



# 2026 Trends

As consumers navigate a world of rapid change and uncertainty, their food and beverage choices reflect a desire for balance, comfort, and inclusivity. This year's Mintel trend predictions spotlight a shift toward holistic nutrition with **Maxxing Out: Diversity In**, where fibre joins protein as a must-have and dietary diversity takes center stage. Nostalgia meets modern wellness in **Retro Rejuvenation**, breathing new life into heritage ingredients and resourceful practices. Meanwhile, **Intentionally Sensory** addresses evolving needs, from aging populations to GLP-1 users, by rethinking taste, texture, and format for true food inclusivity. Together, these trends signal a future where innovation is grounded in trust, sensory delight, and a commitment to nourishing both body and mind.

- 76% of Australian women aged 35-54 agree people need more protein in their diets as they age. (Mintel, 2025)
- 74% of New Zealanders would like to lose weight and 46% are looking for new ways to manage their weight. (Circana, 2025)
- 79% of Chinese sparkling drink consumers find the sound of bubble popping relaxing. (Mintel, 2025)
- 72% of Australian consumers will switch to a new brand for features and benefits that appeal. (Circana, 2025)

## “Maxxing” Out, Diversity In



Floura Blueberry Matcha Fruit Crush Bar developed by the founder of Jeni's Splendid Ice Creams. Each 50g bar contains 13g of diverse fibre from 12 whole plants. (Canada)



Profusion Organic Roasted Tamari Protein Nut Crunch. Is a mixture of organic roasted soya beans, cashew nuts and almonds with tamari, which are high in fibre and protein. (UK)



Okos Cafe Latte Flavour Protein Drink has 18g of highly absorbable protein. (Japan)



This Is Super Superfood Super Block calls out fibre, protein, iron, 1 of 5 a day, 4x different superfoods and omega-3. (UK)



43% of New Zealanders want to support their digestive and gut health. With 63.8% of Australians agreeing that the gut microbiome is important for overall health. (Mintel, 2025)

Protein has firmly entered the mainstream, and in 2026, fibre is set to follow as the next “must-have” nutrient. As consumers strive to “max out” on these familiar essentials, awareness will broaden to include the body’s wider nutritional needs, paving the way for dietary diversity and a more inclusive approach to wellness. This trend signals a shift away from the single-nutrient focus of recent years toward a more balanced, holistic view of nutrition. Parents, in particular, will prioritise digestive health as a foundational pillar for raising healthy children and building tomorrow’s resilient adults.

## Retro Rejuvenation



Fishwife Tinned Seafood Co. Albacore Tuna in Olive Oil is pole-and-line caught by small boat fisherman and packed by hand in Northwest Spain, bringing the European conservas tradition to the Americas. (Canada)



Little & Green Sneaky Orchard Irish Cocktail contains the traditional Irish spirit poitín. (Ireland)



Heyday Canning Co Golden Butternut Lentil Stew has been created to rewrite the narrative around canned food, positioning canned products as long shelf life, convenient and timeless solution to easier home cooking. (US)



Pigeon Soup is part of the Ancient Soup Revival trend where young consumers rediscovering yangsheng (traditional wellness) by modernising and sharing heritage soup recipes. (China)

35% of Japanese consumers would like to stock up on products that can be used in both daily life and during disasters. (Mintel, 2025)

Consumers’ trust in bygone days continues to offer comfort in uncertain times. Heritage ingredients and traditional remedies are making a comeback, serving as a link to a perceived era of simplicity and trust, while breathing new life into almost-forgotten lessons in resourcefulness. This trend inspires younger generations to look back to their grandparents’ time and beyond, embracing seasonal eating and old-school hobbies like gardening, bottling, and fermenting. These practices not only support health and sustainability but also cater to stockpiling instincts, blending nostalgia with modern wellness priorities.



# Intentionally Sensory



Seoul Asan Medical Center  
Geriatrics x Greating Soft Protein  
Tender Handmade Hamburg Steak  
is designed for the elderly and has  
19g of protein. (South Korea)



Alec's Culture Cups are topped  
with crackable chocolate shells.  
(US)



Prana Organic Oat & Chia  
Strawberry Shortcake Mix,  
includes 6g fibre and claims to  
'turn water into dreams'.  
(Canada)



Daesang Chungjungone Coconut,  
Nut, Olive Oil and Seaweed Rice  
Crisps, are a triple texture crunchy  
snack which is high in calcium.  
(China)

24% of Australian GLP-1 users are  
more likely to eat mini-meals 4-5  
times a day vs 17% for general  
population. (Circana, 2025)

Between the needs of an aging population and the growing number of consumers using GLP-1 drugs, food offerings must evolve to meet the demands of groups previously underserved. Taste, texture, nutrient profiles, formats, and portion sizes are all up for reinvention. At the heart of this trend is food inclusivity, creating formulations that cater to diverse needs transforming what we used to call 'comfort food' into 'food therapy'. Whether it's for an elderly consumer, a GLP-1 user, or a stressed-out Gen Z, the goal is to deliver sensory experiences that nourish both body and mind.

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