



Top Five Trends in Staple Foods

January 2026

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TOP FIVE TRENDS IN STAPLE FOODS

Our expert's view of staple foods in 2025

Key findings

INTRODUCTION

Health positioning is key as volume growth becomes ever harder

Top five trends in staple foods

Top five trends uncovered

AFFORDABILITY REMAINS THE PRIORITY

Shoppers remain affordable staple-seekers as prices (still) increase

Save Mart launches the "Right By You" affordability promise

All opportunities must be seen through the ongoing pricing challenge

ULTRA-PROCESSED FOOD CONCERN GROWS

More avoid UPFs as regulatory environment set to tighten

Showing and telling ingredients for breakfast

Concern opens up opportunities for non-processed

POPULATION CRUNCH HITS THE FUTURE

Fertility rate fall forecasts that staple foods demand will decrease

Angulas Aguinaga launches Krissia to target growing senior population

Growth will become harder and require shifts in strategy

GLP-1 WEIGHS HEAVILY ON DEMAND

Food shrinks as GLP-1 use grows

ProTEGO™ Smart Noodles seek to meet GLP-1 users' needs

Adaptation is vital as numbers of GLP-1 drug users grow

COOKING BECOMES LESS COMMON

Cooking declines as other options proliferate

Flourish extends to instant cake for (protein-boosted) breakfast

Convenience and quick availability are becoming essential for growth

CONCLUSION

Future implications

Opportunities for growth

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