JUICY BRICK

OCT 2024
ANNUAL TREND REPORT

WELCOME TO OUR ANNUAL 2024 TREND REPORT CRAFTED BY JUICY BRICK.

We're an industry-leading F&B product innovation agency.

We specialise in working with Blue Chip companies, founders, and talent to **transform visionary concepts into market-defining goods**, pushing the boundaries of what's possible in the food and beverage space.

In this year's edition, we dive into the meteoric rise of private label brands, exploring how supermarkets are no longer just mimicking national brands — they're outpacing them in quality, design, and innovation. From radical convenience foods that redefine modern snacking to the rise of dystopian wellness, where lab-grown meat and AI-guided diets shape our future, we've identified the trends that are poised to disrupt the F&B industry in 2025 and beyond.

Whether you're a brand strategist, product developer, or just a curious consumer, this report will fuel your imagination and give you the insights you need to stay ahead of the curve. ***Get ready to feast on the future!***

CONTENT

THE POWER OF PRIVATE LABEL

KROGER/WALMART/ALDI/ ASDA/TRADER JOE'S

IN A WORLD WHERE TRENDS MOVE AT LIGHTNING SPEED, SUPERMARKET PRIVATE LABELS ARE POSITIONING THEMSELVES AS THE NEW KINGS OF RETAIL. IT'S NOT JUST ABOUT BEING THE CHEAPER ALTERNATIVE ANYMORE; PRIVATE LABELS HAVE EVOLVED, HONING IN ON AESTHETICS, INNOVATION, AND QUALITY THAT MIRROR—AND SOMETIMES EVEN SURPASS—THE HOTTEST STARTUP PRODUCTS IN ADDITION TO MID-LEVEL BLUE CHIP CPG.

SUPERMARKET PRIVATE LABELS ARE EVOLVING BEYOND JUST BEING CHEAPER ALTERNATIVES; THEY ARE BECOMING THE BRANDS TO SHOP.

A new trend shift.

Let’s dive in.

Retailers such as **Kroger, Walmart, Aldi, Asda** and **Trader Joe’s** are crafting private label lines that don't just mimic national brands—they replicate the latest consumer trends, from sustainable packaging to premium ingredients and competitive ‘indie looking’ branding, before those startups can even build a loyal fanbase.

This agility with launch, distribution and marketing, combined with the ability to undercut prices, creates a potent mix that national brands are struggling to compete with. As retailer private labels become more sophisticated, the perception gap between them and national brands is shrinking fast.

Consumers no longer see private labels as the "cheap knockoffs" but as viable, often superior, options that deliver on quality and innovation, driven by the increasingly appealing aesthetic and general 'vibe' on shelf.

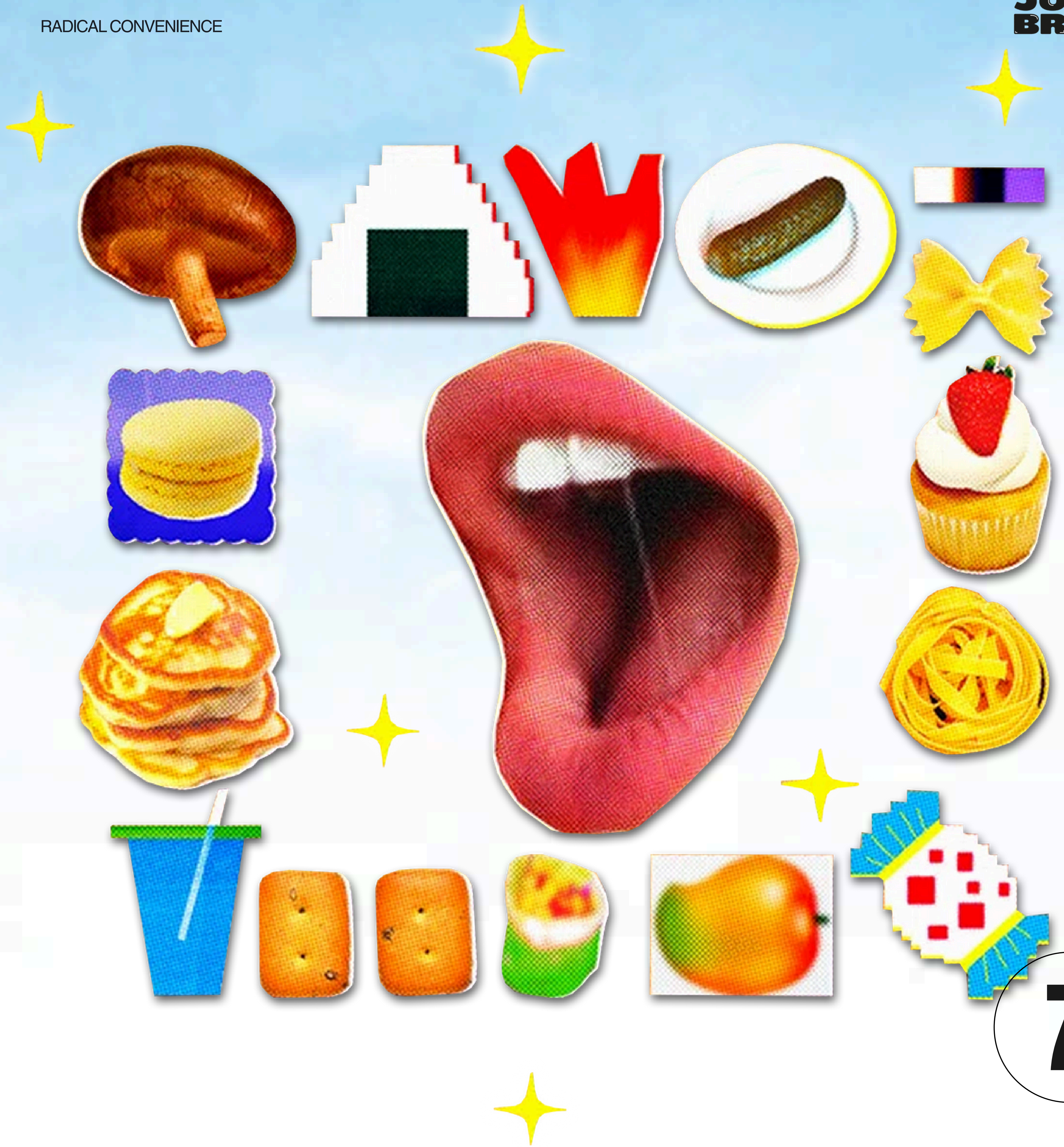
The supermarket’s ‘value’ entry level own brand is slowly disappearing in favour of ‘tertiary brands’; originally introduced in the early 2000 as a way to fight the big discount chains. Gone are the days of a ‘good, better, best’ strategies with consumers demanding way more than just price and quality – they want brand, product connection and to be seen as intelligently shopping – highlighting the engaging product lines that signal quality over bargain bucket: **Walmart’s Bettergoods, Waitrose’s Urban Pizza + Sainsbury’s’ Stamford Street Co.**

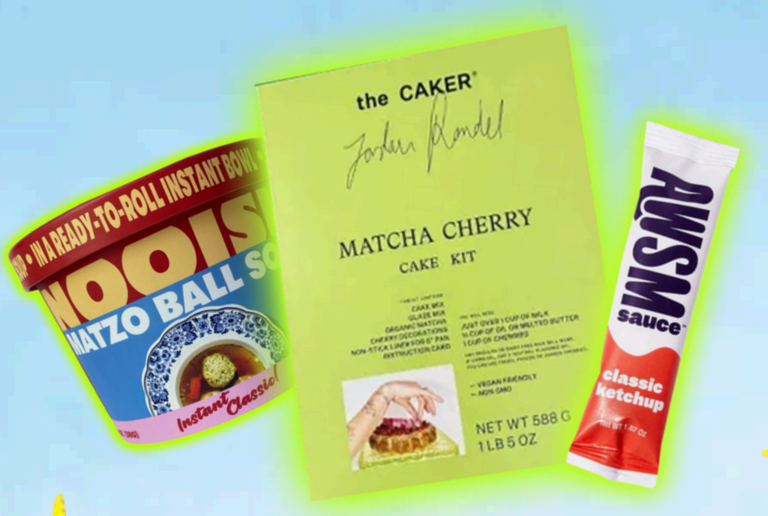
Private-label products benefit from streamlined marketing costs and superior shelf positioning, allowing them to outpace national brands. With fewer resources needed for brand awareness campaigns, private labels can focus on offering competitive prices while securing prime retail placements, making them highly visible and attractive to consumers.

With private labels already holding a significant share of the market and growing faster than national brands, it's clear that they are here to stay and will likely dominate more sectors in the near future.

RADICAL CONVENIENCE.

Convenience is king. The demand for quick, effortless food solutions is no longer just a trend—it's a movement, especially among Gen Z. They're not just looking for food; they want solutions that fit their hectic lifestyles and tight budgets.





Just add (water, milk or heat)

THE "JUST ADD" CONCEPT, FROM POT NOODLES TO MICROWAVABLE BAO BUNS, HAS EXPLODED. IT'S NOT JUST FOR THE LAZY—THINK SPICE MERCHANT CURRY PACKS AND THE CAKER'S CAKE MIXES. THIS SPACE IS MOVING BEYOND ULTRA-PROCESSED SHORTCUTS LIKE LUNCHABLES, WITH GHETTO GASTRO TAKING ON POP TARTS AND AND CHUBBIES COMING FOR UNCRUSTABLES. BRANDS LIKE AG1 AND RHEAL FOCUS ON TASTE, BRAND, AND PURPOSE, WITH DEHYDRATED PRODUCTS REDUCING GLOBAL FOOTPRINTS.

The Liquid Diet Evolution

REMEMBER SLIMFAST? IT PAVED THE WAY FOR SOYLENT, HUEL, AND NOW A NEW WAVE OF LIQUID MEAL REPLACEMENTS CATERING TO THOSE TOO BUSY TO CHEW. ARE WE EXPECTING THE CRAZE TO GO DOWN THE LONGEVITY ROUTE? THINK DNA-BASED OR BIOMARKER-DRIVEN NUTRITION: LIQUID DIETS COULD EVOLVE TO OFFER TAILORED FORMULAS BASED ON INDIVIDUAL GENETICS, METABOLISM, OR HEALTH BIOMARKERS. THINK OF DRINKS CUSTOMISED FOR GUT HEALTH, MENTAL CLARITY, OR EVEN HORMONAL BALANCE. OR WILL WE SEE MORE OF A SOLID-LIQUID HYBRID: BRANDS WHICH POTENTIALLY COMBINE THE CONVENIENCE OF LIQUID MEALS WITH THE SENSORY EXPERIENCE OF CHEWABLE COMPONENTS LIKE BEADS, GELS, OR CRUNCHY ADD-ONS - LOOKING AT YOU ALOE VERA DRINKS.

Snacking as a Lifestyle

SNACKS ARE THE NEW MEALS. LUNCHABLES HAVE EVOLVED INTO 'GIRL DINNERS' (A RANDOM MIX FROM THE FRIDGE). RAT BOY MEALS (7-DAY OLD LEFTOVERS WITH HOT SAUCE) ARE TRENDING, THE FUTURE OF FOOD IS PRACTICAL AND PORTABLE.
THE DEMAND FOR EASY, GRAB-AND-GO OPTIONS. PRINGLES' MINGLES, BITE-SIZE CHICKEN PIECES AT QSRS, AND SNACKS LIKE COB POPCORN, DAVID BAR, RIND SNACKS AND DALLY JELLY POUCHES ALL OFFER CONVENIENCE WITHOUT SACRIFICING FLAVOUR.

End of the World

RADICAL CONVENIENCE ISN'T JUST A CHOICE; IT'S A NECESSITY. ENTER THE RISE OF BULK-BUY EMERGENCY FOOD KITS, LIKE COSTCO'S INFAMOUS "APOCALYPSE BUCKET," NOW A STAPLE FOR THE COST-CONSCIOUS.
THIS IS FILTERING DOWN TO THE EVERYDAY CONSUMER WITH AN INCREASE IN A DEMAND FOR TINNED GOODS AND PANTRY STAPLES. THINK TINNED FISH, FANCY JARS OF BEANS AND BRANDS SUCH AS PATAGONIA PROVISIONS .

DYSTOPIAN WELLNESS

A RELENTLESS PURSUIT OF HEALTH AND WELLNESS.

WE'VE ENTERED A WORLD THAT OFTEN FEELS MORE DYSTOPIAN THAN HOLISTIC, WHERE CONVENIENCE TRUMPS TRADITION AND EXTREME MEASURES BECOME THE NORM. THE QUESTION WE MUST ASK OURSELVES IS: HOW FAR ARE WE WILLING TO GO TO MEET OUR HEALTH GOALS WITH EASE?

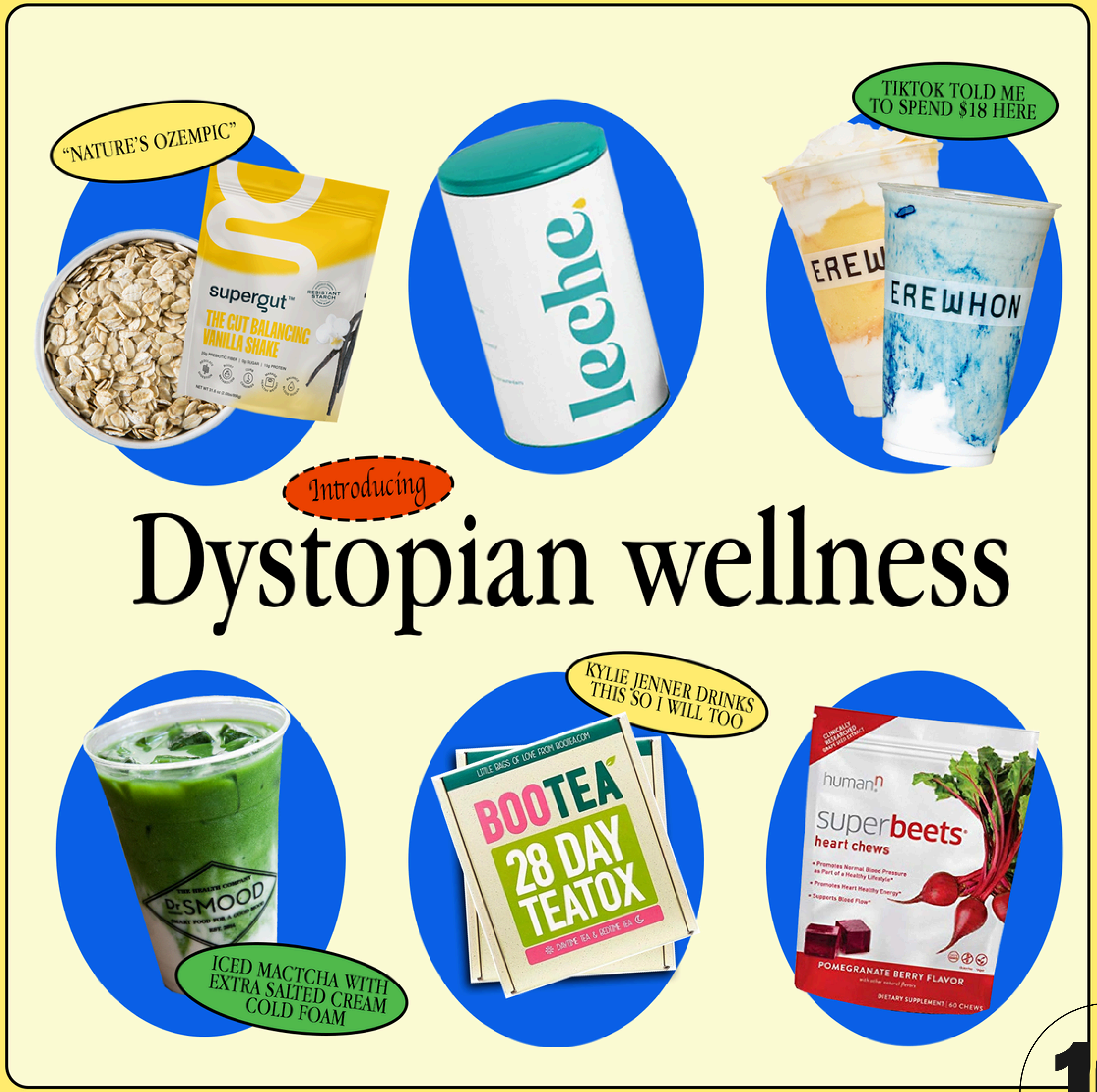
SO, let's start with Leche's powdered breast milk, designed for adults, which pushes the boundaries of ethical consumption in the name of nutrition (albeit maybe this is down to education and arguably is more natural than consuming cows milk). Leche's is 100% donated breast milk, freeze dried to be a powder for creating a drink or adding to food. The obsession with tapping into nature's most potent substances ***has never been more apparent.***

Even the rise of GLP-1 diets driven by drugs like **Ozempic** and **Wegovy**, once confined to treating diabetes, are now dominating the weight loss conversation. Companies like Supergut, marketed as "Nature's Ozempic," are gaining traction in stores like **Sprouts** and **Erewhon**, offering functional foods that claim to mimic the effects of GLP-1 medications, looking at you Lemme.

Expect a push for clearer definitions of terms like "probiotics," "prebiotics," and "GLP-1 mimics." The lack of consistency around what constitutes a "probiotic" product, or what level of appetite suppression qualifies as GLP-1-like, has created a gray area. Misleading terms such as "curbs appetite" could be banned or require significant qualification (e.g. dosage-specific disclaimers).

The proliferation of TikTok's cheap alternative trend 'Rice/Oatzempic', drinking starchy rice water to miminc the feeling of fullness, further illustrates our growing willingness to embrace shortcuts over sustainable habits; despite the potential health risk of an unvalidated method.

All because the TikTok 'enthusiasts' had their way.



JUICY BRICK

EAT WELL

The appeal of convenience and customisation may seem alluring, but at what cost?

IN THE BACKDROP,

Regulatory bodies struggle to keep up with these rapid changes. Labelling regulations are playing catch-up, especially as products like lab-grown meat and AI-driven dietary solutions hit the shelves. The question of how to regulate and label these innovations remains a critical challenge.

Brands like Dr Smood, which markets itself as “the healthiest cafe in the world,” further emphasises the dystopian turn of the wellness industry.

Their offerings, which include everything from functional beverages to “smart” foods, underscore the lengths to which brands will go to cater to a consumer base obsessed with health at any cost.

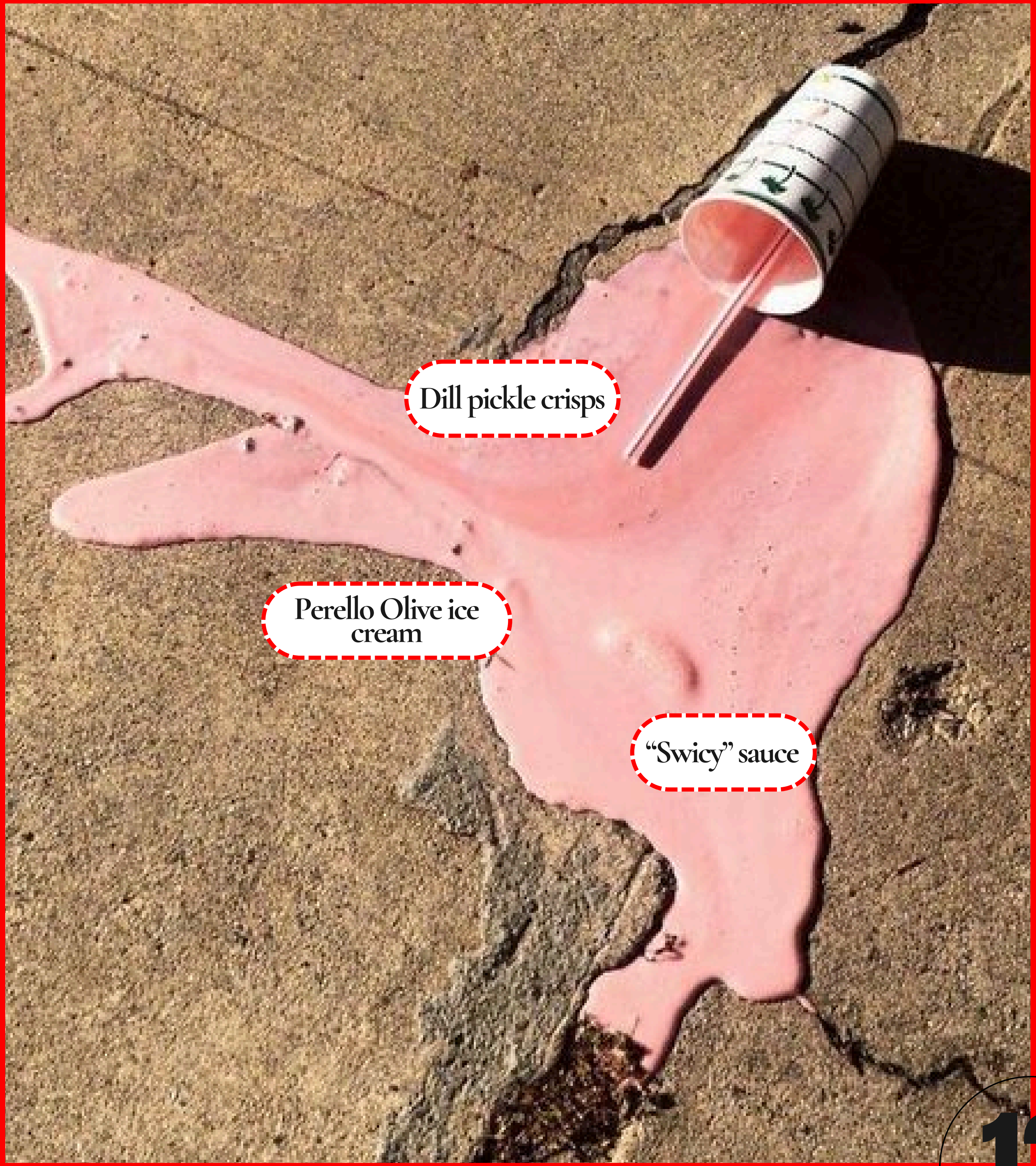
As dystopian wellness continues to reshape the food and beverage landscape, it becomes clear that the future of health and convenience is working for positive change.

In a world where nearly **20%** of kids are obese and the number of people with diabetes has quadrupled in the last 40 years (arguably the correlation to the rise of ultra-processed food since the 80s) we think the marriage of technology and wellness is giving us knowledge to empower the choices we make, not sure we’re quite ready for a breast milk smoothie; but never say never.

Tech is transforming our relationship with food through brands like Zoe, Whoop, and Levels, offering personalised insights on nutrition and metabolism. This is important as it empowers healthier choices, yet it’s also eerie as our bodies become data points. Fascinatingly, **it blurs the line between human intuition and algorithmic control.**

THE TIPPING POINT

THE QUESTION ISN'T JUST "WHAT'S NEW?" BUT "WHERE DOES IT END?”



AS TRENDS CLIMB THE CURVE, BRANDS RUSH TO CAPTURE FLEETING CONSUMER ATTENTION, OFTEN LEAVING INNOVATION BY THE WAYSIDE.

We're witnessing this in categories like spicy food products, where the unexpected now feels predictable. What started with the novelty of "swicy" (sweet and spicy), championed by startups like TRUFF and Fly By Jing, now risks descending into bland uniformity as even big players like McCormick and celebrity brands like Hot Ones by First We Feast flood the market with similar offerings.

Similarly, the booming ice cream space—once dominated by indulgence—has shifted into healthier alternatives. Startups like Halo Top and Yasso paved the way, but now with Unilever and Nestlé entering the fray alongside celebrity-backed brands like LEC (Charles Leclerc), Serendipity (Selena Gomez), Vanilla + Olive Oil (Dua Lipa, brand yet to be announced) it's serving analysis paralysis in the freezer aisles

Then you've got the flavour disrupters, like 16 Handles who recently launched French Fry flavoured Fro-Yo, Anya Hindmarch who once again thrilled us with the annual Ice Cream Project selling Soy Sauce + Perello olive flavours.

OUR PREDICTION for ice cream is innovation needs to be focused on form factor more than flavour – harping back to **the success of Dippin' Dots, Japanese brand Karin launching an ice lolly range that doesn't melt and has a fruit-like texture or even the viral Mango Ice lolly (shaped with an ombre coating to mimic a perfectly ripe Mango).** As discussed, the rise of snacking is one of the few areas still offering fresh ways to engage consumers across all form factors it should be a priority for brands looking to innovate in saturated categories.

Perhaps it's time to return to the basics or, better yet, rethink what genuinely adds value, rather than just cluttering the market.

MILLENNIAL TAKEOVER OF CLASSICS

JUICY BRICK

fat is brat

There was a time around 2007 when Gwyneth Paltrow was queen of health fads...

Somewhere along the line us consumers were told fat is bad (fools) but over the last 5 years (looking at you Bulletproof coffee) we've started to come back to our senses and now, **fat is brat baby and we are here for it.**

Legacy brands and newbies alike are cashing in on our cabin fever and economic stress, basically telling us that as long as there's flavour infused butters in the fridge, life can't be all that bad, right?

BUTTER

All things Butter, Butt, Beurre Seoul, Old Bay's introduction of Garlic Butter, Anchor launches squeezy butter and the sister of butter Ghee.

CHEESE

Roth Cheese Dip & Spread, Freeze dried/bakes bites + creedo squirty cheese, laughing cow launches everything bagel flavour, Fauxmagerie (vegan imitation of high end cheeses).

ICE CREAM

Little Moons Mochi, Precision fermentation also makes a mark, with Perfect Day offering animal-free indulgence. Sabrina Carpenter linking in with Van Lewen on the Espresso range.

GUT HEALTH

Functional fats meet wellness in the form of gut-friendly products, like those from Yakult, that fuse health and taste.

ALTERNATIVE FATS

Sustainability meets flavour with algae-based oils from companies like Algae Cooking Club, offering new dimensions to cooking. Additionally, olive oil butters and seed oils are redefining the everyday pantry.

VIETNAMESE COFFEE CULTURE

At Miilk reinvents coffee with bold, natural flavors rooted in tradition, offering robust, high-caffeine coffee that's rich in antioxidants.

DAIRY'S COMEBACK

A2 milk (aka lacto - free dairy milk) and other dairy innovations signal a return to natural fats, embraced by both traditional and health-focused consumers. We predict a Gen Z milk player to enter the market - looking at Liquid Death + Fishwife as examples of playing in more traditional, saturated, markets

FROZEN GETS A FACE LIFT

WHERE IT'S HEADED...

FROZEN FOOD IS NO LONGER SYNONYMOUS WITH CHEAP, UNHEALTHY MEALS. EXPECT MORE PREMIUM OFFERINGS, INFLUENCER-DRIVEN LAUNCHES, AND SUSTAINABLE INNOVATIONS WITH A MORE EDUCATED CONSUMER AUDIENCE ALSO RECOGNISING REDUCED FOOD WASTAGE WITH FROZEN.

As health-conscious consumers seek convenience, the frozen aisle will continue to diversify, proving that "frozen" can mean high-quality, HEALTHY, trend-setting meals for any time of day; catering to all families whether their priority is health, convenience, indulgence or individual portion sizing.

It's not a surprise that frozen is a growing category with the boom in airfryers + toaster cooking.

Smoothie Pods. Convenience meets health with Everipe and Daily Harvest offering frozen smoothie pods that provide a quick, nutritious start to the day.

Chicken Nugget Revolution. Brands like Nuggs are redefining frozen nuggets with plant-based options, while Leon's GFC chicken nuggets offer gluten-free, healthier alternatives—perfect for a more discerning audience.

Iceland/Walmart. Iceland is spearheading frozen food as a premium offering, moving away from "cheap" connotations with gourmet options, while Walmart partners with innovative brands to enhance its frozen aisles.

Chocolate-Coated Fruit. Brands like Forest Feast are turning frozen chocolate-dipped fruit into a guilt-free indulgence, blending health with decadence.

Sides, the QSR fried chicken brand created by YouTube stars The Sidemen, is expanding its presence with the launch of a new frozen retail range in Iceland.

Celebrity Influence. Sidemen Frozen is an example of influencers driving innovation, bringing trendy, convenience-focused frozen meals to mainstream retailers like Iceland.

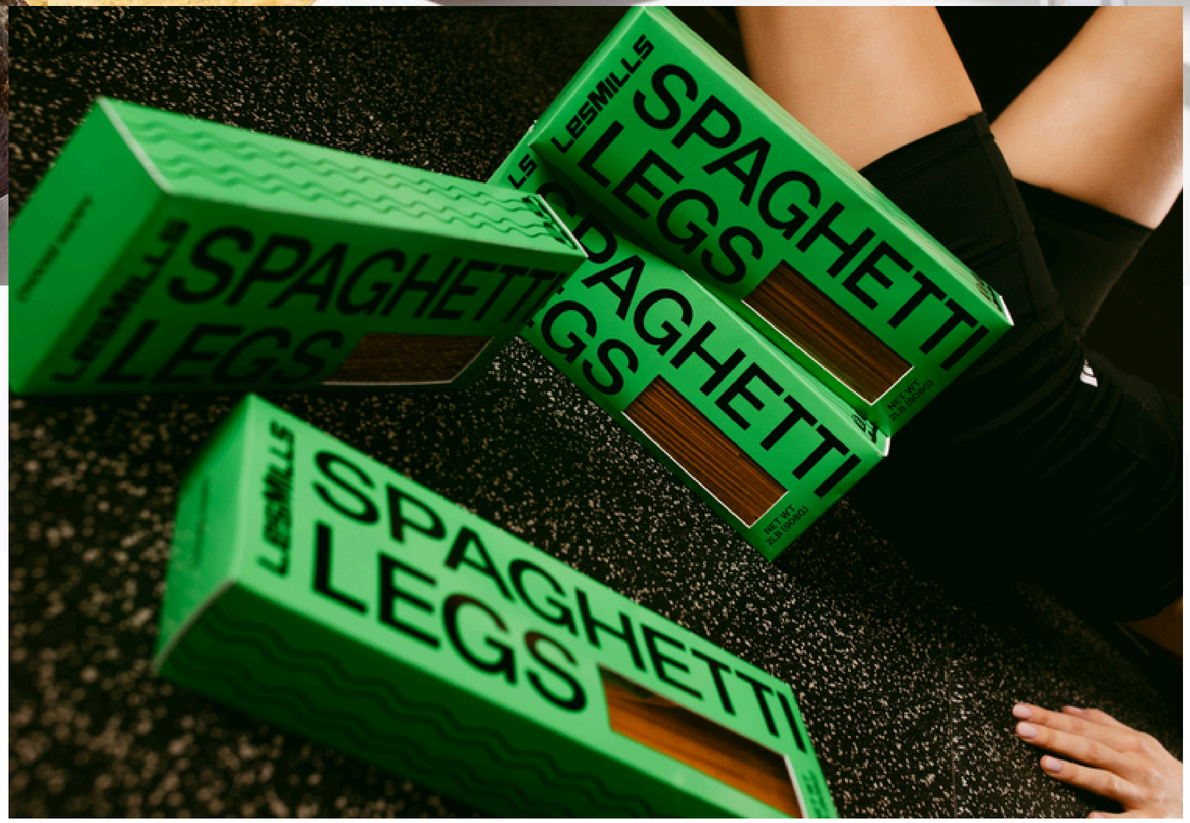
Sustainable Seafood. Afishionado leads with eco-friendly frozen seafood packaging, reflecting the industry's push towards sustainability.

Cultivated Seafood. The future is here with BlueNalu's cultivated fish sticks, merging ethical sourcing with the frozen food trend.

UNEXPECTED FOODIE PARTNERSHIPS

THE WEIRDER THE PARTNERSHIP, THE BETTER THE IMPACT.

IT'S NO LONGER JUST ABOUT ALIGNING VALUES; IT'S ABOUT CREATING A SPECTACLE THAT LEAVES CONSUMERS BOTH BEWILDERED AND INTRIGUED. TAKE IHOP X PEPSI'S MAPLE SYRUP COLA — A DRINK THAT MAKES YOU QUESTION EVERYTHING YOU THOUGHT YOU KNEW ABOUT BREAKFAST BEVERAGES. OR CHIPOTLE'S BIZARRE YET BRILLIANT COLLABORATION WITH WONDERSKIN, BIRTHING A BURRITO-PROOF LIP STAIN DUBBED "LIPOTLE."



These unlikely pairings create cultural moments, forcing us to rethink the boundaries of branding and, perhaps, making us crave a little more chaos in our everyday lives.

Cinnamon Toast Crunch has been on a partnership spree that we are living for. From dessert taco shells with **Old El Paso** to cinnamon glazed bacon with **Black Label** and Cinnomon Toast Spread with **B & G Foods**.

Pringles teamed up with **The Caviar Co** to offer the ultimate luxury tasting experience (a perfect example of catering to the high/low market) and **Tajin** is leveraging other brands' captive audiences to enter unlikely markets (ice cream/ Mayonnaise).

The fashion world wasn't immune either, with **Lick x Mac's** black-themed collection, proving that even ice cream and makeup can find common ground in the colour palette. And who could forget **Elf x Liquid Death's** unexpected blend of beauty and water, a partnership as refreshing as it is confusing.

Even smaller brands are jumping on the trend, like **Les Mills** with their "Spaghetti Legs", **Surreal Cereal** teaming up with **Gym Shark** on a protein limited edition cereal SKU or **Milk Bone** working with **Dunkin' Donuts** on their dog treat range.

THE EAST ASIAN TREND MOVING WEST

HERE ARE NINE RECENT EXAMPLES THAT HIGHLIGHT THIS SHIFT...

THE FOODIE SCENE HAS BEEN DOMINATED BY EASTERN INFLUENCES FOR YEARS, FROM RAMEN STREET FOOD VENDORS TO A SATURATED CHILLI CRUNCH GROCERY AISLE. ITS NOW PAVED THE WAY FOR INDIAN INFLUENCE AND THIS TREND ISN'T JUST APPEARING IN TRADITIONAL CATEGORIES BUT UNEXPECTED PLACES, SUCH AS ALCOHOL, SNACKS, AND CANDY.

LET’S TAKE A LOOK...

1. **Choolaah's Mango Lassi -** This fast-casual chain based in Ohio has capitalised on the popularity of the lassi, offering a Mango Lassi made with premium Alphonso mangoes. The drink has become a bestseller, demonstrating the potential for traditional Indian beverages in the U.S. market.
2. **Skippi's Crazy Corn -** Known for their ice popsicles, Skippi has expanded into savoury snacks with flavours like Cream & Onion and Lemon & Mint, showcasing how Indian snack flavours are diversifying beyond their traditional formats. In the UK a family run Indian influenced snacking brand recently went viral for it’s music video ‘Return of the Snack’ using the founder - Mr Singh front and centre to promote his Chilli Crisps.
3. **ITC Sunfeast's Super Egg & Milk Biscuits -** Targeted at children, this product is a part of ITC’s (India’s leading FMCG brand) broader push to integrate Indian flavours and ingredients into mainstream snacks, combining nutrition with taste in a format familiar to Western consumers.
4. **ADF Foods' Roti Wraps -** With flavours like Paneer Biryani and Tandoori Aloo, these wraps bring Indian street food to Western markets, making traditional flavours more accessible in convenient, on-the-go options.
5. **Turmeric Latte Chocolate -** Health-focused confectionery brands are incorporating Indian spices like turmeric into chocolate bars, offering consumers a blend of indulgence and wellness.
6. **Van Houten's Spiced Chocolate -** The global chocolate giant has started incorporating Indian spices into their premium chocolate lines, reflecting the trend of adding complexity and heat to sweet treats.
7. **Chai and Saffron Flavoured Protein Bars -** Health food brands are using Indian spices like chai and saffron in protein bars, catering to the growing demand for exotic yet familiar flavours in the wellness segment.
8. **Good Phats -** A classically branded Ghee focussed across cooking + spreads. Ghee is SO traditional and is dominated by bigger brands with no personality. With generational shifts it’s a category wide open for a brand to emerge and offer something different to what your mum has always used.
9. **Paul John -** Indian Whisky stands out with its tropical climate maturation, yielding rich, intense flavors. Using Indian six-row barley and traditional copper pot distillation, it offers a unique, exotic taste profile. It's fascinating to see India emerge as a quality whisky producer.

FRUIT IS GETTING A BIT FRUITY

FRUIT AND VEG ARE GETTING REBELLIOUS, DRESSING UP AS DEHYDRATED, COATED, OR INFUSED DISGUISES.

FANCY A FRUIT - FLAVOURED CRISP? HOW ABOUT A HEALTHY DIP? YOU’RE NOT ALONE. IT’S TIME TO EMBRACE THIS FRUITY INVASION WITH OPEN ARMS —AND OPEN MOUTHS.

FRUIT AND VEG ARE NO LONGER CONTENT WITH SIMPLY CHILLING IN THE PRODUCE AISLE.

They're everywhere now, taking over the food and beverage world like a quirky pop star turned food entrepreneur. You'll find freeze-dried beetroot pasta from **Cornwall Pasta Co, Oishii Strawberries + Rockit Apples** that look like they've been plucked straight from a high-end fruit fantasy, Sun World launching multiple, elevated grapes akin to how you might choose a muscat over a pinot noir.

Not stopping there, Apple Crisps with a chilli twist from Snack Gusto and infused mango-flavoured grapes from Marks & Spencer are changing the snack game. And those traditional chocolate snacks? They've been given a healthy makeover by Oppo Brothers' dipped treats and the-nu-company's choco snacks. Fruit and veg are getting rebellious, dressing up as dehydrated, coated, or infused disguises.

OUR 2025 BINGO CARD

JUICY BRICK

HIGHLIGHTING THE TRENDS AND INNOVATIONS WE EXPECT TO DOMINATE THE F&B LANDSCAPE IN THE COMING YEAR.

Aspirational kid's snacks (brands finding the sweet spot of marketing to children and not their millennial parents)	More **mainstream microdosing brands** across alcohol/ THC/ CBD/ Psylocibin	**New Chocolate revolution.** Chocolates that are mixed with different ingredients. E.g. mushrooms	**Spicy/savoury flavours** pop up in unexpected places e.g. drinks/candy/ deserts (looking at you pickle flavoured KIN)	Single-origin and **Transparent sourcing**- brands emhasising ingredients grown within a 50-100 mile radius of production
Functional cooking ingredients i.e. collagen infused olive oil or protein infused butter	**Protein brands focused on kids** (not just in snacking but even charcuterie platters and more)	Gut health will remain a priority, with more emphasis on **microbiome friendly foods**	To combat plastic waste, more brands will explore **edible packaging options** or for fruit and veg shelf life extending labels	**AI-Driven Personalization**
Single-portioned desserts to allow indulgence at any moment – mighty slice is a great example	**Helping hand with dietary issues toppings/drinks** i.e. the acidic coffee sachets + anti-spice milk drink		Bites are the way forward, we will see **everything we know and love become bite-sized** – big mac turns into grab balls?	Your beloved **restaurants making sauces/starter ready meals** the same quality of the dishes you know and love
The entertainment world is about to get edible with the launch of the immersive Netflix House.	**Pop your frozen snacks in your airfryer for a mid-morning snack** offering a more nutritious protein enriched elevenses	Protein, nothing new to the foodies in us, however **counting protein macros is hitting the mainstream customer**	**The rise of the bodega and independent supermarket**	**The dessert space will continue to have more savoury cross-over**
Cheese! Its either traditional or speciality. We spy a category that's 'gouda' be revamped	**Sugars.** new sweeteners, natural sugars, sweetness alternatives and flavoured Honey	**Ever more spice.** Spicy flavours pop up in unexpected places e.g. drinks/soft drinks	**Mushrooms continue to grow.** Knowledge of food benefits grow and different species of mushrooms become more popular	**Pickles + Sours**

From aspirational kids' snacks to a chocolate revolution, these predictions tap into emerging consumer desires, evolving technologies, and the ever-shifting demands for convenience, sustainability and indulgence.

HOT

What's hot right now? Protein-packed everything, edible beauty products, and indulgent but portion-controlled desserts. Caviar-inspired ingredients (think truffle or olive oil caviar), pistachios, macadamia, and dates are having a moment, along with gut health, carob, matcha, GLP-1 foods, and upcycled ingredients. Pickles are in a transitional phase, while adaptogens are cooling off. Meanwhile, celeb-owned alcohol brands, spirulina, cereal, kombucha, pumpkin spice, and oat milk are on the decline, and even water is losing its buzz.

(1) Anything with protein

(2) Edible beauty

(3) Caviar (making other ingredients into caviar eg., truffle/ olive oil)

(4) Indulgent, portion controlled desserts

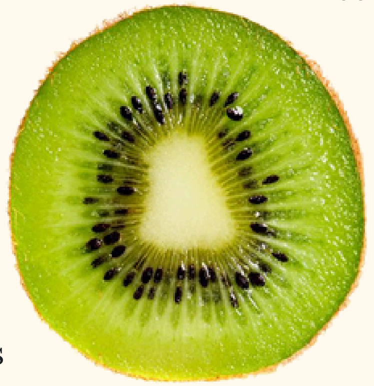
(5) Pistachio/macadamia

(6) Pickle / the future of

(7) Carob

(8) Matcha

(10) Gut health



(11) Dates

(12) GLP-1 foods

(13) Upcycled foods

NOT

(14) Celeb-owned alcohol brands foods

(15) Cereal

(16) Water (going down)

(17) Spirulina

(18) Kombucha

(19) Pumpkin Spice

(20) Oat milk

Thank you for reading

If you'd like to work with us or follow for more regular insights please get in touch via the channels below:

HELLO@JUICYBRICK.COM
WWW.JUICYBRICK.COM