



Key Deli, Dairy & Bakery Trends for 2026 (And What to do About Them)



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IDDBA Member exclusive access!

View recording and download slide deck at iddba.org. (Available in 24-48 hours)

 tastewise
Culture Shift
2026

Dairy, Deli, and Bakery
Trend Forecast





What's the biggest
trend you're watching
for your category at
the **end of 2025?**

Tastewise: the trusted choice for turning market insights into revenue in food & beverage.



In-Home & eRetail

1 Trillion

Data Points



Social Media

72B

Observed F&B moments



Restaurants & Food Delivery

4M+

locations and best-selling menu items



Givaudan

MARS



FERRERO

KraftHeinz



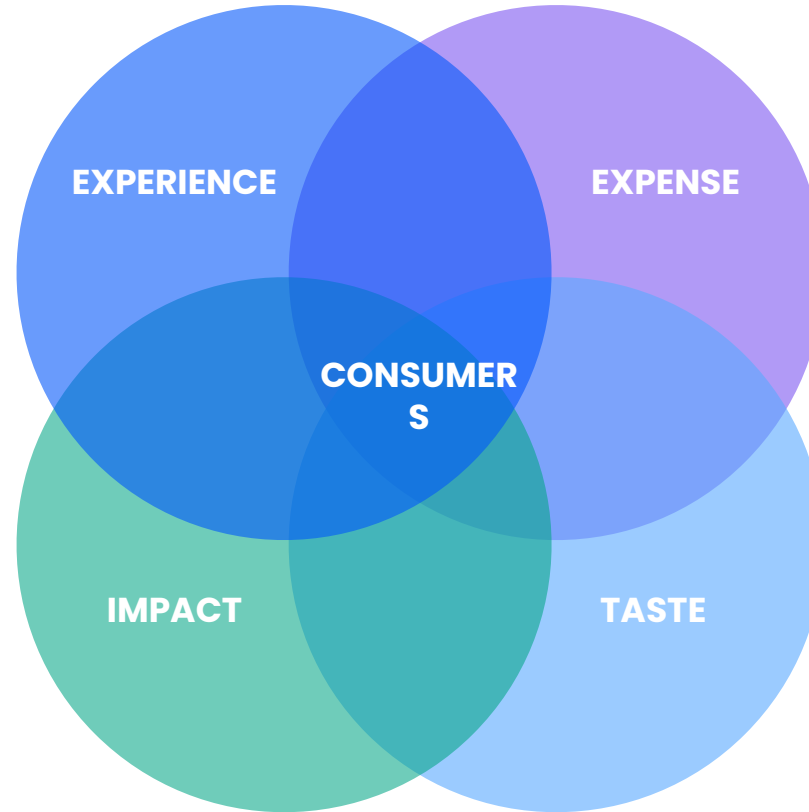
Refresco



AAK

and many more

Where **relevance** and **ROI** connect





Food costs are up

2.7-3.7%

**averaging +\$308/year,
per household**

Consumer discussions of affordable F&B:

-3.5% YOY

as *indulgence* increases

What do consumers want?

-0.8% YoY

Dairy-free
products

-13% YoY

Plant-based
ingredients

+4% YoY

Gluten-free
products

-6% YoY

Sustainability

+28% YoY

Mood-supportive
ingredients

+15% YoY

Convenience

+34% YoY

Authentic

+78% YoY

Cozy

+79% YoY

Sweet & Spicy

Bakery | USA Market Overview



People
1,338,432



Posts
4,455,650



Recipes
1,336,564

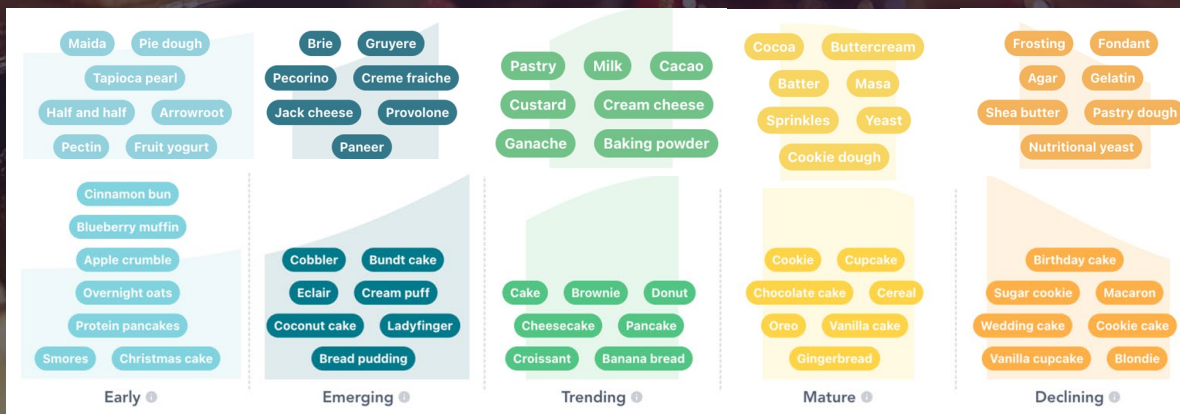


Dishes
7,140,608



Restaurants
507,186

Current landscape



Experience Reigns

Indulgent +25 YoY
Traditional +40%

- **Memory creation** +151% YoY
- **Take & bake** +17% Yoy (+25% in restaurants!)
- **Homemade:** +4% YoY
- **Whey/pea protein:** +20% Yoy

Deli | USA Market Overview



People
4,326,971



Posts
23,823,815



Recipes
2,094,635

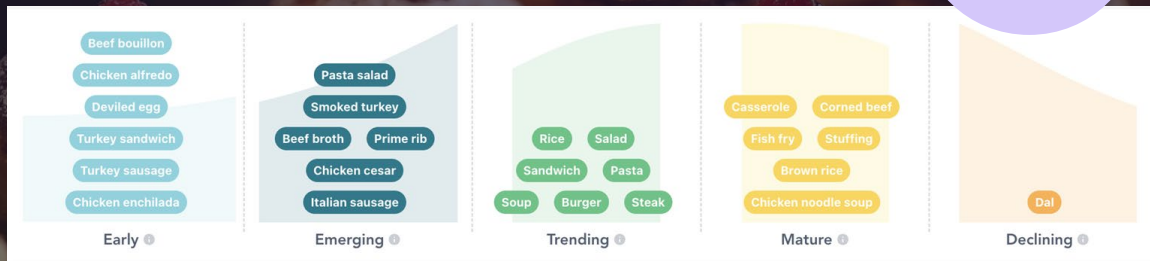


Dishes
62,119,038



Restaurants
704,736

Current landscape



+48% Yoy in
consumer
interest in **high
protein**

Experience Reigns

Convenience +9 YoY
Seasonal +52%

- **Intense flavor** +249% Yoy
- **Hearty** +73% Yoy
- **Reconnection** +59% YoY
- **Crispy** (texture!) +64% YoY

Dairy | USA Market Overview



People
1,728,167



Posts
4,387,208



Recipes
7,459,965



Dishes
41,512,114



Restaurants
700,493

Current landscape

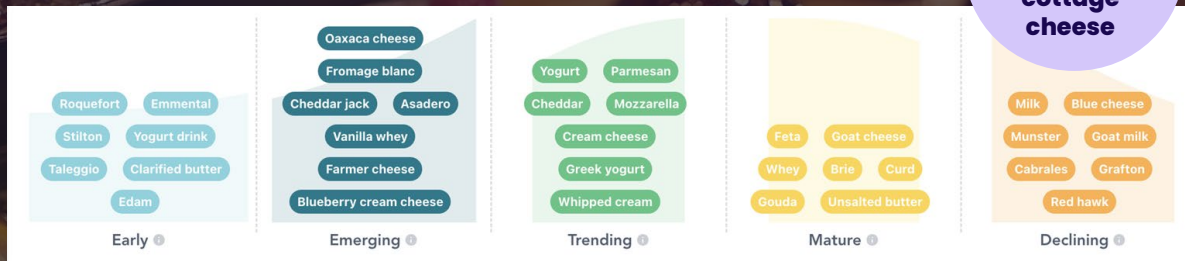
+36% Yoy in
consumer
interest in
**cottage
cheese**

Function Reigns

Protein
+26 YoY

Comfort
+52% YoY

- **Collagen** +40% YoY
- **Hormone balance** +53% YoY
- **Anti-bloat** +24% YoY
- **Blood sugar** +16% YoY



2026's food & beverage trends



**Food as identity
reconnection**



The new body OS



Sensory maximalism

Food as **Identity** **Reconnection**



The Anti-fake Steaks

Raising the steaks: Protein's shift back to meat

Trend Snapshot

Faster growth in interest
for meat protein than
plant-based, YoY

3x

Growth in meat-based
menu items

+12% YoY

Growth in demand for
protein

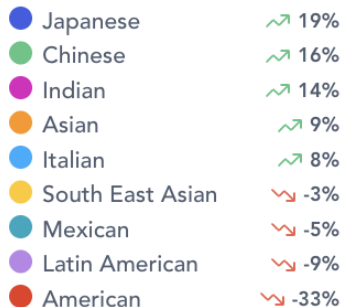
+20% YoY



Authenticity outmuscles the pretenders as meat becomes an identity choice



Interest in authentic meat across cuisine types at home

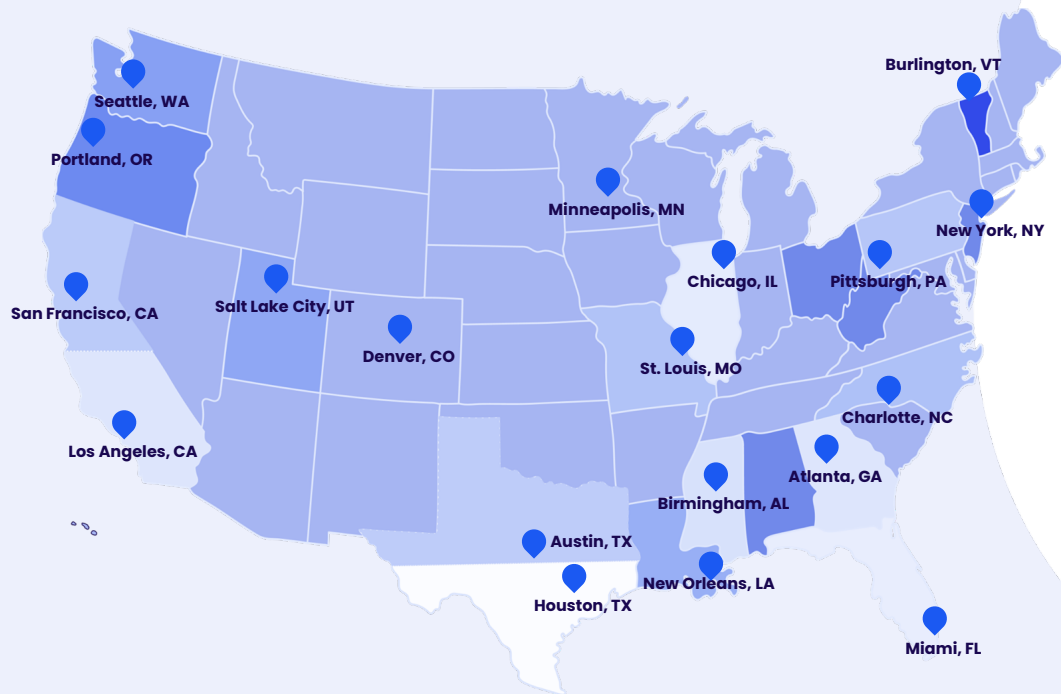


Consumer interest in authentic meat

+38% YoY



America's culinary map is splintering, and it's a good thing.



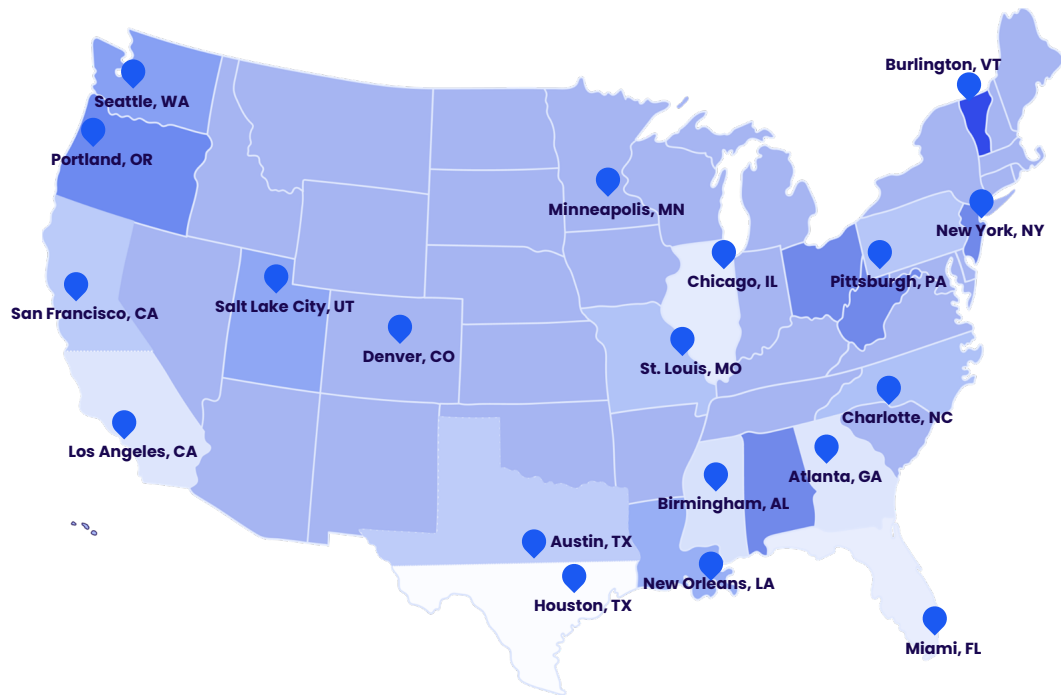
@neverbeencincy



❤️ 39
Post Likes

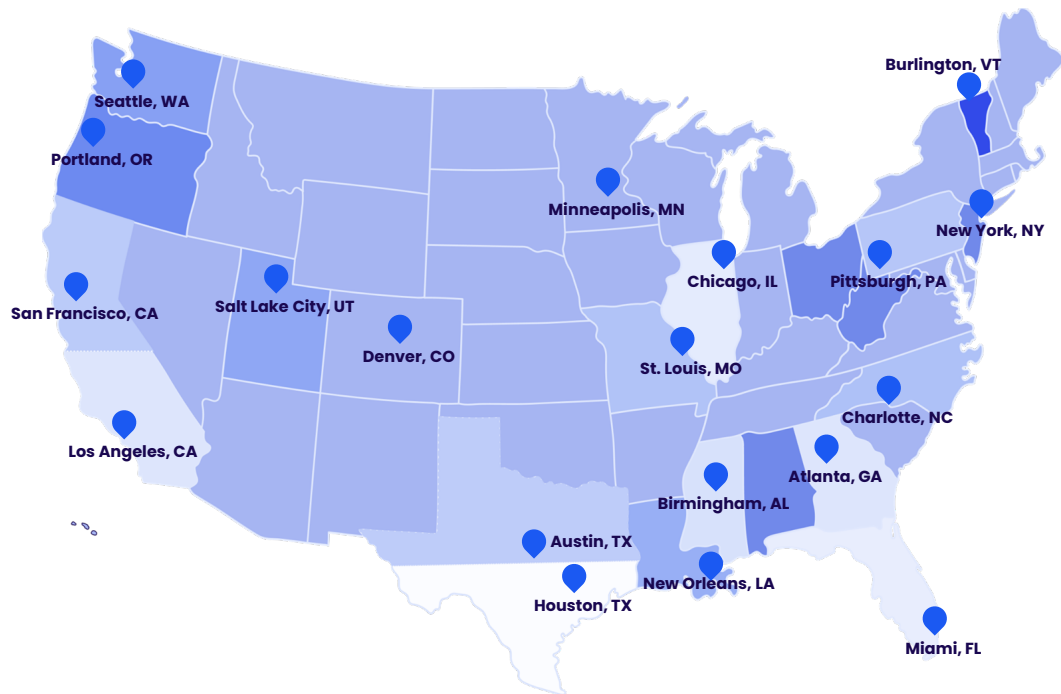
NEVER BEEN TO THIS LOCAL INSTITUTION !! We love a good homemade burger and we also love small, local establishments with a lot of history. @herb_n_thelmas_tavern in Covington fills the bill on all counts! In 1939 Heine's Cafe opened in this unique corner building. In 1965, the owners' son and daughter-in-law, Herb and Thelma bought the cafe and renamed it. It has gone through a couple owners since then, but the local family atmosphere remains. The space is decorated with lots of cool memorabilia - northern Kentucky sports photos, brewery pictures and items and lots of local history. The menu is simple and straight forward - hamburgers, cheeseburgers, hotdogs from Original Nathan's Franks, metts and brats from Wasslers Meats on Cincinnati's west side. They also offer chili, bean soup.

America's culinary map is splintering, and it's a good thing.



City	Share
charlotte	1.35x
atlanta	0.96x
seattle	1.70x
houston	0.72x
lafayette	1.04x
birmingham	1.00x
san francisco	1.24x
los angeles	0.96x
new york	0.67x
salt lake city	1.63x
chicago	0.89x
pittsburgh	1.28x
burlington	2.72x
new orleans	1.54x
miami	0.87x
oakland	0.96x
austin	1.22x
st louis	1.33x
portland	1.96x
national	1

America's culinary map is splintering, and it's a good thing.



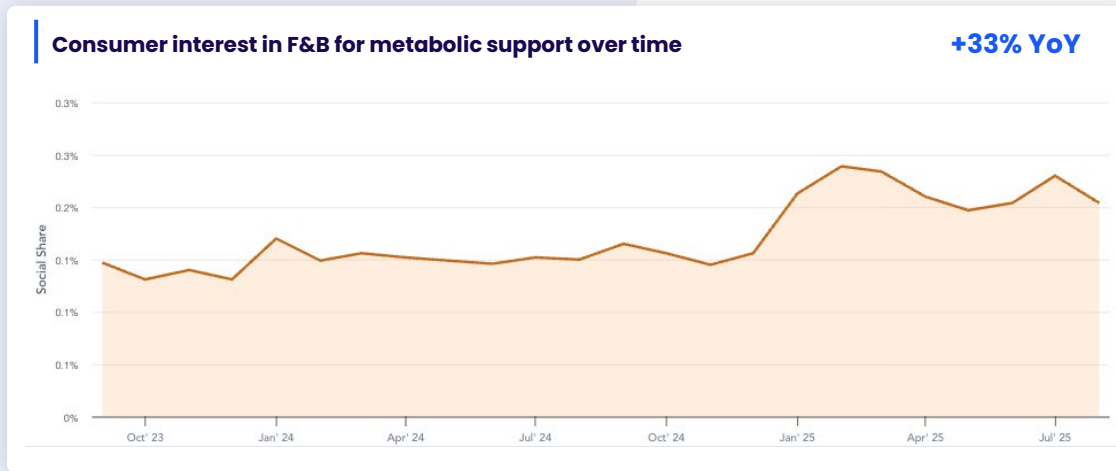
The New **Body OS**



Have weight loss
drugs impacted your
customers this year?



Metabolic wellness isn't niche, it's the new pantry standard for the GLP-1 era



Consumer appetite is growing for hosting concepts that support metabolic health.

High Protein Dips

+30%YoY

High Fiber Dips

+40%YoY

Hydrating Bevs

+25%YoY

Anti-bloat Snacks

+19%YoY

Interest in GLP-1 friendly food and drink at social gatherings is up

144%YoY

The New Body OS > GLP-1 Pantry 2.0

The future of hosting is metabolic comfort for all

Within social occasions, consumers crave:

Metabolism support

+20% YoY

Blood sugar balance

+18% YoY

Bloating relief

+25% YoY

Togetherness at home

+46% YoY

Mini concepts

+25% YoY

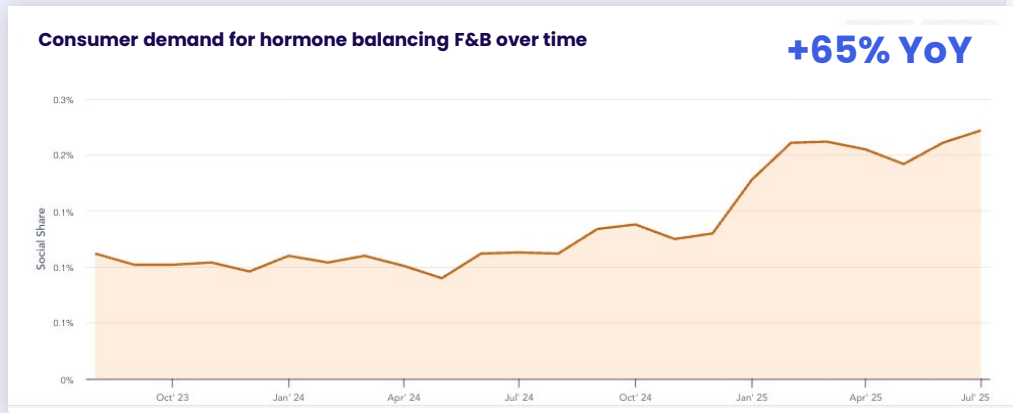


♥ 26

Post Likes

YES! Veggies Belong at Every Party Table 🥕 They might not be the most *fun* foods, but make it colorful and accessible, and they will be eaten! My tips for being "that host" who serves veggies: 🌱 First: make it cute, colorful, and grab-worthy 🌱 Snack all day without the heavy, bloated feel 🌱 Fiber fills you up on fewer calories, more nutrients 🌱 Satisfies your crunch craving and your gut bacteria 🌱 No post-snack slump or "regret" 🌱 Works for everyone: vegan, GF, health-conscious 🌱 Make it the centerpiece & people will eat it 🌱 Mindlessly snacking on

Fertility & reproductive support: The next functional frontier



Within the condiment space, consumers are looking for:

Nourishment High protein Healthy fat Gut health Versatility

Trend Snapshot

Demand for
seed oil-free

+208% YoY

Demand for hormone
balance

+62% YoY

American pregnancies
every year

5M+

Projected growth in fertility
supplements category over
the next 10 years

2x

Sensory **Maximalism**



Intense, Asian flavors are the new morning craving



Ramen

Breakfast

+12%YoY

Morning

+19%YoY



Pho

Breakfast

+28%YoY

Morning

+11%YoY

Breakfast Trend Snapshot:

Intense flavor

+273% YoY

Umami

+26% YoY

Silky

+68% YoY

Japanese

+15% YoY

Cereal for Gen Z

-5.9% YoY



Foam is the frontline of functional coffee



Cold Foam:

Consumer interest

+57%YoY

Menu items

+161%YoY

Opportunities:

Hormone balance

+55%YoY

Stress relief

+30%YoY

Trend Snapshot

Growth in avg. coffee menu prices nationwide

+7% YoY

US tariff imposed on Brazilian coffee*

50%

Drop in instant coffee exports to the US*

-60%

Decline in Brazilian raw coffee exports*

-46% YoY

America's favorite fish step up to the plate in new snackable formats as meat jerky declines -5% YoY



Consumer demand:



Salmon Jerky
+24%YoY



Tuna Jerky
+15%YoY



Salmon Skin
+41%YoY



Candied Salmon
+34.5%YoY
(+16% as a snack)

Key Takeaways

Authenticity vs.
artificial

Functional health

Choice is power

Sensory
maximalism
takes hold

Local & cultural
identity drive
premiumization

The future portfolio
is cultural



Which trend has
stood out for you
today?

Food as Identity

New Body OS

Sensory Maximalism

Blueberry discussions increased notably over the past 24 months



Blueberry muffi...



Viral Blueberry 🍷
Buttermilk Swim...

▶ 9,300,000

Video Views

Social Share

0.93%

Which items correlate the most?



Blueberry juice

Menu Index
4.3;



Blueberry pie

Menu Index
4.3X

YoY Growth

11.43%



Lass fat. More fun.

#YogurtLover #FruitYogurt #BlueberryYogurt
#CreamyGoodness #SnackSmart

Social Media Type

Instagram Post (4:5)



What does your 2026 shift look like?

Your brand, category, and product all have a place in 2026's food culture. Let's find it.





Thank you!

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