

Food Insights Report 2025

A practical guide to keeping your food proposition fresh, providing you with thought-leadership and actionable insights

NielsenIQ



The out-of-home food market is constantly changing, with **new trends** emerging all the time. CGA by NIQ's Food Insights 2025 report is designed to **help navigate market challenges and opportunities** using a data-driven approach.

The report includes a latest update on consumers' **out-of-home habits**. It reveals insights and recommendations on **how to adapt and thrive in the new landscape** while exploring a variety of topics including:

- + **emerging food trends**
- + **global cuisines**
- + **balancing authenticity with innovation**
- + **on-the-go opportunities**



Where to focus and how to win

What you'll learn from this report

- + Deep dive into how often consumers eat out, what channels they use, what occasions and meal courses they prefer, and how much they spend.
- + Gain an understanding of the current state of the market as well as insight to consumer's perceptions of what it means to be “authentic” and “innovative”.
- + Learn how to stand out against competitors.



Stay ahead of the curve with emerging food trends

What you'll learn from this report

- + Get an overview of the latest trends in food.
- + Use insights to level up your offering by staying one step ahead of your competitors and providing consumers with new and exciting experiences.
- + Understand consumers' willingness to try emerging flavours, formats and food types.
- + Understand each trend's awareness and adoption among consumers and assess the direction of travel.
- + Steer NPD to meet consumer demand.



Be inspired by global cuisines

What you'll learn from this report

- + Analyse the supply and popularity of global cuisines.
- + Understand opportunities to advance saturated cuisines, such as Italian, by introducing authentic or innovative offerings.
- + Identify opportunities within the market for growth with deep dives focusing on Moroccan, Malaysian and Sri Lankan.
- + See real life examples of where these cuisines are already having success.



On-the-go Opportunities

What you'll learn from this report

- + Understand the demand for the food-to-go market and which age demographics are drawn to certain items.
- + Identify opportunities within the market for growth to help you meet the demand.
- + Be inspired by examples of where these popular on-the-go dishes are already thriving in the market.



Methodology

Online quantitative survey of 2,000 GB nationally representative out-of-home consumers who have eaten out in the past 3 months.



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