

November 25, 2025

“Winning in premium FMCG starts with authenticity, functionality, and uncompromising quality. Consumers look for health-forward benefits and local authenticity, and they need a clear reason to pay more. Protect quality at every step and communicate value with clarity and credibility—trust and transparency create the premium experience shoppers feel good about.”



Chris Costagli
Vice President,
Thought Leadership
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The takeaway...

- Fuse authenticity and functionality for premium growth
- Communicate premium value clearly and credibly
- Protect quality relentlessly to sustain trust

Your next move...

- Understand the product characteristics that signal premium to your consumer
- Highlight the right functional and authentic claims in every consumer touchpoint
- Price strategically to justify premium without alienating

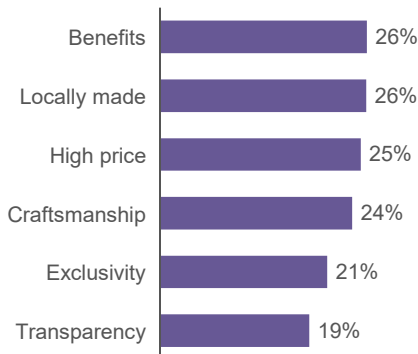
Authenticity + Functionality + Quality Is The Path To Premiumization

Implications for FMCG manufacturers

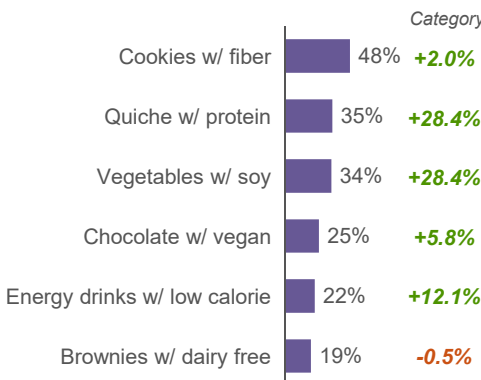
Blending authenticity with functionality for growth

Consumers value functional benefits and local authenticity, with health-related claims like high-protein, soy-based, and low-calorie driving growth. To win with premiumization, brands should blend these benefits with authenticity—think locally sourced and crafted products. The key is to deliver real value while preserving a strong premium image.

WHAT MATTERS MOST FOR “PREMIUM” FOODS OR BEVERAGES¹



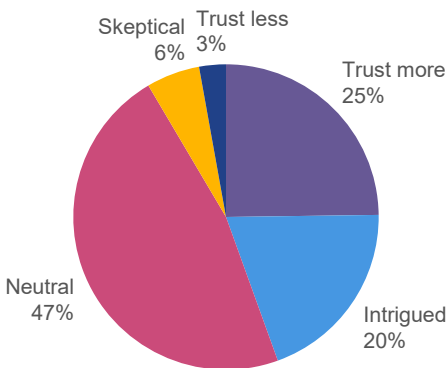
F&B GROWING CLAIMS VS CATEGORY GROWTH³



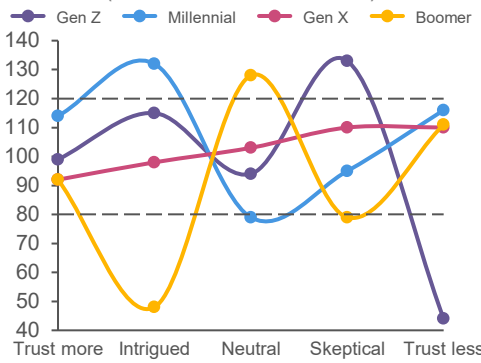
Premium products need powerful, authentic communication to win

Having a premium product is not enough—communicating its value is just as critical. Marketing should highlight premium benefits, reinforce authenticity, and connect with the right audience. Strong communication turns quality into perceived value, ensuring consumers understand why a product is worth the premium.

PERCEPTION OF F&B BRANDS THAT AVOID FLASHY MARKETING¹



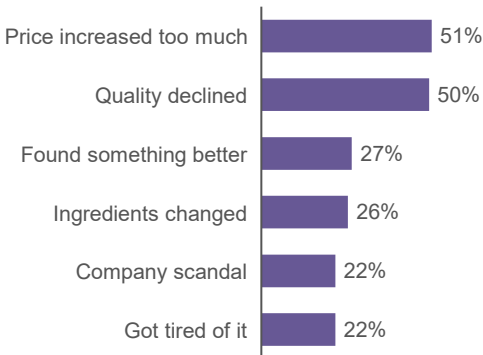
PERCEPTION OF FLASHY MARKETING ACROSS GENERATIONS¹ (INDEX TO TOTAL RESPONDENTS)



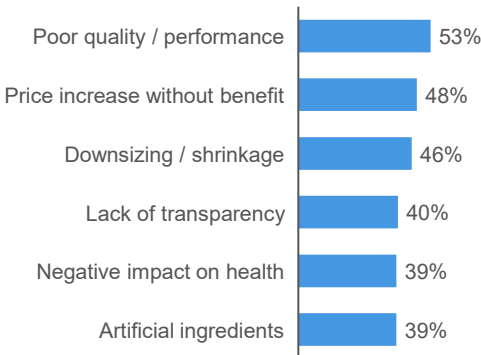
Protect quality to preserve trust

When consumers trust your product, never compromise its quality. The biggest drivers of churn are steep price hikes (51%) and declining quality (50%). Trust erodes quickly when performance drops or prices feel unjustified. The rule is simple for brands: if you have the right product, protect it—maintain quality, keep pricing fair, and avoid shortcuts.

LEADING REASONS TO STOP BUYING A ONCE-LOVED PREMIUM PRODUCT¹



LEADING REASONS FOR DECLINING TRUST IN FOOD BRANDS²



Industry Analysis Sources: ¹NIQ, BASES Quick Question Omnibus Survey, October 2025, n=1,025; ²NIQ, BASES Quick Question Omnibus Survey, May 2025, n=1,000; ³NIQ, Retail Measurement Services, Total US Full View, Periods Ending 10/11/2025
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