



Top Five Trends in Cooking Ingredients and Meals

November 2025

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Our expert's view of cooking ingredients and meals in 2025

Key findings

INTRODUCTION

Cooking ingredients and meals navigates a world in turmoil

Top five trends in cooking ingredients and meals

Top five trends uncovered

THE STRUGGLE FOR VOLUME GROWTH

Volumes remain under pressure from multiple sides

General Mills on the importance of volume

Developed and developing markets are moving on very different tracks

Unit sizes are likely to shrink to help mitigate volume struggles

Alicorp adds smaller package for value-focused consumers

Stocked launches new a new format of smaller-portioned ready meals

Growing volumes in a challenging environment

WALKING THE PRICING TIGHTROPE

Cost remains the dominant concern for consumers

ConAgra on pricing challenges

These concerns will limit possibilities in premiumisation of any type

Consumer shopping increasingly favours value-focused channels

Private label makes big gains in both sales and reputation for quality

A minority of high-income consumers remain willing to spend freely

Celebrity premium honey As Ever sells out nearly instantly

Amazon announces new affordability-focused private grocery label

Understanding pricing concerns will be key to moving the industry forwards

CONVENIENCE IN CHAOTIC TIMES

Time-pressed consumers struggle to balance multiple priorities

The share of consumers cooking regularly is largely stalled out

Smaller households are shaping how people are cooking (or not cooking)

Slicey launches an air fryer-ready frozen pizza

Nongshim launches a sauce for changing consumer occasions

Providing simplicity and efficiency in a time-pressed culture

THE QUEST FOR NATURAL WELLNESS

Wellness spending holds even as consumers pull back

The push for natural and GLP-1 alignment is showing in the product mix

The ultra-processed foods debate has serious consequences for the industry

Kraft Heinz on the importance of healthier products

Quest expands its protein empire into condiments

Olive oil moves into the wellness shot space

Aligning the industry with the natural wellness push

GLOBAL FLAVOURS IN A DE-GLOBALISING WORLD

Geopolitics go in one direction, taste buds go in another

Foodservice is often where new flavours are first encountered

Fewer goods are likely to cross borders in the coming years

Lloyd & Melón brings Korean flavours to Norway

Kraft emphasises local Canadian sourcing

Borders are tightening, but consumer tastes are not

CONCLUSION

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