

# NUTRITIONAL *TRENDS* 2025

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**Protein in every bite**

**The gut stuff**

**The new age**

**My health, my way**

**2025 and beyond:  
sustainability  
at the core**

For B2B professionals



**FrieslandCampina**  
Ingredients

# From data to diet: redefining wellness in a tech-driven world

The food and nutrition landscapes are always evolving – discover the trends shaping 2025.



We’re living in an age where technology is empowering consumers to take control of their health like never before. Armed with personalised health data, access to the unlimited possibilities of AI and the ever-present influence of the latest social media trends, today’s consumers are well informed and equipped to make decisions about their well-being.

This transformative force is reshaping the food and nutrition market, enabling individuals to research products that align exactly with their goals to maximise their health outcomes and futureproof wellness as they age.

But technology isn’t the only factor influencing consumers’ purchasing habits in 2025. Amid cost-of-living pressures, consumers want products that deliver maximum value – nutritious, convenient and multifunctional solutions that enhance well-being without straining budgets. At the same time, worldwide demographic shifts – particularly ageing populations – are sparking new conversations about what it means to age, and age well.

Together, these macro forces are catalysing a new era where consumers are not just following the crowd – they’re leaders in their own well-being.

In this year’s Nutritional Trends report, we delve into the latest trends shaping consumer choices in 2025. We’ll explore why people are looking for **protein in every bite**, while also prioritising **the gut stuff** key to unlocking better holistic well-being. We’ll explore **the new age** of the ageing consumer, and why people are increasingly looking for a tailored approach to their healthcare – prioritising **‘my health, my way’**. Last, but certainly not least, we’ll uncover why **sustainability** will be at **the core of innovation** in 2025 and beyond.

As always, get in touch if you’d like more information on how we can help you tap into these trends with innovative applications in 2025.



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# Protein in every bite

**Consumers want protein all day, every day to support their health goals**

From marathons to Ironman triathlons to climbing the world's highest peaks, consumers of all backgrounds are embracing new and daring fitness challenges, blurring the lines between what was once a clear divide between casual exercisers and dedicated athletes. This trend is also challenging how we think about traditional sports nutrition. Protein supplementation, once the domain of elite athletes, has emerged as a new normal, evolving into a must-have addition in a variety of food and beverage products. In fact, 71% of consumers now actively prioritise their protein intake, a notable rise from 59% in 2022 and 67% in 2023.<sup>1</sup>

More consumers are turning to ready-to-drink (RTD) beverages as a hassle-free way to add more high-quality protein to their diets. However, with 48% of active consumers concerned about the texture of high-protein products,<sup>4</sup> delivering an exceptional experience is critical. Enter Nutri Whey™ ProHeat – a microparticulated, heat-stable whey protein that makes it possible to craft shelf-stable, neutral pH RTDs with high whey content and outstanding sensory qualities, ensuring no compromises on taste, texture, or quality.



However, protein quality is becoming just as important as quantity. Consumers are becoming much more switched on about the benefits of complete proteins (containing all nine essential amino acids) and the benefits of specific amino acids such as leucine and tryptophan. This plea for high-quality protein presents huge opportunity to provide tailored solutions for every moment of the day, and for every market. Protein is not just a key focus of the active nutrition market – it's a cornerstone in medical nutrition as a way of supporting patient health and recovery.

When everyone is looking for 'round-the-clock' protein, consumers are no longer confined to powders and bars for their fix. In 2025, they're searching for novel, convenient – and fun – ways to incorporate protein into every meal, snack and drink. People are trying everything from protein-fortified coffees and hydrating, flavoured waters to pizzas and even desserts. The demand for versatile protein solutions has skyrocketed; in the snacking space alone, there's been a 46% increase in occasions of late-night protein consumption as consumers demand healthy indulgence.<sup>2</sup>

Luckily, there are plenty of proteins to choose from to suit the needs of every individual. Whey, for example, can be easily incorporated into various convenient formats, while high-quality plant-based proteins can provide flexitarian consumers with the same muscle-supporting benefits as traditional animal-based ingredients. Timing of delivery is key – so it's crucial to pick the right protein for each positioning. For example, casein proteins are proven to support pre-sleep protein digestion, making it the ideal choice for night-time snacks and drinks.<sup>3</sup>



# The gut stuff

The key to better health, from brains to immunity

It's more than just a 'gut' instinct – our digestive system plays a pivotal role in our overall health. And a growing body of scientific research is deepening our understanding of the complex functions our gut serves in maintaining well-being. For example, did you know that more than 70% of our immune system is housed within the digestive tract?<sup>5</sup>

The gut health trend has been one of the biggest influences to hit the food and nutrition market in recent years, and there's no sign of it stopping. Social media sites have seen surges in content related to DIY fermentation products like sourdough and kombucha, while trending movements like 'social media creator Okamoto' are highlighting increased openness toward digestive issues.

With a wealth of scientific knowledge now easily accessible online, today's research-savvy consumers are increasingly aware of the gut's far-reaching impact, influencing everything from skin health to immune function to brain activity. By 2025, consumers have fully embraced the concept that 'it all starts with the gut', actively seeking convenient ways to enhance their health from their core. In fact, 26.1% of global consumers now turn to vitamins or supplements to address lower digestive issues, highlighting a growing focus on gut health.<sup>6</sup>



## YOGHURT: Tried, tested and trusted – now reimagined

Yoghurt is back in the spotlight – perfect for consumers who want holistic health support in an enjoyable, familiar and often indulgent format. Take your yoghurt's health benefits to the next level with added prebiotics for enhanced gut health positionings, DHA for cognitive health support, and protein fortification for muscle health, recovery and satiety.

While gut health has long been a focus of the dietary supplements market, it's now making waves across a broader range of functional food and drinks. From beverages to snacks, consumers are seeking convenient, tasty ways to boost their microbiome. One standout category? Yoghurt.

Yoghurt has long been a staple food in many cultures and a firm favourite in others. In fact, 53% of Americans consume yoghurt

as a snack,<sup>7</sup> and 17% of UK consumers turn to yoghurt to lift their spirits. With consumers saying health is one of their top reasons for consuming yoghurt,<sup>8</sup> and a rising number of health claims in yoghurt being called out on-pack,<sup>8</sup> there's plenty of room for innovation in this well-established category.





# The new age

## Healthy ageing starts now

Ageing – and more importantly, ageing well – is no longer a concern exclusive to older generations. It has evolved into a proactive, lifelong pursuit of longevity embraced by consumers across all age groups. Younger generations – like Generation Z – are coming of age and are increasingly considering how their current lifestyle choices might affect their long-term health, with 32% of Generation Z and 36% of Millennials taking a proactive approach to living healthily.<sup>9</sup>

The pursuit of healthy ageing isn’t a one-size-fits-all approach. Consumers of different generations have distinct priorities when it comes to ageing well. For younger generations like Gen Z and Millennials, preserving appearance and maintaining physical vitality are often at the forefront, with an emphasis on skincare, fitness, and nutrition.<sup>10</sup> On the other hand, older generations, such as Gen X and Babyboomers, are more focused on keeping their minds sharp and preserving mental acuity as they age.<sup>10</sup>

This evolution is also influencing the medical nutrition space. There’s a growing awareness of the critical role nutrition plays in long-term health, particularly in the context of recovery and age-related conditions. At the same time, we’re seeing a blurring of boundaries between medical nutrition and maintaining good health through balanced, preventive dietary practices as more people proactively adopt healthier lifestyles with the aim of avoiding medical interventions.

As a result, we’re seeing increased patient compliance in medical nutrition solutions driven by a deeper understanding of how diet directly impacts health outcomes. In this landscape, tailored solutions that address specific needs at different life stages, whether for appearance, physical function, or cognitive health, are essential.



## The potential of omega-3s for all ages

Omega-3s, particularly docosahexaenoic acid (DHA), have long been a tried-and-tested supplement in the ageing space. From supporting eye health to contributing to normal blood pressure and brain function,<sup>11, 12</sup> DHA offers huge potential for healthy agers – of all ages.

Backed by extensive studies, DHA has been shown to support physical well-being, such as cardiovascular health,<sup>13</sup> as well as cognitive function and eye health. Our recently launched Biotis® DHA Flex Powders empower manufacturers to provide healthy ageing support, delivering a high load of algae-based DHA without the fishy flavour thanks to its unique microencapsulation technology, plus vitamin C for added immune support.

## Biotis® Fermentis bites: Fuel active ageing and peak performance

As the focus on healthy ageing grows across all generations, Biotis® Fermentis offers a groundbreaking solution that bridges the gap between fitness, nutrition and holistic health. Leveraged in our new tasty bites application, Biotis® Fermentis combines the benefits of whey protein, prebiotic galacto-oligosaccharides and probiotic cultures by fermenting them together, providing consumers with a convenient, tasty way to improve gut health, muscle function and overall well-being – key priorities in the pursuit of longevity and healthy ageing.





# My health, my way

## The rise of specialised nutrition

Consumers have never had more choice when it comes to nutritional supplements. And thanks to the rise of online tools, like AI-powered platforms that can create personalised nutrition plans and tell you the good and the bad of every ingredient, there's never been so much access to data supporting or negating health claims. With so much choice and information available, people are flexing their own power to choose the supplements that best support their specific health goals at their current stage of life.

Weight management has become a particular focus area, with more than 4 in 5 global consumers looking to actively manage their weight.<sup>14</sup> This interest has driven the rise of interventions like weight loss medications, however, dietary strategies such as increasing protein intake to improve satiety remain popular.

While protein supplements were once targeted mostly at men, due to their association with extreme muscle-building, this mindset is changing, and women are increasingly turning to protein and protein 'plus' supplements to support their own training and dietary goals. Alongside products tailored for specific health needs, we're also seeing increased positionings for tailored demographics, including gender. The women's health market, for example, has become a notable area of innovation as more research is conducted into gender-specific issues such as menopause. Demand in this once underrepresented space is clear – almost 2 in 5 women say they use vitamins or mineral supplements related to their hormone cycles.<sup>15</sup>



In a sea of supplements, targeted innovations that cater to specific health needs and demographics can help brands provide consumers with the nutrition they need to live well regardless of age, gender or lifestyle. But with half of consumers steering clear of 'diet' products, citing concern over artificial ingredients and excessive processing,<sup>6</sup> it's clear that more natural alternatives are the key to grabbing attention on saturated shelves and online marketplaces.

### Empowering women's health through the gut

We're always looking for new ways to better provide nutrition to consumers across the world so everyone can get the most out of life, always. That's why we recently conducted a study exclusively on women revealing that our [Biotis® GOS-OP High Purity](#) increases Bifidobacterium using dosages as low as 1.3g to 2g. This opens up exciting possibilities for convenient, targeted supplements like single-serving gummies, making it easier than ever for women to support their gut health in ways that suit their lifestyles.

# 2025's non-negotiable

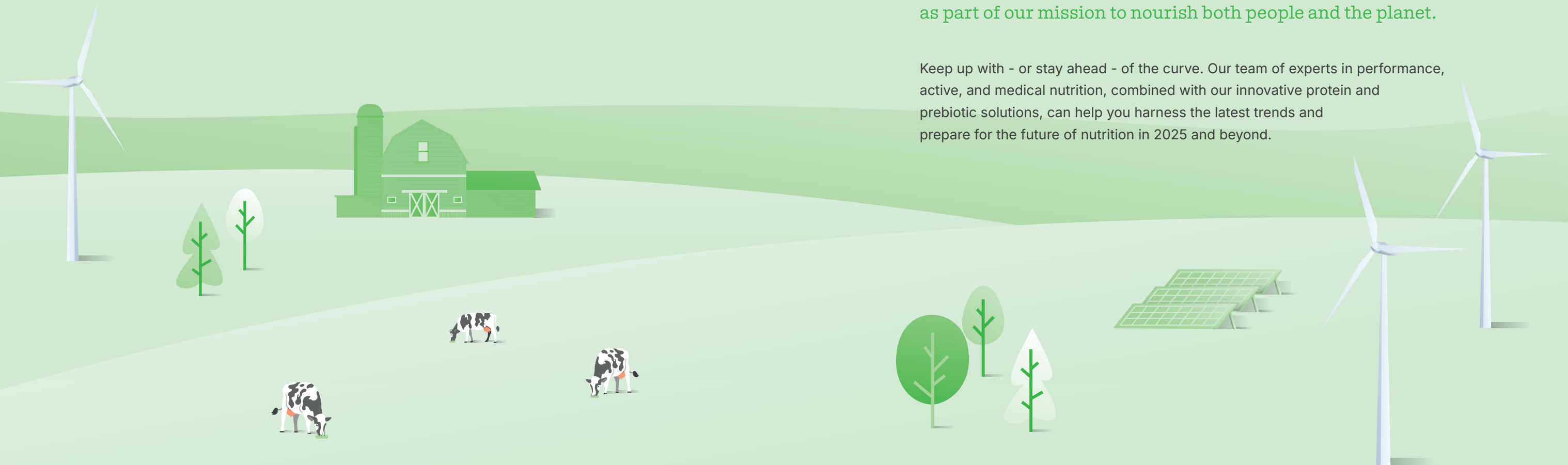
People's food and drink choices are intrinsically linked to what is happening in their lives and broader societies. We saw immunity applications peak with the pandemic and climate-conscious eating gain popularity as the impact of extreme weather is felt more severely. 2025 will present more opportunities for food and nutrition brands to support consumers with nutritious, affordable and science-backed solutions, that tap into their wellness priorities, today.

As trends in personalised nutrition, multi-benefit ingredients, and active ageing unfold, one element will be non-negotiable: sustainability. No longer just a trend or a 'nice-to-have,' sustainability is now a core industry standard. 2024 was the warmest year on record, driven largely by human-caused climate change,<sup>17</sup> and many consumers now refuse to compromise on transparency and environmentally conscious practices. In fact, 94% of consumers are more likely to be loyal to a brand that's completely transparent<sup>18</sup> and 64% of consumers say they would like to see straightforward communication about companies' sustainability efforts on pack.<sup>19</sup> And while non-biodegradable packaging has been a focus for scrutiny in recent years, consumers are now increasingly checking the eco-credentials of what's inside, looking for ingredients that provide sustainability benefits as well as nutritional value.

With regulations tightening – specifically around greenwashing practices such as the EU's Corporate Sustainability Reporting Directive (CSRD) – companies need to step up with sustainability initiatives that not only meet these expectations but also contribute to a healthier, more sustainable future for everyone.

**Keep an eye out in 2025 for more insights into our regenerative agriculture initiatives and greenhouse gas reduction partnerships as part of our mission to nourish both people and the planet.**

Keep up with - or stay ahead - of the curve. Our team of experts in performance, active, and medical nutrition, combined with our innovative protein and prebiotic solutions, can help you harness the latest trends and prepare for the future of nutrition in 2025 and beyond.





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