



Top Five Trends in Cooking Ingredients and Meals

February 2025

[Table of Contents](#)

INTRODUCTION

Consumers attracted to products featuring a mix of health and new flavours

Top five trends in Cooking Ingredients and Meals

Top five trends uncovered (1)

PLANT-FORWARD RECIPES

More consumers are trying to eat less meat and reduce animal product intake

Felix Bowls – frozen vegetarian ready meals with 50% vegetables

Plant-based producer Heura partners with Spanish retailer Ametller Origen

Growth opportunities lie outside of vegan consumer base

HEALTHY EATING

Dietary needs are varied globally giving ample room for health-focused innovation

Beauvais launches ketchup without added sugar and low salt in Denmark

Knorrox introduces fortified stock cubes tackling malnutrition in South Africa

Healthier recipes create opportunities for innovation in various price ranges

COMFORT WITH LIMITED BUDGET

The need to save persists with volume deals or discounts losing some appeal

Pirkka Vegemakaronilaatikko, a private label vegan chilled macaroni casserole

Ohlio new edible oil blends deliver familiar taste but at a lower cost

Households continue to carefully budget their expenditure on non-essential items

SEEKING INDULGENCE

Taste is one of the main motivators when trying out new products

Holland & Barrett launches taste-boosting range

New player enters Colombian market, Ay Maria!, offering exciting artisan flavours

Bringing new experiences through flavour creates opportunities for brands

COMPLEXITIES OF SUSTAINABILITY

Sustainable product launches can be challenging but growth comes from simplifying

REDUCED introduces liquid products from upcycling food that would go to waste

Istinskimed.bg platform focusing on honey quality and sustainable sourcing

Approachable sustainable actions can help achieve success among consumers

CONCLUSION

Future implications

Top five trends uncovered (2)

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