetables as a key to glowing skin. Now, Chef **Cassie Yeung's carrot ribbon salad is winning fans** who eat veggies not just for taste but for their skin-boosting benefits.

## EDIBLE BEAUTY

Why put skincare on your face when you can eat it instead? **Amorepacific, a Korean skincare brand, released edible retinol for hydrated, glowy skin.** Even as experts question results from these kinds of products, the appetite for edible beauty continues to grow.

# GLP-1 gets fuller



The rapid rise of GLP-1 medications like Ozempic and Wegovy created **a new consumer group with unique dietary needs.**

Restaurants and packaged food brands are adapting their offerings with **slimmed down and beefed up menus** that are more nutrient dense, packed full of fiber and protein, and light on calories.

While CPG giants like Nestlé and Conagra launched "GLP-1 friendly" products, startups are leading agile innovation in the space.



"As weight-loss drugs soar in popularity, diners on and off them are **wrestling with a number of restaurant etiquette quandaries**, and in some cases **changing their dining habits as a result.**"

Alyson Kruger

"The Complications of Group Dining on Ozempic"

THE WALL STREET JOURNAL



IMAGE SOURCE: CHAT GPT



# What we're seeing



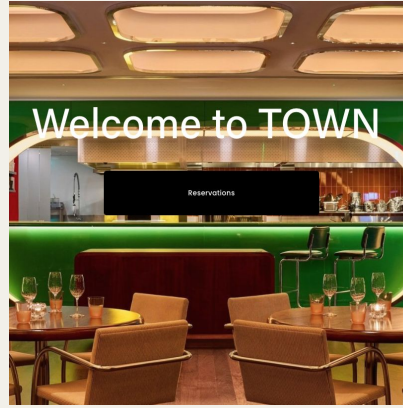
## GET MORE FROM YOUR GLP-1

NotCo is developing a botanical powder designed to **naturally boost the body's GLP-1 production** and mimic the effects of GLP-1 drugs, giving users the same benefits through dietary supplements instead of injections.



## THE NEW LEAN CUISINE

As GLP-1 use rises, brands face a new food norm. Consumers are reaching for smaller portions, cleaner labels, and functional nutrition. **Nestlé and Conagra brands are early adopters to GLP-1 friendly labels**, but this is just the beginning.



## SHRINKING THE MENU

Chefs and restaurants alike are reconstructing menus to match reduced appetites. **Town, a restaurant in London, has started offering half-portioned iterations** for dishes on their menus to accommodate for the Monjaro generation.



An estimated **24 million people**, or **7% of Americans**, will be taking a GLP-1 by 2035.

Morgan Stanley

# Fiber flushes out protein

From the cottage cheese renaissance to potato chips made from bone broth and egg whites, protein has gone fully mainstream. But now that we've maxed out on protein, we're noticing the spotlight starting to shift further down the intestinal tract.

No longer reserved for wellness die-hards or digestive health ads, **fiber is stepping back into the spotlight** as the hot new food trend.

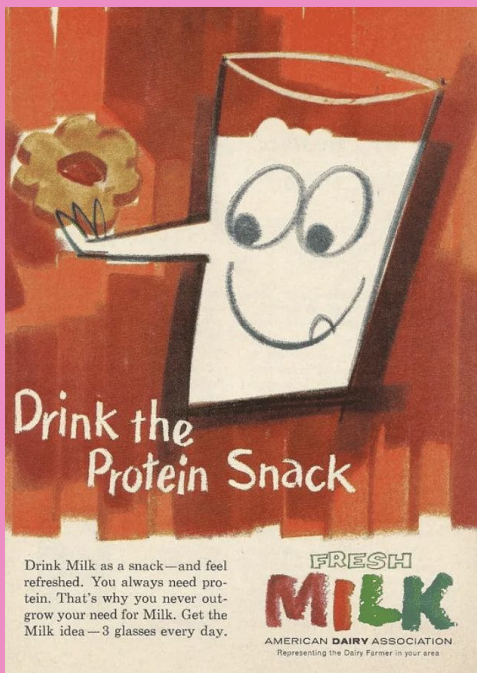
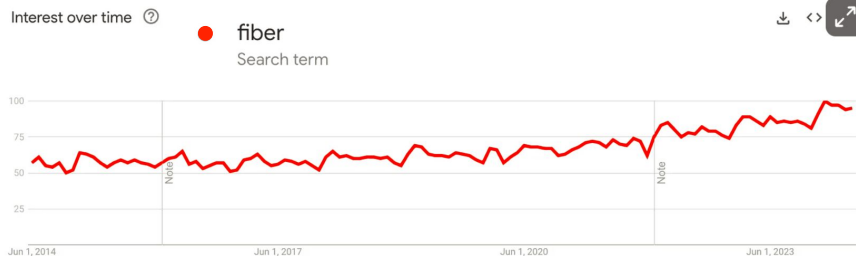


IMAGE SOURCE: VINTAGE PAPER ADS



The Hershey Company

## Director Protein Business ⓘ

Hershey, PA · Reposted 1 month ago

Hybrid Full-time

🚫 No longer accepting applications

HEALTH | WELLNESS

### People Want More Protein. Even at Dessert.

People are flocking to ice cream, cakes and cookies with extra protein mixed in. They don't always need the boost.

## Americans Are Obsessed With Protein and It's Driving Nutrition Experts Nuts

**"Fiber does need a new campaign to make it as masculine or sexy as the high-protein diet—because it really is amazing."**

**Maya Vadiveloo**

Associate Professor of Nutrition,  
University of Rhode Island



**MCK**



PAST PEAK PROTEIN:  
FROM CPG TO QSR

In 2025, **Khloe Kardashian** released a **protein popcorn brand** called **Khloud**, Arby's launched "steak nuggets", and Starbucks began testing added protein for its cold foam drinks.



THE FIBER GAP

Nutrition experts have identified an **overlooked gap in American diets**. According to the Wall Street Journal, more than 90% of women and 97% of men not meeting the recommendations for daily fiber intake.



SNEAKILY HEALTHY SODA

The popularity of **better-for-you functional beverages** is driving attention towards the growing fiber problem, led by trendy brands like Poppi, who just settled a \$8.9 million class-action lawsuit over their gut health claims.



AND EAT IT, TOO

Positioned as "sweet fiber", **MOOSH is taking a big swing with their fiber-forward cotton candy** (say that five times fast). According to the brand, "It's dietary fiber, the kind you would find in vegetables." (except it's pink and sweet?)



# Recap of Trends



Filling the  
vice void



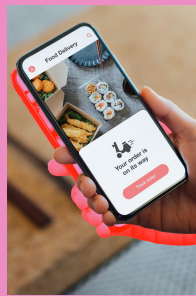
Haute  
gas station



Plant-based  
hedonism



Decision fatigue  
hero: AI agents



Oh the length's  
you'll to-go



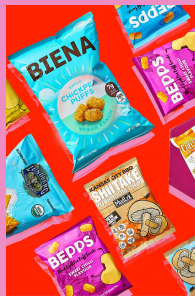
The tariffs in  
the room



Price price baby



Fed up with  
the hype



No more novelty



Shared serotonin



Taste the glow



GLP-1 gets fuller



Fiber flushes  
out protein

# Thank You

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**Any Questions? Contact Us**

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