



2025 Consumer Trends

The Year's Top Trends Relevant for Mushroom Marketing

Agenda

- | **2025 Consumer Mindset**
- | **2025 Consumer Behavior**
- | **Trends**
 - | **Culinary**
 - | **Nutrition, Health, Wellness**
 - | **Sustainability and Ethics**
 - | **Technology and Social Media**
 - | **Culture**
- | **Brainstorm and Discussion**



Why Study Trends?

Understanding current trends equips food marketers with the essential knowledge to create strategies and campaigns that resonate with consumers and drive them to take action.

This helps our strategies remain relevant and successful in a dynamic market landscape where we are constantly competing for attention.

Sources

[DOWNLOAD ALL TREND SOURCES](#)



Food Business News

Forbes



FOOD & WINE

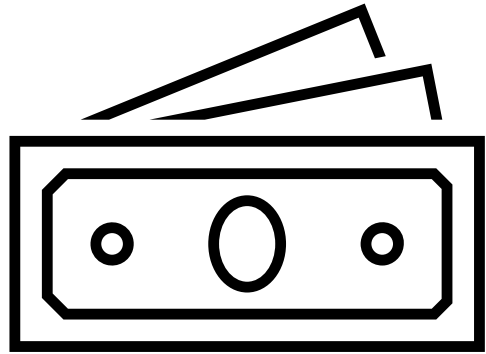


FAST COMPANY

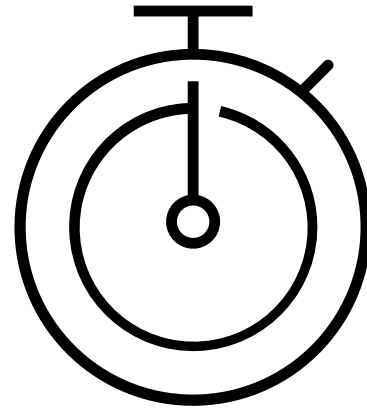


A photograph of three women at a wine tasting event. They are standing around a table with various wine bottles, glasses, and a charcuterie board. The woman on the left is wearing a black and white striped shirt and holding a wine glass. The woman in the middle is wearing a grey sweater and holding a wine glass. The woman on the right is wearing a black and white striped shirt and smiling. The background is a blurred indoor setting with warm lighting.

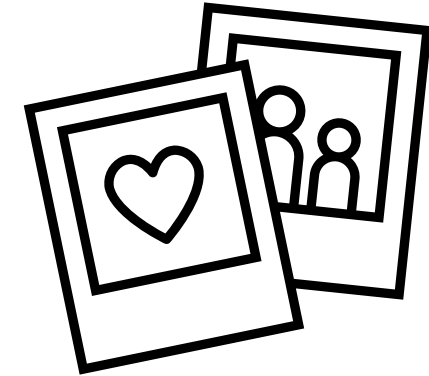
2025 CONSUMER MINDSET



COST



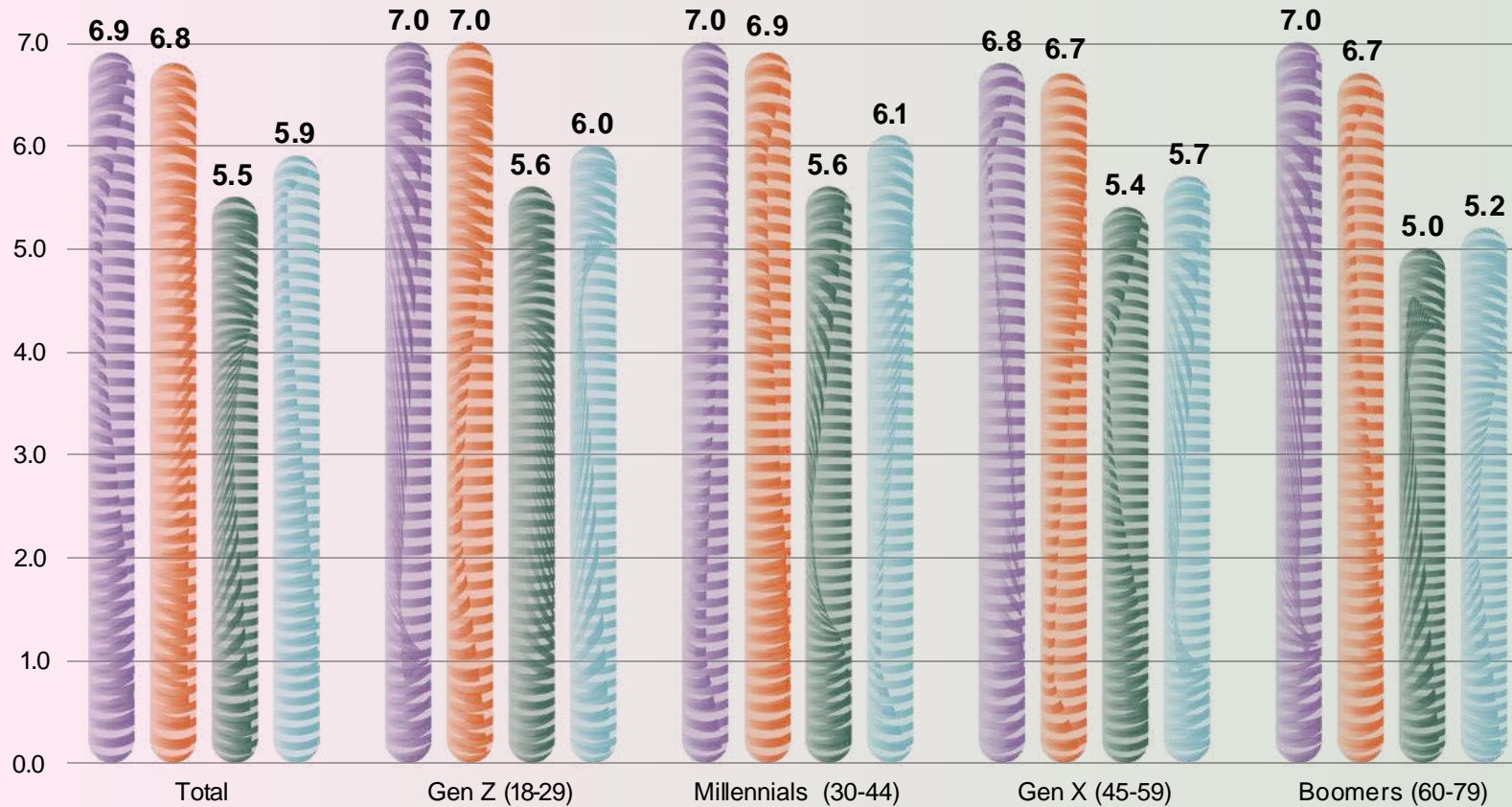
CONVENIENCE



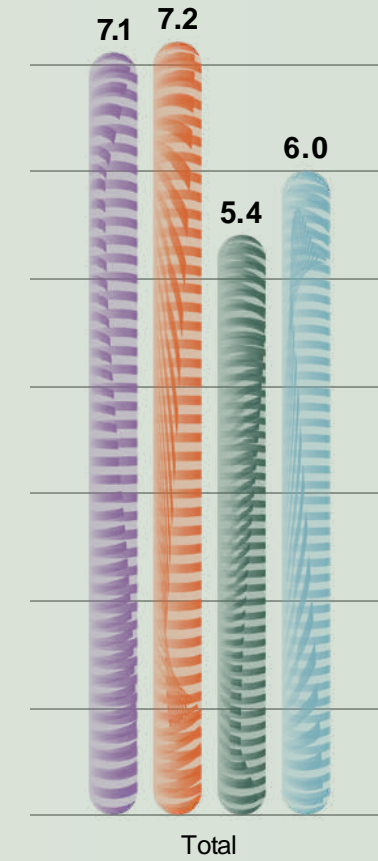
COMFORT

OPTIMISM IS FRAGILE, TEMPERED BY GLOBAL REALITIES

How positive or negative people are feeling
 Rating of how positive or negative respondents feel about how things are going in their own lives and in the world, on a scale of 1 to 10, global



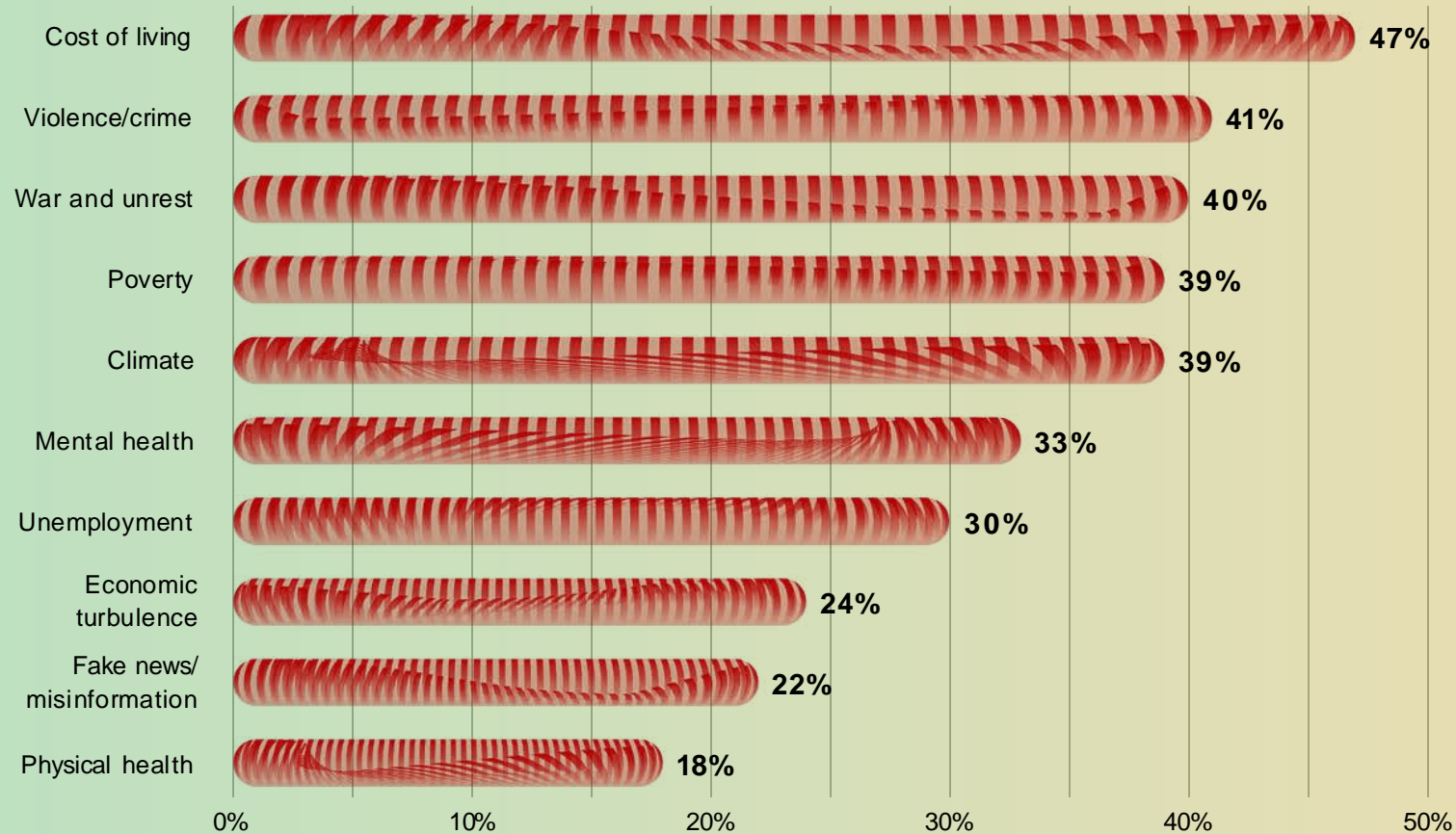
2024
 Positivity has declined since 2024



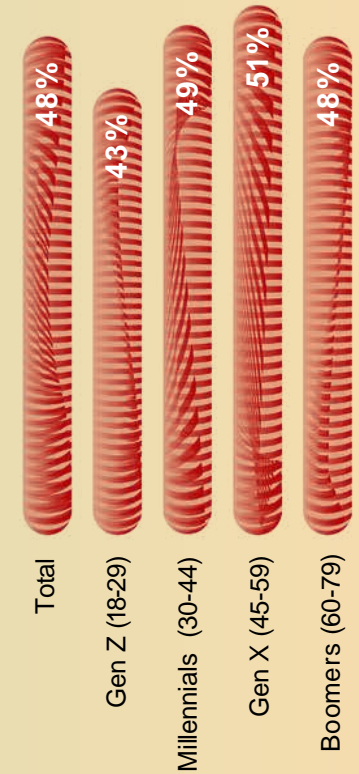
● My life, currently ● My life, in the future ● The world, currently ● The world, in the future

ANXIETIES ON MONEY, SECURITY, AND CLIMATE WEIGH HEAVY

The top 10 most pressing issues facing society
Percentage selecting in their top five, global



#1 challenge for human health
STRESS

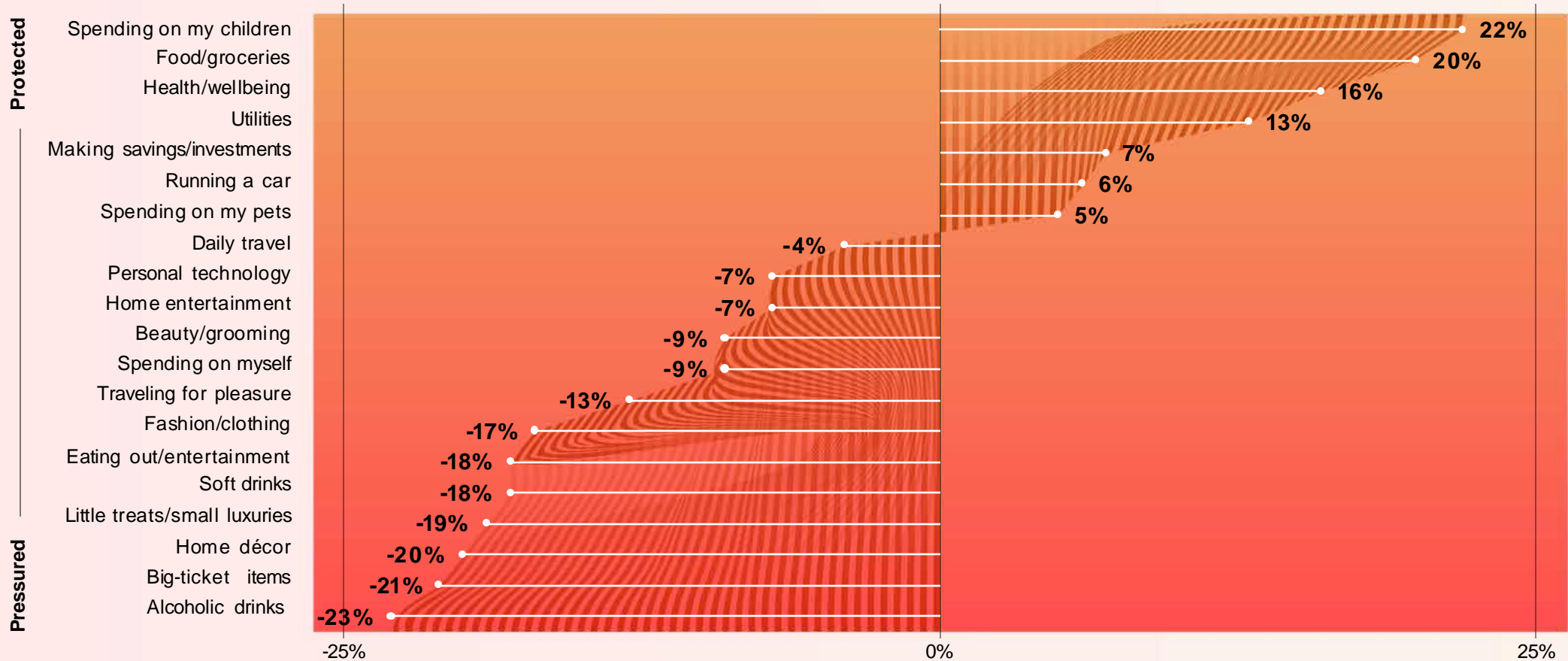


By generation

CONSUMERS PRIORITIZE ESSENTIAL SPENDING. HEALTH IS A KEY EXCEPTION

Net consumer spending by category

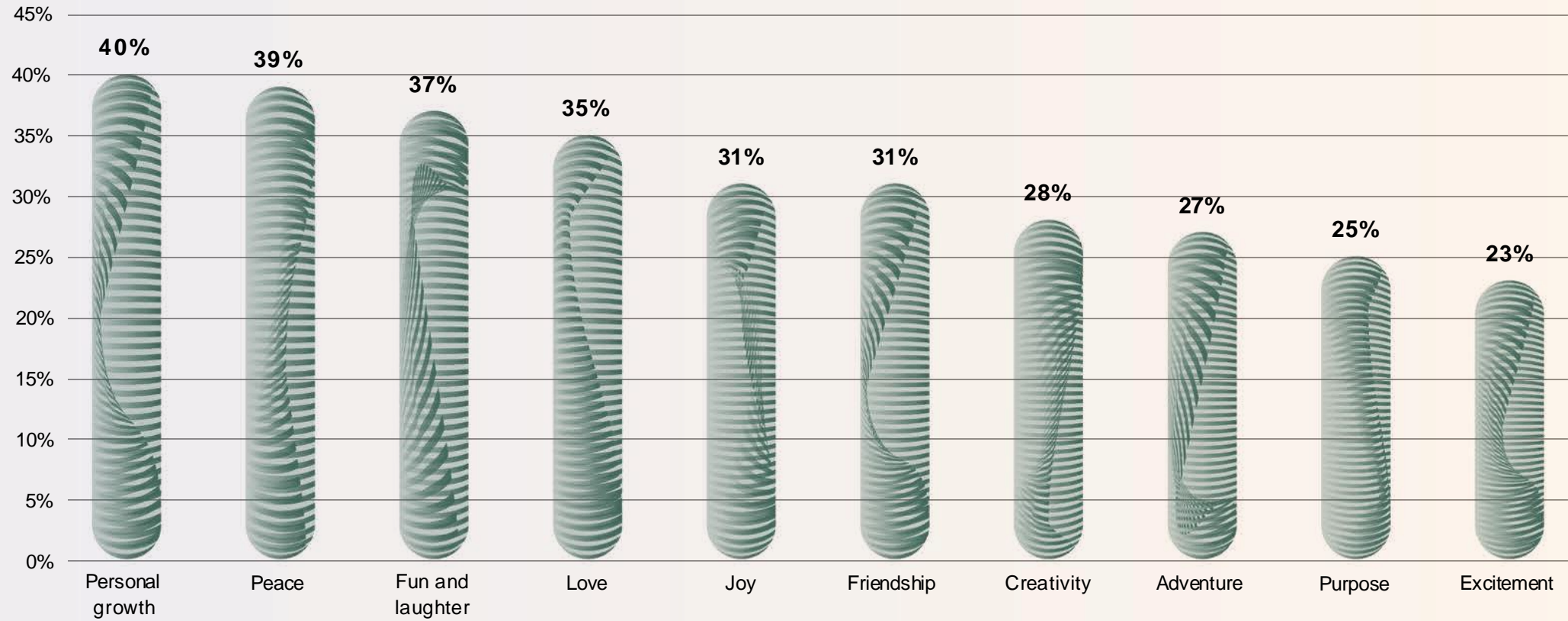
Percent spending much or somewhat more, less percent cutting back somewhat or greatly, global



PEOPLE ARE SEEKING GROWTH AND FULFILLMENT

Feelings and experiences

Which of the following would you like to have more of in your life? Percent selecting, global



● MEALTIME STRATEGIES

Stretching food budgets is priority #1

High food costs have shoppers gravitating towards 'low risk' ingredients and meal formats that provide versatility, economy, and convenience.

82%

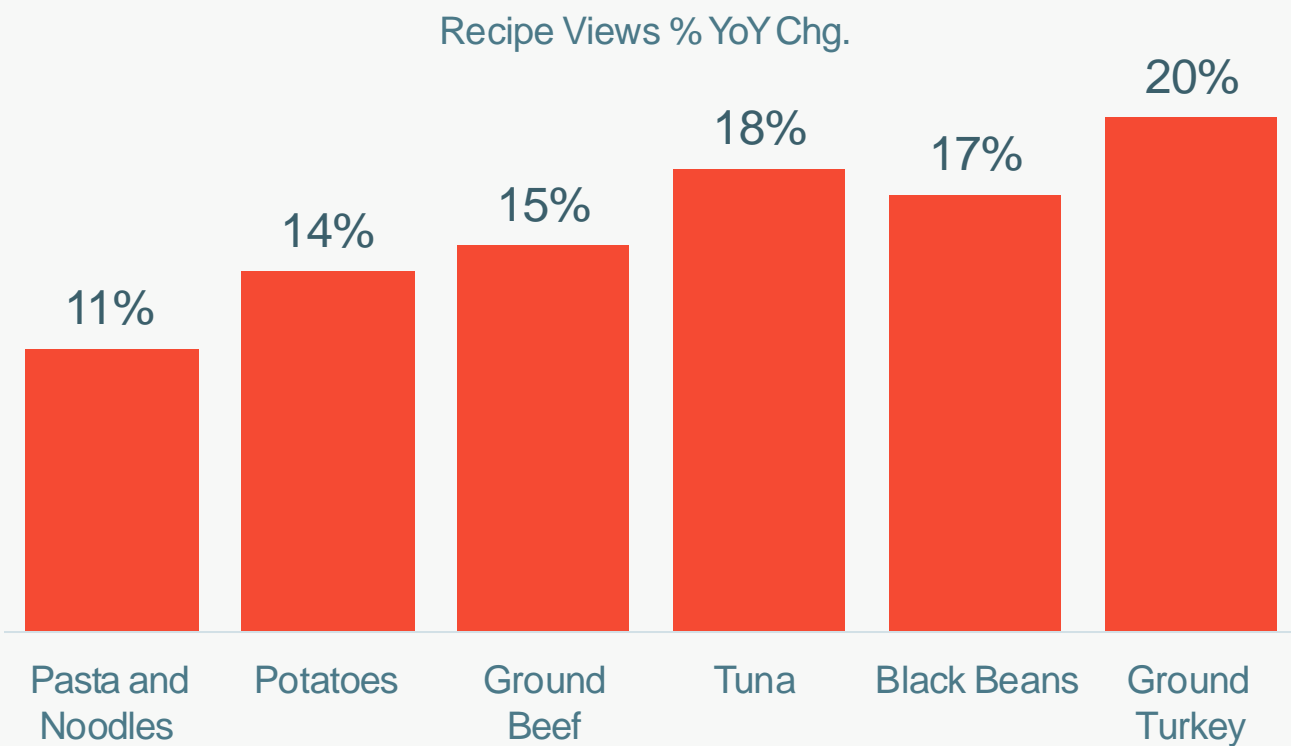
of DDM home cooks are worried about
the higher cost of food.



● MEALTIME STRATEGIES

Cost-conscious dishes are chart toppers

Cooks building meals around economical ingredients.



● MEALTIME STRATEGIES

For dinners, *Less is More*

Meals that require fewer ingredients are in most demand—saving cooks time, energy and money, while minimizing waste.

+45%

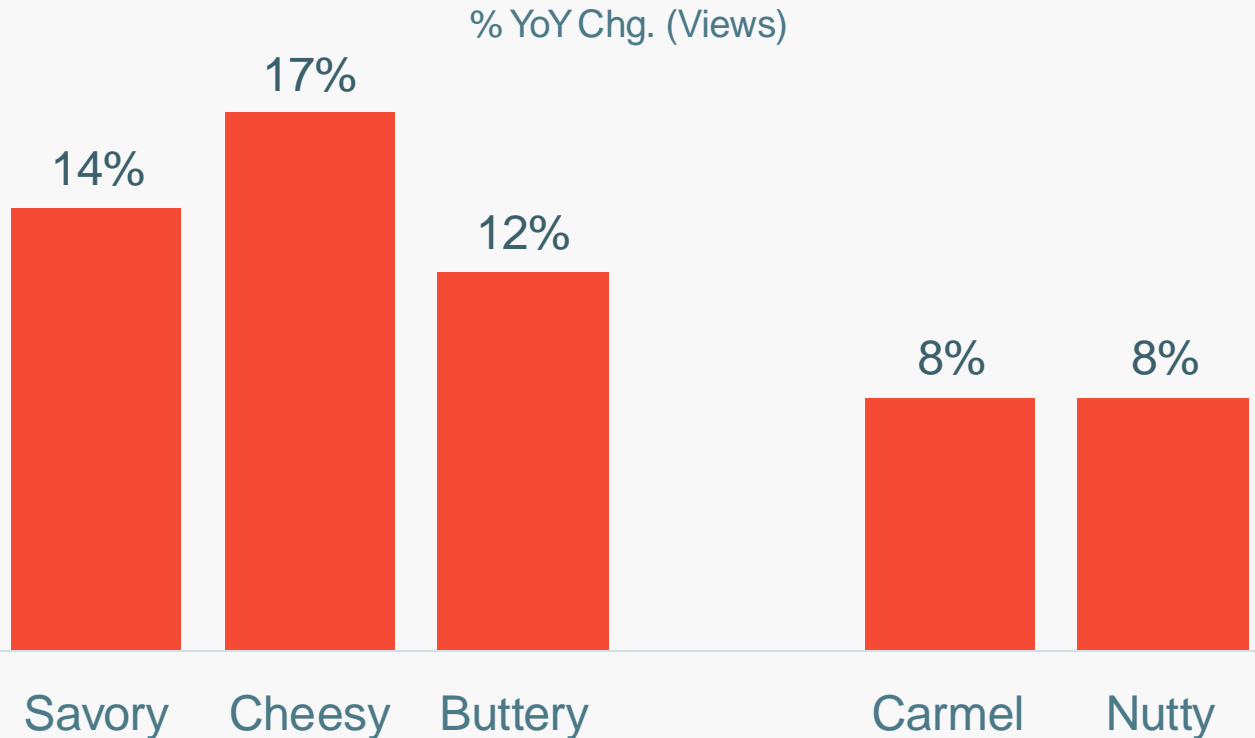
YoY Views of
'Five Ingredients or Less'
meals and treats



● COMFORT IN INDULGENCE & EASE

Satisfying the soul with heartier, more pleasing suppers

Need for comfort has cooks embracing meals with emotional AND physical benefits – a trend boosting interest in highly satisfying taste profiles that offer satiety and satisfaction.



This is the dopest buttered noodles recipe. Everything you need is already in your kitchen. This dish is so easy, it shouldn't be this good.

Movers and Shakers

COST

At a time when many companies are reducing sizes, Domino's is offering customers more for their \$.

Sales +5.1%
year-on-year Q3 2024

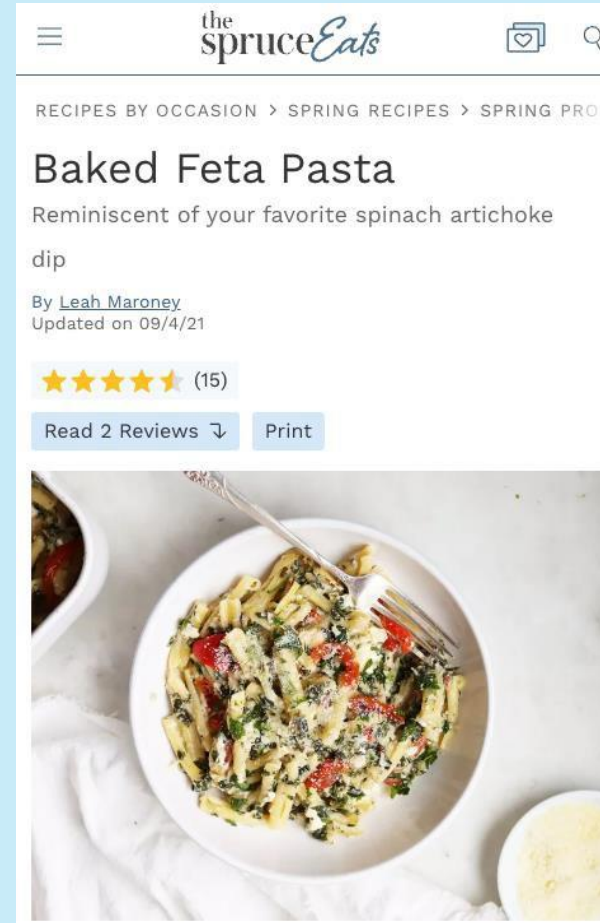


- BRANDS CAPITALIZING ON THE TREND

Movers and Shakers

CONVENIENCE

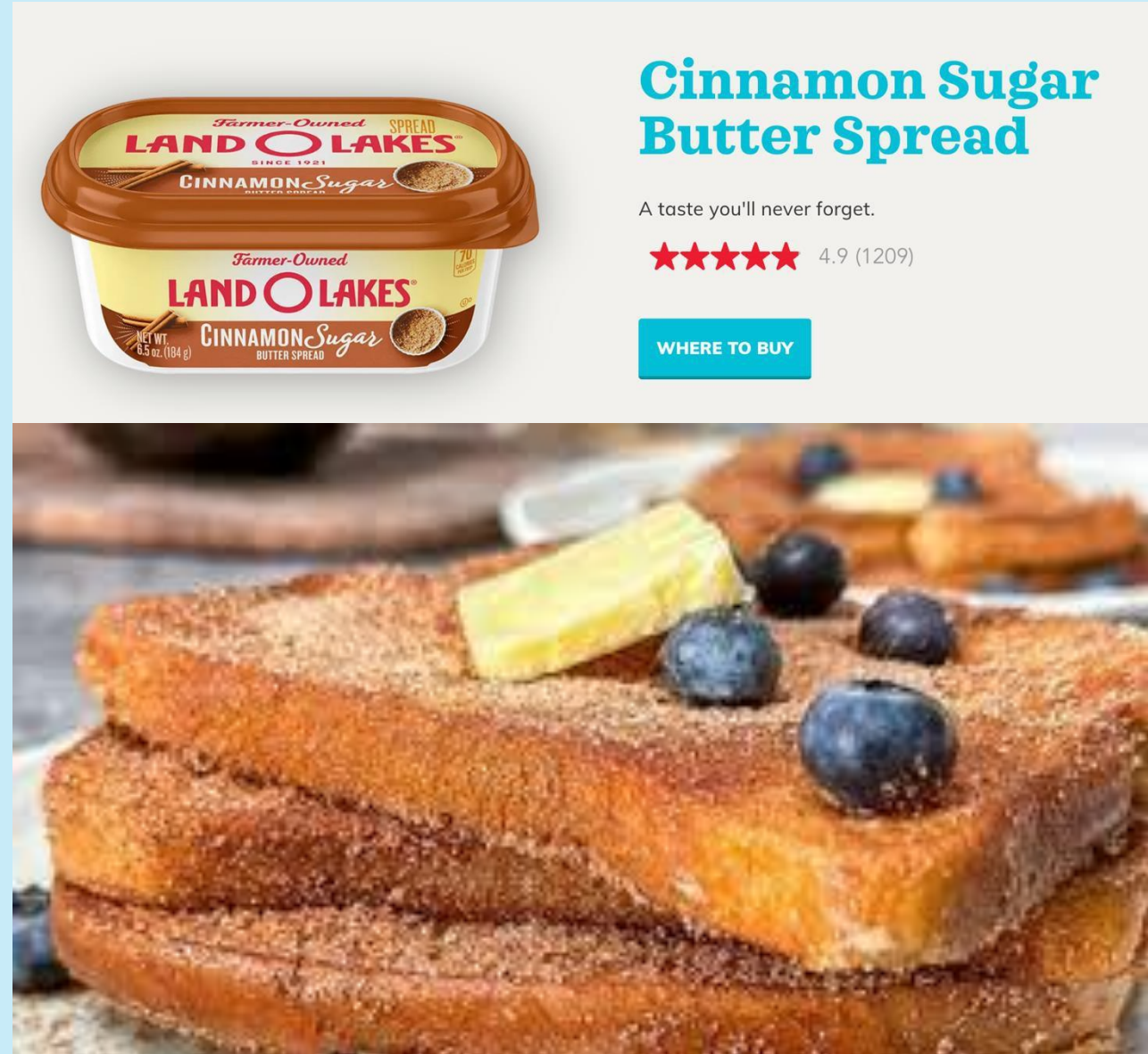
The impossibly easy pasta gets even easier; Barilla's pre-cooked pastas are ready in 60 seconds with no need to boil water, scrub a pan or clean a colander.



Movers and Shakers

COMFORT

Land O Lakes brings nostalgia, comfort and convenience to easy breakfasts with their 3 in 1 butter spread.



Cinnamon Sugar Butter Spread

A taste you'll never forget.

★★★★★ 4.9 (1209)

[WHERE TO BUY](#)



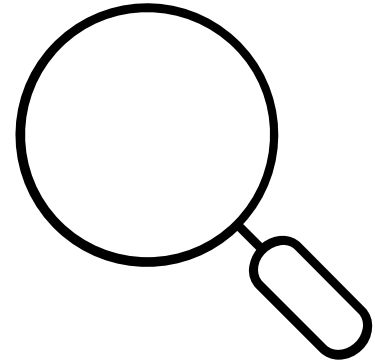
2025 CONSUMER BEHAVIOR



HOME
COOKING



VALUE
SHOPPING



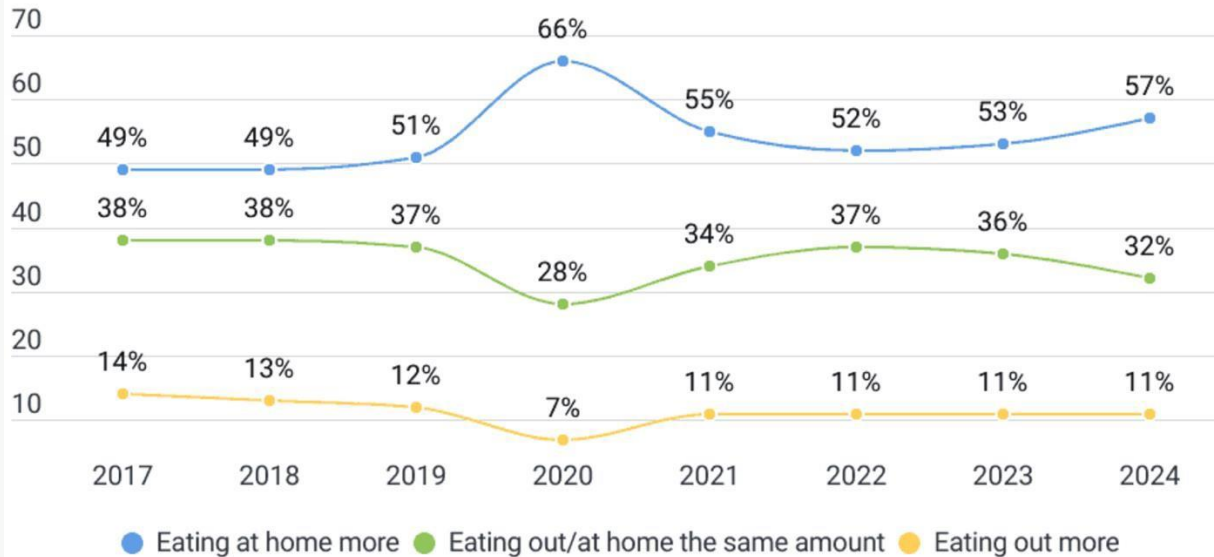
SEEKING
HELPFUL INFO

● MEALTIME STRATEGIES

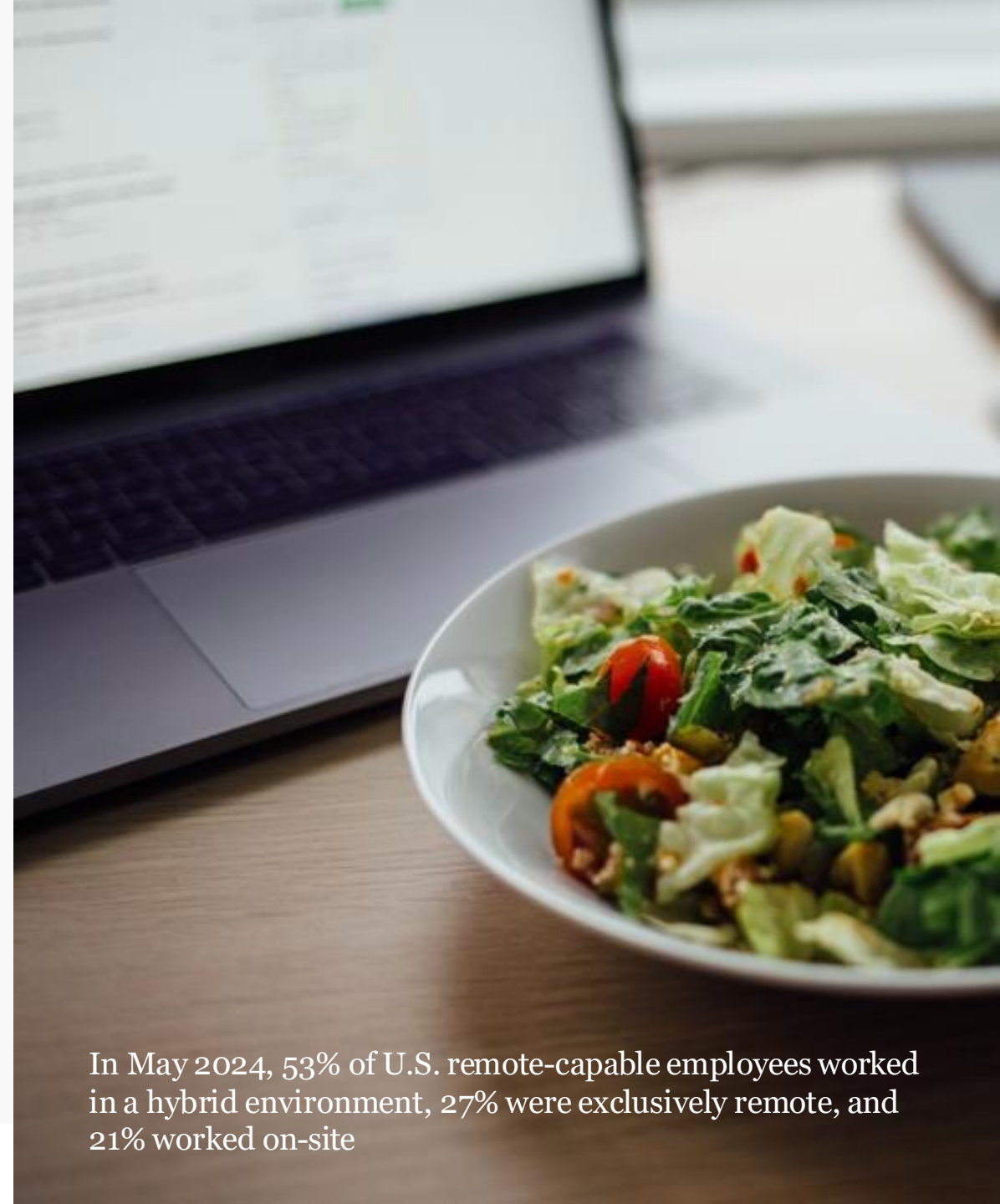
More meals at home

57% of Americans are eating at home more often, up from 49% pre-pandemic - driven by desire for cost savings, greater control and more time spent at home.

Are you eating at home (including takeout and delivery) or eating out more than you usually do for this time of the year?



1,762,926 responses from 5/18/2017 to 6/18/2024
Weighted by U.S. Census 18+
© CivicScience 2024



In May 2024, 53% of U.S. remote-capable employees worked in a hybrid environment, 27% were exclusively remote, and 21% worked on-site

● MEALTIME STRATEGIES

Cooking for the leftovers is the new meal planning

Cooking in bulk allows assembly of multiple meals from single cooking (and cleaning) effort.

Half Of DDM cooks say they always plan leftover-friendly meals

Monthly organic search queries containing leftovers are up +13% YoY across DDM



DYK: Costco sold 137 million rotisserie chickens in 2023 (+20% YoY)

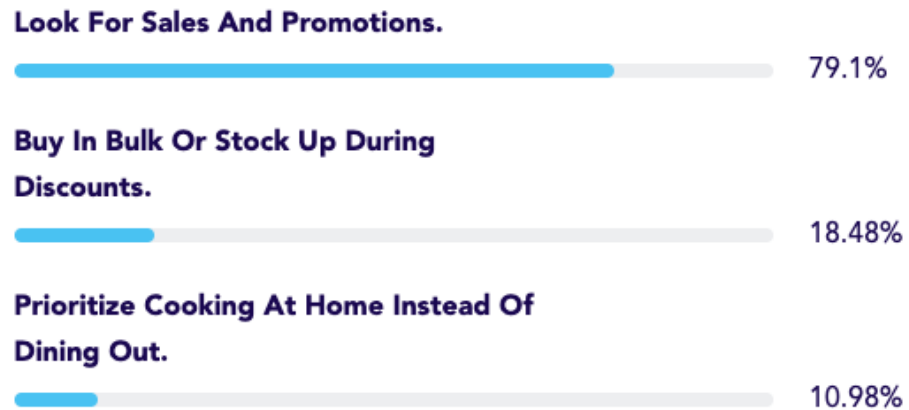
*'Rotisserie Chicken' Meals
+51% YoY across DDM*



Understanding Consumer Perspectives on Food Prices



What actions do you take to manage food costs?



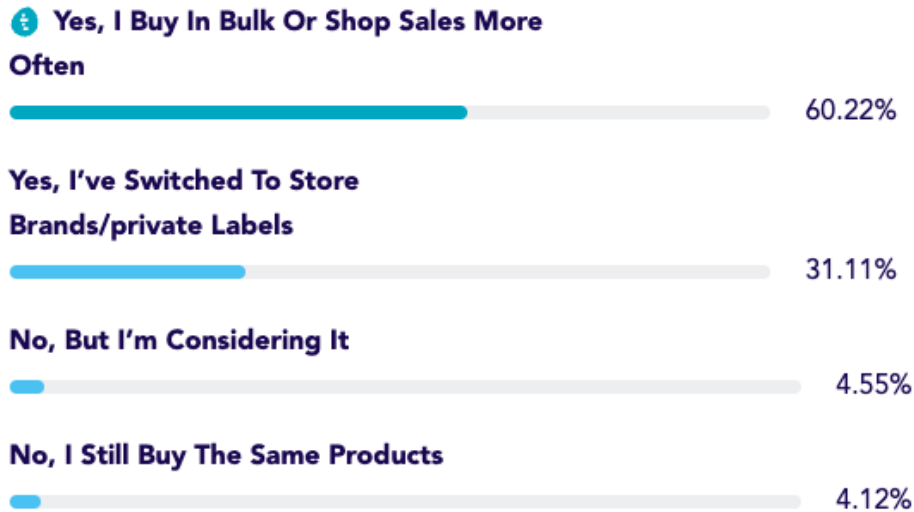
Insight
79% X More than average consumers prefer to look for sales and promotions to manage food costs.

79.1%
Look For Sales And Promotions.

How Affordability Shapes Food Choices



Are you actively looking for more affordable alternatives (e.g., private labels, bulk buying) to your usual food choices?



Insight

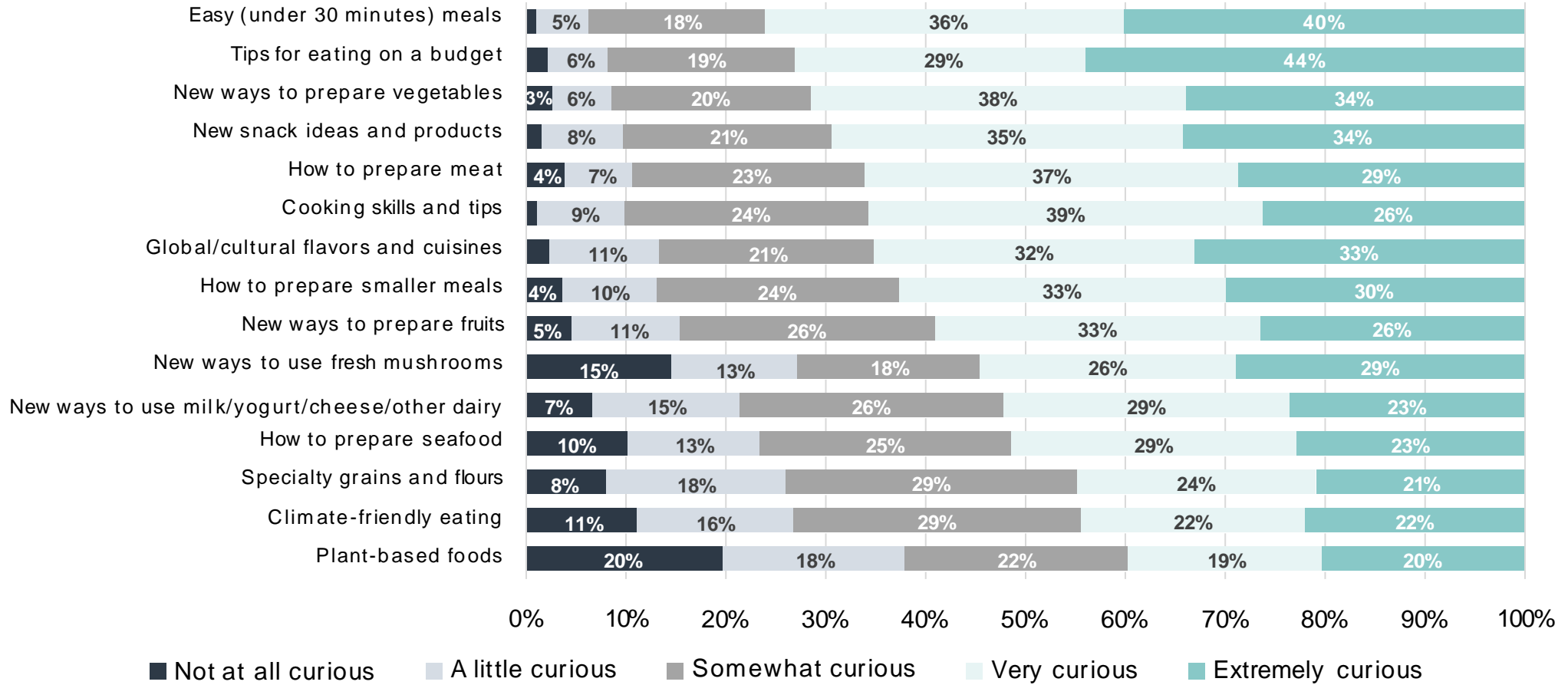
↗ **60%** More than average consumers prefer to buy in bulk when looking for affordable alternatives.

60.22%
Yes, I Buy In Bulk Or Shop Sales More Often



Consumer appetite for culinary inspiration has not waned, despite budget concerns.

Level of Curiosity: Culinary Topics



n=862

Which of the following best describes your curiosity regarding the culinary topics listed?



71%

very curious
or extremely curious about

new ways to
prepare vegetables



65%

very curious
or extremely curious about

global flavors



73%

very curious
or extremely curious about

tips for eating
on a budget





76%
of respondents identified
easy meals*
as a top curiosity

*under 30 mins



Easy meals are important to all.

GENERATION

Boomer: 76%

Gen X: 82%

Millennial: 75%

Gen Z: 67%

GENDER

Female: 80%

Male: 72%

COMMUNITY

Rural: 85%

Suburban: 74%

Urban: 73%





Eating on a budget transcends...

GENERATION

Boomer: 61%

Gen X: 78%

Millennial: 77%

Gen Z: 77%

GENDER

Female: 74%

Male: 71%

FAMILY TYPE

No kids in home: 75%

Kids in home: 71%

% of very or extremely curious regarding "Tips for eating on a budget"
Which of the following best describes your curiosity regarding the culinary topics listed?

FINDINGS: @mushroomcouncil Instagram Poll results

Cooking Habits

- 66% of respondents **don't meal prep.**
- **Instagram and cookbooks** are sources of recipe inspiration.

Mushroom Use

- Favorite **mushroom holiday recipes** include green bean casserole and stuffed mushrooms are tied, followed by stuffing.
- Mushrooms are most used for **pastas, soups and casseroles.**
- **Sautéing** is by far the preferred cooking method.

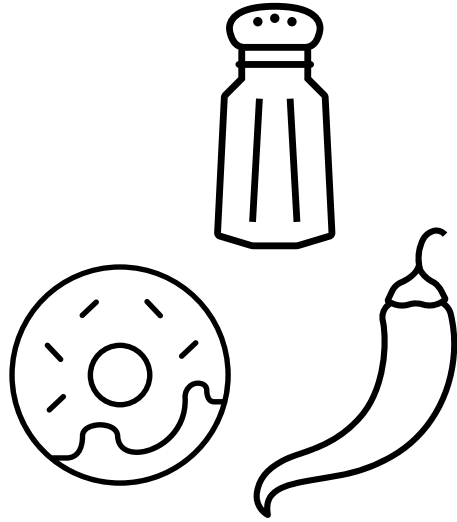
Dining Habits

- People **eat at home 5-7 days** per week.
- People typically **dine out on weekends** and **eat at home early in the week.**
- For **weeknight recipes**, people enjoy tacos followed by chicken and rice, veggie lasagna and chili.
- Favorite **comfort foods** include (in order): pasta, pizza, soup, burgers.

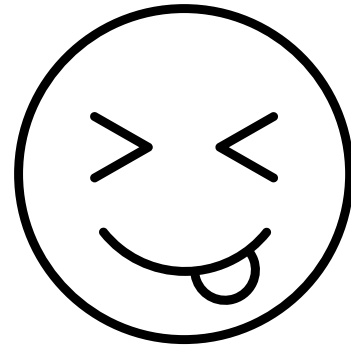
From Mushroom Council Instagram Story polls in October and November 2025. Number of respondents was typically between 25 and 200.

A woman with long dark hair, wearing a white t-shirt and large hoop earrings, is shown in profile, smiling and eating a burger. She is seated at a wooden table in a restaurant. The table is set with various dishes, including a plate of falafel with greens, a plate of fries, a glass of red wine, and a glass of white wine. In the foreground, there is a white rectangular tray with a colorful salad and a red packet of napkins. To the right, a man in a black cap and shirt is also eating. The background shows other diners and a bar area with shelves of bottles. The overall atmosphere is casual and social.

CULINARY TRENDS



SPICY,
SWICY,
SWALTY



SENSORY
EXPERIENCES



GLOBAL
CUISINES

● CHOICES THAT WORK HARDER

Swicy & spicy flavors help elevate healthful foods

Hot sauces, seasonings, chili peppers and spicy add flavor and make dishes more experiential.

53%

of GenZ shoppers enjoy Swicy foods

Spices such as turmeric, gochujang, ginger, and cinnamon are often chosen for their functional health benefits. While others are chosen to save a bland recipe.



Meet Fluffy Coke: The Unexpected Drink Combination Better Than Dirty Soda

It's even grandma approved.

By Staff Author and [Emily Lichty](#) | Published on July 17, 2024



PHOTO: DOTDASH MEREDITH / JANET MAPLES

If you are like me, you still haven't moved on from this time last year when sodas were trending. There is just something about a perfectly crisp soda with a fun twist that gets people excited. Luckily, another soda trend (with an even stranger name) has popped up just in time for summer. Dare I say, it looks better than the last soda trend?

What Is Fluffy Soda?

Just when I thought we couldn't get more creative than soda spiked with syrup and half-and-half, TikTok had to go and prove me wrong. Introducing the newest soda trend: Fluffy soda.



Sensory sips and snacks

GenZs are leaning into the foods and drinks that deliver heightened sensory depth such as mouthfeel; textures such as crunchy, frothy, fizzy, fluffy, foamy and chewy are trending.

ASMR foods trend on social media for the feeling of comfort they provide, even if you're just listening

Trending Keywords:

Fizzy	+11% YoY
Fluffy	+29% YoY
Sparkling	+48% YoY
Bubbly	+49% YoY
Crunchy	+30% YoY

● RULE REINVENTION

Cultural connections

Diverse cultural backgrounds, Trader Joe's discoveries, frictionless food delivery and social streams filled with must-try street market foods has younger eaters making foods, flavors and sips once considered exotic, part of their everyday.

What's Hot?

Japanese
Portuguese
Korean
Taiwanese
Filipino
West African



83%

of DDM GenZs are preparing global dishes (+8 points vs. total)

74%

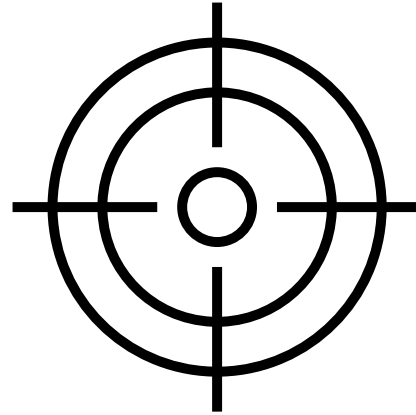
have tried new recipes in the past month (+14 points vs. total)



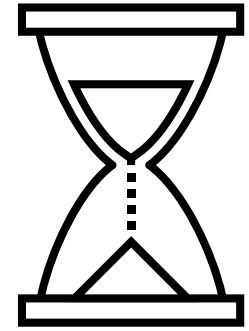
NUTRITION, HEALTH, AND WELLNESS TRENDS



GLP-1
IMPACT



PRECISION
NUTRITION



LONGEVITY

WEIGHT LOSS TRENDS IN THE US



- GLP-1 Drugs Impact Consumers by Changing Their Eating Habits Causing Them to Eat Less Calories
- US Consumers are Conflicted Regarding the Effectiveness of GLP-1 Drugs for Weight Loss
- US Consumers on GLP-1 Weight Loss Drugs are Eating Less and Spending Less Money on Food
- Brands are Introducing New Product Lines for GLP-1 Drug Users that Protect the Muscle Mass



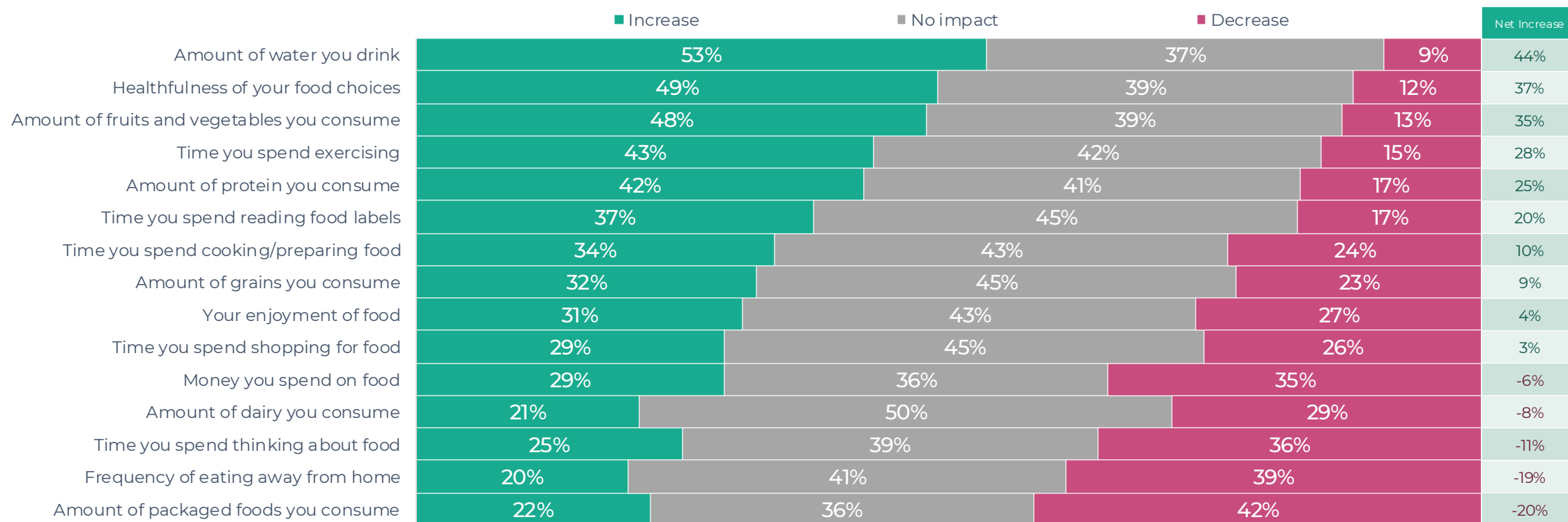


FUNDAMENTALLY NUTRITIOUS

The emergence of weight-loss medications like Ozempic will redefine consumer perceptions of 'food as medicine' from added functional ingredients to meeting daily essential nutrient needs.

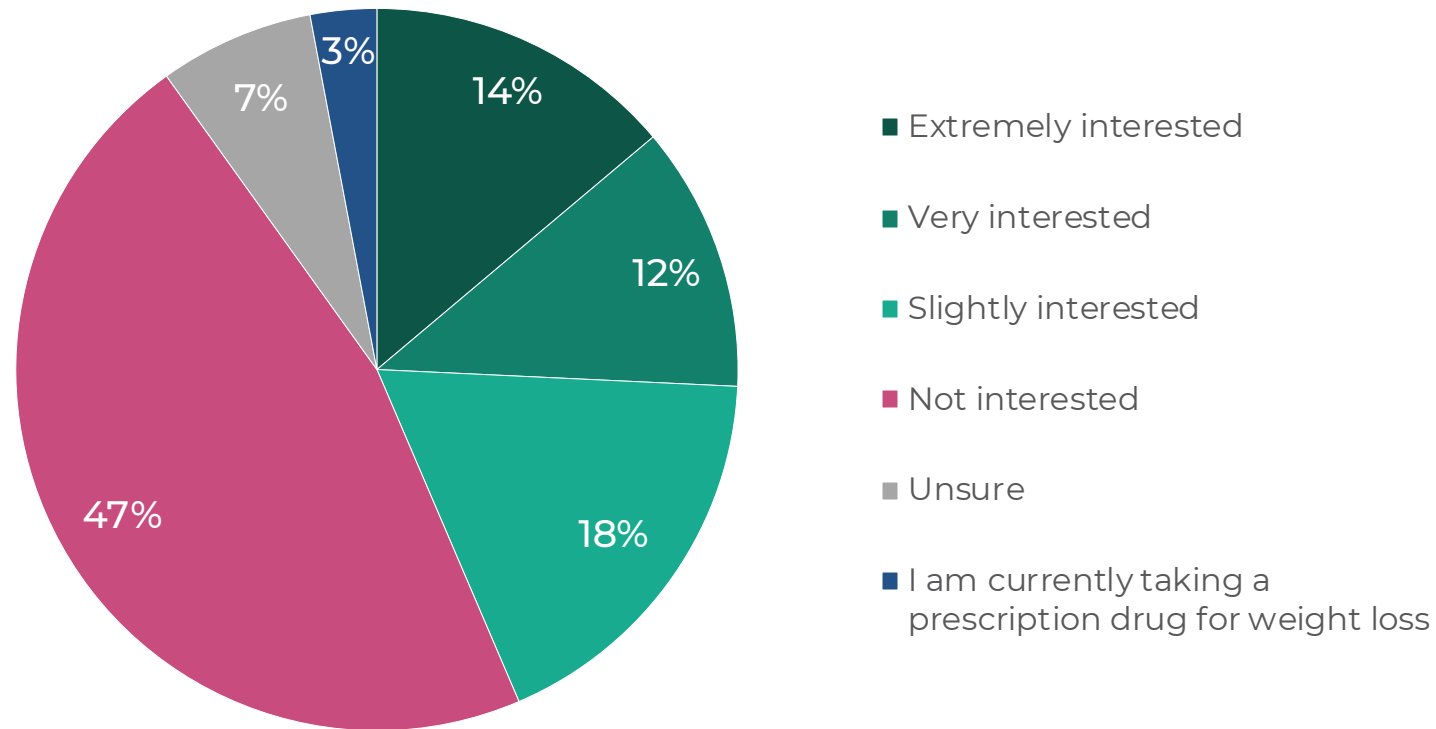
Nearly half of Americans think taking a prescription drug for weight loss would increase their water intake, healthfulness of food choices, and/or fruit and vegetable consumption.

4 in 10 think their packaged food consumption and/or frequency of eating away from home would decrease.



More than 4 in 10 Americans are interested in taking a prescription drug for weight loss.

Among those who self-report being overweight or very overweight, more than half (53%) are interested in taking a prescription drug for weight loss, while nearly 1 in 3 (36%) are not interested.



Top 10 Food and Beverage Trends 2025

Explore the latest top ten trends in the food and beverage industry for 2025

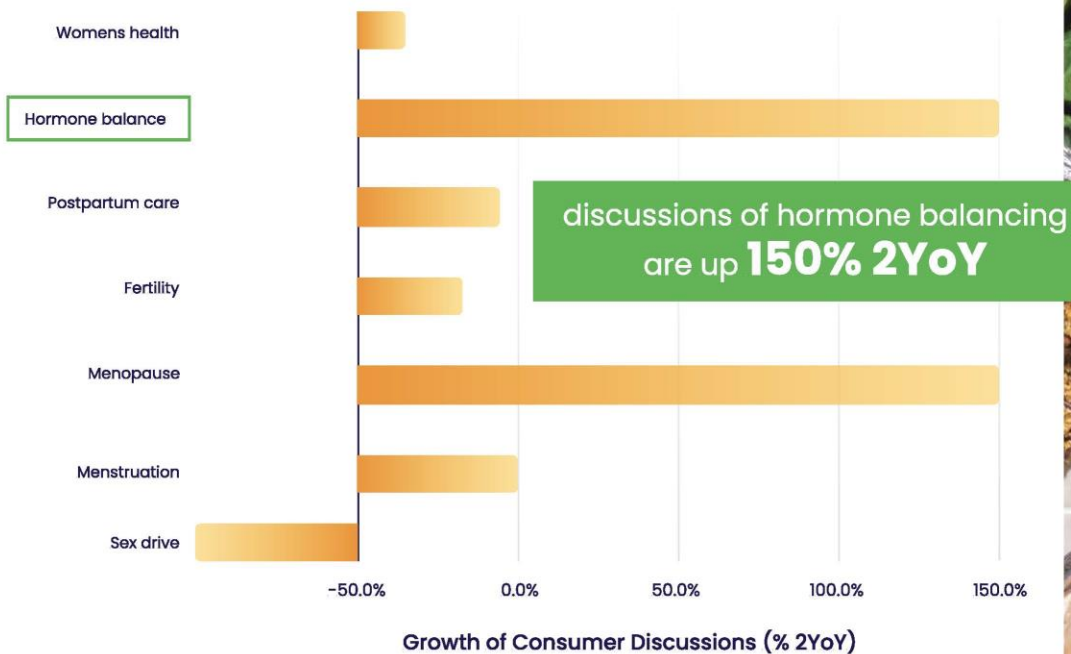


Trend #2 – Health – Precision Wellness

This second food trend highlights that the majority of consumers are proactive about their health, including using nutrition as a tool to help manage their health issues. They also say that personalization improves the effectiveness of nutrition plans. The precision wellness trend combines personalization with balanced nutrition and convenience in functional food and beverage products. What does personalization mean? It can include products that are tailored to life stage, lifestyle, physical and mental health needs, and/or gender. Women's health, weight management, mood support, and performance are among the key growth areas in precision wellness. In weight management, watch for the impact of GLP-1 drugs on product innovation and marketing.

Fit for your hormones: How hyper-personal nutrition plans are the new Peloton

Consumer Discussions of Select Functional Health Claims



Consumer interest in hormone balancing has surged by **150%** since 2022; people are increasingly aware of the significant impact hormones have on whole-body wellness. Much like how gut health has become linked to crucial areas like sleep, mood, depression, focus, and libido, hormones are now being recognized as key drivers of overall well-being.

Following 2024's rise in conversations around menopause and its influence on food and beverage choices, hormone balancing is taking on a new dimension—fitness. In 2025, we'll see hyper-personalized recommendations in the gym, on social media, and in the grocery aisle for hormone-guided fitness journeys.

Personalized nutrition:
Hormone regulation

Longevity: the new frontier of modern wellness

42% of consumers preventing, treating or supporting healthy aging are using foods to support their efforts, 26% are using beverages.



Desire for **sustained mental and physical energy** –paired with more **plant-forward** diets -- has cooks seeking high protein foods.

Views of DDM content focused on **'protein'** are up +75% YoY



Cooks are prioritizing foods to help **combat symptoms of chronic inflammation** such as joint stiffness, and mental fog.

Views of DDM **'inflammation'** content are up +17% YoY

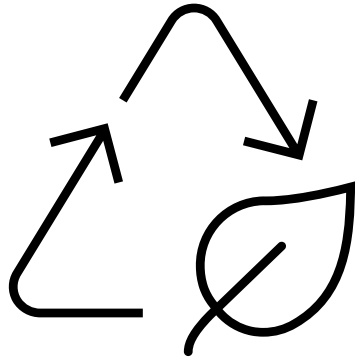


Protection from chronic heart cardiovascular diseases, cancer, and other concerns is boosting interest in foods high in antioxidants.

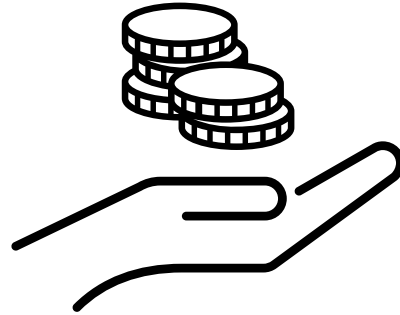
Views of DDM **'antioxidants'** focused content are up +81% YoY



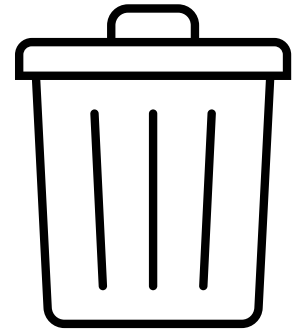
SUSTAINABILITY AND ETHICS TRENDS



IMPACT OF
FOOD
CHOICES



VALUE
OVER
VALUES



NO TASTE
FOR WASTE



CHAIN REACTION

As disruptions to the food supply become more frequent, the industry will need to encourage consumers to accept and trust the new origins, ingredients and flavours that will emerge locally and globally.



2016

Based on a True Story

Mintel explained how consumers are increasingly interested in learning the truth behind a product's origin, inspiration or ingredients. Brands have an opportunity to continue to tell more stories about how their products are made and what sets them apart.

2018

Full Disclosure

Consumers started to require complete and total transparency from food and drink companies in 2018. Mintel advised companies to reassure consumers and regain their trust by being forthcoming about the ingredients, production processes and supply chains used to make and distribute their food and drink products.

2021

United By Food

Food, drink and foodservice brands had the opportunity to connect with consumers who were using their diets to express facets of their identities. Mintel highlighted opportunities for brands to create communities of fans where they could mobilise in support of causes important to them.

2022

In Control

Food, drink and foodservice brands were advised to help consumers feel empowered to make confident decisions that protected their health and the planet's health. Mintel forecasted that consumers would seek clear and reliable guidance that a product would meet their health priorities, personal ingredient preferences and/or moral values.

Evolution of the Trend

What's Happening Now

NEXT 12 MONTHS

Because consumers are embroiled in geopolitical events, implicated brands must be vigilant and communicative.

More frequent climate-related production challenges and geopolitical events are increasing consumers' food bills and awareness of how distant world events can affect their meal plans. This will test the trust which people have in food and drink companies, particularly if it results in food supply chain disruptions or adjustments in how products are sourced and marketed.

To counter uncertainty, consumers seek knowledge—brands should expect their operations to be researched. Indeed, because consumers are embroiled in geopolitical events, such as the Gaza-related boycott of Western food companies in Muslim countries, implicated brands must be vigilant and communicative.

This particularly applies to political movements that embrace local food security to win votes, especially as populism intensifies in some countries. For example, Norway began stockpiling grain in June 2024 for its population in case 'the unthinkable' happens. Political promises of self-sufficiency will be checked by the realities of climate change and economics. Importantly, brands need to remember that for most food shoppers, availability is more important than local origin.

This aligns with evolving consumer sentiment that 'swings between moral values and basic needs', as noted by [Mintel's 2025 Global Consumer Trend 'The Globe: Tradition in Transition'](#). In an increasingly volatile world, food and drink brands must clearly communicate how adjustments from local to global sourcing were made to benefit consumers.

Consumers are increasingly more aware of the impact of climate challenges and geopolitical events on their meal decisions

77%

of potential US voters (aged 18+) say foreign affairs, such as the conflict in Ukraine or relations with China, are important personal issues for them.

73%

of Italian adults would like to know more about how the growing conditions of coffee, such as the type of soil or climate, affect its taste.

65%

of Japanese adults agree people are powerless in the face of unpredictable, life-changing events.

64%

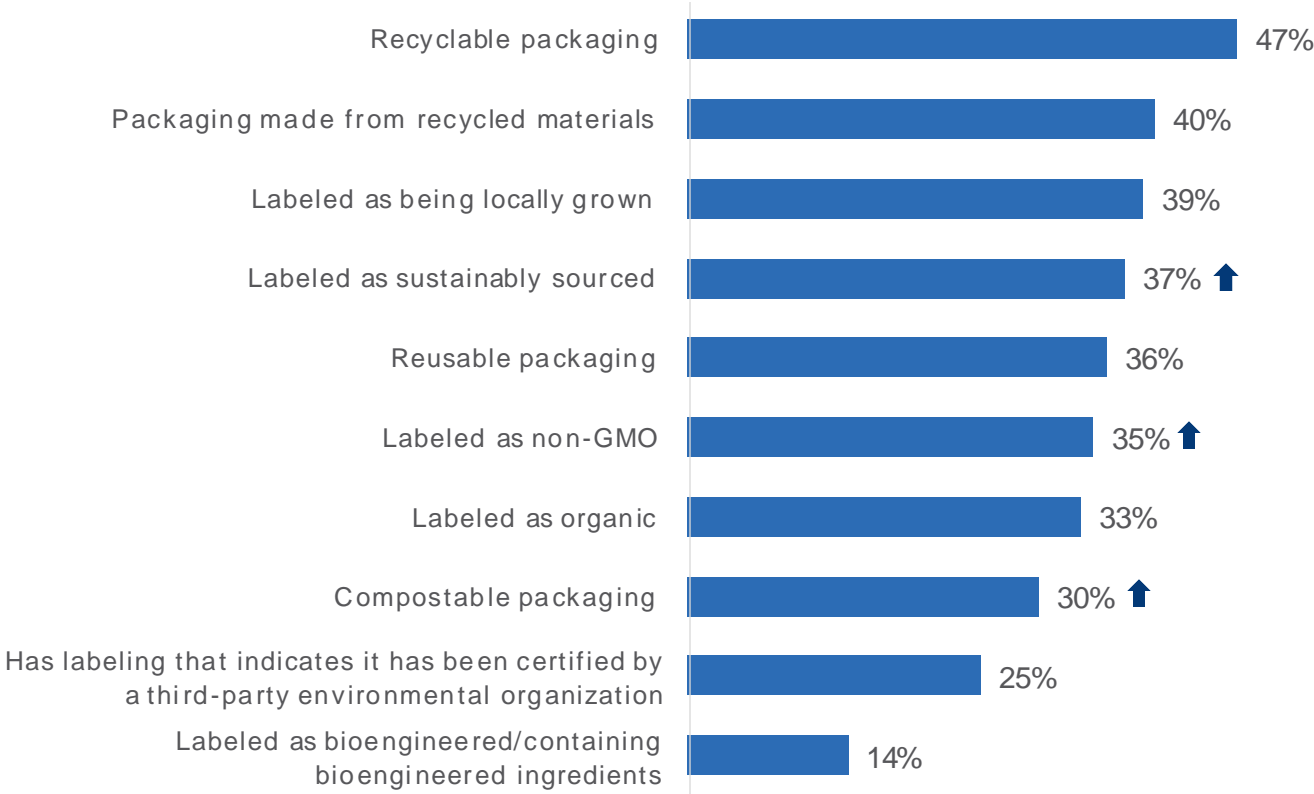
of Germans who have eaten or ordered world cuisines from restaurants or food outlets would like to see more world cuisine dishes with ingredients sourced in Germany at restaurants or food outlets.

Source: Mintel Reports US, [American Values](#), 2024; Mintel Global Consumer, [Coffee & RTD Coffee](#), Europe, 2024; [Mintel Reports Japan](#), Living in the Age of Uncertainty, 2024; Mintel Reports Germany, [A Global Search for Coffee](#), 2024

Recyclable packaging remains the top indication that a product has minimized its impact on climate.

More consumers look for sustainably sourced and non-GMO labels and compostable packaging than last year.

Indications That Product “Minimizes Carbon Footprint/Climate Impact”
(Of Those Who Consider it Important)



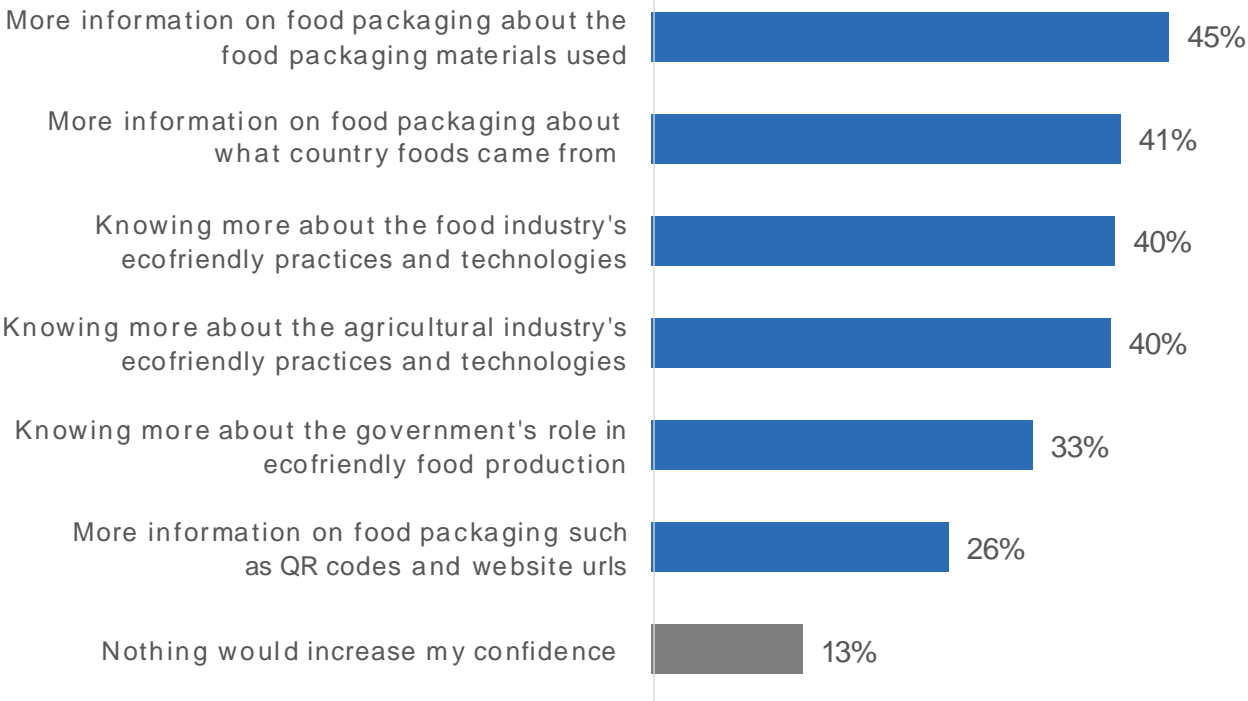
© 2024 International Food Information Council

[TREND] T2 When shopping for foods and beverages, which of the following do you look for as an indication that a product is produced in a way that minimizes its carbon footprint/climate impact? (Select all that apply) FILTER: Very important or somewhat important that the food products you purchase or consume are produced in an environmentally sustainable way/in a way that minimizes its carbon footprint/climate impact (n=2,159) Note: “other” and “none of the above” are not shown.

More than 4 in 10 Americans say more information about packaging material provided on food packaging would increase their confidence in progress made toward more eco-friendly food.

Only 1 in 4 say their confidence would be boosted by QR codes and website addresses on food packaging.

Factors That Increase Confidence in Progress Made on the Eco-Friendliness of Food
(Of Those Who Consider It Very/Somewhat Important)



T3 What would increase your confidence that progress is being made in these areas? Select all that apply FILTER: Very important or somewhat important that the food products you purchase or consume are produced in an environmentally sustainable way/in a way that minimizes its carbon footprint/climate impact (n=2,457)
Note: "other" is not shown.

Consumers who believe the fair treatment of workers is important are split about paying more for a product labeled with third-party certification of fair worker treatment.

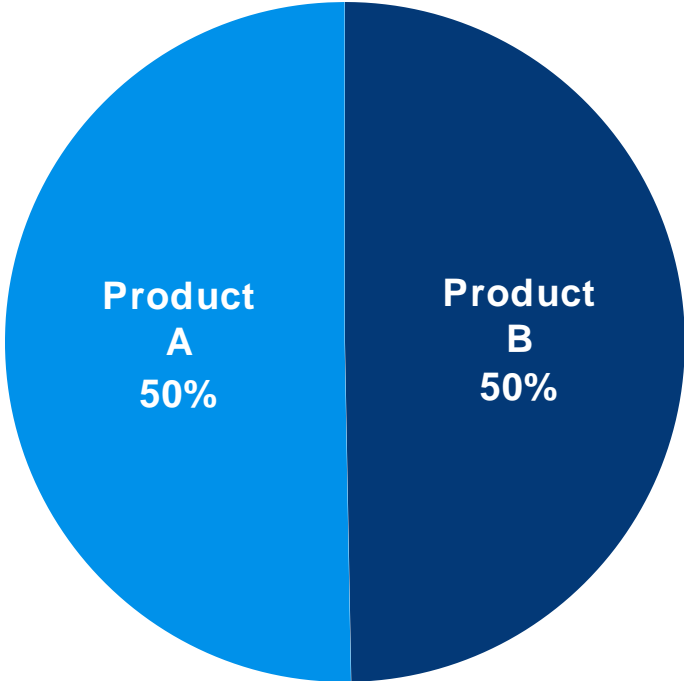
Women and Black people are more likely to select the costlier, more socially sustainable option.

Preference for Socially Sustainable Product vs. Price*
(Of Those Who Consider Fair/Equitable Treatment of Workers Important)

Imagine you are at the store to purchase a food or beverage you like. There are two versions of the same product with only these two differences provided: cost and label information.

- **Product A costs \$3.** The packaging does not say if it is produced in ways that permit the product to be labeled with a third-party certification indicating the fair and equitable treatment of workers.
- **Product B costs \$5.** The packaging says that it is produced in ways that permit the product to be labeled with a third-party certification indicating the fair and equitable treatment of workers.

Which would you be more likely to purchase?



When considering cost and eco-friendliness, 1 in 3 Americans would choose the cheapest, least eco-friendly food or beverage.

2 in 10 would choose the costliest, most eco-friendly product, up significantly from 2023.

Likelihood to Purchase Based on Cost and Eco-Friendliness (Eco-Friendliness Noted by “Traffic Light” Symbol)

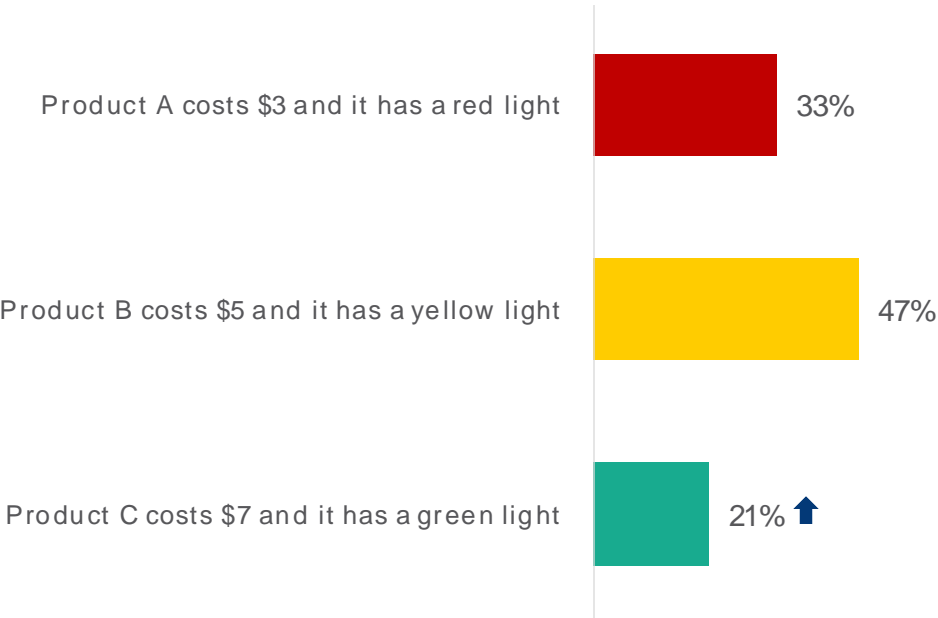
Imagine you are at the store to purchase a food or beverage you like. There are three versions of the same product.

All three have a “traffic light” symbol on the packaging indicating the product’s level of environmental impact:

- A green light indicates it is very eco-friendly
- A yellow/amber light indicates it is somewhat eco-friendly
- A red light indicates it is not very eco-friendly

- Product A costs \$3 and it has a red light
- Product B costs \$5 and it has a yellow light
- Product C costs \$7 and it has a green light

Which would you be most likely to purchase?



[TREND] T5 Imagine you are at the store to purchase a food or beverage you like. There are three versions of the same product. All three have a “traffic light” symbol on the packaging indicating the product’s level of environmental impact: Product A costs \$3 and it has a red light. Product B costs \$5 and it has a yellow light. Product C costs \$7 and it has a green light. Which would you be most likely to purchase? (n=3,000)

Food Waste Consumer Survey

User responses 📍
18,948

 Survey Type
Market Research

 Market
USA

 Audience
All Audiences

What do you think is the biggest reason for food waste in households?

Insight
 ↗ **2X** More than average consumers associated food waste in households with food reaching expiration dates before use than with overbuying groceries.

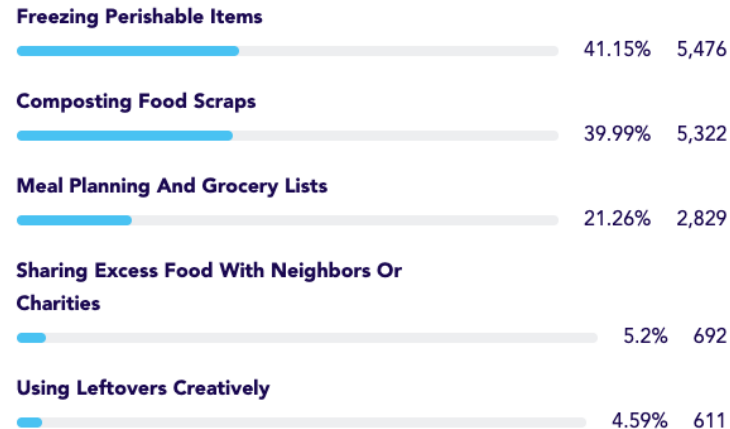
96.92%
 Leftovers Not Being Consumed



Which of these strategies have you tried to reduce food waste?

Insight
 ↗ **41%** More than average consumers prefer to reduce food waste by freezing perishable items.

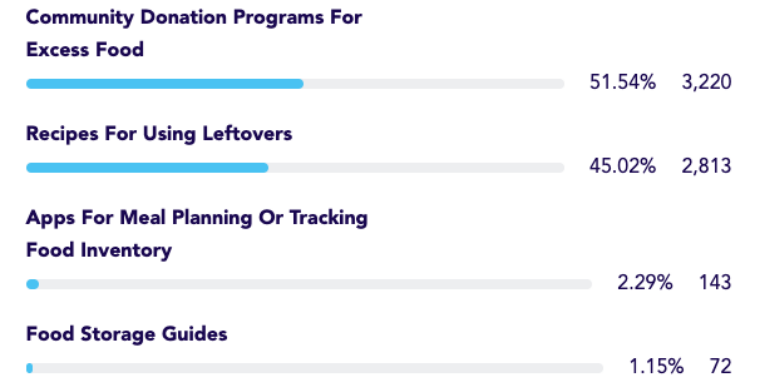
41.15%
 Freezing Perishable Items



What additional resources or tools would help you reduce food waste in your home?

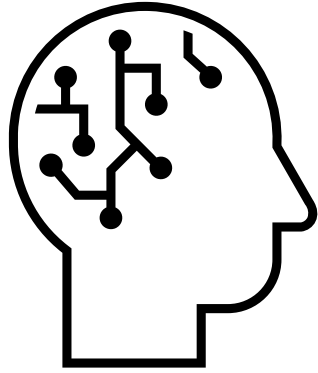
Insight
 ↗ **1.1X** More than average respondents prefer to reduce food waste in their home through community donation programs for excess food than by using recipes for leftovers.

51.54%
 Community Donation Programs For Excess Food

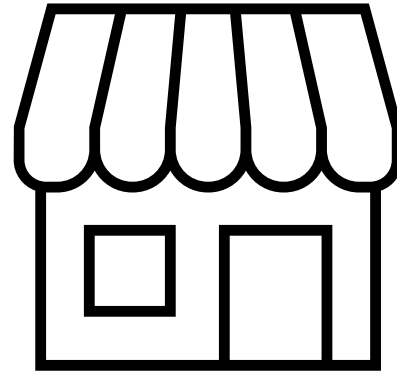




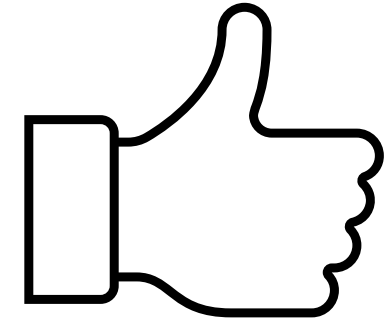
TECHNOLOGY AND SOCIAL MEDIA TRENDS



AI
INFLUENCE



RETAIL
MEDIA
NETWORKS



SOCIAL
PREDICTIONS

What will AI in food and beverage look like in 2025?

Hyper-personalization through AI

Personalized recommendations, customer segmentation, and dynamic marketing content

Ethical AI use

Transparent data practices to foster trust and loyalty among customers

Decreased food waste

Hyper-personalized products will mean fewer failed launches and better market adoption

Enhanced customer engagement

Interactive marketing and increased consumption frequency through pinpointed campaigns

Predictive analytics for market trends

An essential part of execution speed and scalable analytics models



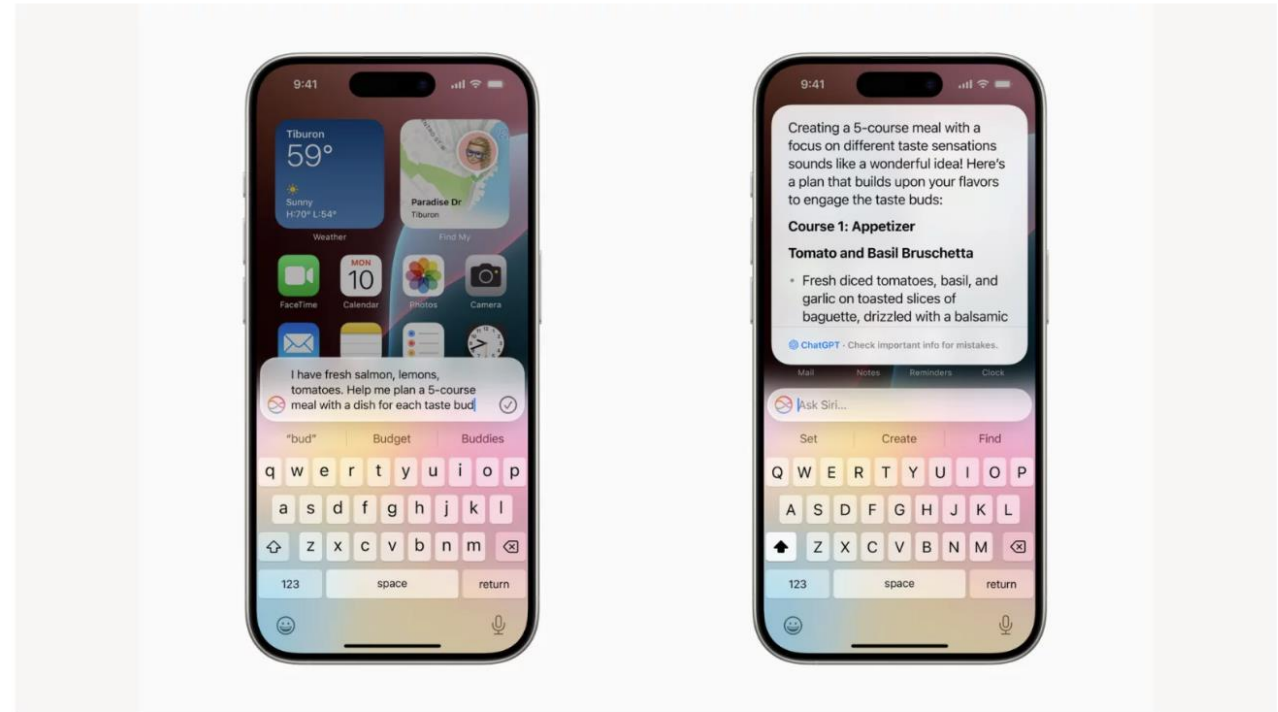
AI can generate recipes that can be deadly. Food bloggers are not happy

SEPTEMBER 23, 2024 · 5:00 AM ET

By Charlotte Engrav



Sarah and Kaitlin Leung develop recipes with their parents for their blog, *The Woks of Life*.



Apple is integrating ChatGPT access into its newest operating system.

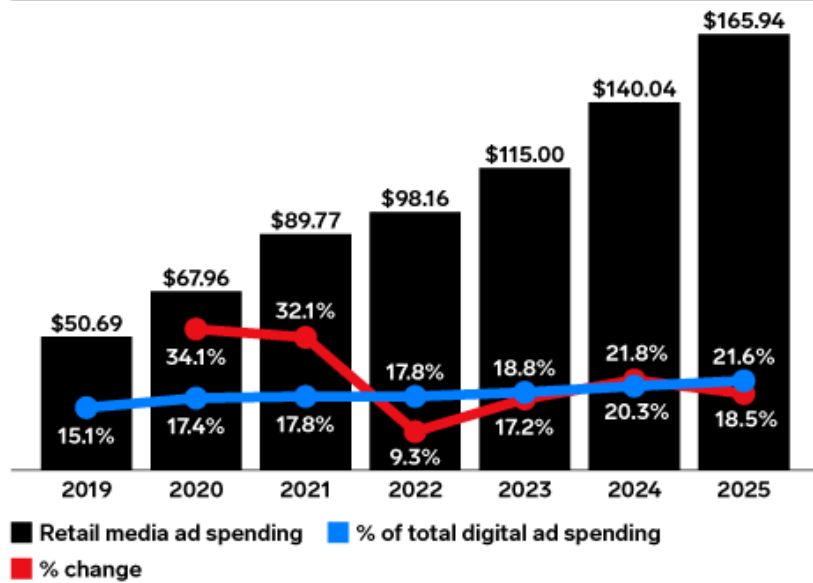


Olson's DishGen can generate recipes as well as photos of what the finished product might look like.



Retail media will make up one-fifth of worldwide digital ad spend this year

Retail Media Ad Spending Worldwide, 2019-2025
billions, % change, and % of total digital ad spending



Note: digital advertising that appears on websites or apps that are primarily engaged in retail ecommerce or is bought through a retailer's media network or demand-side platform (DSP); examples of websites or apps primarily engaged in retail ecommerce include Amazon, Walmart, and eBay; examples of retail media networks include Amazon's DSP and Etsy's Offsite Ads; includes ads purchased through retail media networks that may not appear on ecommerce sites or apps

Source: Insider Intelligence | eMarketer Forecast, Dec 2023

284453

Insider Intelligence | eMarketer

Why 2025 could be a pivotal year for retail media networks

Retail media networks will serve more ads in 2025.



Pinterest Predicts 2025



Nesting Parties

It's not about the gifts. It's about helping new parents prep for the postpartum period and set up their home for baby's arrival. Gen Z and Millennials are driving this supportive parenting trend.

- Freezer-friendly meal prep
- Family meals
- Quick and easy meals



Rococo Revival

This year, weddings, parties and aesthetics will draw inspiration from the Rococo era—a Late Baroque period that was both opulent and ultra-feminine.

- Lavish dinner party dishes



PICKLE FIX

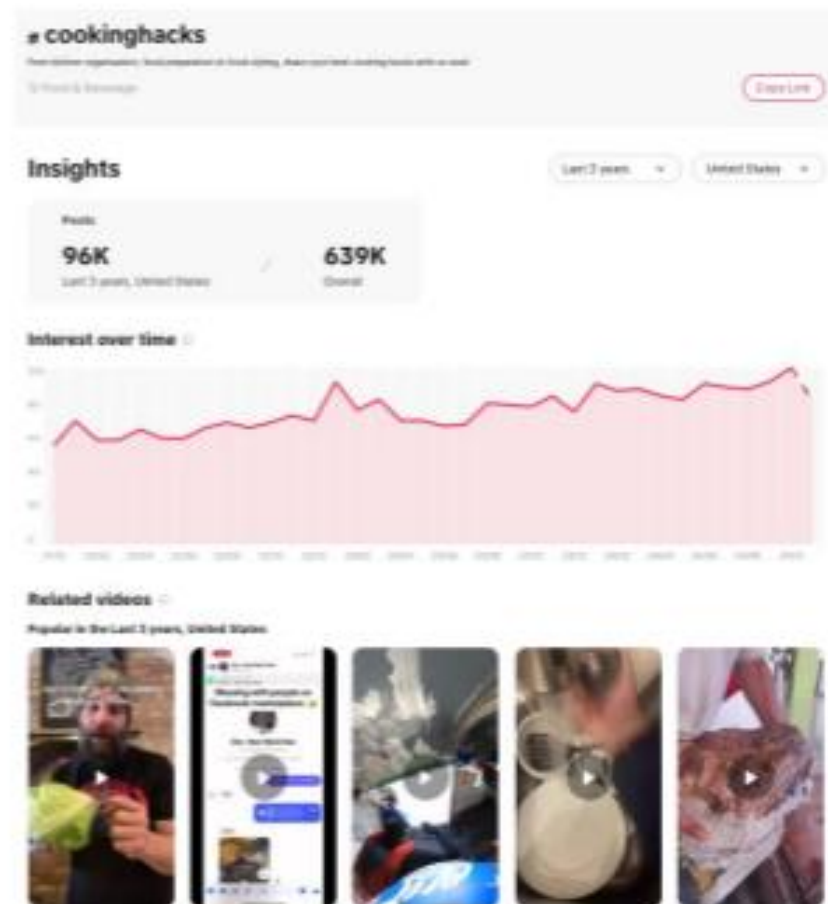
From sweet treats to tangy cocktails, the oh-so-humble pickle is about to be in absolutely everything.

- Pickled recipes
- Traditional recipes + pickles

TikTok keyword trends: "#Easy" as related to food and recipes has been on the rise for the past three years

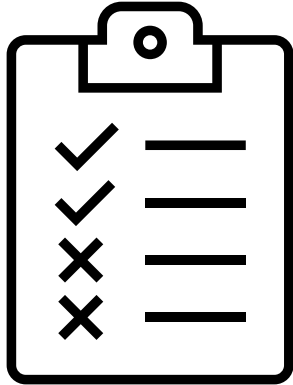


TikTok Trends: Cooking hacks on the rise



A large group of people is seated at long wooden picnic tables in an outdoor dining area. The setting is a vineyard with rows of green grapevines stretching into the background under a soft, late-afternoon sky. String lights with small, warm-toned bulbs are strung across the scene, adding to the relaxed atmosphere. The people are engaged in conversation and dining, with various dishes, glasses, and bottles on the tables. Some individuals are wearing colorful, patterned clothing, and others are in more casual attire. The overall mood is social and leisurely.

CULTURE TRENDS



RULE
REINVENTION



NEWSTALGIA



DOPAMINE
DESIGN

● RULE REINVENTION

Chaos cooking

The focus on writing their own rules has younger cooks embracing mismatched ingredients to create new flavor combinations.

Among DDM
Millennial Cooks

80%

Always looking to add new flavors to their foods

Half

Are more conscious of food waste vs 2 YAG

"We're not doing these 'chefy' type things. We're just cooking normal food. And I think that's where a lot of people really gravitate toward it because it is not intimidating."

FOOD&WINE

Reuben Pizza

★★★★☆ 4.5 (121) | 97 REVIEWS | 20 PHOTOS

This is a great recipe for Reuben pizza that I got from a friend. If you can't find whole wheat bread dough, I've used white and I've also made my own.

Submitted by FITZWIFE | Updated on July 14, 2022

✓ Tested by Allrecipes Test Kitchen

Save Rate Print Share



● RULE REINVENTION

Go seasonal

From potato chips to cold brew, consumers are increasingly drawn to the scent, aesthetic and taste of seasonal flavors -- which break the monotony and often evoke memories and positive associations with specific times of the year.

~Half of customers try a new LTO each month

What's Hot?

Hatch Peppers
Cookie Butter
Apple Crisp
S'mores
Churro
Tamarind
Passion Fruit





Newstalgia

In times of social, cultural, and political uncertainty, people crave comfort.

- Familiar, feel-good comforts + experiences that feel innovative and relevant
- **Nostalgic flavors and textures with a modern or unique twist:** think grandma's recipe with a modern ingredient swap
- Textural characteristics — crispy, crunchy, creamy, fluffy, sticky, gooey — will play a key role in meeting consumers' growing demand for satisfying, feel-good, newstalgic experiences
- **A back-to-basics approach to home cooking:** celebrating the homey aspect of making traditional foods vs. shortcuts or kitschy hacks
- **From-scratch education:** as traditional foods become more mainstream, consumers will be hungry for solutions that teach them how to make these meals happen, from simple tasks like making rice to how to tackle newstalgic recipes. Because a broad swath of the Gen Z audience grew up on takeout and grab-and-go options, they will be the prime audience for how-to content rooted in the basics.



The Rise of Dopamine Design

Direct response to how we consume in a swipe-driven world

- **Bold, playful, and immediate;** Entertaining and effortless
- Brands have milliseconds to grab your attention and **make you feel something**
- **At a glance evokes fun and instant gratification** - creates an instant emotional connection, ensuring that **in the split second you pass by, your brain is already on board**
- **Bright colors, bold fonts, and eye-popping patterns** aren't just aesthetic choices—they're psychological triggers, engineered to light up your brain's pleasure centers like a well-timed notification
- **A visual answer to decision fatigue**, creating packaging that's not just eye-catching but emotionally engaging



| **Brainstorm and Discussion**

| **What trends do you think will have the most impact in the coming year?**

| **Share any additional trends that you anticipate will provide challenges and/or opportunities for mushrooms.**

| **Are there particular trends that you would like to see the Mushroom Council prioritize?**

