# **Food Insights** Report <sup>2025</sup>

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







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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

- + 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

- + 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

- + 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

- + 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.

## Investment

£1,750 + V.A.T - Non – Data Partners

£1,450 + V.A.T - Data Partners

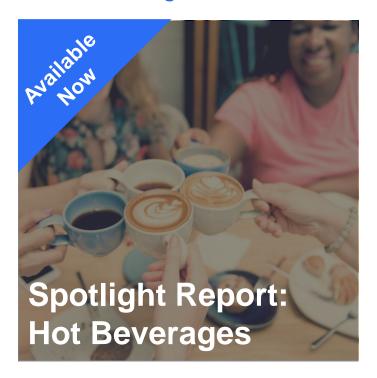
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# **Food Insights Series**

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#### Contact us

To learn more or to speak to a member of the team, please feel free to get in touch:



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