

FOOD TRENDS

The shift from plant-based to **plant-forward**

Why whole foods are winning the plate.

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From imitation to ingredients

FROM

**Ultra-processed meat
substitutes**

 Long ingredient lists

 Highly processed

 Imitation

TO

Whole foods

 Trusted ingredients

 Familiar formats

 Authenticity

**The shift: less imitation, more authenticity.
Something people can trust.**

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Consumers are moving toward **pulses, whole grains, and seeds**

Protein source consumption

Q3 2025, net % eating more vs. less than 6 months earlier

Nuts & seeds

+15%

Beans & pulses

+12%

Plant-based meat alternatives

-15%

Source: Future Food

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Structural shift or passing trend?

74%

of consumers now choose plant-based meals at least occasionally

What matters to them now:



Value



Convenience



Familiar dishes



Transparency



Real sustainability



Nutrient density

Less like a trend. **More like a category growing up.**

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SIGNS OF MATURITY

Is the novelty of plant-based over?

1

Simpler ingredient lists

Shorter labels people can read and recognize.

2

Protein and fiber focus

Plants chosen for what they deliver, not what they copy.

3

Reimagined pulses

Beans and lentils as the star, not just a meat swap.

The winners aren't replacing meat. They're reimagining plants.

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What's **winning**?



Ingredient-first: beans as the hero

- ✓ A pantry staple turned into the main event
- ✓ Celebrating variety and where food comes from
- ✓ Stories about taste, sustainability, and whole foods



Affordable, pulse-led convenience

- ✓ Meals built around vegetables, grains, beans, and pulses
- ✓ High protein, real nutrition, and balanced plates

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**Are you seeing this shift
in your kitchen?**

**Is plant-forward here to
stay?**

Let's keep the conversation going

Comment below or send me a message.

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