

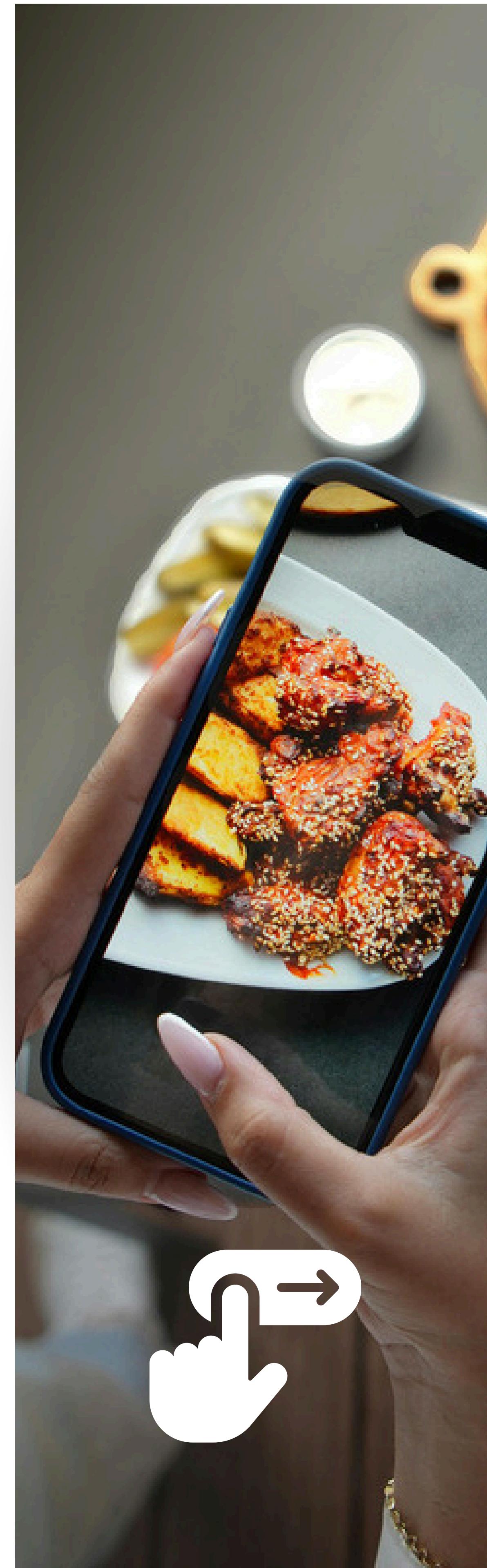


STRATEGIC INSIGHTS 2026



The 2026 UK Food Landscape: Three Shifts Shaping the Future and 10 Food Trends to Watch

A Strategic Guide to Product Innovation and Growth. Find the Top 10 matching trends on our website for more insights.



Three Core Consumer Shifts Defining 2026



The UK consumer is evolving. Growth is no longer about chasing isolated trends, but about understanding the fundamental shifts in how people relate to food. We've synthesised the landscape into three strategic pillars that will define the next wave of product innovation.



The Health & Integrity Imperative

Consumers demand more nutritional value, greater transparency, and less waste from every product.



Redefining the Meal Occasion

Traditional meal structures are dissolving into flexible, convenient, and format-driven eating moments.



The Quest for Elevated Experiences

Shoppers seek deeper satisfaction through authentic flavours, premium quality, and emotional comfort.



⊕ PILLAR 1

The Health & Integrity Imperative

Eating is now a conscious act of personal and planetary care. Consumers are scrutinising labels, seeking nutritional density, and rejecting waste and over-processing. This shift demands products that are not just tasty, but transparent, efficient, and clean.

01

The GLP-1 Effect

Smaller appetites, higher standards

02

Edit & Enhance

Reformulation with integrity

03

Keep it Fresh

Practical sustainability





The GLP-1 Effect: Smaller Appetites, Higher Standards

The Insight

The scaling of GLP-1 medicines is creating a new consumer segment with fundamentally altered eating habits. They eat less, snack less, and are more intentional about the nutritional quality of every bite.

Actionable NPD Implications

- Compact Nutrition: Develop smaller packs with higher protein and fibre density for maximum satiety-per-bite
- Premium Minis: Create high-flavour, small-format indulgent items like mini pasta pots with premium sauces
- Gentler Formulations: Focus on lower-fat, easier-to-digest options positioned as 'light' and satisfying

Evidence Signals

NICE guidance covers tirzepatide (Mounjaro) for managing overweight/obesity

NHS England commissioning guidance discusses scale of eligible cohorts

Financial Times reports very large private usage in the UK

□ Our Solution: We provide the building blocks for compact nutrition. Use our pulses for protein & fibre, our concentrates for intense flavour in small doses, and our premium pasta, noodles, and rice for downsized formats.

Integrity in Practice: Cleaner Labels, Smarter Shelf-life

The Insight

Consumers are actively rejecting products they perceive as 'ultra-processed' and are hyper-aware of food waste due to price pressures.

The demand is for recognisable, kitchen-cupboard ingredients and intelligent formulation that extends freshness without a long list of additives.



47%

Consumer Action

Have tried reducing ultra-processed food consumption when eating out and would like to do so again (AHDB). Food prices and UPF are top UK concerns in 2025 tracker data (science.food.gov.uk)

Actionable NPD Implications

- **Edit & Enhance:** Aim for shorter ingredient lists. Replace additives with flavour systems derived from fermentation or slow-cooked concentrates
- **Keep it Fresh:** Use formulation and packaging to extend shelf-life. Right-size portions to reduce household waste

❑ **How We Help:** Our tomato concentrates and simple pantry ingredients deliver clean, high-impact flavour without additives. Our ambient solutions maintain quality, helping you balance shelf-life with a clean label.



⌚ PILLAR 2

Redefining the Meal Occasion

The traditional three-meals-a-day architecture is collapsing. Consumers are building their days around flexible, convenient, and often snack-driven moments. The lines between snacking, treating, and dining have blurred, creating new opportunities for format innovation.



Snack-tails & Convenient Store

The premium grab-and-go meal



All-day Dessert

Indulgence as a micro-moment



The New Meal Architecture: Premium, Convenient, Snackable



Snacking is no longer just "between meals"; it is the meal for many. Convenience is now table stakes, but consumers' definition of "value" has expanded to include quality and nutritional credibility, not just low price. They expect grab-and-go options to be both satisfying and high quality.

Elevate Grab-and-Go

- 1** Develop premium Ready-to-Eat bowls (pasta, rice, noodles) with high protein and vegetable density

Component-based Snacking

- 2** Think in "snackable" components: mini pasta cups, mini rice bowls, dip-and-crunch formats, and mini antipasti

Innovate in Format

- 3** Explore "two-part" packs, protein add-ons, and micro-meal portions

Value Redefined: "Value" is the #1 driver, but is now defined by quality and health, not just price

- We enable rapid innovation with modular components. Combine our pasta/rice/noodle bases with our sauce concentrates and legume protein add-ins to build premium convenience solutions.

All-day Dessert: Little Treats, Any Time

The Insight

The desire for indulgence remains strong, but the format is shifting. Consumers are seeking out 'small luxuries' and micro-treats that can be enjoyed at any time of day, breaking the dessert category free from its traditional end-of-meal slot. Flavour innovation is key.

Actionable NPD Implications

- Miniaturise Indulgence: Focus on mini desserts, single-serving portions, and 'dessert add-ons' like premium sauces, inclusions, and crunchy toppings
- Premium on a Budget: Use smaller formats to deliver high-quality ingredients and sophisticated flavours at an accessible price point

Flavour Watchlist

The market is seeing fast-moving, 'ahead of the curve' dessert flavours:

Miso Caramel

Pistachio

Yuzu

Hibiscus





PILLAR 3

The Quest for Elevated Experiences

In a crowded market, consumers crave more than just sustenance. They are searching for food that delivers comfort, adventure, and a sense of authentic quality. They are willing to pay a premium for better flavour, rich heritage, and compelling stories.

1

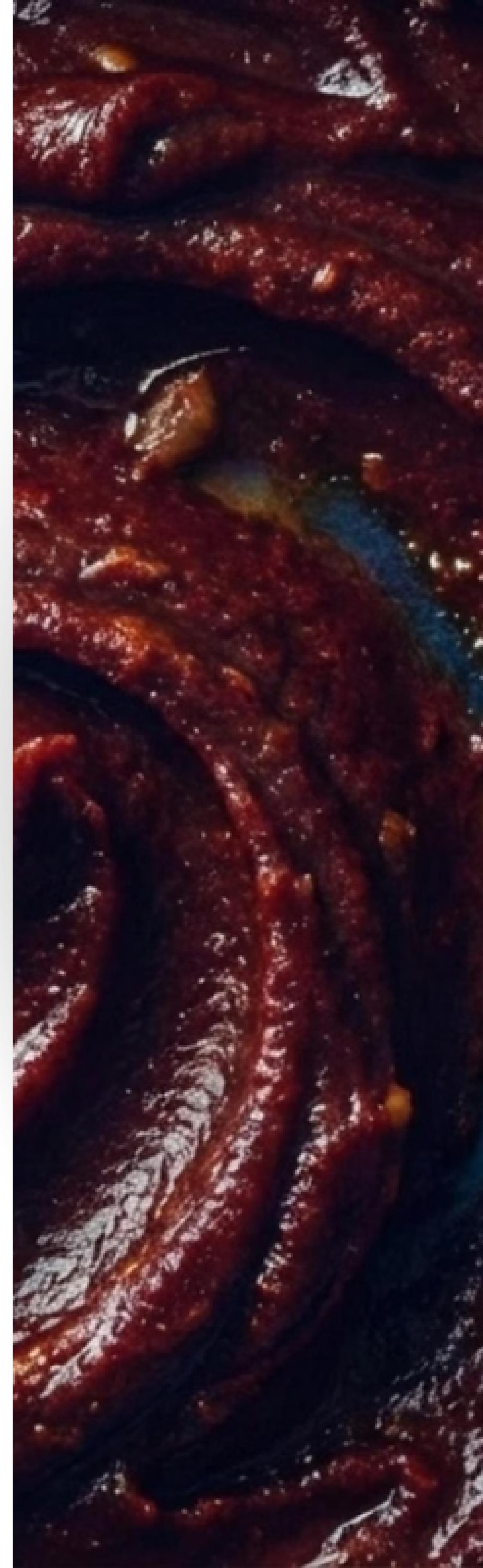
Food Therapy & Butcher's Cut

Premiumised comfort

2

Bread, Batter & Cuisines Rediscovered

Authentic global flavours



Comfort, Premiumised & Authentic Flavours

Comfort, Premiumised

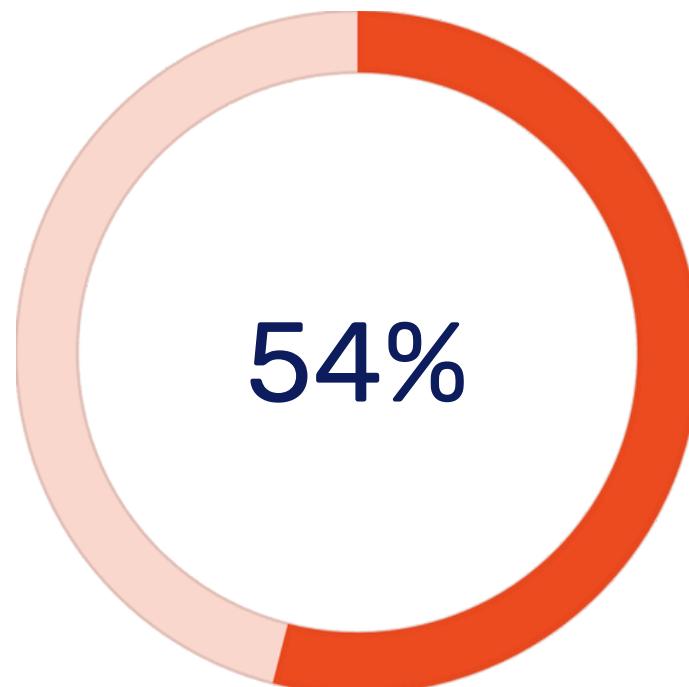
Consumers continue to seek comfort and reassurance from food, but this is now intertwined with the flexitarian principle of 'less but better'. This means elevating classic comfort dishes and making smaller portions of high-quality ingredients feel special.

- **Nostalgia with a Twist:** Reimagine comfort classics like tomato-rich ragù with modern spice accents
- **Elevate the Plate:** Develop premium sauces and marinades that deliver 'steakhouse' flavour
- **Hybrid Formats:** Explore plant and meat blends to manage cost while improving texture

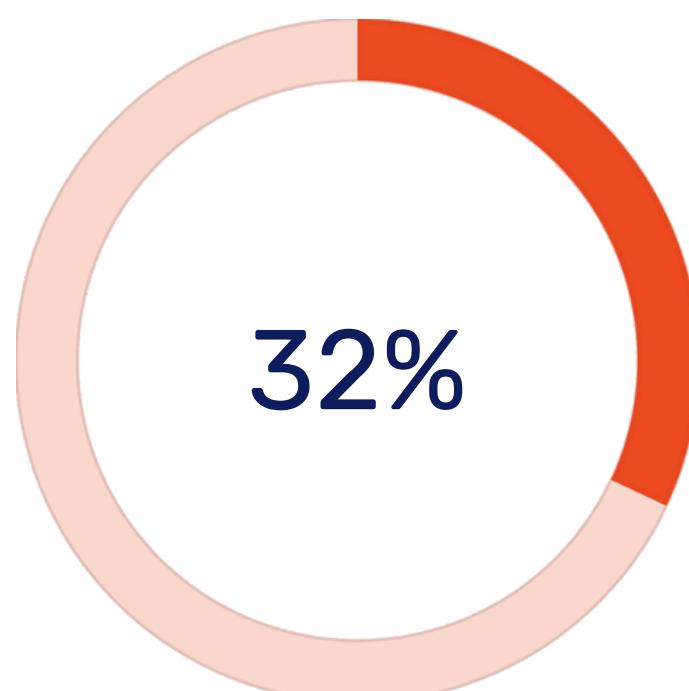
❑ **Authentic Flavour Solutions:** We provide the authentic building blocks: noodles for Korean-style dishes, rice bases for Malaysian bowls, pulses for Latin American formats, and a wide range of spices and condiments.

Familiar Formats, Authentic Flavours

Consumers want both adventure and familiarity. The opportunity lies in modernising heritage formats with authentic, global flavours inspired by social media trends.



Explore new cuisines when eating out; half choose authentic venues



Tried Korean cuisine after seeing it on social media

Let's create the Future of Food together!

Find the Top 10 Trends for 2026 on our website with ingredients & applications. Understanding these trends is the first step. Bringing them to life requires the right ingredients, insights, and innovation partner. The Lupa Foods team is ready to help you translate these opportunities into your next successful product launch.



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