



The Protein Profile

THE 2025 PRIMER FOR PROTEIN
TRENDS AND TIPS

2025

A Message from Our President

Gonzalo Petschen, Group President, Cargill's North American Food Business

At Cargill, our North American Food team is proud to play a critical role in understanding and shaping the global protein landscape. Our third annual Protein Profile offers a comprehensive look at the trends, behaviors and cultural shifts driving the demand for protein in 2025 and beyond.

We've delved deep into consumer preferences, cultural dynamics and the role of innovation across the protein space through our own world-class research and that of our partners. One message emerged loud and clear: Protein has never been more essential to consumers' health and dietary choices, and animal protein remains their preferred choice.

Beef, chicken and eggs remain staples in households, prized for their taste, nutritional density and versatility. Social media platforms like TikTok and Instagram are amplifying this demand, driving conversations about the essential role of protein in physical and emotional well-being. These insights guide us as we innovate and provide solutions that meet the evolving needs of consumers, customers and partners alike.

As the cornerstone of consumers' diets, protein is fueling more than just meals – it's fueling connections, lifestyles and aspirations. The trends identified in this report point to three key territories:

- **Protein reigns supreme as the most critical macronutrient in our diets**

Protein has expanded from being the star of dinner plates to becoming a staple across all meals and snacks. Animal proteins such as beef, chicken and eggs remain household favorites for their complete nutrition, taste and versatility, reflecting the growing importance that consumers place on these dietary staples. Consumers are also incorporating protein into their daily routines with portable options like fast food sandwiches, jerky, protein bars and shakes. For Millennials and Gen Z, the convenience and quality of handheld protein options (chicken sandwiches, burritos) make them ideal for busy lifestyles.

- **Protein delivers on multi-dimensional value**

As inflation and rising food costs persist, consumers are redefining what value means in protein. Many are turning to bulk buying and freezing portions to maximize budgets, while others are focusing on affordable staples like ground beef and chicken. At the same time, consumers desire premium experiences at home, recreating restaurant-quality meals that feel indulgent yet accessible, such as steak. Protein is expected to deliver on taste, value and convenience, reflecting a complex set of expectations from today's savvy shoppers.

This does not mean that foodservice is no longer a viable option for protein among consumers. Rather, it highlights the need for operators to reduce the risk that comes along with paying a higher price for a premium occasion. As consumers continue to be more selective for their foodservice occasions, operators should be looking at ways to retain loyalty – which is often obtained by combining elevated value with justifiable prices.

- **The social subcultures of protein**

Social media is driving an evolution in how consumers think about and engage with protein. Platforms like TikTok and Instagram are amplifying trends such as carnivore diets, high protein regimens for fitness and fusion-inspired culinary exploration. Gen Z, in particular, is embracing bold and multicultural flavors, while Boomers are staying loyal to classic, high-quality offerings. This interplay of tradition and innovation highlights the role of protein as a cultural touchstone, connecting consumers across generations and preferences.

Working hand-in-hand with our producers and customers, the Cargill North American Food team is uniquely positioned to deliver the innovation, quality and trust that today's consumers expect.

Whether it's pioneering new ways to make protein more accessible, providing bold and diverse flavors or ensuring sustainability throughout the supply chain, we are proud to serve the people who count on us.

Together, we are building a food-secure world – ensuring that more people and communities have access to nourishing protein for generations to come.

Gonzalo Petschen

**Gonzalo Petschen, Group President
Cargill North American Food Business**

Three Key Trends

TREND

1

Protein reigns supreme as the most critical macronutrient in our diets:

People are eating more protein than ever, especially meat and poultry.

74%

of consumers say, "Eating meat is an important part of my diet".¹

61%

of consumers are increasing their protein intake in 2024, up from 48% in 2019.¹

TREND

2

Protein delivers on multi-dimensional value:

Consumers are prioritizing affordability without sacrificing taste.

46%

of consumers consider the cut or type of meat as a critical factor when shopping for animal proteins, often favoring premium options to replicate dining-out experiences.¹

40%

A steak dinner at a restaurant is viewed as a way to indulge in good food and connect, with 40% viewing the occasion as an opportunity for "quality time" with friends and family.²

TREND

3

The social subcultures of protein:

Social platforms are driving subtrends like the rise of carnivores, fusion foods and plant-based proteins.

52%

of consumers have tried a new food item after seeing it on social media.³

25%

of consumers cite social media or websites as key influences on their eating approaches, with platforms like TikTok and Instagram introducing wellness trends and diverse cuisines.¹



TREND

1

Protein reigns supreme as the most critical macronutrient in our diets

A shift in preferences towards whole, minimally processed foods is giving animal proteins a chance to shine. Consumers say they choose animal protein because it's tasty, nutritious and filling.

Protein remains the most universally sought ingredient/nutrient in consumers' approaches to food⁴

- **61% of consumers are increasing their protein intake in 2024, up from 48% in 2019.**¹

*Specific to beef, about 1 in 5 (18%) beef consumers anticipate consuming more beef in the coming year compared to the past year. This is an increase of 7 pts. vs. 2022. Gen Z and Millennial consumers are driving this trend and are twice as likely to express this sentiment.*⁵

- **U.S. meat consumption grew from 109 kg to 117 kg per capita between 2018 and 2023 and is projected to grow to 122 kg per capita in 2027.**⁶

Why Consumers Choose Protein

Beyond physical benefits, consumers increasingly view protein as essential for mental focus, emotional well-being and longevity. Protein helps individuals become better parents, partners and employees, supporting both personal and professional goals.¹

Top 5 Reported Benefits of Protein¹

Gives me energy



Tastes good



Fills me up



Helps my body build or maintain muscle



Makes me stronger



Long-term vitality is a key aspiration, with consumers using protein to support immunity, mental clarity and sustained energy throughout the day.¹

77% of protein occasions emphasize nourishment, linking protein choices to benefits like energy and health management, which aligns with the "food as medicine" trend.⁴

Animal Protein Takes Center Stage

Meat, poultry and other animal proteins are high on consumers' shopping lists, based on factors like taste, nutrition and satiety. Animal protein is also perceived as having the most protein per serving.

Consumers prefer animal proteins because they are complete proteins with **minimal processing, offering dense nutrition with fewer additives.**¹

What consumers are saying:

74% of consumers
"Eating meat is an important part of my diet."¹

Beef, eggs and chicken have the most protein per serving compared to other sources.¹

60% of beef consumers
"Beef is very important"⁵
4 percentage point increase in the past 2 years.

How their meals and shopping are impacted:

- More than 75% of consumers typically include animal protein in their evening meals.⁶
- Many consumers are looking for beef products that satisfy dietary restrictions, with between 1 in 3 and 1 in 4 beef consumers interested in beef products that qualify as:⁵

32%
Kosher

28%
Whole 30

24%
Paleo

23%
Halal

Consumers' top protein choices for nutrition:¹

#1  Eggs

#2  Seafood

#3  Chicken

Consumers' top protein choices for taste:¹

#1  Beef

#2  Chicken

#3  Cheese

Looking for Protein on Labels

When it comes to ingredients, people specifically look for protein — highlighting its importance in purchasing decisions. With clear labels communicating a product's protein content, consumers can easily choose the protein-packed foods they're looking for.



57% of people who look at nutrition labels check protein content.¹



50% of fresh beef consumers cite "excellent source of protein" as an "extremely/very important claim" that motivates purchase decisions when buying beef.⁵



62% of parents are willing to pay more for products labeled as a "good source of protein."⁴

Handhelds & Protein-Packed Snacks

As people look for grab-and-go snacks, demand has increased for protein-rich options. Snacks like yogurt, protein bars and shakes offer easy ways to meet protein needs between meals.



Consumers choose bars and shakes as a healthy, convenient and fast way to satisfy their hunger and obtain protein between meals.⁷



Young consumers are more likely to snack away from home.⁸

People who snack away from home more than once a day:⁸

40% of Generation Z

36% of Millennials

30% of Generation X

16% of Boomers

Why consumers snack:



Consumers use protein snacks to sustain energy levels and manage hunger between meals, valuing them for their role in overall dietary balance.¹



Stress and tension relief are important drivers for young consumers to snack, with 23% of Gen Z and 25% of Millennials saying they snack to relieve stress.⁸

What they're looking for:

63% of consumers

specifically look for protein in their snacks.⁸

34% of consumers

consider "high in protein" a very important factor when selecting snacks, marking a 9% increase since 2020.⁴

Real World Impact



for Retailers:

Having robust digital assets on your website and app is a prime opportunity to highlight high protein offerings and the nutritional value of protein. Consider running frequent promotions on animal protein and protein-packed snacks to satisfy consumers looking for nutritious and filling food and linking these promotions to popular diets across social media, like paleo and carnivore.



for Foodservice Operators:

Put high protein meals at the center of your marketing efforts and explore LTOs with animal proteins and unique flavors. With millions of consumers consciously looking to increase their protein consumption, consider overtly labeling the protein content of items on your menus. Foodservice operators should also focus on value-driven handhelds. Consider unique flavors and/or innovative builds for handhelds to differentiate from competitors.



for Brands:

Continue to lean into the strong associations between protein and benefits like energy, satiety and weight management, and ensure that protein content is prominently labeled on the front of packaging. Consumers prefer animal proteins because they are complete proteins with minimal processing, providing brands with an opportunity to spotlight these additional claims on packaging.



for Consumers:

For everything from snacks to meals, look for protein-packed food options. Nutrition labels are your friend!

Our Experts' Takes

"As the demand for functional and health-oriented foods grows, consumers are prioritizing their protein intake, especially while grocery shopping. Front-of-pack protein labels help consumers quickly identify and choose the protein-packed options that best meet their dietary needs."

– Carolina Andino, Senior Marketing Director at Cargill

"The increased demand for protein presents a significant opportunity for marketers in various foodservice sub-channels. As consumers become more health conscious and seek protein-rich options, marketers can leverage this trend to attract and retain customers. Emphasizing the health benefits of protein-rich menu items, such as muscle building, weight management and overall wellness, can be done through targeted advertising campaigns, social media promotions and in-store signage. Introducing innovative protein sources, whether through premium or differentiated claims, caters to diverse dietary preferences and appeals to those looking for food with a story."

– Glendon Taylor, Marketing Director at Cargill

"Looking to incorporate more protein in your diet? Aim for about 5 ounces of protein per person. Don't be shy! Consider also adding a protein-rich grain like quinoa or amaranth if you're feeling adventurous."

– Chef Pete Geoghegan, Culinary Director at Cargill



TREND

2

Protein delivers on multi-dimensional value

Inflation and rising food costs are leading consumers to **prioritize affordability without sacrificing taste**. While they may be eating out less, pockets of growth exist where they perceive value — whether defined by price, the quality of the offering or both.

Consumers are buying premium cuts to **recreate restaurant-quality experiences** at home. When they do go out, they're looking for exciting menu items that they can't, or don't want to, make at home, and they're looking to justify the value of what they're spending. This represents an enormous opportunity for restaurants to differentiate by providing a consistently memorable experience with a justified value to stand out among competitors in the hearts and minds of consumers.

Shopping for Savings

A noticeable shift is taking place, with consumers moving from premium cuts like steak to more affordable options such as ground beef and chicken.

Beef and chicken dominate in fresh meat dollars and volume:



Beef accounts for 57.4% of all fresh meat dollars⁹



Chicken and beef have a similar number of pounds sold at ~39%⁹

“Buy one, get one free” offers are highly effective:



53% of shoppers prioritize such deals when deciding where to shop and what to purchase¹⁰



4 in 10 shoppers purchase meat products that are on sale¹⁰

How prices impact shopping behavior:

- 54% of consumers have reduced the amount of meat purchased due to high prices and 43% have switched to lower-cost protein cuts like chicken.¹⁰
- Fresh beef consumers who encounter higher than expected prices when shopping for a specific cut and package size of beef are likely to change purchase decisions:⁵

33%

buy a different cut of beef

33%

buy a different type of protein

30%

buy a smaller size than originally planned

22%

would ask the butcher for a cheaper cut

20%

would not purchase and go to a different store instead

Emphasizing consumers' desire for savings,

6 in 10 (57%) fresh beef shoppers say that a retailer's loyalty program/card is an “extremely/very important” reason why they shop a specific retailer most often for beef.⁵

71% of fresh beef consumers who shop for beef at discount grocery stores

and 50% who shop at club stores are especially motivated to shop these outlets because they are perceived to have “low prices on beef,” vs. just 40% for beef shoppers in total.⁵

Right-Sized Packaging

Purchasing in bulk is becoming more common as a method to stretch budgets. Consumers also want resealable or freezer-ready packaging to get added value out of a protein purchase.



37% of consumers now buy meat in larger quantities specifically to freeze some portions for future use.¹⁰



58% of fresh beef consumers report buying fresh steak in bulk and storing portions in the freezer for later use.⁵



30% of consumers prefer smaller packages for immediate savings.¹⁰

Retailers are striving to meet consumers' packaging size preferences on both ends of the spectrum. When asked how beef consumers think their primary retailer can better serve their needs, **“offering smaller 1-2 person packs”** and **“offering larger packs”** are among top responses at **20%** and **15%**.⁵

Packaging Types:

41% of consumers desire resealable packaging to keep items fresh longer.¹⁰

64% of fresh beef buyers express high purchase interest in buying beef cuts and ground beef in resealable packaging.⁵

47% of consumers prefer freezer-ready packaging to extend product lifespan and reduce waste.¹⁰

Private Label Gaining Ground

Consumers are increasingly leaning toward private label brands over national brands to find savings.



- **71%** of consumers believe that private labels are just as healthy as name brands.¹¹
- **40%** of consumers are choosing private labels over manufacturer brands to save money when purchasing meat and poultry.¹⁰
- **18%** of all 2023 U.S. meat sales were private label brands.⁶

My At-Home Restaurant

Due to rising costs in dining out and the influence of social media, many consumers are recreating restaurant-quality meals at home — and feel proud when they pull it off. And premium cuts of meat, like steak, help their meals feel “deluxe.” This trend is especially prevalent among higher-income households and younger consumers who enjoy the control over flavor and presentation that cooking at home offers.

- **86% of eating occasions** were sourced from home over the past year.¹²
- **Consumers are prioritizing protein** when meal planning, with 60% starting their meal preparation with a focus on protein — emphasizing its central role in creating restaurant-quality dishes at home.⁴
- **46% of consumers consider** the cut or type of meat as a critical factor when shopping for animal proteins, often favoring premium options to replicate dining-out experiences.¹
- **Beef and chicken are leading** choices for their versatility in creating dishes that replicate restaurant meals, with beef highly regarded for indulgent, high-quality meals.¹
- **98% of consumers report** feeling extremely satisfied with steak prepared at home, which is slightly higher than the 95% who feel extremely satisfied with steak at a restaurant.²
- **92% of consumers report** they are unlikely to repurchase proteins that do not meet taste expectations even if they have a great price, showing the importance of taste in protein choices even when balancing flavor with affordability.¹⁰

Product Solutions

Value-Added

88% of fresh beef consumers have turned to value-added beef products (e.g., products that have been further cut or seasoned/marinated) at least once in the past year to save time in the kitchen and help replicate restaurant meals at home.

Fresh beef consumers purchase an average of 3.4 different types of value-added beef products:⁵



- 52% pre-formed beef patties
- 46% strips/cubed/diced beef
- 44% thin sliced steak
- 37% marinated/seasoned beef
- 36% pre-formed meatballs

23% say value-add beef products “provide interesting flavors I don’t normally eat.”

Prepared Entrees

Prepared entrees (fully cooked heat & serve meats) are another way consumers can easily replicate restaurant meals at home.

38% of fresh beef consumers express high purchase interest in buying fully cooked heat and serve beef products.



Coffee-Rubbed Ribeye with Cilantro Chimichurri

Ingredients

4 ribeye steaks (alternative cut options include strip steak and tenderloin)

Spiced coffee rub

Cilantro chimichurri

For the Spiced Coffee Rub *Makes 2 1/2 cups*

- | | |
|--|---|
| <ul style="list-style-type: none"> 1/3 cup very finely ground coffee 1/3 cup chili powder 1/3 cup smoked paprika 1/2 cup kosher salt 2/3 cup brown sugar 3 Tbsp white sugar 2 Tbsp granulated garlic 1 Tbsp ground cumin 1 tsp cayenne pepper | <ol style="list-style-type: none"> 1. Combine all ingredients and mix well. 2. Store in an airtight container for up to 6 months. |
|--|---|

For the Cilantro Chimichurri *Makes 1 1/2 cups*

- | | |
|--|--|
| <ul style="list-style-type: none"> 1 cup packed cilantro leaves, including some tender stems 4 cloves garlic, minced 1/4 cup onion or shallots diced 1/4 cup red wine vinegar 1/2 cup olive oil 2 Tbsp water 1 tsp salt 1/4 tsp red pepper flakes (optional) | <ol style="list-style-type: none"> 1. Combine all the ingredients in a food processor and pulse on low until combined and creamy looking. Do not over blend, as sauce should have some texture. 2. Cover and refrigerate for up to 2 days. |
|--|--|

To assemble

1. Rub steaks evenly on all sides with the spiced coffee rub. Cook to desired degree of doneness on a pre-heated grill over medium high heat.
2. Remove steaks from grill and rest for 5 minutes.
3. Slice and serve with cilantro chimichurri on the side.



Beurre Blanc

Ingredients

1/4 cup dry white wine

2 tbsp white wine vinegar (can add more if needed)

1 medium shallot finely minced (substitute 2 ounces of minced onion or 3 cloves of garlic)

1 1/2 sticks (170g) cold unsalted butter, cut into 1/2-inch pats

Kosher or sea salt

Freshly ground black or white pepper (optional)

To assemble

1. In a small saucepan, heat wine, vinegar and shallots over medium heat until simmering. Cook at a simmer, swirling and stirring occasionally, until liquid is almost fully evaporated and only 1 or 2 tablespoons remain.
2. Add about half of the butter pieces to the reduced wine mixture. Whisk constantly, until butter is just melted and a milky emulsion forms. The sauce should not look broken. Immediately add 2 or 3 more pieces of butter and continue to whisk until just melted. Remove the pan from heat and/or lower the heat if at any point the sauce seems to be getting too hot and at risk of breaking.
3. Repeat this process until all the remaining butter has been melted into the sauce and a stable emulsion has formed. Season with salt to taste.
4. Serve immediately or hold in a warm place for up to 2 hours.

Note: Try adding chopped herbs, or even a little barbecue sauce to change things up. A plain beurre blanc is a great canvas for countless recipes.

Limited Time Experiences

In today's tighter economy, consumers are cutting back on dining out, but they're still drawn to limited time offers (LTOs) that make eating out feel special. Deals like "buy one, get one free" are big hits, with 28% of foodservice meals purchased through promotions.¹³

Dining-out occasions often involve consumers relaxing their usual food ideals, as many are opting for more indulgent or novel options. This trend aligns with the appeal of limited time offers (LTOs).¹

65% of operators said they planned to position new LTOs as value offerings in Q2 2024.

(up significantly from prior 2 years)¹⁴

Consumers are more likely to indulge in meals with unique proteins such as beef or fish when dining out, reflecting a preference for memorable and premium experiences.¹

67% of consumers have ordered a value menu item within the past year.¹⁴

Sources: 13. Circana, CREST®, U.S., 3ME March 2024, Excludes beverage-only occasions: Deals are consumer perceived

14. Technomic, Consumer & Operator Outlook Report, April-June 2024

Real World Impact



for Retailers:

Use LTOs and promotions to snag budget-conscious consumers' attention. On the other side of the spectrum, offer premium cuts and LTOs to make eating experiences extra special.



for Foodservice Operators:

Adding value that the consumer cannot recreate at home is paramount. It's important to remember that cooking and preparation are part of the restaurant experience that many consumers struggle to create at home. Invest in continuous education among cooks to guarantee they can cook cuts of meat to the desired temperature of a guest. Meeting their standards for the desired doneness of a steak, for example, is one of the primary indicators of quality. Consider ways to partner with consumers and co-create components unique to a restaurant to add value to the overall meal (e.g., signature sauces, seasonings and unique cooking methods).



for Brands:

While price is a major factor for consumers, balancing multiple trade-offs is truly what achieving "value" is about. These trends present a major innovation opportunity for ready-to-heat, restaurant quality meals that are convenient and affordable. Consider on-pack messages like, "Ready to Eat in 5 Minutes" and "No Cooking Necessary."



for Consumers:

Find the sweet spot between at-home cooking and dining to maximize your budget.

Our Experts' Take

"I love the versatility of ground beef and ground turkey. They are great vehicles for global cuisine. I like to turn ground beef into grilled kofte on a stick — it's a bit like a Middle Eastern hamburger with onion, parsley, mint and warm spices. Ground turkey is also a great substitute for ground pork in a Thai Laab recipe, which is like a lettuce wrap."

- Chef Janet Bourbon, Corporate Chef at Cargill



TREND

3

The social subcultures of protein

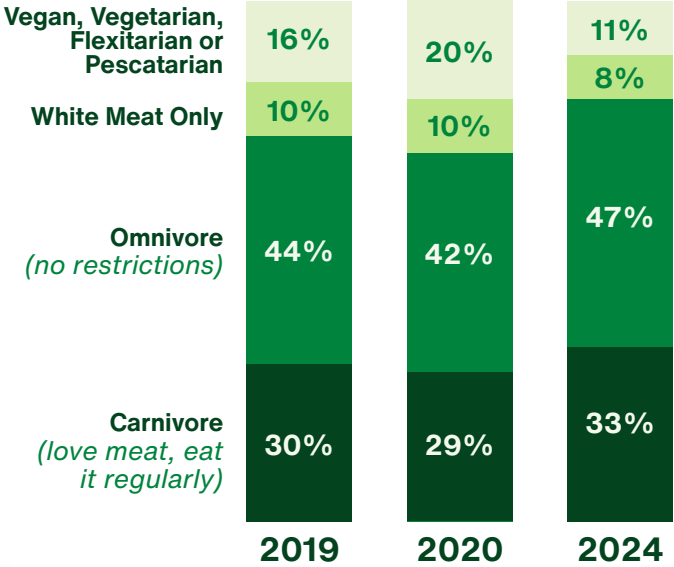
“Social media and websites” are the second highest influence on consumers’ approach to eating, behind only “family members.”¹ This is driving social subcultures of protein like carnivore diets, fusion foods and plant-based proteins. Meanwhile, Boomers are aging with disposable income and unique health needs, presenting an opportunity to meet the needs of this demographic.

Trying the Trend

Social platforms amplify interest in diverse cuisines and encourage flavor exploration. Several of these trends focus on the role of food as medicine and the key to a better and healthier life. More consumers identify as carnivores or omnivores, reflecting a cultural comeback of meat consumption. Consumers prefer animal proteins for their complete amino acid profiles, minimal processing and nutrient density compared to plant-based options.¹



Eating Approaches



52% of consumers have tried a new food item after seeing it on social media.³

61% of Gen Z value influencer advice when making dietary choices.¹⁵

25% of consumers cite social media or websites as key influences on their eating approaches, with platforms like TikTok and Instagram introducing wellness trends and diverse cuisines.¹

Sources: 15. Kantar, U.S. MONITOR, 2023



Plant-Based Proteins

Social media has popularized plant-based diets, especially for vegans and vegetarians, who are drawn to protein-dense plant foods for health and environmental benefits.¹⁶

20%

of consumers have increased their use of plant-based protein in the past 2 years.¹¹

45%

of all consumers say that they're interested in plant-based protein for health reasons.¹¹



GLP-1 Drives Protein Interest

Consumers using GLP-1 medications for weight loss often focus on high protein foods to manage satiety and energy without excessive calorie intake. While increased usage of GLP-1 medications typically means decreased overall food consumption, it also opens opportunities for companies to adapt existing products and create new ones that focus on the protein and nutrient needs of the GLP-1 user.



Projections show that by 2030, an estimated 9% of U.S. adults could be on GLP-1s.¹⁷



3% of all consumers are taking GLP-1 (Boomers are at 5%).¹⁸



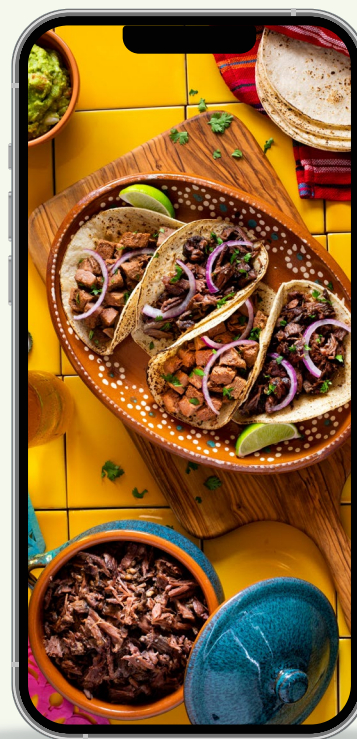
People using GLP-1 prefer smaller portion sizes and higher protein content.¹⁹

Sources: 16. Cargill, Propriety TrendTracker, 2024 17. KFF, Health Tracking Poll, April 23-May 1, 2024 18. Datassential, 2024 Food Trends, October 2023 19. Cargill, Proprietary Research, The Social Lights, Gen Z Food Trends Social Listening, May 2024

Fusion Foods and Food Exploration

Blending different culinary traditions is on the rise, offering unique flavor experiences. Consumers, especially Gen Zers, seek spicy and adventurous flavors, providing a sense of exploration. They also enjoy finding ways to order unique menu items that are “hidden or secret.”

- 14% of in-home dinner occasions include “global cuisines.”¹²
- Global cuisine ranks #2 as main dish for dinner and is the second fastest growing type of main dish.¹²
- As they gain purchasing power, Gen Zers are driving a surge in multicultural and fusion cuisines.
- This trend reflects a broader movement toward “flavor tourism” at home, as 3 in 5 consumers experiment and explore new flavors more frequently at home.²⁰
- 32% of Gen Zers are influenced by social media (such as TikTok and Instagram) in their overall approach to eating, amplifying trends around global and fusion cuisines.¹



Boomers Spend Big

About 1 in 5 Americans will be over 65 by 2030 (U.S. Census Bureau). Boomers are willing to invest in high-quality proteins that align with their aspirations for healthy aging. Beyond physical benefits, consumers in this demographic increasingly view protein as essential for mental focus, emotional well-being and longevity.



Boomers make up 26% of foodservice spending.²¹



Boomers consume center-of-plate proteins at in-home dinners more than any other generation.¹²

71%

of boomers are motivated by taste as a primary reason for eating meat.⁶

45%

of boomers say high-quality sources of protein influence their purchasing decision.⁶

28%

of boomers show strong interest in labels like organic.¹

27%

of boomers show strong interest in labels like grass-fed.¹

Real World Impact



for Retailers:

Segmenting consumer audiences is more important than ever before. Boomers command a significant portion of discretionary spending, and retailers have a clear opportunity to market premium, health-focused protein products with targeted promotions and in-store events. However, all generations are being strongly influenced by dietary subcultures on social media, creating an opportunity to drive relevant and timely merchandising that speaks to the health and wellness goals that cross generations.



for Foodservice Operators:

As you consider LTOs and other avenues to drive traffic, conduct social listening to understand the latest culinary fads for menu development. Consider highlighting protein content for a variety of serving sizes to appeal to everyone from the athlete looking to meet high protein demands to the portion-conscious GLP-1 user. When it comes to trying new cuts of beef while dining out, consumers need a clear description of an unfamiliar cut, including its size and best cooking methods. Consider using your social channels to help educate them on new cuts and preparation styles.



for Brands:

With social media's impact on consumer eating habits, brands can leverage these platforms for direct engagement with consumers — especially GenZers.



for Consumers:

Experiment with new ingredients, spices and cooking styles to bring international experiences into your kitchen.

Our Experts' Takes

“Managing hunger and satiety is core to losing weight, prominently highlighting the protein content of food both in retail and foodservice can be an easy way for food companies to indicate their solutions can serve current and lapsed GLP-1 users.”

– Cory Lommel, Director of Consumer Insights at Cargill

“Staying ahead of emerging trends by monitoring social media platforms allows brands to quickly adapt and incorporate these trends into their offerings, attracting trend-conscious consumers. Providing educational content about the nutritional benefits and layering with other benefits like ‘food on the run’ and ‘LTO flavors’ further builds excitement, trust and credibility. By embracing social media trends and creating engaging, informative content, foodservice operators can effectively attract and retain customers.”

– Glendon Taylor, Marketing Director at Cargill

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