



SPOTTED... AUGUST 25

A sneak peek into consumer demands, flavours,
and future trends, spotted in August 2025.

Cuisine Spotlight . Panko . New wave Health .

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FUTURE FOOD TRENDS REPORT

AUGUST 2025

Cuisine Spotlight

diverse culinary landscape

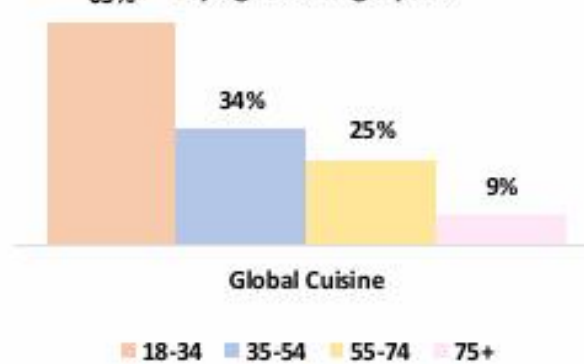
Global Cuisine

Global Cuisine, fusion but not as you know it.

Instead, its about the foods blended with integrity, through chefs of dual nationality, influence from adopted homes, and dishes inspired by travels. This cuisine is being consumed more by a younger audience.

Those who ate Global Cuisine in Q1 2025

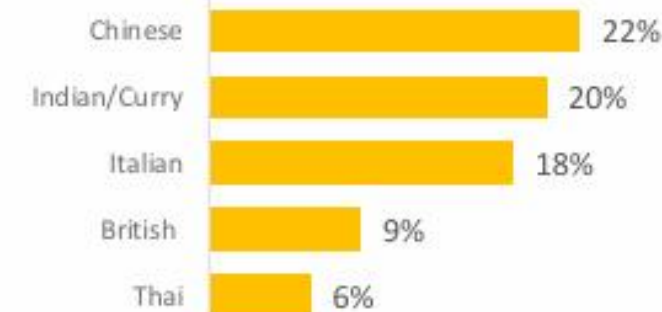
By age Demographic



Modern Chinese

Modern Chinese offers many consumers the opportunity to try new dishes whilst not straying too far from what they know – safe exploration. It's popularity coincides with a rise in those ordering takeaways.

Favourite meals when ordering takeout or eating out Q1 2025



Modern Indian

Modern Indian cuisine emphasises craftsmanship and ancient techniques. While consumers can make an Indian curry at home, they value the skill behind their favourite flavours when dining out or ordering takeaway.

What is your favourite dish when eating out or ordering food for delivery?

'When eating out I try to eat things I can't cook or can't be bothered to cook at home.'

'Probably a really great Indian meal with lots of different dishes as I don't cook Indian from scratch'

'Something I can't make at home. I love Ethiopian and Indian food'

big fusion, hyper creative

regional, snacks, fusion

THE FUTURE OF PANKO BREADCRUMBS...



In 2022, the UK breadcrumbs market generated around USD \$6 million, and is expected to grow to USD \$8.2 million by 2030. Within this market, panko breadcrumbs is the fastest-growing segment — outpacing traditional dry or fresh breadcrumbs. ([Market data forecast.com](https://www.marketdataforecast.com))

Why is the consumption of Panko breadcrumbs increasing at home and in foodservice?

- Consumer preference - looking for a light, airy breadcrumb that is suitable across many applications.
- Its mild taste makes it a flexible ingredient for both savoury and even sweet applications—used in coatings, gratin toppings, meat binders, and more—without imposing a distinct flavour.
- The RISING interest in global cuisines - we can even supply seasoned varieties of Panko.
- Consumers are looking for restaurant-style options and textures for home cooking.

Panko breadcrumbs are popular in UK foodservice — and it's not just a passing trend. Their exceptional texture, versatility, and efficiency make them a go-to staple for chefs wanting a reliable, crispy performance.

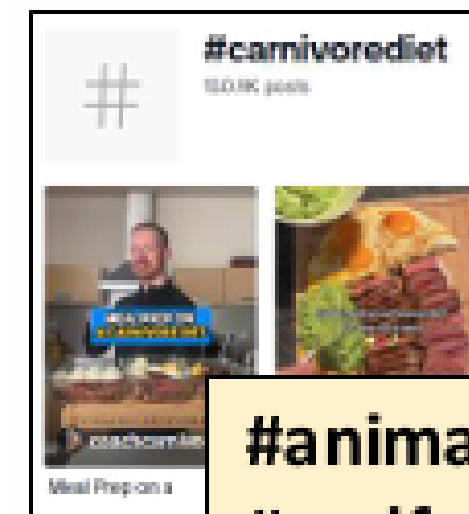
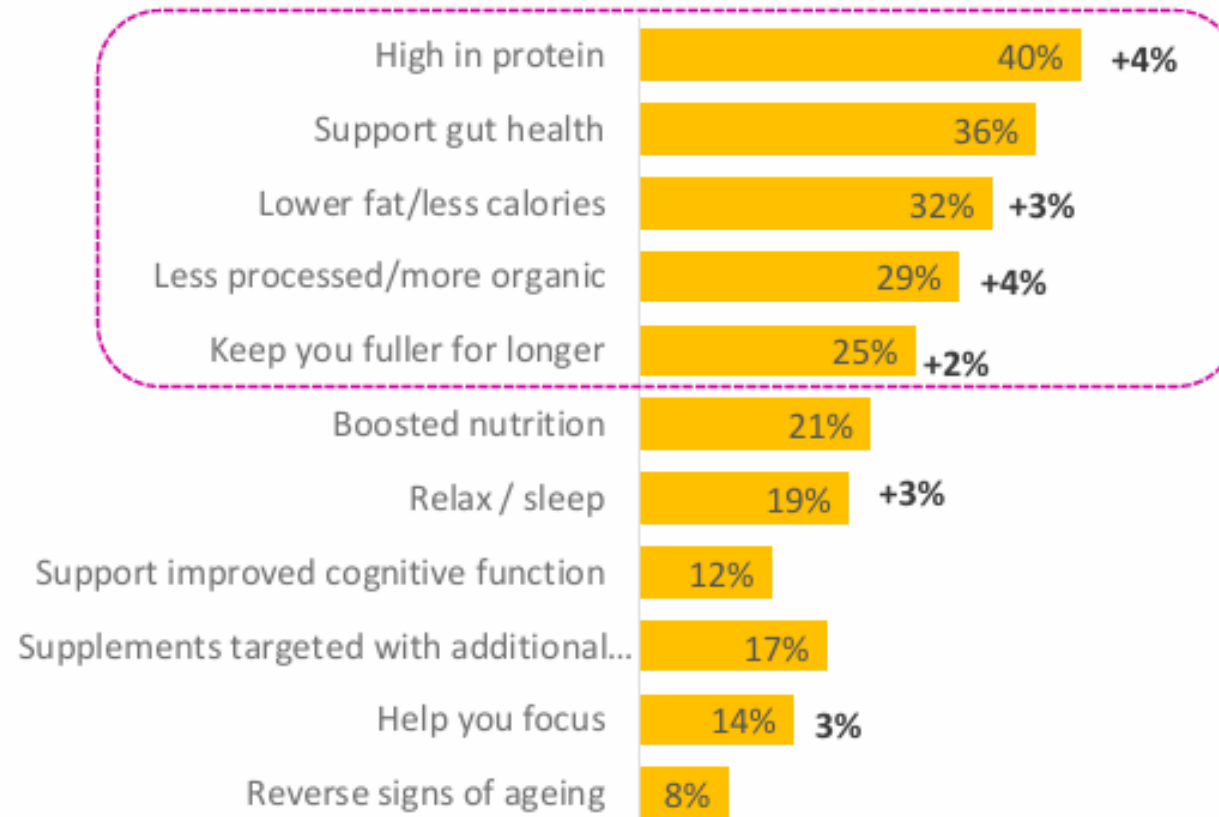




Fewer ingredients,
focus on wholefoods

*Future Food
Tracker.*

Health & Wellbeing Food & Beverage Products Purchased Q1 2025 vs Q4 2024



Social media
meat-based
diets -focus
on simplicity

#animalbased
#realfood
#cavemandiet
#carnivorediet

Gut health ruled in 2024 (and is still very much on everyone's minds). But the 'buzz phrase' has been replaced in 2025 with a new health crusader – protein. with 66% of British consumers (according to [NIQ](#)) actively considering their health, and 60% of global consumers ([FMCG Gurus](#)) influenced by products high in protein, it's a 'fad' speciality retailers shouldn't be ignoring – particularly as the demographic is so broad. [Speciality Food Magazine](#)



46% of consumers prioritise gut health: Digestive wellbeing tops the list, ahead of brain health (28%) and skin health (13%), highlighting the growing influence of gut health in consumer decision-making and wellness trends.

*Vypr Aug
2025*