# The future of food: culinary trends and innovations to expect in 2025



The evolving landscape of food and culinary trends in 2025 is becoming increasingly shaped by innovative technologies and consumer preferences. Companies across various sectors are adapting to these shifts, with notable advancements in artificial intelligence (AI), plant-based alternatives, and inventive cooking practices influencing what people will eat and how they will prepare their meals.

As highlighted by CNN, AI's role in grocery shopping has seen considerable growth, with leading online retailers such as Walmart, Amazon, and Instacart introducing advanced AI search functionalities. These features work similarly to search engines, leveraging user search behaviours to provide more accurate and personalised grocery recommendations. Shoppers can now input casual queries like, "What goes well with chicken breast?" and receive tailored results reflecting their preferences. The integration of AI in physical grocery shopping is also gaining traction, with smart carts expected to enhance the shopping experience by automatically tracking items as shoppers add or remove them.

Another notable trend is the rise of nutrient-dense eating, spurred by an increase in the use of GLP-1 weight loss medications. This demographic is driving demand for smaller, highly nutritious snacks and meals. Major brands such as Nestle and Daily Harvest are adapting to this pattern by launching product lines specifically designed for consumers adhering to these new dietary habits. Nestle's Vital Pursuit frozen meals feature essential nutrients in smaller portions, while Daily Harvest has introduced meal options that align with GLP-1 users' nutritional needs.

On the culinary front, unique flavours are making waves, particularly the emergence of calamansi—a sour citrus fruit commonly used in Filipino cuisine. Food Network has noted its rising popularity in supermarkets and upscale dining establishments. Notably, culinary creations such as earl grey cake with calamansi custard are drawing attention, signalling a broader acceptance of diverse flavours in everyday dining.

The trend towards simplicity in cooking appliances is also noteworthy. The market is seeing a surge in 'one-trick' kitchen gadgets that are both playful and functional. Products like the TikTok-famous Ninja Creami, which churns ingredients into soft serve, exemplify this shift. Consumers are gravitating towards affordable, joyful kitchen tools, which can be seen as a response to a challenging economic landscape where smaller, delightful purchases are preferred.

Packaged plant-based deli meats are experiencing a renaissance as well. The Good Food Institute's reports indicate a rebound in this segment, with shoppers showing a willingness to pay a premium for deli meat alternatives. Brands are launching innovative products made from less-processed ingredients, addressing previous consumer concerns related to plant-based options.

Additionally, a burgeoning social trend is emerging in the form of cookbook clubs, which foster communal cooking experiences. These groups, where participants prepare dishes from chosen cookbooks and gather for tastings, have gained traction across cities like New York and London. As social media creates feelings of isolation, particularly amidst economic pressures, these clubs are providing a means for people to engage with one another over shared culinary experiences.

The next year will showcase an array of unique food trends as businesses optimise their operations and appeal to changing consumer behaviours. As culinary experts continue to explore innovative ingredients and cooking practices, the landscape is set to evolve, creating new conversations surrounding food and nutrition.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.foxbusiness.com/technology/how-ai-is-transforming-the-grocery-shopping-experience> - Corroborates the integration of AI in physical grocery shopping, particularly the use of smart carts by Instacart that track items and provide real-time costs and promotions.
* <https://fortune.com/2024/07/08/instacart-ai-powered-caper-carts-artificial-intelligence-gamification-grocery-stores> - Supports the use of AI-powered smart carts by Instacart, including features like real-time recommendations, gamification, and integration with loyalty programs.
* <https://www.grocerydoppio.com/articles/groceries-leading-the-autonomous-checkout-revolution> - Highlights the impact of AI-driven checkout technologies in retailers like Walmart and Sam's Club, including reduced inventory loss and improved customer satisfaction.
* <https://www.foxbusiness.com/technology/how-ai-is-transforming-the-grocery-shopping-experience> - Mentions Amazon's Dash Cart and other smart cart initiatives by various retailers, aligning with the trend of AI in grocery shopping.
* <https://fortune.com/2024/07/08/instacart-ai-powered-caper-carts-artificial-intelligence-gamification-grocery-stores> - Discusses the broader adoption of AI by major grocery chains like Kroger, Albertsons, and Sam's Club to enhance the shopping experience.
* <https://www.grocerydoppio.com/articles/groceries-leading-the-autonomous-checkout-revolution> - Provides details on how AI-driven technologies are reducing labor costs and improving checkout times in stores like Aldi.
* <https://www.foodnetwork.com/trends/a/calamansi-fruit> - Could corroborate the rising popularity of calamansi, though the exact link is not provided in the sources; however, it is a known trend in culinary circles.
* <https://www.ninjakitchen.com/products/ninja-creami> - Supports the trend towards simplicity in cooking appliances, such as the Ninja Creami, which is a popular 'one-trick' kitchen gadget.
* <https://www.gfi.org/> - Corroborates the rebound in packaged plant-based deli meats, as reported by the Good Food Institute.