

quench[®]



**2024
FOOD+
BEVERAGE
TRENDS**

VOL. 15



pavone group

WHO WE ARE

quench is part of Pavone Group — one company made up of several niche agencies. We share resources between those agencies to best serve our clients' needs.

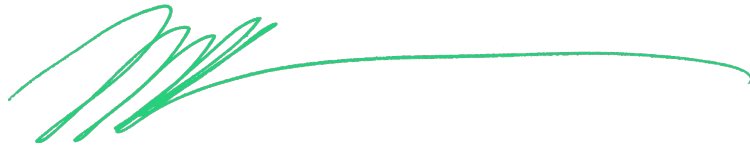


Not just trends, but *actionable* trends

Anyone can identify trends, but finding trends that can be woven into marketing or product development plans — and can generate awareness and sales for a brand? That's a little tougher.

It takes hundreds of hours of primary and secondary research, interviews with industry experts, and review of countless studies and articles. But that's what the quench trends team does, for this trends report and every trend report we've created over the past 14 years.

We're excited to share the results of our hard work in this year's report. It's a snapshot of what we'll be eating and drinking not just in 2024, but for many years to come. More importantly, it's a snapshot of how forward-thinking food and beverage marketers can stay one step ahead of the competition. Enjoy!

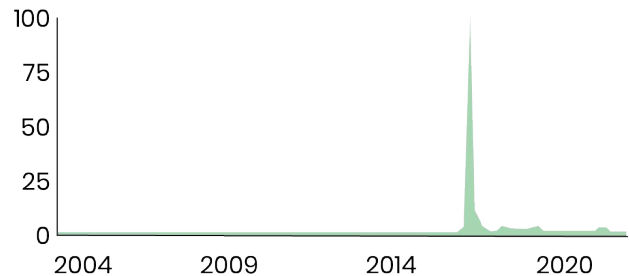


Michael Pavone, President & CEO

Trends vs. Fads

FADS LOOK LIKE THIS

A fad entails intense, widely shared enthusiasm for something that is short-lived and without basis in a broader cultural context.



TRENDS LOOK LIKE THIS

A trend is a change in how we see the world.

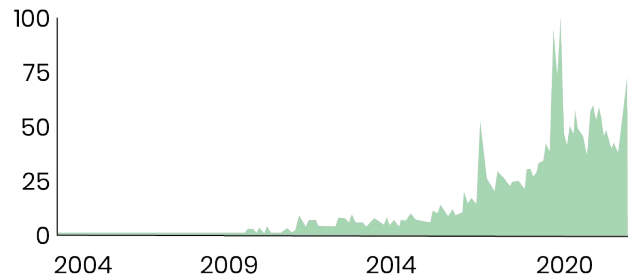


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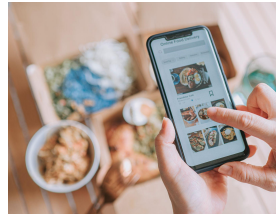
The Increase in AI

Trends of the Past to Today



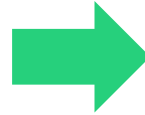
Conscious Consumption (Vol. 1)

Consumers will factor in ethics when choosing what to eat, where to buy it, how to prepare it and how to get rid of it.



The Mobile Feast (Vol. 2)

Look for an explosion of mobile options for choosing, locating and paying for food that will change the way Americans interact with brands.




Sustainable Overall (Vol. 14)

Today, brands are going beyond just packaging, but creating traceability programs, measuring their carbon footprint, and diverting waste from landfills.



FoodTok (Vol. 14)

People who want to try new recipes, dishes, and find new restaurants go to social media, specifically #foodtok on TikTok for inspiration.



**“Firms need to learn how to
ride a trend’s wave to success.
If they don’t, they risk being swept
away by its powerful tide.”**

-Harvard Business Review





1 CONSUMER TRENDS



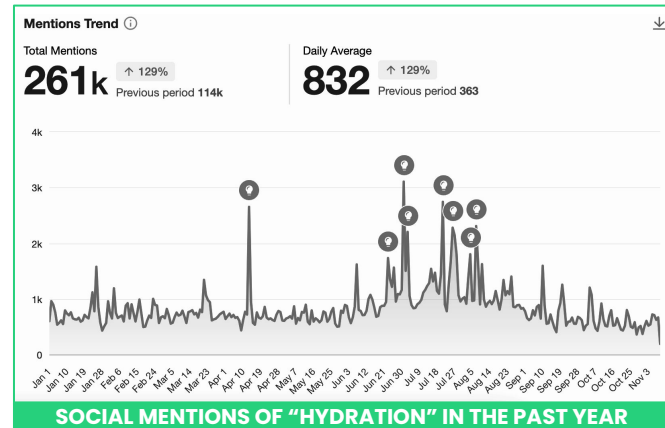
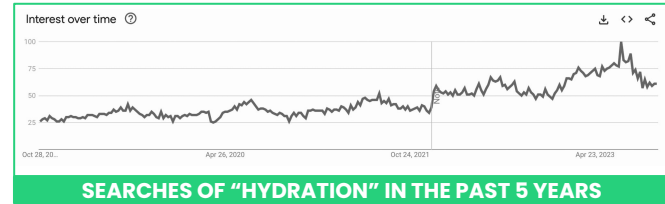
TREND #1
HYDRATION



Hydration

Hydration is becoming more important in people's lives.

With an increased focus on maintaining good health, many people are moving away from sugary drinks and cutting out liquid calories – and are turning to water to get themselves through the day.



Behind the Trend

Many consumers are looking for healthier beverages to include in their day-to-days, so they are moving away from the traditional flavored beverages. For about the past two decades, U.S. soda consumption has been falling as consumers opt for healthier options over sugary soft drinks.

Pepsi's North American beverage business volume fell by 2% in the first quarter of 2023. The global carbonated soft drink market size is expected to grow at a modest CAGR of 4.7% through 2028.



Did you know?

In 2012, New York City Mayor Michael Bloomberg tried to ban large sugary drinks sold by the city's restaurants, movie theaters and other food service businesses, trying to implement change for healthier lifestyles. It did not pass in court.

#WaterTok

#WaterTok has over 871 million views, with many people sharing different ways they enjoy their water. They make a diverse array of combinations, using flavor enhancers, flavored powders, syrups, and even flavored ice.



Electrolytes

Electrolytes are substances that have a natural positive or negative electrical charge when dissolved in water. An adult's body is about 60% water, which means nearly every fluid and cell in your body contains electrolytes. They help the body regulate chemical reactions, maintain the balance between fluids inside and outside your cells, and help rebuild damaged tissue.

Electrolyte-infused beverages are becoming popular with athletes and exercise buffs, as well as consumers seeking healthier hydration offerings throughout the day.

Sales for electrolyte powders have leaped 86% in the past five years, according to consumer research company NIQ.



“People are looking for wellness solutions throughout the day, not just when they are active.”

- Emily Boido, Senior Director of Marketing at Gatorade

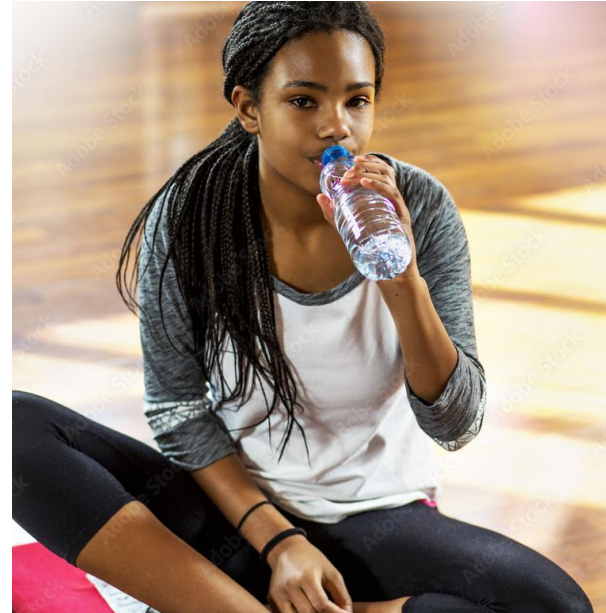
Brands that Jump In

In response to the growing emphasis on electrolytes, beverage companies have been acquiring water brands, creating their own electrolyte-filled products, or partnering with other brands to connect with health-conscious audiences.

Keurig Dr Pepper enters sports hydration with Electrolit partnership

Gatorade expands sports drink brand with new Gatorade Water

Liquid I.V. and **LMNT** are two water enhancers that have been increasingly popular in providing electrolytes





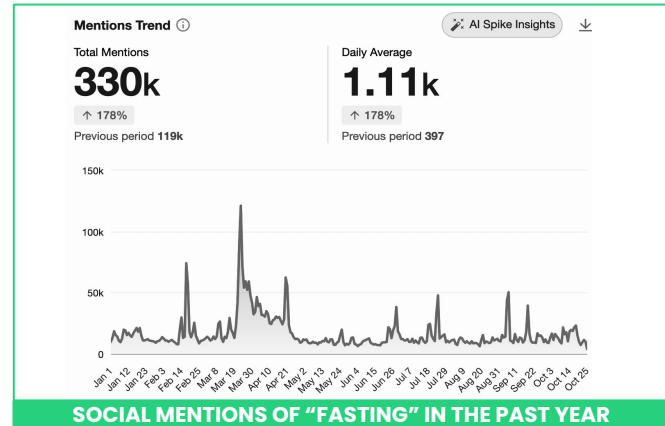
TREND #2
FASTING



Fasting

Fasting is the hot trend in losing weight.

Fasting is not a new way of losing weight, but many people are jumping on the trend as a way to burn their unwanted excess weight quickly.



Behind the Trend

Despite its recent surge in popularity, fasting is a practice that dates back centuries and plays a central role in many cultures and religions.

Today, people are always looking for different ways to lose weight in a fast and easy way.

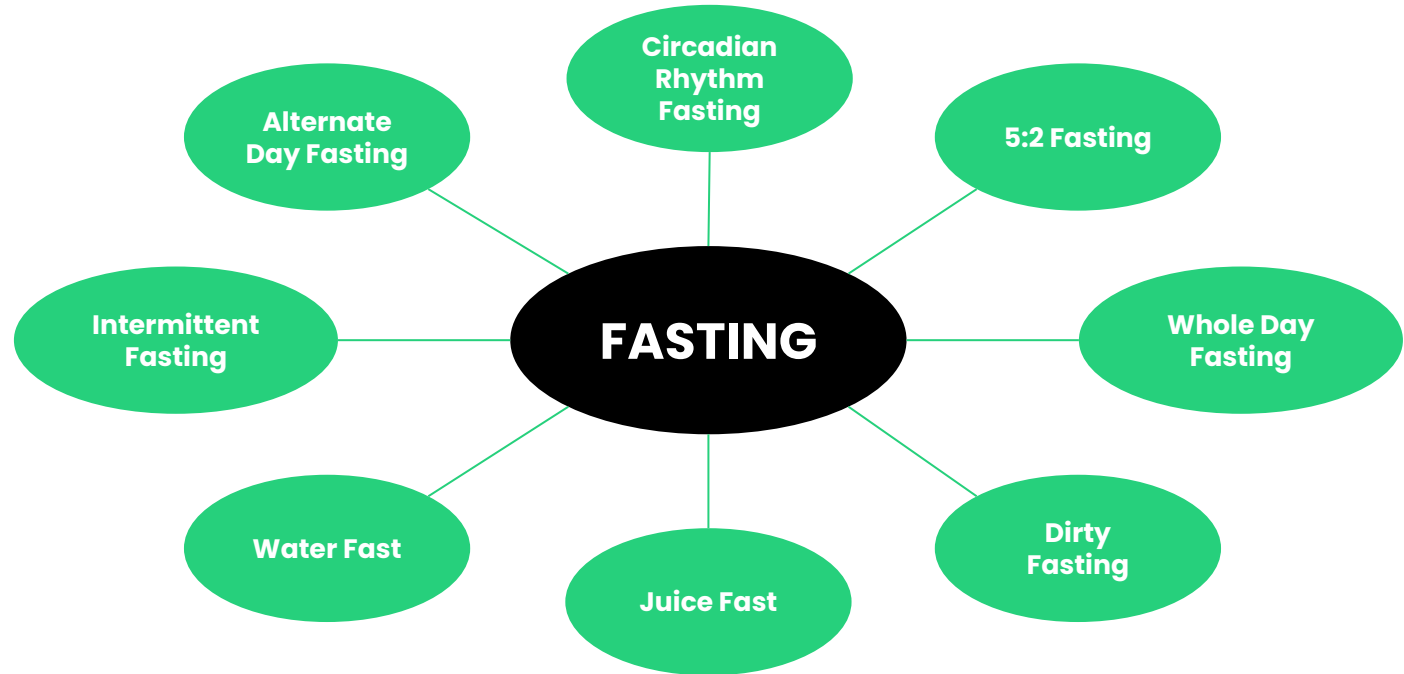
Some people are rushing to lose weight for health reasons, and some people rush to lose weight because they want to look like the people they see on social media, where influencers portray ideal body images that aren't easy to obtain.



Did you know?

A study conducted with adolescents found that the more time they spend using social media, the more likely they were to experience “body dissatisfaction.”

Different Types of Fasting



Popular Fasting Methods

Intermittent fasting is when someone voluntarily abstains from food or beverages other than water for a certain amount of time.

#intermittentfasting has over 1.8 billion views on TikTok, and has had over 54,600 social mentions across different platforms.

Water fasting is a type of fast during which you're not allowed to consume anything except water.

Water fasting is a term that's not found on TikTok due to mental health concerns, but – similar to intermittent fasting – is a popular fasting technique.



Fast Weight Loss Fads

Since fasting, healthy eating, and consistently working out may take some time to generate results, there's been a recent uptick in taking injectable semaglutides, which are used to treat type 2 diabetes and for weight management. The two popular brands are Ozempic and Wegovy.

In the last three months of 2022, U.S. healthcare providers wrote more than 9 million prescriptions for Ozempic, Wegovy and other diabetes and obesity drugs.

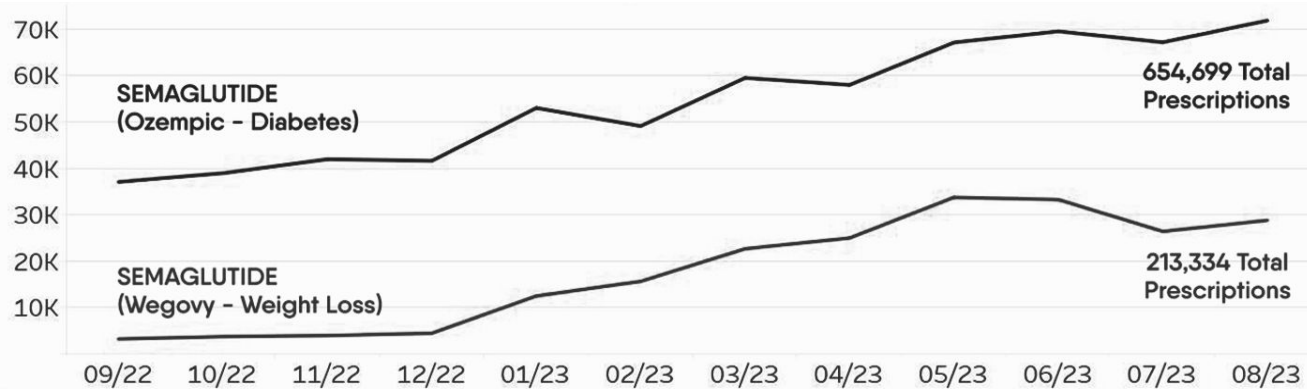


A growing issue

Excessive requests for these drugs from healthcare providers has led to many patients who actually need them being waitlisted since March 2023.

Fast Weight Loss Fads

PRESCRIBING TRENDS: SEMAGLUTIDE



DrFirst.
Unite the Healthiverse



2 SOCIAL MEDIA TRENDS





TREND #3
FOLLOWING THE HYPE



Using Hype

Food brands are tying their brands closer to pop culture to stay relevant.

Food and snacks are emerging as status symbols, with brands launching limited-time food offerings and products that connect to lifestyle-driven communities and subcultures. Brands are tapping into partnerships with popular games and trending influencers to collaborate on products for their fans.



Behind the Trend

Brands have always tried to stay relevant and part of their target audience's conversations. Some brands try so hard to be in a conversation with consumers that they fail to seem authentic in doing so. Consumers dislike feeling that they're being sold to, so when brands create a message to stay relevant, it may come off as fake and potentially alienate customers.

Partnering with a popular brand or an influencer helps brands makes it easier to jump into the conversations with their target audiences, rather than forcing the brand into a space they don't belong in.



Cold, Hard Facts

More than 70% of consumers reportedly spend more with authentic brands.

Brands Jumping In

Chobani x Jennifer Garner take part in activism to promote funding the Supplemental Nutrition Program for Women, Infants and Children (WIC)

Pepsi and Notorious B.I.G. collaborated to celebrate the 50th Anniversary of Hip Hop and pay tribute to his music from the past

Morningstar Farms x TenderFix partnered up to deliver plant based chik'n to tender lovers across the country



Made by Influencers

Influencers and content creators are adding a new line to their resume: entrepreneurs.

There has been a growing trend from traditional celebrity-owned brands to creator-owned brands in the food space. As influencers and content creators continue to grow their audiences, they are looking for ways to provide other content for their audiences. They're creating their own label of food and beverages, connecting with their fans on another level.



Behind the Trend

Just like brands and celebrities, influencers and content creators need to brand themselves to grow and gain more followers and subscribers. The food and beverage space is not as heavily saturated as influencer-owned makeup or apparel, which make up more than half of the top 100 creator brands.

With their large platforms, influencers and content creators can promote their products, which are easily woven into content they already produce.



An Opportunity

Only 8% of the top 100 creator brands are within the food and beverage industry, compared to 63% within the makeup and apparel industry.

Influencers' Brands

People across social are reviewing the biggest influencer food brands, sharing their experiences and opinions for the top three: Chamberlain Coffee, Logan Paul's Prime, Jacksepticeye's Top of the Morning Coffee, and MrBeast Bars.





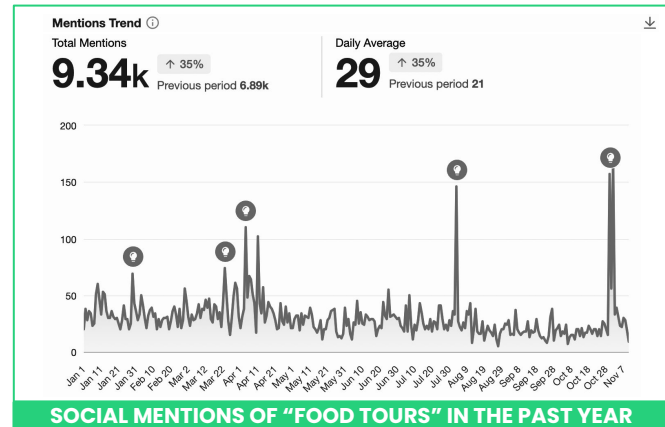
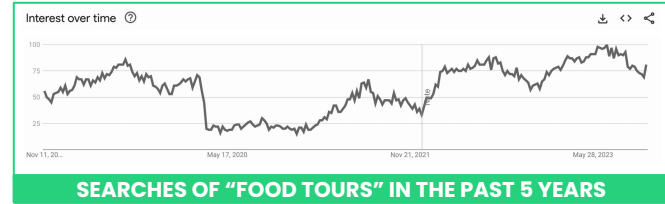
TREND #4
FOOD TOURS



Food Tours

Social users are experiencing food from different countries – not through their mouths, but through their eyes.

Users who travel are sharing their food experiences and recommending places to eat, so others can find inspiration for where to go and what to eat there.



Behind the Trend

As more people are traveling, there are people who are sharing their delicious eats as they explore new countries. Similar to vlogs, people are sharing their days eating street food, cultural delicacies, and popular restaurants for others to try.

These videos not only recommend places to eat or travel to, but also help teach viewers about different cultures and cuisines without users having to travel to those locations.



Food Tours

On TikTok, #foodtours and #foodtour has over 970 million views, and there are over 9,340 social mentions across different platforms.



Trends We'd Like to See Less of



Restaurant
QR Codes



Barbie-themed
Foods



Caviar on
Everything



Soaked
Avocados



Butter
Boards



Chopped
Sandwiches



3 CPG TRENDS





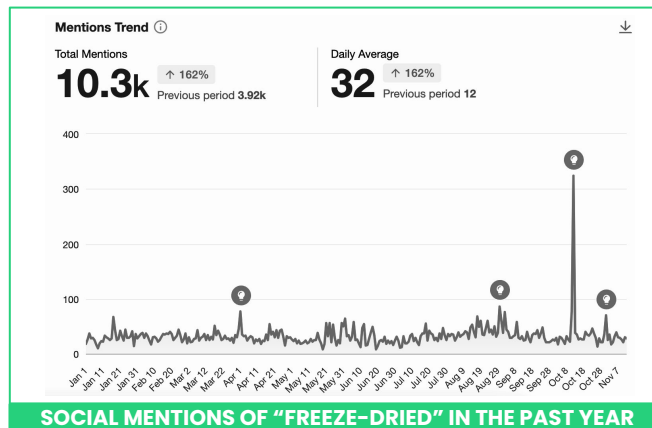
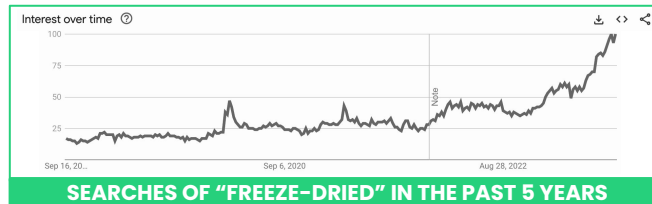
TREND #5
FREEZE-DRIED FOOD



Freeze-Dried

Consumers like their fruit not just dried, but freeze-dried.

Freeze-dried snacks and ingredients have been gaining popularity across social media. Users are buying freeze-dryers and freeze-drying all kinds of foods to see if the taste changes, while also creating a satisfyingly good crunch.



Behind the Trend

Freeze-dried snacks, ingredients, and supplements are becoming popular, particularly in natural foods that lose nutritional value with other, more common preservation methods. Freeze-dried products guarantee shelf-stability and nutrition, while their airy texture offers sensory appeal.

Besides the health and shelf-stable benefits, many users are into ASMR (Autonomous Sensory Meridian Response) and hearing certain sounds helps them to calm down and relax. ASMR has over 979.4 billion views on TikTok.



Around the World

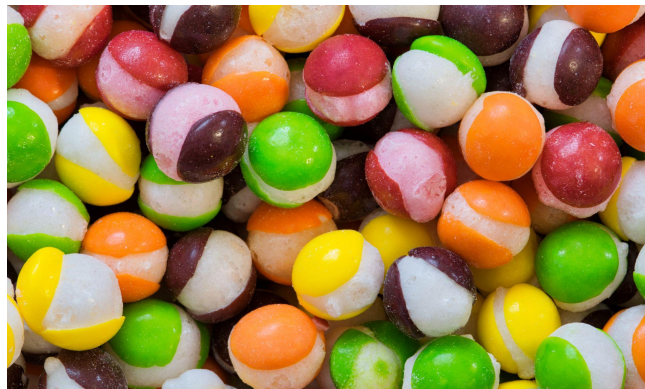
ASMR food videos became popular in America following a similar trend that circulated in South Korea called a **mukbang**. A **mukbang** is a live, online audiovisual broadcast in which the host eats a large amount of food while interacting with the audience.

TikTok Presence

Since people are able to buy freeze-dryers, there have been many users who are selling their own freeze-dried candy snacks through TikTok, gaining many customers because of the ASMR content they release.



#FreezeDriedFruit has over 72.8 million views on TikTok.



#FreezeDriedCandy has over 3.9 billion views on TikTok.



TREND #6
**GATEWAY SNACKS
AND BEVERAGES**



Gateway Snacks and Beverages

People are trying new and different flavors through snacking and drinking.

Snacks, beverages, and chips are an easy entry-point for exploring new flavors and cuisines, which become gateway products for consumers looking to expand their palates.



Behind the Trend

As people become more educated about different cultures and their native foods on social media, those people typically become more interested in trying such foods.

People are also willing to listen to other users' experiences when trying new products to get an accurate understanding of how the flavor tastes. The most intrigue comes when a snack is trending, going viral, or is being offered for a limited time.



Gateway Snacks

Big food and beverage brands have more of an opportunity to offer new flavors to their consumers. Since consumers love and trust these brands, they would be willing to try new products from them vs. unknown brands.



Trending Flavors



Pickles
United States



Coconut Curry
Caribbean



Moringa
*South and
Southeast Asia*



Achu Soup
Africa



Cherry Blossom
Japan



Chili Crisps
China



Jalepeño-Infused
South America



Iru
West Africa



Jackfruit
India



Sago
*Southeast Asia,
Oceania*



4 THE MODERN KITCHEN





TREND #7
TRENDING APPLIANCES



Different Ways of Eating

Today, no two kitchens look the same. Different households have various dietary preferences and a different amount of people living in the home. As more people live alone or at least without someone to cook for them, the types of appliances vary by necessity.



Outdoor Air Fryer

Consumers are purchasing air fryers designed for outdoor patios. These air fryers are weatherproof and serve as replacements to barbecues during gatherings. These air fryers produce healthier foods than traditional barbecues, as they use fewer resources and no oil.



Behind the Trend

Air fryers became popular during the pandemic, and were easy to fit in kitchens on a counter or a table. Now that the pandemic is over and people are starting to host more celebrations, outdoor air fryers are great for households that host a lot of get-togethers and want to continue being health conscious.



Mini Modular Grilling

Consumers may not have the space for large kitchen appliances, but they recently have been purchasing more-compact, easy-to-store appliances with a variety of cooking functions that can easily fit in their cupboards.



Behind the Trend

Consumers' evolving lifestyles have coincided with small, modular grilling systems. These products feature multiple functions and cooking options, and their easily stored designs cater to a broader range of consumers. With fewer people to cook for, there is less mess to clean up.



Appliances Growing in Popularity

At-Home Soft-Serve Makers

Cuisinart is a leading player in the home use ice cream makers market. The company offers a wide range of ice cream makers, including both manual and electric models.

Freeze-Dryers

The Global Freeze-Drying Equipment Market is anticipated to witness a jump in revenue from \$2,118,000 in 2021 to \$3,346,000 by 2027.

Espresso Machines

14% of U.S. survey respondents who were asked about the preparation method they used for their past-day coffee consumption, reported having used an espresso machine.



Leaders in the Game

In 2022, Ninja had the largest market share for small kitchen appliances, with 19%, followed by Oster at 8% and Cuisinart at 7%.



TREND #8
SAVING FOOD



Saving Food Saves Money

**The longer something lasts,
the more cost-effective
it becomes.**

People are looking for easier ways to prevent their food from spoiling so easily. With new tools and products in-market to help extend the shelf life of food, people are able to save money by not replacing food as often.



Behind the Trend

In the United States, food waste is estimated at **30%–40% of the food supply**; this equates to **325 pounds of waste per person per year**.



Because of this, companies are looking for ways to jump into the conversation of food security by making sure that their products help prevent food waste.

Circadian Fridge

Brands in the home appliance space are launching smart refrigerators with UV light-controlled crispers that mimic the sun cycle. These fridges extend the shelf life of fruits and vegetables, and ensure that foods retain as many vitamins as possible. As a result, this technology saves consumers money and time.

There are many refrigerator brands with functions such as UV light, humidity control, and air circulation to prevent bacterial growth, moisture loss, and oxidation.



Weatherproofed Provisions

Consumers are in need of food and drink formulations that help them endure heat waves, sub-zero temperatures, and other disastrous weather events. Shelf-stable food will help in times of emergency for consumers who may not be able to get to a store when the weather outside doesn't permit them to.

More products have longer shelf lives for consumers to stock up and be prepared when the weather takes a toll on their grocery shopping trip.



Kewpie (Japan) extended the shelf life of 31 items from 19 months to 25 months

Plant-Based Food Coverings

As more food retailers prioritize sustainability, coatings made from eco-friendly materials are being used to individually wrap and protect produce. On top of being eco-friendly, these coatings and wraps help prevent spoilage and bruising to extend the produce's lifespan.

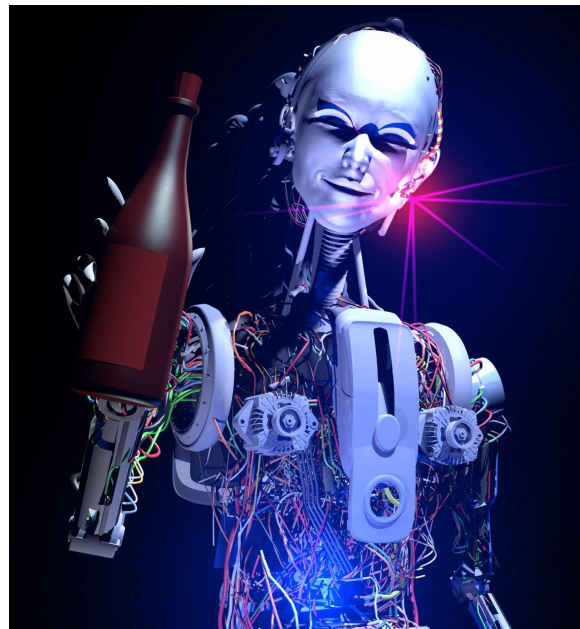
In addition to improved sustainability, such packaging can help make consumers aware of the shelf life of fresh produce.



The Increase in AI

At the beginning of 2023, some emerging generative AI systems had reached more than 100 million users. Advanced chatbots, virtual assistants, and language translation tools are examples of generative AI systems in widespread use. As news headlines indicate, this technology continues to gain global attention for its benefits.

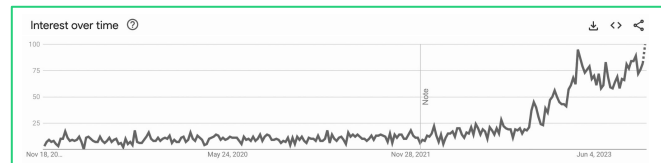
This plays a role in consumer goods, because AI can use predictive analysis to understand what consumers want, when they want it, and how they will use it.



AI-Powered Snacks and Drinks

AI can make tasty recipes, too.

With the fast adoption of AI this year, many brands are using AI to not only produce the products, but also to create them. In last year's Food Trends report, we looked at artificial intelligence via robots learning to produce food as it's input into their systems. This year, we see the evolution of AI to have a say in the ingredients and flavors put into products.



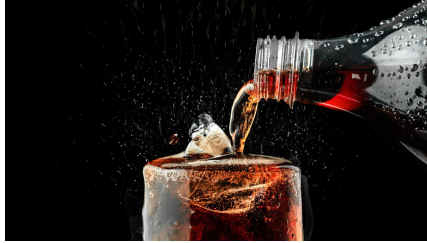
SEARCHES OF "AI FOOD" IN THE PAST 5 YEARS

Behind the Trend

The wave of AI has swept up many companies and brands. Many brands are turning to AI to generate results and products that may take companies weeks, if not months, to create. Although artificial intelligence cannot taste the food they suggest, training AI can increase productivity and increase savings for companies within the food and beverage industry.



AI-Created Foods



Coke Creations

Coca-Cola created Coca-Cola Y3000, a beverage with the first flavor co-created with human and artificial intelligence.



Olam Food Ingredients

Olam Food Ingredients has developed a set of trending flavor pairings for its deZaan line of cocoa products using artificial intelligence. These include Asian-inspired tastes like lychee, miso, matcha, yuzu, mochi, and spicy chili.



Beck's Beer

Beck's has produced the world's first beer and full marketing campaign made with artificial intelligence. The “futuristic concoction” contains water, malts, hops, yeast, and AI.

About **quench**

At quench, we have a voracious appetite for all forms of food & beverage marketing. We blend fresh industry trends with equal parts strategic insight to win hearts, minds, carts, and stomachs.

quench is part of Pavone Group, with offices in Philadelphia, Atlanta, New York, and Harrisburg.

Pavone Group is also home to Vigor, a full-service agency dedicated to restaurant and hospitality marketing. Together, quench, Vigor, and other Pavone Group partners provide a full menu of services for food and beverage brands worldwide.

Learn more at www.quenchagency.com.

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Social Media
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Hungry for more?

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