



Creed Foodservice

TRENDS BROCHURE 2025

WELCOME TO CREED TRENDS 2025



For 2025, we have looked at our insight focuses a little differently, streamlining to one core macro trend, and a further six consumer missions.

At the core, *Adapt to Survive* refers to the macro trend driving significant long-term shifts in the nation's behaviour. Our six trends underpinning this are based on consumer-led missions, looking at their values and the level of emphasis put upon these.

Our 2025 Creed Trends look across all sectors, and age generations to highlight the commonalities within food and drink for the year ahead.

At Creed, we're here to support you!

Macro Trend

ADAPT TO SURVIVE

22% are struggling
(decrease Vs 2023)

42% are managing
(slight decrease Vs 2023)

36% are comfortable
(increase 2ppts Vs 2023)

UK Population, Kantar Worldpanel, May 2024

“ Business rates need to be looked at. If not bills will quadruple, so the hospitality sector as a whole will be hit with an extra billion pounds of tax....pub bills will increase by around £12k-£15k and Highstreet restaurants by around £25k-£30k. ”

Kate Nicholls OBE,
CEO, UK Hospitality
September 2024

2025 is predicted to be a **strong start** to the year as consumer **confidence is increasing**, attributed to a better understanding of personal finances. However, the challenge is not over, and **uncertainty remains** due to many global events causing consumers and operators to be cautious about what's to come. As a result, we're seeing operators **branch out from their norm**, realising they have to **adapt to survive**.

The Kenton in Hackney, a British pub with a Norwegian twist, is branching out from the norm. Not only does this pub inject fun and personality but also features a very popular karaoke bar.





Consumer mission

CONSISTENT QUALITY

When there is such emphasis placed on value for money, **quality is an unnegotiable factor.** In this new landscape, consumers are paying more for food and drink and seeking elements that can **satisfy a more discerning consumer.** Food and drink ingredients are being levelled up to cater for this as operators also want to serve something that they are **consistently proud of.**

73%

of consumers are happy to pay more for higher quality ^[1]

86%

think good quality has a price ^[2]





How to deliver

CONSISTENT QUALITY



Using menu descriptors to emphasise quality on menus by highlighting the ingredients or techniques that you are using. High street chain, ASK Italian, does this well with a number of their dishes.



Consumers are starting to see communication of product quality called out during their weekly shops and will soon be expecting to see this translated through to dishes enjoyed outside of home. It's important to keep up to date with the highlights.



Wherever you are serving food, how can quality be incorporated? University of Leicester offers students a wood-fired pizza concept made with hand-stretched dough, and fresh ingredients and finished with Fior di Latte cheese.



Consumer mission

PERSONALISED EXPERIENCE

If you are going out, you may as well go all out and get the experience exactly how you want it. Making the most out of every event is not just for the consumer; businesses should embrace the opportunity to elevate their guests' experience, drive loyalty, spend and leave them wanting to come back for more. We're seeing formats combine, as operators are doing all they can to make it more than just a visit, tailored to our own wants and needs.

61%

of consumers are very experience-led ^[3]

32%

of items on menus are customisable ^[4]





How to deliver

PERSONALISED EXPERIENCE



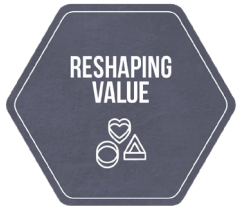
In a care setting, it is important to adopt a person-centric approach, understanding residents' flavour preferences and dietary requirements through to their favourite placemat – anything that elevates that personal touch.



We're seeing more 'build your own' options, allowing customers to make dishes just how they want them. Dovetail in London, offers a Knickerbocker Glory Cart delivered to your table, and with diners creating exactly what they want!



Combining activity and food is a great way of elevating an experience for diners. From competitive socialising concepts through to make your own. Belmont Care Home included residents in making Belgian Buns, boosting appetite and appeal of food.



Consumer mission

RESHAPING VALUE

With an extended period of economic volatility, the nation is adapting to the changes and **reshaping its own version of 'value'** - both personal and monetary. We're looking at things differently. The **lower ticket** items will always **appeal**, but we're also placing more **emphasis on perceived value** for money, looking past the basics and reshaping our version of value.

49%

of business leaders state that 'squeeze on household budgets' is the most important long-term effect on the industry ^[5]

77%

of consumers are very value-led ^[6]



RESHAPING
VALUE



How to deliver

RESHAPING VALUE



Offering combined value and quality is the sweet spot, and Steakhouse, Flat Iron, does that well. Customers pay £14 for one type of flat iron steak, with accompanying sides and sauces lower than average menu prices. Diners finish with an ice cream dessert, on the house!



Value is not just about food, but also the environment we dine in. An OSJCT Care Home has added value to residents by revamping their hospitality areas and improving the dining experience for residents and their families.



Promotion is still a popular way of offering value. All generations love a promo, and especially students! We're seeing operators such as Franco Manca offer a pizza and drink deal for a great price. Attracting a new customer and running it at typically quieter footfall times.



Consumer mission

FUTURE PLANET

It is our duty to sustain the world that we live in for both the current and future generations. Our activities must be **consciously-considered**, and while this complex topic is layered, we need to ensure we are doing our bit to retain the world that we live and thrive in, together.

63%

of consumers are very sustainability-conscious ^[7]

48%

of grocery and foodservice professionals are prioritising sustainability initiatives in their businesses. ^[8]





How to deliver

FUTURE PLANET



It is important to communicate your efforts to whoever your customer is. Flight Club makes a statement about the partner brand for their water, Belu, highlighting the reasons for this choice and what they can do to support it. This helps diners justify their menu choices.



As ingredients are being levelled up, these are also becoming more friendly for the environment. We're seeing companies such as Wildfarmed making their way into retail and out-of-home menus, such as being used in ASK Italian pizza dough.



Listen to the younger generations as they champion sustainability initiatives from an early age. The Let's Go Zero campaign is calling for government actions for all UK schools to be zero carbon by 2030.



Consumer mission

CHOOSE HEALTH

No matter the age, we want to better ourselves both **mentally and physically** and are actively choosing health. Health is wealth to many and we are looking for **supporting solutions** in everything we do. **Accessibility** for all is **key**; ensuring that solutions deliver on not only **nutrition**, but **taste**, and **value**.

42%

of consumers are very health conscious ^[9]

29%

of operators have seen an impact of introducing calorie labelling on menus ^[10]



^[9] ^[10] Lumina Intelligence, 2024



How to deliver

CHOOSE HEALTH



Popular with the Gen Z's is the rise of low 2 no, as they value health and look for more alcohol-free options. We're seeing this trend come to fruition with Manchester's first alcohol-free bar and café, Hinterland, for those who want the fun without the units.



Education of healthy food from a young age is so important. Seaford college place emphasis on the importance of brainfood and create innovative dishes which they offer students in their canteens.



We're seeking vitamins and added nutrients being added to things we eat and drink. Companies such as Jelly Drops has designed jelly sweets to boost hydration with 95% water, sugar-free & vegan with added electrolytes & vitamins.



Consumer mission

HARNESSING DIGITAL

The digital world is **dynamic** and **evolving** in many ways to cater to society. Websites and social media platforms are **expected** as a **minimum** requirement, as attention is turning to the use of **AI systems** and **robotic equipment**. For some, tech-led practices can seem extreme, but when executed in the right way can **boost profits** and attract a whole new way of harnessing digital.

37%

of business leaders are
prioritising
digitalisation in the
next 12 months ^[11]

STAFF CHALLENGES

means operators are
increasingly looking to use
technology to streamline
operations ^[12]





How to deliver

HARNESSING DIGITAL



As staff shortages and low skill sets are a challenge, attention turns to technology to assist. Although a large investment, we're seeing robotics integrated into kitchens for repetitive tasks, designed to work with and support human chefs.



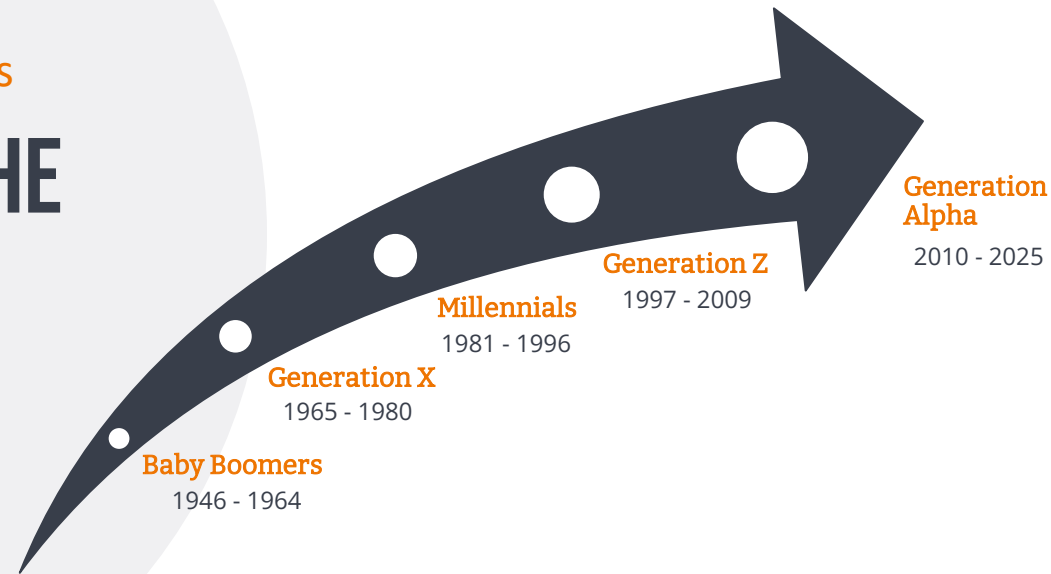
Technology can really support back of house functions, from waste management through to student tracking. Systems like 'My Child at School' allows schools and parents to track students' food purchases, homework and behaviour charts.



Another example of tech being used to support skillset is 3D-printed food. Whilst relatively new to the market, companies such as Gastronomy 3D Food Works creates products aimed at dysphagia, printing freshly prepared purees delivering taste and real-life resemblance.

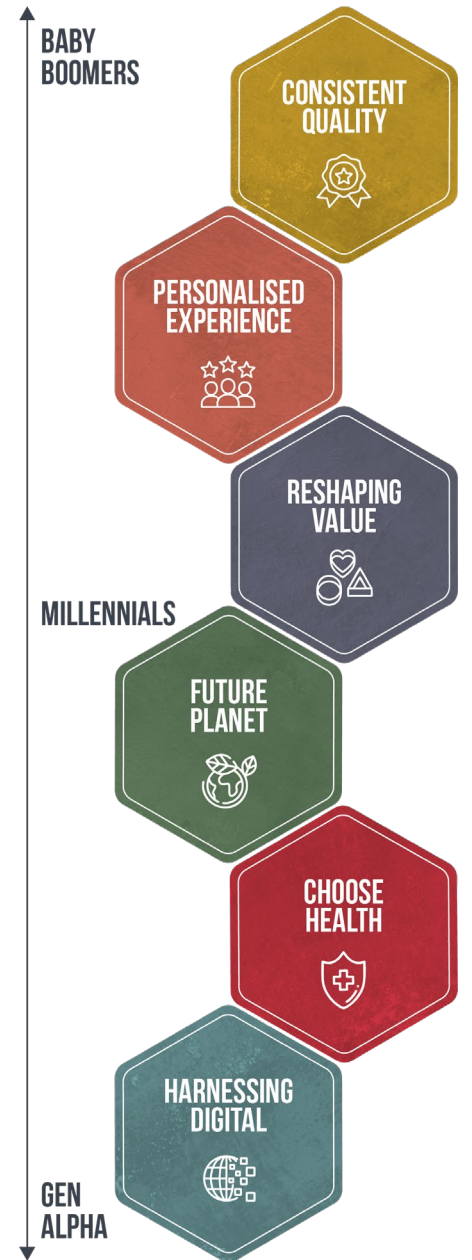
Your Audience & Their Priorities

UNDERSTANDING THE GENERATIONS



To effectively prioritise core food and drink trends for 2025, it's important to identify your target segment and age demographic. Each generation has unique dining preferences, shaped by distinct values and spending habits that influence their choices when dining.

When deciding on your food and drink provision, tapping into these generational priorities is essential for creating offerings that resonate and connect authentically with each audience.



1946 - 1964

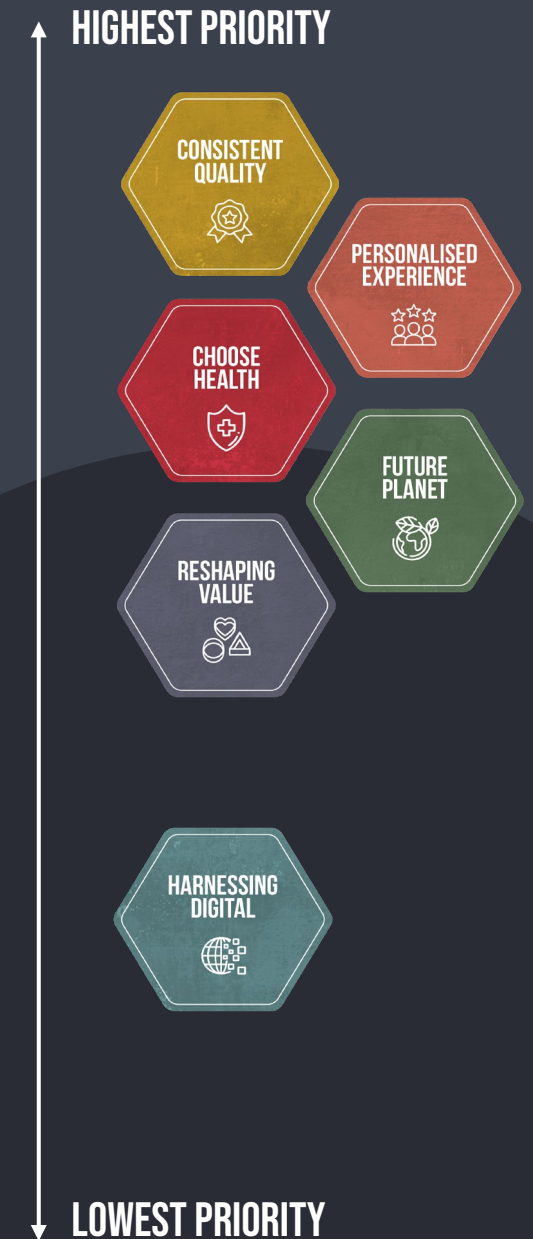
BABY BOOMERS

Characteristically, Baby Boomers are a generation with the largest spending power, this is billions more than Gen X, Millennials and Z combined.

This is reflected in the ingredients they buy, looking for seasonal and fresh ingredients as much as possible. With these products typically costing more, this group is looking for quality, premium and sustainably sourced products.

Almost half of Baby Boomers say they are eating healthier now than 10 years ago as they describe their diets as healthy and seeing a continual rise with those following a plant-based or flexitarian diet.

Whilst being increasingly inquisitive about digital, other trends are higher on the priority list.



1965 - 1980

GENERATION X

Sandwiched between the Baby Boomers and Millennials, Generation X stands out for their preference for personalisation within food and drink, as widely understood as adding value.

They like exploring global cuisines but are more aligned with traditional tastes as palates aren't as diverse as Gen Z or Millennials.

This generation was raised largely 'unplugged' from technology, so whilst it plays an important place in today's society, activities are not dependent on it.

Whilst we've seen all generations place value on health, Gen X's focus on foods that deliver health boosters such as immunity and energy and look to address health conditions, rather than looking for healthy foods with a sustainability element.



1981 - 1996

MILLENNIALS

Technology formed part of their everyday growing up, especially in adolescence. Millennials were not born into it and they learnt to migrate to a digital world, now fashioning an adaptable relationship with digital.

Due to the timing of the economic crisis, this generation was required to be better trained in work and life and prioritise experiences and quality as always seeking to better themselves and their opportunities.

They were the first generation to earnestly consider sustainability factors when making food choices especially when it comes to reducing the consumption of meat.



1997 - 2012

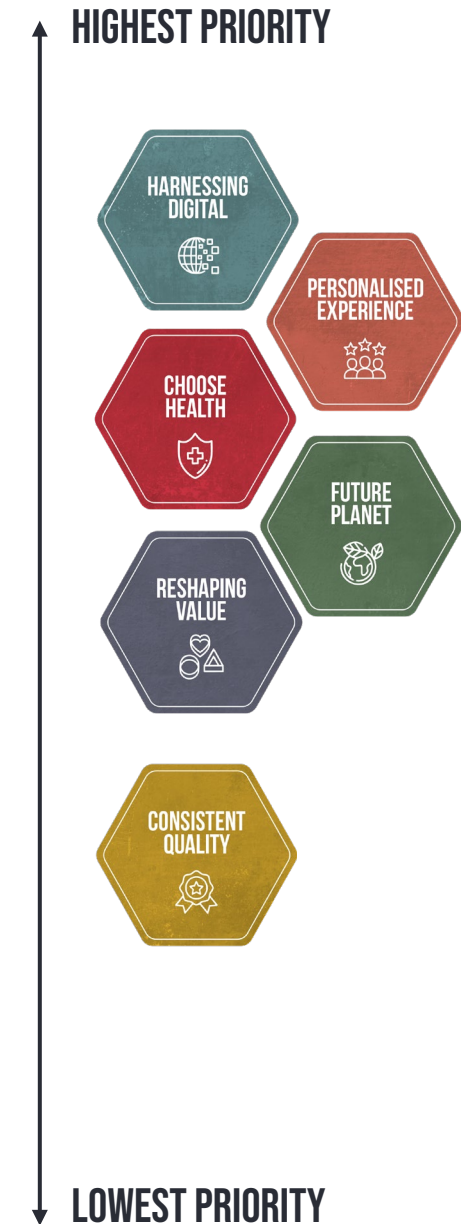
GENERATION Z

Gen Z's have grown up in times of unprecedented tech and innovation. They are unknowingly driving change in how the world works, as many businesses adapt to cater to their changing behaviours.

Digital leads the way as Gen Z places high importance on digital interaction, preferring to use their phones when dining out to avoid social communication.

Although AI sparks interest, this group is most likely to make a purchase decision based on their values and principles, bringing sustainability and health high on the agenda.

Varied choices have always been an option for this generation as they favour different cuisines and formats.



2013 - 2025

GENERATION ALPHA

The start of a new era; born into a world where technology is well-established, as many have been exposed the second, they were born.

Personalisation is a real driver for this generation as getting what they want, when they want is not uncommon.

Digital and social interaction is important to this group as they are empowered to question and make informed choices from a young age.

This generation has early exposure to global flavours, natural ingredients and plant-based foods, making their palettes far more superior at an early age.





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