

# Forecasting 2025: Top 10 Food & Beverage Trends to Watch and Why Now is the Time to Enter the U.S. Market

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EINPresswire.com/ -- The food and beverage industry is brimming with innovation, and the 2025 forecast reveals exciting [trends](#) set to dominate shelves, menus, and consumer habits.

With consumers prioritizing health, sustainability, and global flavor experiences, these trends represent significant opportunities for brands looking to make an impact.



Mitch Gould, Founder and CEO of NPI

Mitch Gould, Founder and CEO of Nutritional Products International (NPI), a global leader in the retail distribution of health and wellness products, emphasizes that now is the perfect time for brands to enter the U.S. market. NPI's streamlined "Evolution of Distribution" platform simplifies entry, ensuring international brands can capitalize on the trends reshaping the industry.

## Top 10 Food & Beverage Trends for 2025

**Hydration Hype**—Consumers are seeking more from their beverages, with hydration innovations leading the way. Electrolyte popsicles, sparkling coconut water, and chlorophyll water are surging in popularity. Cactus water, packed with antioxidants, and kid-friendly hydration options in fun formats are reshaping the beverage aisle.

**Tea's Time**—Tea is having a renaissance, from plant-based milk teas and sparkling teas to chai-inspired desserts and tea strips for on-the-go steeping. Vintage tea parties with functional brews featuring adaptogens are redefining how consumers enjoy this classic beverage.

**More-Sustainable Sips**—Regenerative practices and eco-conscious packaging are transforming the alcohol industry. Lightweight wine bottles, drought-resistant grains, and organic practices are setting new standards for sustainability.

**Plant-Based Aquatic Ingredients**—Sea moss, duckweed, and agar-agar are making waves as nutrient-rich, sustainable ingredients. These aquatic superfoods are appearing in gummies, beverages, and plant-based gelatin alternatives.

**Protein Power-Up**—Consumers are embracing high-protein options in whole food formats. Organ meats and blends, protein-enhanced snacks, and innovative recipes like cottage cheese-based dishes are meeting the demand for functional nutrition.

**Next-Level Compostable**—Compostable packaging is becoming a key differentiator for brands, with products like home-compostable wrappers and produce stickers reducing environmental impact.

**International Snacking**—Global flavors are taking over the snack aisle. Mango sticky rice chips, chili crunch oil edamame, and chamoy candies are just a few examples of how brands are blending culture and nostalgia to disrupt the market.

**Ever-Adaptable Dumpling**—Dumplings are no longer confined to traditional formats, appearing in fusion cuisines and snack-friendly packages. These versatile “pocket foods” are connecting consumers with global culinary traditions.

**Crunch: Texture of the Moment**—Crispy grains, sprouted nuts, and mushroom chips are creating crave-worthy textures. This trend extends to beverages and desserts, with items like crème brûlée espresso martinis offering a sensory delight.

**Sourdough Stepped Up**—From pizza crusts to chocolate brownies, sourdough is evolving beyond bread, delivering its signature flavor and fermentation benefits in unexpected ways.

### The U.S. Market: A Land of Opportunity

With the U.S. food and beverage market projected to exceed \$1.9 trillion by 2025, the opportunities for innovation are endless. Gould emphasizes that NPI is uniquely positioned to help brands capitalize on these trends, offering a comprehensive solution to navigate the complexities of market entry.

“At NPI, we handle everything from FDA compliance to distribution and marketing,” said Gould. “These trends align perfectly with what today’s consumers demand, and brands that act now will reap the rewards.”

### NPI’s Proven Strategy for U.S. Market Entry

Through NPI’s unique “Evolution of Distribution” platform, international brands can seamlessly introduce their products into the U.S. market. This turnkey approach, developed by Gould, combines comprehensive sales and marketing strategies with distribution and logistics expertise, helping brands navigate the complex U.S. retail landscape.

"I have sold millions into Amazon, Walmart, CVS, Walgreens, and more," concluded Gould.

For more information, please visit [www.nutricompany.com](http://www.nutricompany.com).

#### MORE ON NUTRITIONAL PRODUCTS INTERNATIONAL AND ITS FOUNDER

NPI is a privately held company specializing in the retail distribution of nutraceuticals, dietary supplements, functional beverages, and skin-care products. NPI offers a unique, proven approach for product manufacturers worldwide seeking to launch or expand their products' distribution in the U.S. retail market.

Gould, known as a global marketing guru, also has represented icons from the sports and entertainment worlds such as Steven Seagal, Hulk Hogan, Ronnie Coleman, Roberto Clemente Jr., Chuck Liddell, and Wayne Gretzky.

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