



# BENEU Global Mega & Key Trends 2026 Webinar

27 January 2026

# BENEIO's Global Mega and Key Trends 2026



# BENEIO's Global Mega Trends



**Clean & Green  
Nutrition**



**The Age-Well  
Revolution**



**Fast-Paced  
Convenience**



**Adapting to  
Uncertainty**

# Clean & Green Nutrition



Consumers are evaluating ingredient lists as they look to improve their dietary habits, meaning that simplicity and transparency around ingredient claims is crucial in shaping perceptions of value and trust.



**74%**

of global consumers believe that for a food/beverage to be healthy, it must be **healthy for both themselves and the environment**<sup>1</sup>

## **Challenges:**<sup>2</sup>

- Products are too expensive
- Manufacturers are not transparent about their environmental initiatives

## **Changes consumers are making:**<sup>3</sup>

- Eating less processed / more fresh food
- Trying to reduce food waste
- Trying plant-based foods

# The Age Well Revolution



Consumers of all ages increasingly focus on not just living longer, but better, they're turning to everyday nutrition as a powerful tool for supporting long-term health

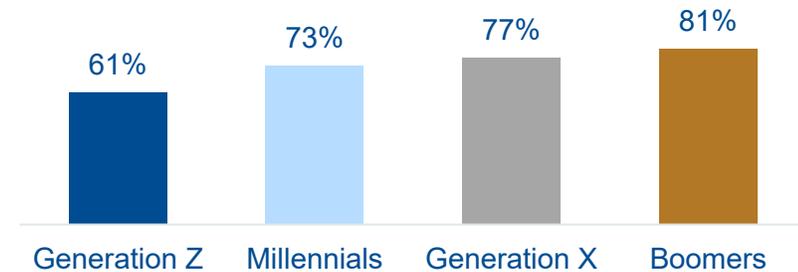


FoodNavigator  
EUROPE

Source: [Top 5 longevity trends shaping food and drink](#)

**73%**

of consumers globally **consider healthy ageing extremely / very important**



**Key steps consumers are taking to age healthily:**

**1.** Regular physical exercise

**2.** Balanced diet

**Top nutrients actively included in the diet:**

✓ Protein

✓ Vitamins

✓ Fibre

Source: Innova Health & Nutrition Survey 2025

# Fast Paced Convenience



**Busy lives mean that consumers deem convenience as a form of premium and something they are willing to pay extra for (providing it is deemed hassle-free)<sup>1</sup>**



Source: (1) FMCG Gurus - Top Ten Trends for 2026 - Global Report |  
(2) Innova Report: The Shift Toward Convenient Packaging: Trends in On-the-Go & Ready-to-Eat Formats – Global 2025

## 85%

of global food and beverage launches **feature a convenience claim<sup>2</sup>**



**Gen Z**



**Gen X**

How influential are convenience claims on your purchasing decision when buying food and beverage? (Global)<sup>1</sup>



**Millennials**



**Boomers**

# Adapting To Uncertainty



Consumers lack certainty and feel confused and frustrated, resulting in them turning to products and services that they know and trust<sup>1</sup>

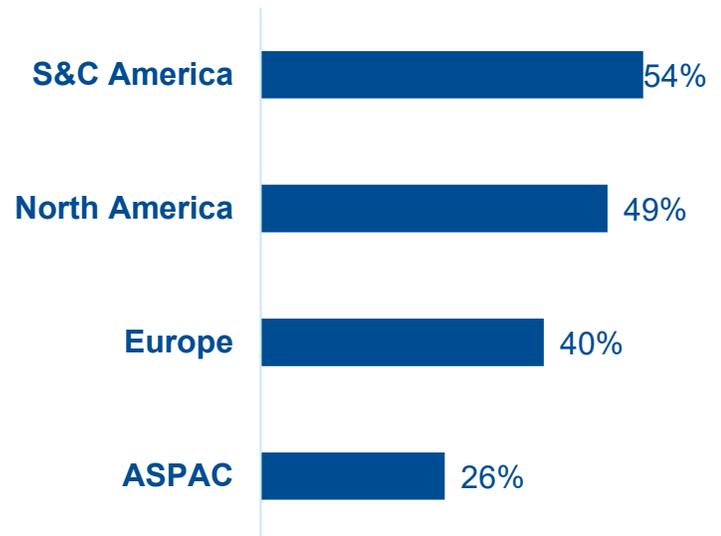
**MINTEL**



**60%**

of global consumers say they are **concerned about the rising costs** in their country<sup>2</sup>

## Consumers who say they worry about personal finances/ability to handle living costs<sup>2</sup>



# BENEIO's Global Key Trends 2026



## Sweet But Mindful



**67%**

of consumers worldwide say they sometimes/all the time **check the nutritional label when seeking out snacks**<sup>1</sup>

**The best way to make indulgent snacks healthier?**<sup>2</sup>

1. limit ingredients that are bad for me
2. add functional ingredients that can boost my nutrition



Consumers are **reframing indulgence as a conscious, positive choice**. Rather than excess, it's about quality, moderation and intention.



Source: FMCG Gurus Trend Report 2025 Decadent indulgence: Treat yourself without the guilt

# The use of nutrition rating systems is influencing consumer behaviour

54% of consumers globally say that traffic lights/nutri-score/labelling systems are (very) influential on their food and drink choices<sup>1</sup>



## Europe's Nutri-score war rumbles on as retailers back the scheme



By Nicholas Robinson

15-Apr-2025 Last updated on 15-Apr-2025 at 11:08 GMT

FoodNavigator  
EUROPE

Despite the European Commission's recent move to distance itself from a mandatory rollout of Nutri-score, supermarkets continue to press ahead



56% of LATAM consumers (strongly) agreed with: "I have **opted for a different product** within a category **after comparing** the regulatory **warning labels**"<sup>2</sup> (highest score: 65% in Brazil)



## Nutrition, Tailored To You



“ Consumers globally pursue a **healthier lifestyle to feel well mentally and physically. Diet plays a major role** in healthy lifestyles, especially when it's tailored to consumer needs. This opens the door for companies to **direct products toward specific health concerns.** ”



Source: Innova Global Report 2025: Consumers' Attitude To Functional Health

60%

of consumers globally believe that the more personal or customized the nutritional plan is, the more effective it becomes

**MyFitnessPal acquires meal planning app Intent for personalized ingredient shopping integration**

13 Feb 2025 | By Benjamin Ferrer

Nutrition and food tracking app MyFitnessPal has acquired personal meal planning app Intent, consolidating its technology into services for its current 270 million users, further tailoring its offering to personal goals, preferences, dietary habits, and routines.



# Consumers are starting to embrace AI for health-related support

**48%**

of Chinese consumers have used generative AI to make a fitness/diet plan<sup>1</sup>

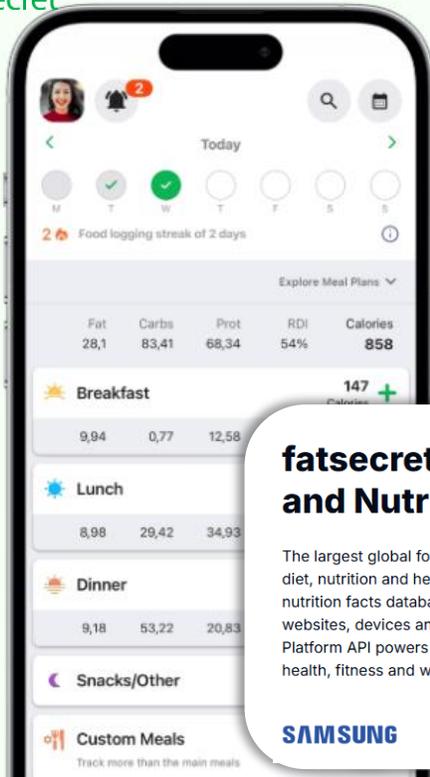
**59%**

of US consumers think that AI can play a positive role in health and wellness maintenance and improvement<sup>2</sup>

**32%**

of German consumers feel that the health tracking features of smart wearables are accurate<sup>3</sup>

 fatsecret

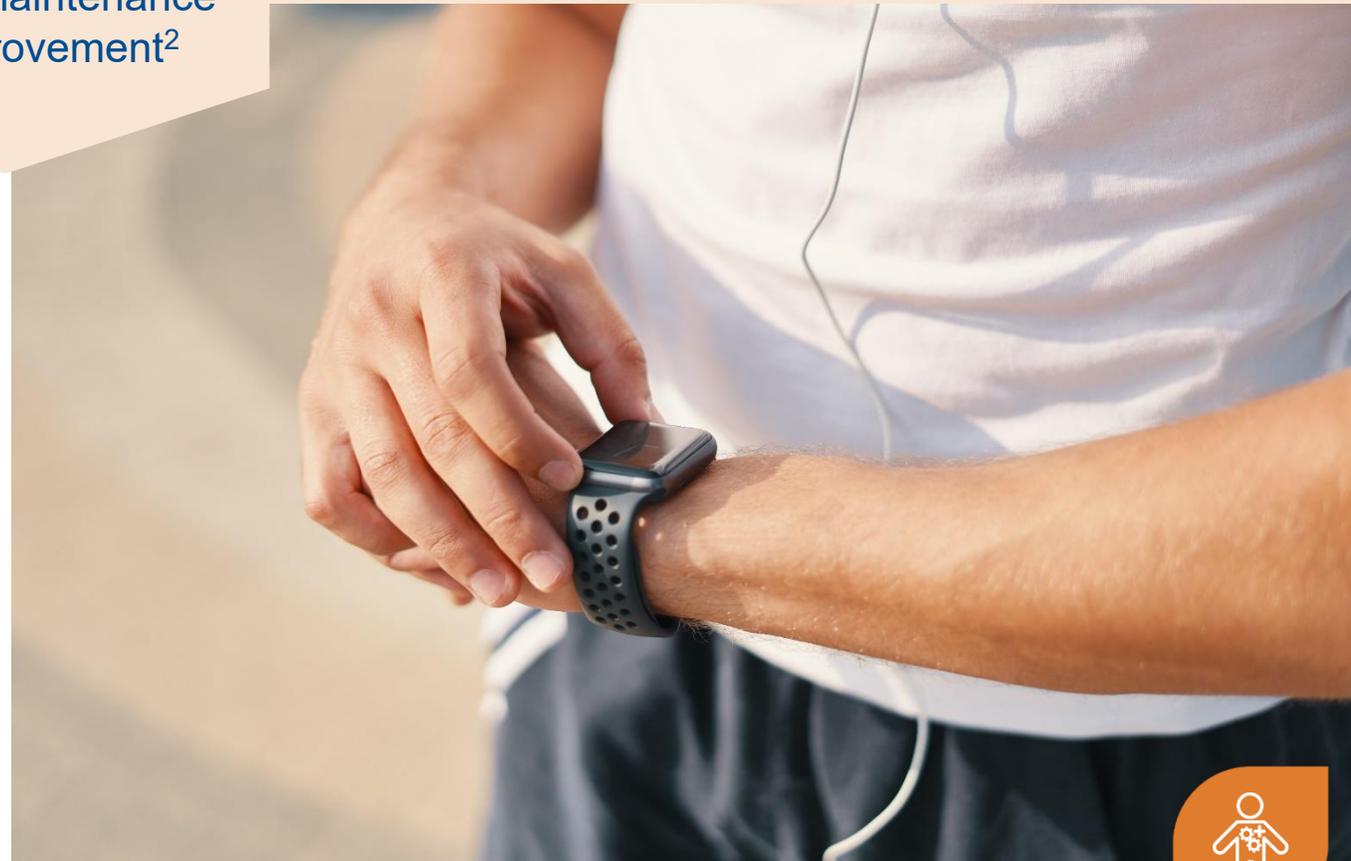


An AI-based service, helping consumers find accurate nutrition information, recipe and build personalised nutrition and exercise programmes.

## fatsecret Platform API for Food and Nutrition Data

The largest global food and nutrition database that lets you develop innovative diet, nutrition and health solutions. Incorporate the [fatsecret Platform API](#) nutrition facts database into existing, or new, customer facing mobile apps, websites, devices and other complementary products and services. fatsecret's Platform API powers the food and nutrition insights behind the world's leading health, fitness and wellness products.



## Digestive Health Diversifies



**59%**  
of consumers worldwide say **“Gut health is very important for my whole body”**<sup>1</sup>

### #1 Digestive/Gut Health

is the health aspect mostly **driving purchase of functional F&B**<sup>2</sup>

“

Consumers increasingly see gut health as the gateway to holistic wellness, sparking demand for benefits across body and mind<sup>1</sup>

”



# Fibermaxxing: The New Wellness Trend



**Fibre** is the **top ingredient and nutrient associated with gut health** in food and beverage products<sup>2</sup>

**MINTEL**

## FIBERMAXXING IS THE FUTURE

Fibermaxxing is the newest wellness trend up for debate on social media platforms like TikTok, emphasizing a "more-is-more" approach to fiber intake.

NewNutrition  
Business

### "FIBERMAXXING" – A NEW GENERATION'S TAKE ON FIBRE



"Fibermaxxing" är en av



today's high fiber poopy



Have you heard about



Achtest du auf deine



FiberMAXxing



Have you heard of



Kennst du schon Fiber-

**77%** of consumers globally say they are **(extremely) interested in fibre**<sup>1</sup>



# Gut health – The gateway to holistic wellness



NewNutrition Business

Feeling better inside is one of the most powerful human motivations  
A top 5 consumer need and a growth opportunity for the next 10 years.

**Prebiotics, probiotics**

**Link gut health to other health benefits**

**Your Gut is Where it All Begins**  
START WITH ACTIVIA

**Backed by science**

PREBIOTICS +

+ PROBIOTICS

Yorgus presents a new product category: protein yogurts with amino acids. That's because the brand has just launched **Yorgus Completo**, which has protein, amino acids, prebiotics and probiotics and fiber, in addition to being zero sugar and zero lactose and fat.



US, 2025



Brazil 2025

**H&B**

**GUT HEALTH**

**Cereal "with Benefits"**  
MANGO, CASHEW & PUFFED GRAINS

FRUIT, GRAINS, SEEDS AND NUTS, PLUS PULSES AND VEGETABLES, TUMBLED WITH CLUSTERS CONTAINING FRIENDLY BACTERIA AND CALCIUM TO SUPPORT GUT HEALTH.

- High in Fibre
- No Added Sugars
- Source of Calcium
- With Friendly Bacteria

GLUTEN FREE

16 Plant Points

300g e

UK, 2025

**+42%** Growth in new F&B launches tracked with **gut/digestive health claims**<sup>1</sup>  
Global, YoY Jul 2023-Jun 2024 vs. Jul 2024-Jun 2025

Sources: (1) Innova Top 10 F&B Trends 2026 Global | (2) Innova Trends Survey 2025 | (3) NNB Key 10 Trends 2026 | [Next gen fiber bars from Jeni Britton – Floura](#) | DISCLAIMER: The information contained in this document is the description of the product as it is publicly available. This document contains no confidential information obtained from the producing company. By showing products containing functional ingredients in this document, BENEEO does not imply that the product contains BENEEO functional ingredients





## Fuelling Body & Mind

“  
Mental well-being is a rising priority  
as consumers turn to natural foods &  
beverages for energy, stress relief,  
and brain health.



**49%**

of consumers globally are concerned  
about their **mental health & 47%**  
**about their physical health<sup>1</sup>**



Stress

Top aspects:

**Mental  
Health**



Anxiety  
& Worry



Sleep

Top aspects:

**Physical  
Health**



Weight

# Food & drink for mental and physical nourishment

Top mental health areas addressed by F&B:



Energy levels



Clear thinking



Quick thinking



Focus



Stress

Consumers globally who try to improve each area

## #3 Health Concern: Lack of energy



57%

of consumers, globally, have acted on their concerns about energy levels and fatigue for their mental health, 54% for their physical health.

New Zealand, 2025



**SLOW RELEASE SUGAR ISOMALTULOSE**

Isomaltulose helps provide a steady energy uplift and can be enjoyed as part of a balanced diet.

**LOW GI**

Low GI foods are digested and absorbed more slowly.



## Next Level Protein



The success of future high-protein products depends on **thoughtful formulation, balancing glycemic load, avoiding off-putting sweeteners, and reclaiming meals.**



**MINTEL**

Source: Mintel - Finding white space for US high-protein innovation 2025

**48%**

Even though **many of us trust they get enough protein** in the daily diet, **still nearly 1 in 2** consumers globally **wants to increase the protein portion in their diet**<sup>1</sup>

I ensure my protein intake for...<sup>2</sup>

1

**Energy & Stamina**

2

**Weight Management**

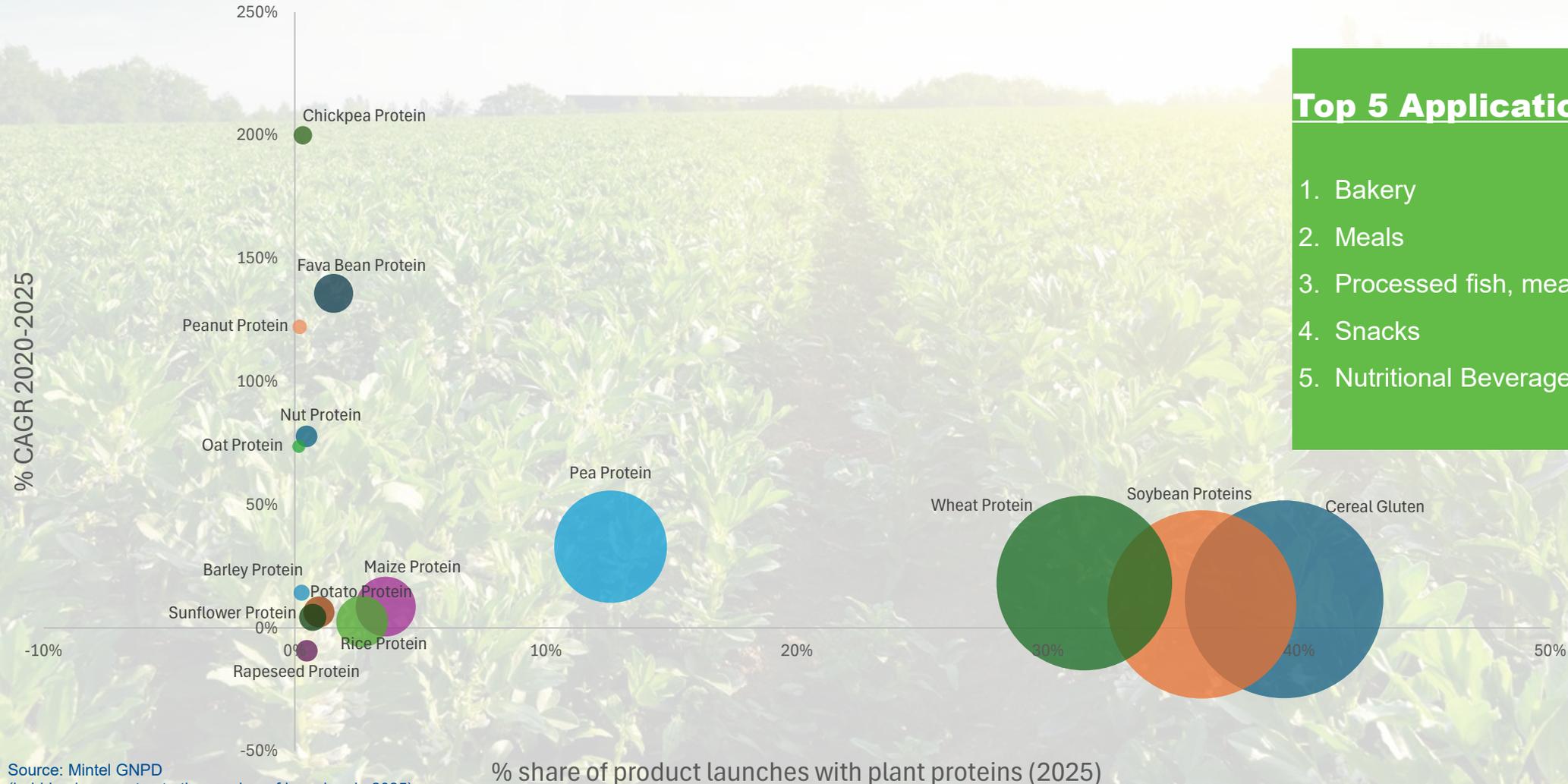
3

**Healthy Ageing**

# Pea, soy and wheat are established plant protein sources

## Bean proteins are on trend

### Global trends in plant proteins: % of new food and beverage product launches



#### Top 5 Applications:

1. Bakery
2. Meals
3. Processed fish, meat and egg products
4. Snacks
5. Nutritional Beverages

Source: Mintel GNPD  
(bubble size equates to the number of launches in 2025)



# Consumers also want protein in their meals

## The trend is reinforced by innovation in the market

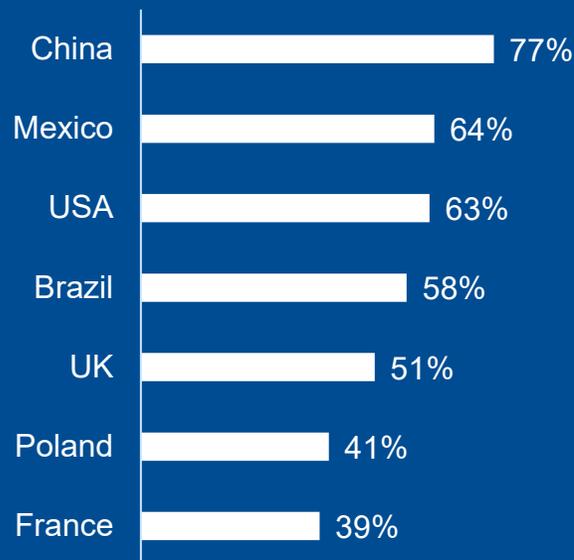
### Bring back protein for meals!

Protein isn't just for snacks and drinks. Recent high/added protein food innovation has been concentrated in snack and drink categories, but meals can – and should – own the protein occasion. Pairing with fiber can make this the complete package.

**MINTEL**

### Did you know?<sup>1</sup>

This many consumers are looking for a source of protein in their main meals:



### Belgium's Supermarkets Are the Latest to Champion Blended Meat

By Anay Mridul — Published on Sep 16, 2025 — Last updated Sep 15, 2025



Belgium's largest supermarket chain, Colruyt Group, has introduced a new blended beef mince product, following similar launches from Lidl, Albert Heijn and Aldi this year.

Last week, Colruyt announced that it had begun offering blended beef mince at the butcher's counter of its Colruyt Lowest Prices and Okay stores in Belgium, combining 60% beef with 40% fava bean flour.

The move helps reduce the reliance on animal protein without compromising on taste or texture, and boosts fibre while lowering saturated fat and dietary cholesterol.

"Our goal is to offer 60% proteins from plant sources and 40% from animal sources by 2028. With this, we want to contribute to the protein shift and to Colruyt Group's Green Deal commitment," he added.

More than 1 in 3 consumers globally are interested in trying hybrid meat products, with China & India at the top<sup>2</sup>





**1 in 4**

consumers globally describe themselves as being **overweight**<sup>1</sup>



**40%**

of consumers globally say they are **currently on a diet** specifically to **lose weight**<sup>1</sup>

## The Future of Weight Wellness



The widespread use of **GLP-1 medications** such as Ozempic & Wegovy is altering eating behaviors, leading to lower caloric intake and increasing demand for high-protein, nutrient-dense, and functional foods<sup>2</sup>



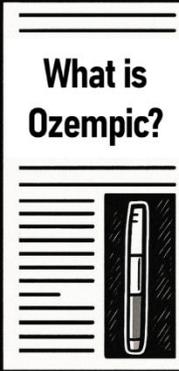
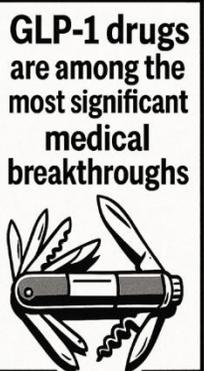
# Diet is still the core in achieving weight goals



What have you done to manage your weight problem/achieve your goal? (Global)

The rise of GLP-1 drugs in the US is changing consumer weight loss approaches

- 1 Exercise and fitness
- 2 Diet Reduction – i.e limiting certain nutrients
- 3 Diet – portion size control
- 11 GLP-1-based weight loss medication

2021	2024	2025
		

7% of consumers, globally, with a weight focus\* went for GLP-1-based drugs to manage weight concerns

GLP-1-based drug usage has increased in the US from 10% in 2024 to 18% in 2025.



Source: Innova Health & Nutrition Survey 2025 (Average of 11 countries), Innova Ozempic & UPF Survey 2024 & 2025 (US)  
\* Consumers, globally, with a weight focus: Consumers who has weight concerns and have also acted on weight management



# Fibre + Protein – The dream team for weight management



**3** key needs  
for GLP-1  
users

- Protein
- Digestive wellness
- Nutrient density

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FIBRE AND PROTEIN CAN COMPLEMENT, NOT COMPETE

**1 in 2** GLP-1 drug users worldwide agree that they must **pay attention** to their **nutrient intake**, such as **fibres and protein**<sup>1</sup>

NEW

HIGH PROTEIN CULTURED DAIRY DRINK  
**OIKOS FUSION™ DRINKS**

**0g** ADDED SUGAR\* **23g** PROTEIN **5g** PREBIOTIC FIBER

*“Oikos Fusion drinks  
Are specifically designed to  
help the nutritional needs of  
GLP-1 users”*

Sources: (1) FMCG Gurus Weight Loss Medication Survey 2025 | Oikos Fusion Protein Drinks - 23g Protein, 5g Prebiotic Fiber | New Nutrition Business 2025 GLP-1 Strategy Briefing | Mintel Report: Is fibre really the next protein? 2025 | DISCLAIMER: The information contained in this document is the description of the product as it is publicly available. This document contains no confidential information obtained from the producing company. By showing products containing functional ingredients in this document, BENEEO does not imply that the product contains BENEEO functional ingredients.



# Blood sugar management - shaping consumer decisions

## 3 strategies for Carbs – Better & Fewer

1. Better with multiple benefits
2. Fewer carbohydrates
3. Less sugar, better sugar

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**69%** of global consumers say they would be **interested** in buying **food/beverages that stimulates the GLP-1 hormone in a natural way<sup>1</sup>**

Gen Z: 69% | Millennials: 74% | Gen X: 70% | Boomers: 64%

### THE GLUCOSE GODDESS IS EDUCATING CONSUMERS ABOUT BETTER BLOOD SUGAR



**glucosegoddess** ✓ ...

Jessie Inchauspé

1,483 posts 5.8M followers 1,583 following

French biochemist, NYT bestselling author, activist

[www.glucosegoddess.com](http://www.glucosegoddess.com)

**GLUCOSE**  
SHAPES YOUR  
HEALTH

HACK YOUR  
GLP-1  
NATURALLY

**Improved weight management (47%)** is the top benefit consumers\* connect with **improved blood sugar management<sup>3</sup>**

**Balanced Blood Sugar  
Boost GLP-1 Naturally  
Backed by Science  
Better Energy**



"Prime your metabolism."



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## MiCi (Market Intelligence Consumer Insights)

Global consumer and market insights covering the latest food & beverage trends, in-depth category insights, and quantitative and...



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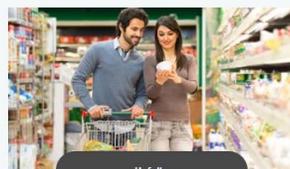
Global consumer and market insights covering the latest food & beverage trends, in-depth category insights, and quantitative and qualitative consumer research across the Americas, Asia, and Europe.



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### Trends

Global food & beverage key trends and category deep dives



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### Market references

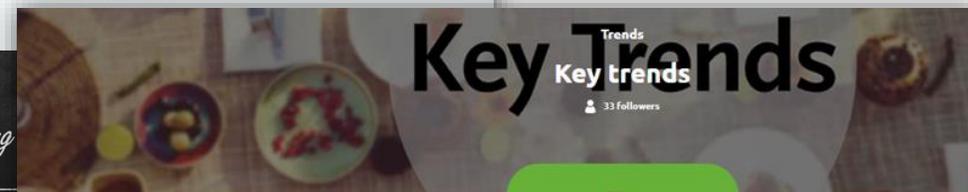
Case studies - Benefits by application  
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### Marketing Concepts

Turning trends into taste  
Food & drink



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2025 Global Key Trend - Weight Wellness PPTX, 5MB	📄	10/02/2025	🔍 📌 📄
2025 Mega Trend - Adapting To Uncertainty PPTX, 2MB	📄	10/02/2025	🔍 📌 📄
2025 Mega Trend - Age Well Revolution PPTX, 2MB	📄	10/02/2025	🔍 📌 📄
2025 Global Key Trend - Indulgence Redefined PPTX, 6MB	📄	10/02/2025	🔍 📌 📄
2025 Mega Trend - Fast Paced Convenience PPTX, 5MB	📄	10/02/2025	🔍 📌 📄
2025 Mega Trend Clean Green Nutrition PPTX, 2MB	📄	10/02/2025	🔍 📌 📄
2025 Global Key Trend - Mood Mind And Energy PPTX, 4MB	📄	10/02/2025	🔍 📌 📄
2025 Global Key Trend - Functional Forward PPTX, 7MB	📄	10/02/2025	🔍 📌 📄

Three large, light-brown wooden cutouts of the letters 'Q', '&', and 'A' are arranged horizontally on a light-colored wooden surface. The letters are made of a textured material, likely recycled paper or cardboard. In the top right corner, there are some green leaves and small white flowers.

**We value any comments/questions/remarks and thank you for your interest!**