INDUSTRY TRENDS

CPG Food

RISING STAR TRENDS *(RAPID GROWTH)*

1 GLP-1-FRIENDLY, HIGH-PROTEIN, HIGH-FIBER, LOW-SUGAR FOODS

Foods designed for satiety and metabolic support, important as consumers seek products that help with weight management and align with GLP-1 medication trends, driving demand for **clear protein** and **fiber content**.





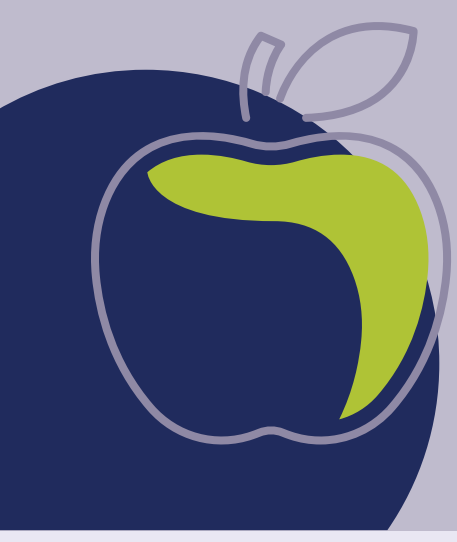
2 AIR-FRYER-OPTIMIZED FROZEN + SNACK SKUs

Products formulated for air fryer preparation, offering faster, crispier results, which is crucial as consumers increasingly use air fryers for **convenience** without sacrificing taste or texture.

3 HIGH-PROTEIN DAIRY + LACTOSE-FREE PERFORMANCE LINES

Dairy products with elevated protein and lactose-free options, meeting the needs of consumers focused on protein intake and digestive comfort, supporting **sports nutrition** and **inclusive eating**.





4 PREBIOTIC FIBER-FORWARD BEYOND SODA

Snacks and foods with added prebiotic fiber, reflecting the mainstreaming of gut health and the consumer push for higher daily fiber intake, which will **drive innovation in functional foods**.

5 SMART/TRANSPARENT PACKAGING (QR TRACEABILITY)

Packaging with QR codes or NFC for instant sourcing, nutrition, and recycling information, building consumer trust and meeting rising expectations for **transparency** and **proof of claims** in food products.



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