

# The 2025 Trend Report

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# Sober Subscription



## Brands launch curated subscription services with mocktails & non-alcoholic wine

**Trend** - Mocktail and sober beverage subscriptions are gaining popularity as more consumers seek alternatives to traditional alcoholic drinks. These subscription services offer curated selections of non-alcoholic beverages, from sophisticated mocktails to wellness-focused drinks, delivered directly to consumers' doors.

**Insight** - Fueled by a growing awareness of alcohol's health impacts and a desire for mindfulness, more consumers, particularly wellness-focused Millennials and Gen Z, are embracing the "sober curious" movement. Social media and wellness influencers are further contributing to this shift by normalizing sobriety and promoting the benefits of reducing alcohol intake. Furthermore, the increasing availability of high-quality, non-alcoholic beverages provides consumers with sophisticated and enjoyable alternatives, making it easier to embrace a sober curious lifestyle.

**Workshop Question** - How can your brand develop new offerings that cater to the growing trend of health-conscious consumers seeking sophisticated alternatives to traditional products?



**Mocktail Subscription Boxes**  
Mocktail Club Offers a Subscription Service



**Monthly Mocktail Subscriptions**  
Raising the Bar Offers Sustainable Mocktail Kits On-Demand



**Non-Alcoholic Wine Clubs**  
Proxies Offers a Range of Alcohol-Free Wine Packages for Subscription



**Alcohol-Free Subscription Services**  
Raising the Bar is a Monthly Subscription Beverage Company



**Alcohol-Free Subscription Partnership**  
Kit NA Brewing Partners with HelloFresh for Deliveries

7.0  
Score



Simplicity

Tribalism

5 Featured, 44 Examples

23,342 Total Clicks

URL: [Hunt.to/534933](https://hunt.to/534933)

# Dirty Sodas



## Social media fuels the rise of cream-syrup spiked sodas and brands jump aboard

**Trend** - Dirty sodas, a mix of soda, cream, and flavored syrups, have surged in popularity thanks to TikTok. Originating in Utah, where many abstain from alcohol and coffee, these drinks have evolved into a national sensation. Chains like Swig and Sonic Drive-In have capitalized on this trend, offering various concoctions that combine soda with sweet cream and syrups.

**Insight** - Consumers are increasingly drawn to indulgent, customizable beverages that offer a playful escape from their daily routines. The rise of these unique concoctions reflects a desire for nostalgic, treat-like drinks that balance sweetness with a touch of novelty. This trend taps into the broader movement of experiential consumption, where the process of creating and sharing the drink is as enjoyable as drinking it.

**Workshop Question** - How can our brand create an experiential, customizable product that taps into consumers' desire for indulgence and novelty?



**Creamy QSR Soda Refreshments**  
Sonic Dirty Drinks are Easy to Customize



**Festive Dirty Sodas**  
Pepsi is Putting a Twist on Milk and Cookies with "Pilk"



**Premixed Dirty Soda Creamers**  
Coffee Mate Dirty Soda Creamer is Formulated for Dr. Pepper



**Soda-Branded Restaurant Syrups**  
IHOP is Reintroducing its Pepsi Maple Syrup in its Restaurants

8.6 Score

Popularity

Activity

Freshness

♂♂♂♂♂♀♀♀♀

Youthfulness

Many to Many

4 Featured, 35 Examples

27,795 Total Clicks

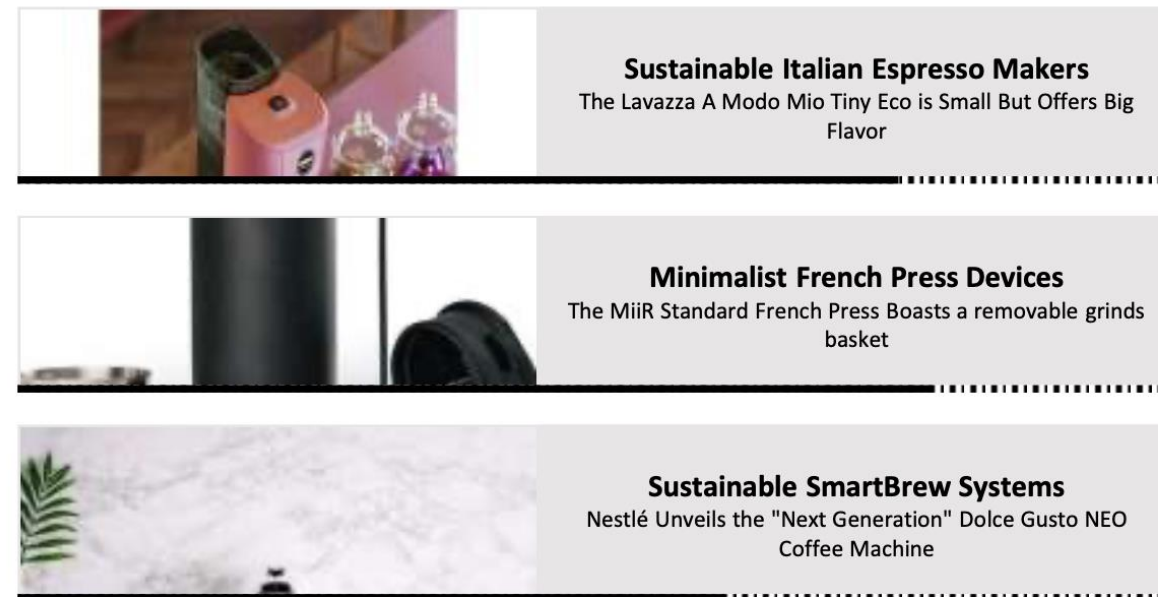
URL: [Hunt.to/534209](https://Hunt.to/534209)

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**Trend** - Coffee brands have focused their sustainability goals to the pods and coffee grounds themselves, but some brands are now making machines and brewers that are also eco-friendly. Brewers are being made with low-power functions, recycled (and recyclable) materials, and extended lifespans.

**Insight** - As more consumers are introduced to convenient and effective eco-friendly alternatives to traditional products, they're more likely to value sustainability when searching for products they intend to use in the long term. Eco conscious consumers are looking for ways to steadily adopt a lifestyle that has minimal environmental impact--and seek out brands that make sustainable claims without asking consumers to change their habits and routines.

**Workshop Question -** How could your brand better balance customers' desire for sustainable and convenient products?



Attribute	People who like this (Black Bar)	People who don't like this (White Bar)
Popularity	~85	~15
Activity	~80	~20
Freshness	~45	~55



-  Simplicity
-  Naturality

### 4 Featured, 34 Examples

88,158 Total Clicks

URL: [Hunt.to/511613](https://hunt.to/511613)

# Protein Water



Brands are launching protein water as consumers look to increase protein intake

Trend - Protein water is emerging as a popular alternative in the beverage market, combining hydration with protein intake. This innovative drink offers the benefits of protein supplements in a convenient, refreshing form, making it appealing to fitness enthusiasts, busy professionals, and health-conscious individuals.


Insight - Fueled by social media's spotlight on protein's benefits, consumers are on the hunt for convenient ways to meet their nutrition needs, all without sacrificing taste or health. The booming popularity of high-protein products reflects this desire for versatile options that fit right into active lifestyles and wellness goals. As people become more aware of protein's importance for muscle recovery, weight management, and overall health, they're seeking accessible solutions that seamlessly integrate into their daily routines.

Workshop Question - How can your brand support consumers' active lifestyles and wellness goals?



**Fruit-Forward Protein Refreshments**

Myprotein Clear Whey Protein Drink Now Comes in Two New Flavors




**Whey Protein Waters**

TATU Hydrates and Supports Muscle Recovery After a Workout



**Hydrating Collagen-Enhanced Waters**

Warrior Protein Water Comes in Two Low-Calorie Flavors



**Summery Protein-Packed Waters**

Vievé Protein Water Wild Cherry is Light and Refreshing

7.5  
Score



 Experience

 Catalyzation

4 Featured, 35 Examples

30,023 Total Clicks

URL: [Hunt.to/534191](https://Hunt.to/534191)

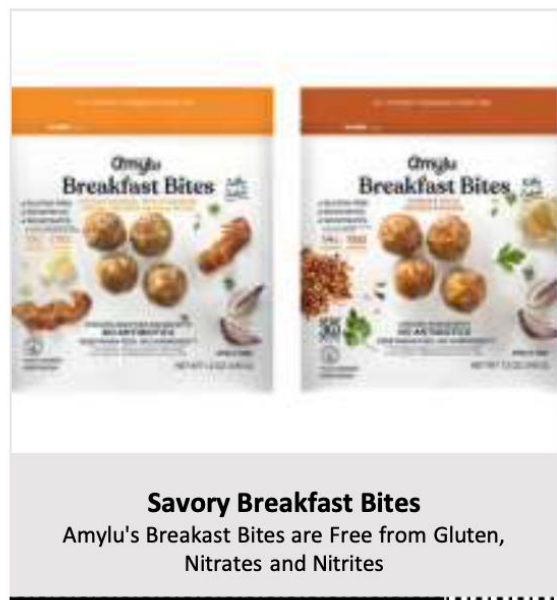
# Breakfast Bite

Balanced breakfast meals are made into bite-sized format for convenience

**Trend** - CPG brands are offering more balanced versions of bite-sized breakfast foods. These breakfast bites replicate the nutritional value of full breakfasts through complex ingredient lists. These are intended to save time for consumers without compromising on health or flavor.

**Insight** - Most health-conscious consumers recognize the importance of a healthy breakfast in contributing to day-to-day energy levels. However, not all individuals have the luxury of time to prepare these balanced meals, leading to many defaulting to purchasing quick fast food breakfasts, or simply skipping breakfast altogether. CPG brands are recognizing the demand for time-efficient alternatives to breakfast meals, and are in turn downsizing traditional breakfasts into ready-to-eat bite-sized portions.

**Workshop Question** - How could your brand ensure its products or services integrate seamlessly into consumers' daily lives?



5.9  
Score

Popularity



Activity



Freshness



Co-creation

Curation

Simplicity

5 Featured, 45 Examples

19,180 Total Clicks

URL: [Hunt.to/529841](https://hunt.to/529841)

# Dissolvable F&B



Brands are designing food and beverage packaging that dissolves in water

Trend - Brands are packaging their products in new materials that dissolve in water. In the F&B space, this type of packaging can be used for condiments or wrapping individual servings of food products. The use of these wrappings has the potential to mitigate pollution stemming from plastic packaging.

Insight - The abundance of readily available information surrounding environmental issues has led to heightened awareness among frequent shoppers. As a result, there is a surge in brands adopting innovative packaging techniques to minimize their environmental impact and stand out in the market. Businesses recognizing the demand for integrated sustainability solutions can attract consumers who prioritize convenient and effortless ways to support environmental conservation.

Workshop Question - How can your brand creatively use sustainable materials in its product offerings?



**Peelable Dissolving Bottles**

Tomorrow Machine's Peelable Bottle Design  
Dissolves In Water



**Dissolving Algae-Made Food Packaging**

'NakedPack' Food Wrap Contains a Complete Meal



**Wash-Away Product Labels**

Wausau Coated Products Launched the 'WA-769'  
Dissolvable Adhesive



**Dissolvable Tea Packaging**

Mi Terro Partners with Lipton to Launch  
Dissolvable Tea Pods

8.9  
Score

Popularity

Activity

Freshness



Co-creation

Naturality

Authenticity

4 Featured, 35 Examples  
31,281 Total Clicks  
URL: [Hunt.to/526401](https://Hunt.to/526401)

# Carbon-Negative Beverage



## Drink brands are launching carbon-negative product lines

Trend - Beverage companies are introducing carbon-negative products that go beyond carbon offsetting or carbon neutrality. These beverages use sustainable packaging and renewable energies in production to drastically reduce the carbon footprint and positively impact the environment.

Insight - With each year that passes, businesses face more pressure to become more sustainable—both from governments and NGOs. These businesses desire a way to remain competitive as environmental pressures arise, leading to a need to shift away from environmentally damaging practices. Businesses that implement these changes are able to demonstrate their values to like-minded consumers, and can effectively differentiate themselves from competitors.

Workshop Question - How could your brand better appeal to eco-conscious consumers by reducing or offsetting carbon emissions in its operations?



**Carbon-Negative Soft Drinks**  
Tenzing Sets Itself Apart as a Soft Drink Brand with Carbon Labeling



**Collaboration Coffee Stout Beers**  
The BrewDog x Grind Coffee Stout Has a Full-Bodied Profile



**Planet-Positive Pea Vodka**  
Ten Locks Pod Pea Vodka Has a Range of Natural Flavor Notes



**Carbon-Negative Beers**  
These Gipsy Hill Beers Have Received Carbon Negative Certifications

7.1  
Score



Naturality  
Catalyzation  
Authenticity

4 Featured, 53 Examples  
45,676 Total Clicks  
URL: [Hunt.to/524109](https://Hunt.to/524109)

# Probiotic Chip

## Brands are launching gut health-supporting chips for everyday snacking

**Trend** - With a focus on healthy snacking, brands are launching potato chips with probiotic recipes to provide better-for-you alternatives to common snacks. These chips support gut health and are designed to be consumed on a more frequent basis than regular potato chips, helping appease cravings.

**Insight** - Most consumers stray away from diets that involve purely restricting food quantity, and rather gravitate toward opting for better-for-you replacements in each meal and snack. These consumers place more importance on natural ingredients and those with health benefits, than they do on calorie counts. This consumer pressure enables businesses to create products that swap empty calories for nutrient-dense recipes, promoting healthy lifestyles without compromising on flavor or quality.

**Workshop Question** - How could your brand incorporate better-for-you ingredients into its existing products for health-conscious consumers?



### Gut-Supporting Veggie Chips

Go Natural's Probiotic Chips Support a Healthy Gut Microbiome



### Debut Indian Probiotic Chips

'Jiggis' Launched India's First Probiotic Potato Chips



### Candy-Inspired Probiotic Snacks

BelliWelli Crunchy Peanut Butter Chocolate is Tasty and Beneficial



### Footballer-Approved Sorghum Snacks

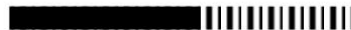
Insane Kane Strikin' Hot Crisps Have a Probiotic Profile

6.7  
Score

Popularity



Activity



Freshness



Curation

Simplicity

Youthfulness

4 Featured, 35 Examples

20,360 Total Clicks

URL: [Hunt.to/523635](https://hunt.to/523635)

# DIY Infuser

## Convenient appliances allow for healthier infused drink options

**Trend** - The popularity of fruit-infused waters, sodas and alcohol in the CPG space has created demand for DIY water infusion devices. These kitchen appliances and portable tools make DIY produce infusions simpler and customizable--while catering to health and budget-conscious consumers.

**Insight** - Influenced by inflation, social media and a greater understanding of ingredients and production, today's 'foodie' is likely to prefer experimenting at-home rather than in restaurants. As rising food costs impact more consumers--appliances and apps that help them save on everyday "indulgences" they'd normally buy in-store are becoming more popular.

Workshop Question - How could your brand better cater to the shift toward convenient at-home cooking?



### Portable Water Infusion Blenders

The Magic Bullet Portable Blender Has a Multifunctional Design



### Combination Modular Bottles

The Berry Bottle is an All-in-One Modular Bottle for Any Adventure



### Five-Stage Reverse Osmosis Systems

The Bluevua RO100ROPOT-Lite is Countertop-Ready

7.0  
Score

Popularity

Activity

Freshness

Icons representing various demographics and user types.

World map icon showing global reach.

Icon representing a downward trend or negative impact.

Simplicity

3 Featured, 36 Examples

85,352 Total Clicks

URL: [Hunt.to/519851](https://hunt.to/519851)

# Spiced Alcohol



## Alcoholic beverages are being made with spicy peppers for younger consumers

**Trend** - Inspired by social media, brands are releasing spiced alcoholic drinks to add new flavors to traditional alcoholic beverages. These drinks are infused with real peppers, adding heat and flavor to the drinks. Spicy flavors make these drinks more appealing to younger experiential drinkers.

**Insight** - Short-form video social media platforms have become prevalent platforms for dramatically expanding the popularity of individuals' ideas in short periods of time. These ideas range from recipes to lifehacks, with many becoming long-standing trends. The younger demographics that frequent these platforms look to and participate in these trends for inspiration, leading to many trends becoming widespread enough to transform into products or full-scale companies.

**Workshop Question** - How could your brand draw inspiration from social media services to inspire products for younger audiences?



### Premium High-ABV Cocktails

DIO Canned Cocktails are Low in Sugar & Calories with 15% ABV



### First-to-Market Hot Rosés

HEARTBEAT Introduces a Spicy Twist to the Wine Industry with Hot Rosé



### Spicy Mango Tequilas

Mango Shotta Combines Tequila, Mango and a Kick from Jalapeño



### Spicy Low-Alcohol Wines

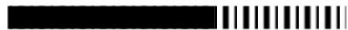
The Spicy Series by Stella Rosa Wines Fuses Sweet Heat & Low-ABV Options

6.5  
Score

Popularity



Activity



Freshness



Co-creation

Experience

Youthfulness

4 Featured, 36 Examples

26,342 Total Clicks

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# Automated Cook

Brands are creating autonomous chefs that can cook meals without human intervention

Trend - Businesses are using computer-based systems and robots equipped with artificial intelligence (AI) technology to prepare and cook food. These chefs are trained to measure ingredients, expedite cooking times, and ensure food safety.

Insight - The food industry faces ongoing labor challenges, including shortages of skilled kitchen staff and a high turnover rate influenced by employee burnout. In response, restaurants are turning to automation to mitigate these challenges and enhance operational efficiency. Businesses that adopt these technologies are aligning with consumers' expectations for convenient service.

Workshop Question - How can your brand use AI to refine or expedite tasks in the workplace?



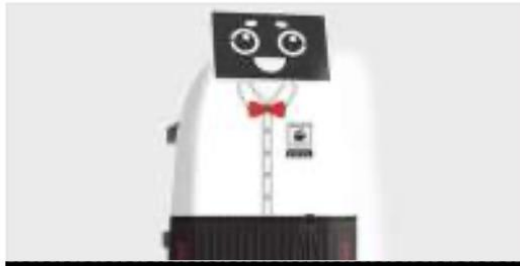
### Fan-Made Burger Signatures

The Big Mac Signature Was Created by Fans, AI and a Robot Arm



### AI Burger-Making Robots

Aniai's Alpha Grill Combines Artificial Intelligence and Automation



### Robotic Coffee Waiters

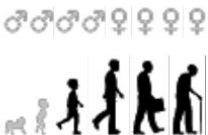
The Second Cup Coffee Company's Mozo Robot Will Debut at its Beirut Store



### Gourmet Meal Vending Machines

The Robot Chef Chulchul Box Offers Hot Gourmet Meals in 90 Seconds

7.1  
Score



- Simplicity
- Catalyzation
- Artificial Intelligence

4 Featured, 63 Examples

86,662 Total Clicks

URL: [Hunt.to/516669](https://Hunt.to/516669)



**Trend** - Restaurants are using artificial intelligence (AI) analytics and forecasting tools to determine demand for each menu item. These tools use restaurant-specific and market-wide data to determine future-facing consumer interests, helping determine menu item creation and sales numbers.

**Insight** - With the diverse and ever-changing interests of the modern consumer, many restaurants struggle to keep up-to-date on recent trends in the foodservice space. Small-scale restaurants do not have the luxury of time or research divisions to fuel decisions, and must often rely on experiential data. These restaurants desire cost and time-effective solutions to market research, leading to brands filling this gap with curated AI tools designed specifically for the foodservice industry.

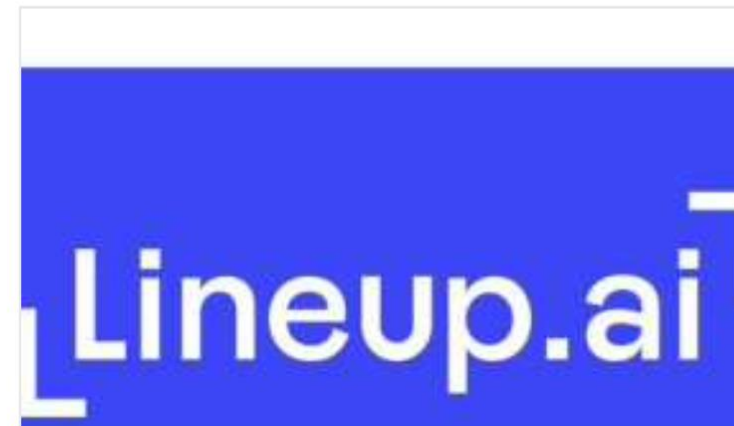
Workshop Question - How could your company leverage its data with AI to improve its existing and upcoming services?




Datassential's Menucast Predicts the Future of Food &amp; Flavor



## FoodGPT is a Generative AI Tool for Food and Beverage Development



## 'Lineup.ai' Uses Market Data to Predict Restaurant Demand



Artificial Intelligence

URL: [Hunt.to/517995](https://www.hunt.to/517995)

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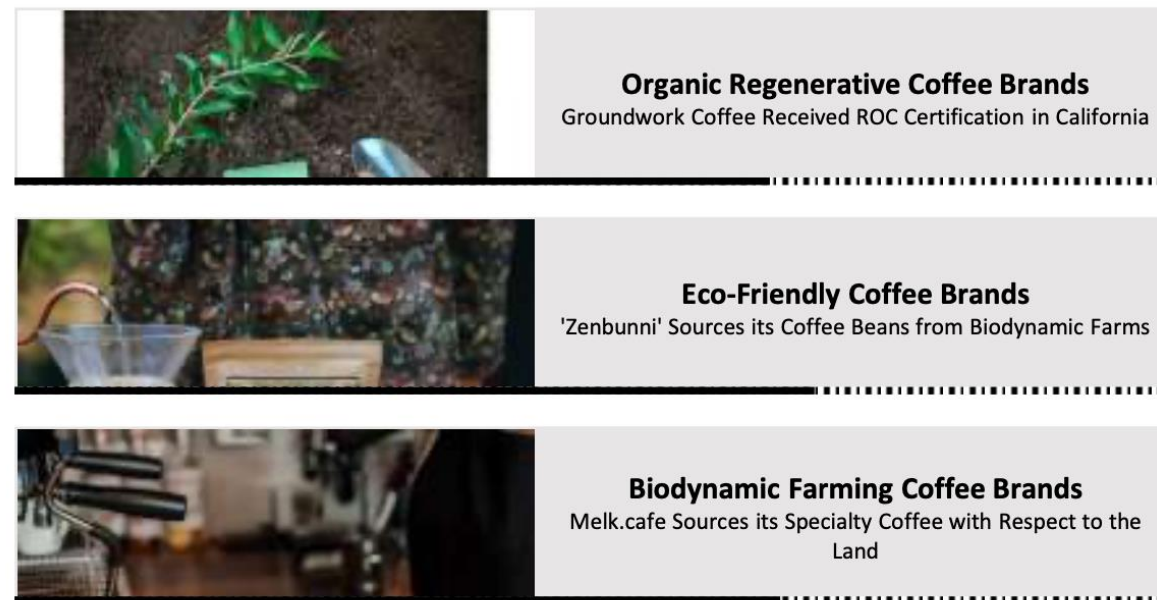
# Regenerative Coffee

Brands are employing biodynamic farming methods to reduce the impact of coffee

**Trend** - Coffee brands are implementing regenerative farming practices to ensure that coffee farming has a positive impact on the surrounding environment. These farming methods result in cleaner coffee blends while improving animal welfare, worker rights, and surrounding ecosystems.

**Insight** - There is a growing market of consumers that are drawn to products that promote social good, whether it be related to working conditions, animal welfare, or environmental impact. These consumers prefer products with certifications on the label to ensure them that the products are supporting good causes. This

**Workshop Question** - How can your brand improve its attraction to the modern consumer by adopting environmentally or socially-positive practices?



7.3  
Score



Experience  
Naturality  
Authenticity

4 Featured, 31 Examples

26,780 Total Clicks

URL: [Hunt.to/505693](https://hunt.to/505693)