



Soups & Sauces Trends

Food & Beverage trends

For 2026 & Beyond



Nature + Science

AI-driven Innovation
Biohacking & Personalized Nutrition
Plant-Based Next Generation
Fair Trade & Ethical Sourcing



Human + Food Connection

Bold & Exciting
Texture & Sensorial
Permissible Indulgence
Snacking & Convenience



Health + Wellness

Smart Nutrition & Lifestyle
Food as Medicine
Gut Health & Microbiome
Hydration & Electrolyte Innovation

2025: The year diners Foodmaxxed for function & flavor

GRUBHUB

⚡ Electrolyte era

76,000+ electrolyte
drinks delivered
monthly

🍗 Protein lifestyle

5.2M nuggets, tenders,
and strips ordered

💎 Micro-luxuries

Cold foam upgrades
jumped 75%

🐟 New pantry staple

Tinned fish orders
surged 209%

🚩 Green flag

Matcha orders
climbed 34%

🌿 Gut-health trend

1.5+ tons of beans
delivered

Nature + Science



Biohacking & Personalized Nutrition

GLP-1 & Wellness



83%
of GLP-1 users are
'very interested in
products specifically
marketed as
supportive of their
needs on these
drugs'.

High-quality protein
for muscle maintenance,
repair, and daily strength

**26 vitamins
& minerals**
for energy, immunity,
and vitality

**Milk + soya
proteins**
deliver a complete
amino-acid profile

Prebiotic fibre
for digestion, fullness,
and gut health

**GLP-1 Nutritional
Food – PortionIQ**
High Protein, Fiber,
Micronutrients, Pre-
portioned

35% 
of Americans planned to use GLP-1
weight-loss medication to reach their
2025 New Year's goals, with Gen Zers
leading at 37%

**GLP-1 Friendly
Prepared Meals
Mini-Meal**



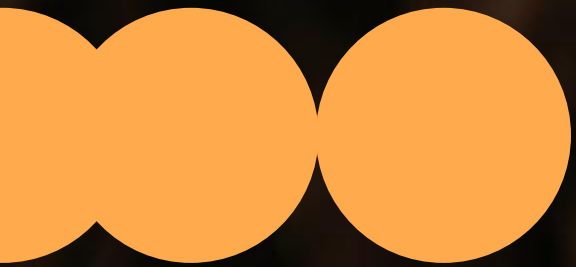
- HOW IT WORKS**
1. Choose your foods
Find your favorites and pop them in your cart.
 2. Set a delivery cadence
Once a week, every other week, or once a month.
 3. Keep customizing (or not!)
- Pick new foods, or set it + forget it. Cancel anytime.

**GLP-1 Friendly
Prepared Meals
Mini-Meals**
High Fiber,
Nutrient Dense



**GLP-1 Friendly
Frozen Meals**
GLP-1 Diet

Human + Food Connection



SOCIAL BAR: SOUP, BROTH & SAUCE CULTURE

280M



Posts on TikTok

760M



Views of #SoupTok



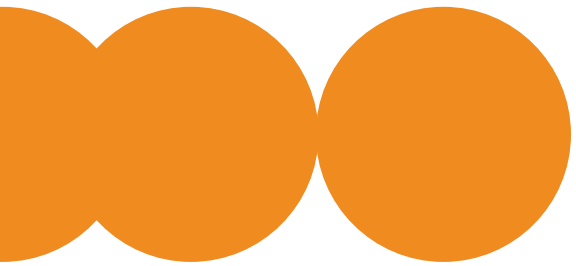
SOUP SEASON 3 IS HERE!

Soup Season is a series started by content creator **@Alfiecooks_** where he posts new soup recipes and gains millions of views!



dsm-firmenich

Soups & Broth



dsm-firmenich ●●●

What soup is simmering at home?

Soups

1. Chicken Noodle
2. **Marry Me Chicken**
3. **Broccoli Cheddar**
4. Chicken Tortilla
5. **Ramen**
6. Greek Lemon Chicken Orzo
7. **French Onion**
8. Tuscan White Bean
9. Sopa de Ajo (Spanish Garlic Soup)
10. Butternut Squash
11. Loaded Potato
12. **Coconut Curry Dumpling**
13. Italian Pastina
14. Lasagna

Broths

1. Ginger Turmeric Bone
2. Parmesan
3. **Miso**
4. **Beef**
5. Chicken
6. White Bean
7. Ginger Garlic
8. Pho
9. Cheddar

Cuisines

1. **Italian**
2. Korean
3. Indian
4. **Thai**
5. Mexican
6. **Mediterranean**

View

Saved!

Permissible Indulgence

46% Of US consumers view homemade soup to be *flavorful* and *fresh*

Trader Joe's
Creamy Lobster
Bisque



Aneto
Traditional Homemade Broth
Nostalgia



Cup Noodles
Seasonal Soup Flavors
Turkey Dinner Flavor & Pumpkin
Pie Flavor
Nostalgia



HeyDay
• Creamy &
Comforting
Lasagna Soup
• Nostalgia

HOMESTYLE SOUP

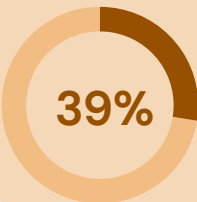
Indulgent creamy still rules... followed by Bold & Smoky

Consumers clearly want indulgent comfort flavors, with creamy, cheesy, and savory leading interest.



40%

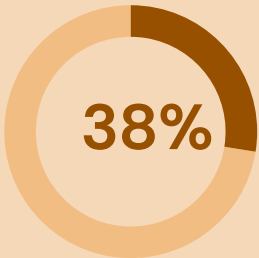
of respondents want
Creamy soup
Profiles



are interested in **cheesy**
profiles

Spicy & Smoky

Spicy and smoky add secondary appeal, showing there is room for bolder flavor layers when anchored in rich, satisfying bases.



are interested in **spicy**



31% in smoky



SOUP & BROTH

Flavorscape AI -Retail



Established

- 1. **Vegetable**
- 2. Beef
- 3. **Bone**
- 4. **Noodles**
- 5. Potato
- 6. Basil
- 7. Chowder
- 8. **Spice/Spicy**
- 9. Broccoli
- 10. Cheese (Cheddar)
- 11. Corn/Sweetcorn
- 12. **Mushroom**



Predominant

- 1. **Chicken**
- 2. **Tomato**



Emerging

- 1. **Pasta/Vermicelli**
- 2. **Prawn/Shrimp**
- 3. **Lasagna**
- 4. Meatball
- 5. Butternut Squash
- 6. Black Bean
- 7. **Cheese**
- 8. Chili/Chili Pepper
- 9. Roasted/Toasted
- 10. **Coconut**
- 11. **Sausage**
- 12. Thai
- 13. **Clam**
- 14. **Curry**
- 15. Ginger



Novel

- 1. **Grilled/Chargrilled**
- 2. Steak
- 3. **Mediterranean**
- 4. **Beer**
- 5. Beetroot/Red Beet
- 6. **Burger**
- 7. Cheese (Ricotta)
- 8. Hominy
- 9. Hot & Sour
- 10. Lime
- 11. Pork
- 12. **Tom Yum**
- 13. **Wonton**
- 14. Apple
- 15. Barbecue



Power Provisions

Chicken Vegetable
Bone Broth Dry
Soup



HeyDay Canning

Grilled Cheese
Tomato Soup



Clam Shack

Lobster Bisque

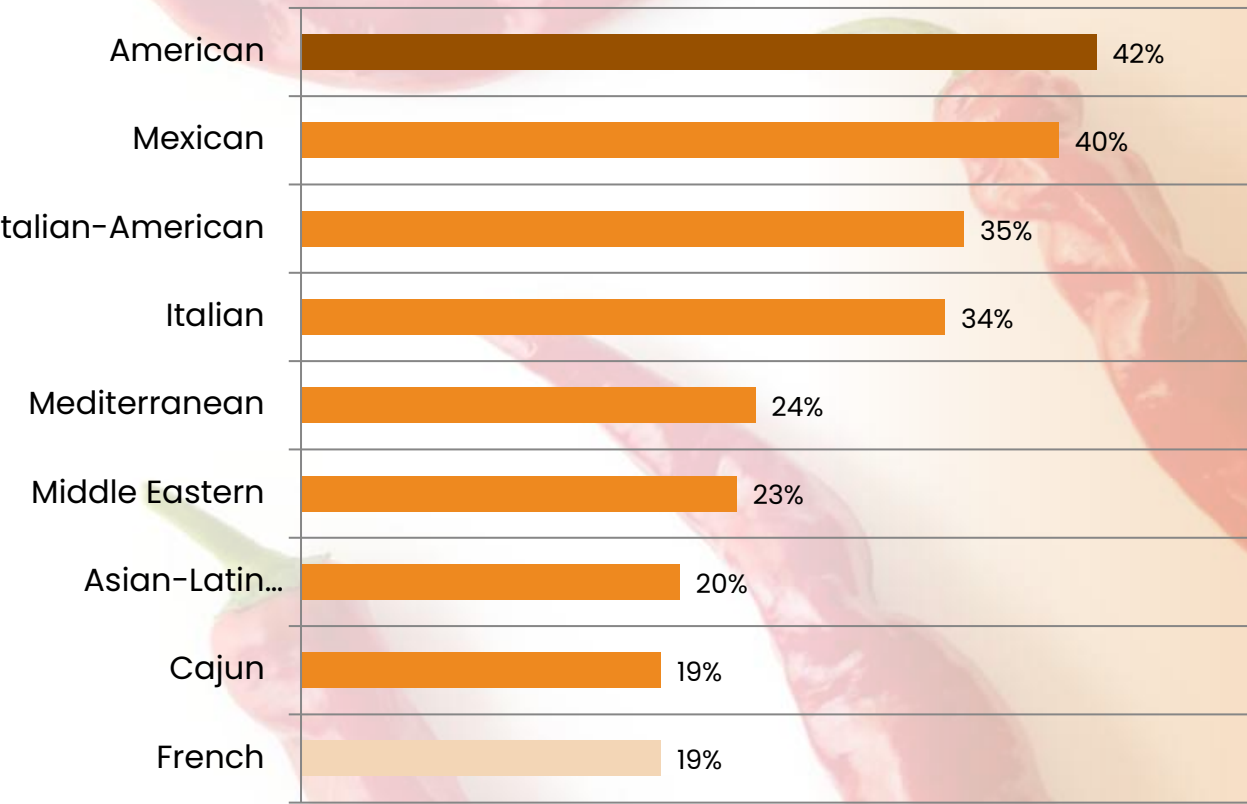


Proper Good

Thai Style Red
Curry Soup

Beyond Comfort

Which of the below cuisine types would you be most interested in for soup? (Select up to 3)



Question Type: Multiple Choice | Total Respondents: 247



74% of consumers between ages 18-54 like to try new flavors of soup



emerging chefs

Trend in **soups** from
50 Best restaurants
and emerging chefs
Trending soups can be
split into four main
dimensions

Seafood & oceanic sophistication



*Celebrates the depth
and purity of marine
flavors through refined
creations like seasonal
fish-stock soups,
spiced shellfish-citrus
broths*

Fresh & spiced



*Vibrant layers of flavors and
warmth, exemplified by
curry- and herb-infused
chilled summer soups that
blend cooling freshness
with deeply perfumed,
spice-driven complexity*

Umami & Fermented depth



*Highlights the rich
complexity of broths
built from umami-dense
mushroom bases and
elevated with fermented
and pickled ingredients*

Wellness pause



*A soothing, restorative
approach to food, showcased
through vegetable-forward
wellness soups that highlight
nourishing ingredients, gentle
flavors, and a moment of
mindful, feel-good balance*



Menu
Translation
dsm-firmenich ●●●

Seafood & oceanic sophistication



Steamed Lobster; Kumquat
and Charred Cucumber,
Spiced Shellfish-Citrus Broth

@ Le Bernardin



A medley of caramelized
lobster bodies, lobster legs

@ Smyth Chicago



Cured pike perch, blood
orange, and fermented
pumpkin seed

@ Nolla

Umami & Fermented depth



Mushroom-Doenjang Soup

@ Le Bernardin

Fresh & spiced



beneath the red cabbage lies
the heart of the dish

@ Piazza Duomo

Wellness pause



Dominant cactus

@ Sud 777

Texture & Sensorial

Trader Joe's Shishito Pepper Crisps Crunchy Soup Topper



Granolo Oven-Baked Crispy Cheese Snacks Soup Toppings



Fresh Gourmet x Tajin Chili Lime Croutons, Pepitas and Masa Strips for Topping Soups



- Plant-Based Lentil Soup Topper
- Global Flavor Options



More than half of Americans proudly use snacks as a key ingredient in no-prep dinners once a week



Convenience culture to the MAX!



Synear Foods USA Supreme Wonton Series



Milà Spicy Hot Pot Beef Soup Dumplings



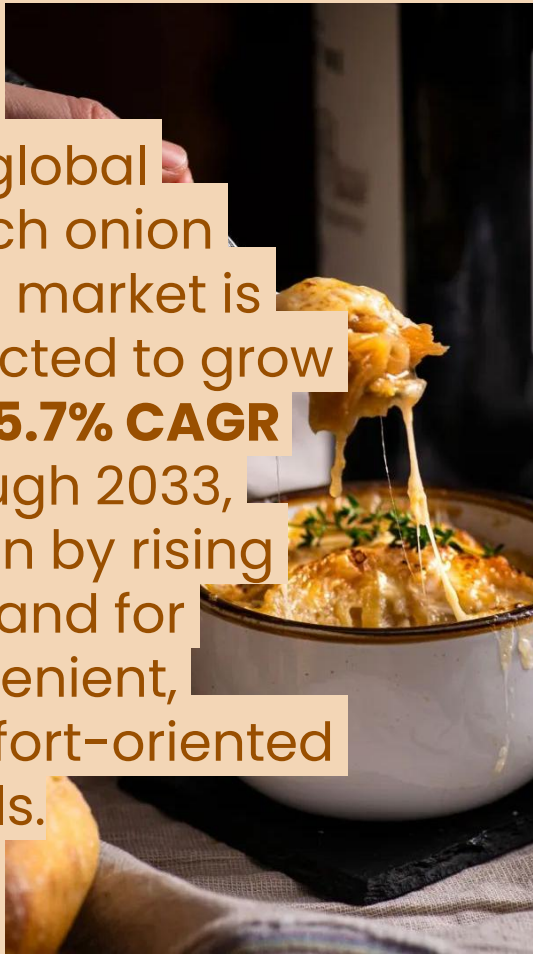
Inmi Veggie Topping mix



The Viral Revival

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The global French onion soup market is expected to grow at a **5.7% CAGR** through 2033, driven by rising demand for convenient, comfort-oriented meals.



Trader Joe's French Onion Soup Popcorn



French Onions Soup Burger & Menu – Shake Shack



French Onion Soup Compound Butter – Trial & Eater

Convenience & Sustainability



EASY-PEASY

Quicker, tastier, healthier, and better for you.

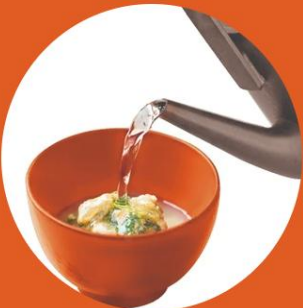
One in five soup shoppers turns to the category as a snack, with young adults expressing even more interest in soup for this purpose

Freeze - Dried



1. PICK

Choose Your TSUBI



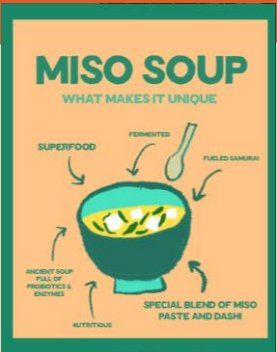
2. POUR

See The Veggies



3. SIP

Enjoy



Long Weekend
Just Add Water
Premium Flavors

Convenience & Sustainability

Format innovation, such as drinkable soup and single-serve/portable designs will facilitate use in this capacity.



Dozz
Innovative chilled | ready-to-eat soup

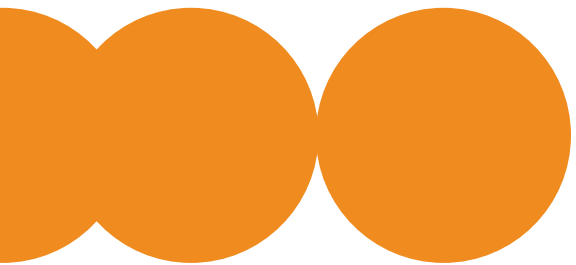


SOOP
Spoonless Soup Mugs
Grab-and-go, No Mess



O'foods Coin Broth
Compressed Seasoning Medallions
Korean-Style Soup made Simple |
Seafood Style Broth

Sauces



Convenience & Sustainability



A significant majority
 ~60 & 70%
 of global and U.S. younger
 consumers are likely to favor
 products that are both eco-
 friendly and convenient.



- Haven’s Kitchen
- Globally Inspired Aioli Sauce Pouches



AWSM Sauce
 Gluten free, less
 waste, super Powders,
 No shipped water



TACO BELL New Edible Sauce Packet from Taco Bell



EZ Bombs
 Convenience Cooking Sauces
 Birria Bomb | Tinga Bomb

Sauce Pantry (Canada)



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The impact of different culinary trends in **sauc**es

Qualitative coverage of sauces by trends*



NORTH AMERICA'S
50 BEST RESTAURANTS™
2025
sponsored by
S. Pellegrino & Acqua Panna
emerging chefs

dsm-firmenich



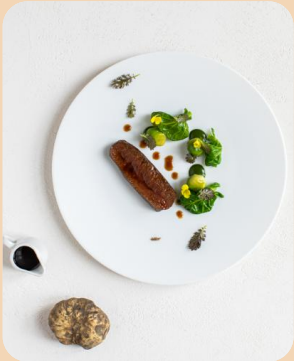
Shellfish sauce
@ Quadri



Black sauce
@ Piazza Duomo



Oyster sauce
@ Quadri



Foie gras sauce
@ Piazza Duomo



Mint sauce
@ Core



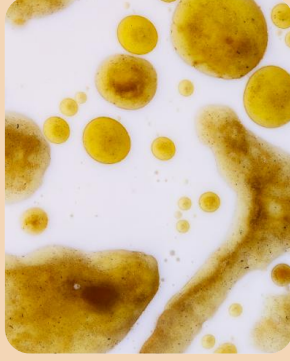
Lovage Sabayon
@ Odette



Pepper sauce
@ Le Bernardin



Tahini sauce
@ Septime



Pecorino sauce
@ Piazza Duomo

* Manual and exact quantification is very hard, and the proportion of each trend in the sauces categories is done via keywords used in the Instagram post

Fakeaway with sauces

Restaurant style dining conveniently made at home.



honeygrow Signature Sauces
Versatile Home Chef Sauces
Foodservice Made At-Home



Premium Seasonings mixes & Sauces

Restaurant-inspired meal occasions are driving growth in seasoning blends, sauce packets and finishing formats that replicate familiar takeout experiences at home.

60%

Of US households own an air fryer, reinforcing demand for sauces and seasonings designed for crispy, quick prep style.

78%

Of US consumers report eating at home more frequently to save money.



Air Fryer Expansion

Air fryers continue to influence sauce and seasoning innovation, creating demand for products specifically designed for crispy applications, glaze adhesion and high-heat cooking performance. delivery.



Knorr
Chef-Inspired Cooking Pastes
Gen Z Convenient Cooking



COOKING SAUCES

GNPD – Mintel



Top Flavors

1. Tomato
2. Marinara
3. **Lemon Pepper**
4. Milk (Coconut)
5. Teriyaki
6. Korean & Barbecue
7. Tomato & Basil
8. Curry (Tikka Masala)
9. Barbecue
10. **Miso**
11. General Tso's Sauce
12. Chili/Chili Pepper
13. Sweet & Sour
14. **Sweet Onion**



NOJO
White Miso
Cooking Sauce

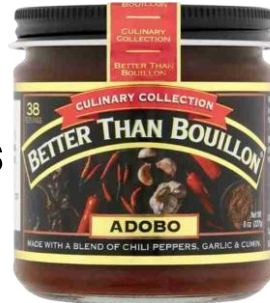


Sauz
Hot Honey
Marinara



Growing Flavors

1. Mole
2. Curry
3. **Adobo**
4. **Coconut Cream**
5. Coconut
6. Thai & Curry (Green)
7. Red Curry
8. Marsala
9. Herbs & Garlic
10. Coconut & Curry
11. Sloppy Joe
12. Pad Thai
13. Tandoori
14. Tom Yum



Better Than Bouillon
Adobo Cooking
Base

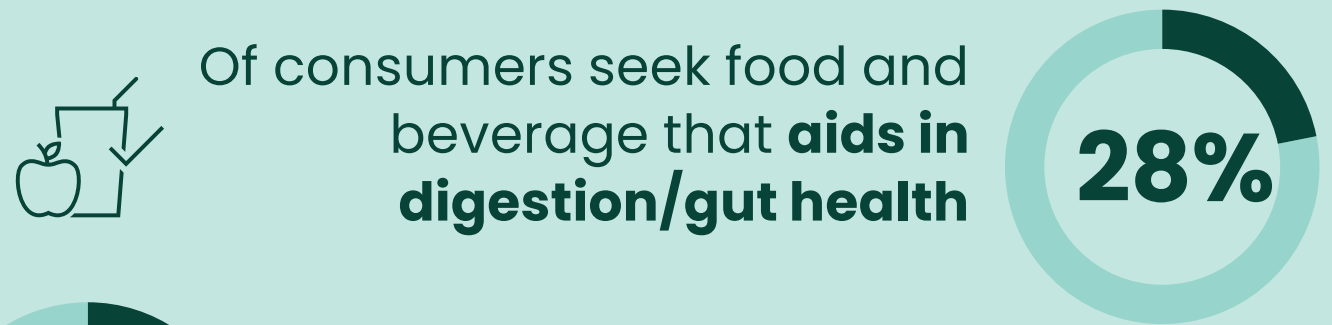


Sonoma Gourmet
Lemon & Herb
Ricotta Pasta
Sauce



Health + Wellness

Most Important Health Benefits Consumers Seek From Food & Beverage



32% of global consumers are adding more sources of protein to their diet

- New additions to the survey are strong contenders for diet change:
- Avoiding overly processed foods and artificial colors are **Top 5 ambitions** out of over 20 tracked diet intentions.

38% of global consumers are reducing their salt intake

Free From Trend watch

No Seed oil, no sugar

While only 11% of Americans cite seed oils as a top concern, the perception is strong enough to drive “seed-oil-free” launches, with brands replacing seed oils with avocado oil or tallow and pairing the claim with lower-sugar positioning.

42%

Of people globally, say natural ingredients define clean label food



Forkful Meals
Forkful offers chef-cooked, fully-prepared meals delivered fresh to your door. Free of seed oil

72%

of consumers prefer products that are naturally **low in sugar/ salt/ fat** to those with artificial ingredients

Yo Mama's
No Added Sugar
Buffalo Sauce



RESTAURANT-QUALITY
CRAFT RAMEN

Topping Suggestions:



Mike's Mighty Good
Chicken Bone Broth Ramen
No seed or Palm Oil
Lower Sodium

**REAL
SIMPLE
INGREDIENTS**

Bone Broth
No Seed or Palm Oils
Antibiotic-Free Chicken
Organic Noodles
No Artificial Flavors
and Preservatives
Nothing fried



Primal Kitchen
Organic Classic
Barbecue Sauce
Unsweetened

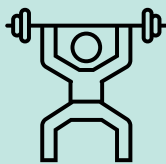


Recent examples from Nat Expo: Drippy cheese dips, Safe Catch frozen seafood, and Saffron Road's Crossroads frozen meals, including the first certified Seed Oil Free global-flavor pasta offerings.



Loisa
Sofrito Cooking Sauces
Clean-Label Premium Ingredients

Smart Nutrition & Lifestyle – High Protein



The surge in protein-focused products and diets in the USA is driven by a confluence of scientific backing, cultural shifts, consumer health goals, marketing strategies, and industry responses. This has resulted in a broad protein craze permeating all food and beverage sectors.



Once Upon a Farm
Meat & Bone Broth pouches for kids
4g protein or more



Nissin
16g Protein Cup Noodles
Beef & Chicken Bone Broth



Best of the Bone
Bone Broth Concentrates
Bold & Exciting Flavors
Collagen Protein

80g Protein
Marinara Sauce



57%

of consumers identify high protein as a top healthy claim they look for when buying soup



Beck's Broth
Two-Ingredient Broth
Grass-fed bone broth powder and acacia fiber
15g protein

Food as Medicine

Targeted dietary approaches with functional ingredients for specific health benefits

73%
of women are interested in functional ingredients in meals/entrees. Superfoods (40%), added protein (36%), and probiotics (26%) lead functional foods of interest.



Nike's Soup Shop
Recovery Soup for Athletes

49%
of consumers are most interested in soups with a high fiber claim



Mala Girl's Superpowders
Premium Broth
Vitamins, Minerals and Antioxidants



OMA Food
High Fiber
Collagen-rich Bone Broth
Targets Energy and Thyroid Function



The Bellagreen
Golden Glow-inspired Winter Menu
Anti-inflammatory



Lotus Foods' Organic Forbidden Rice® Ramen
Black rice
Gluten-Free
Antioxidants, Magnesium, Protein and Fiber

We bring progress to life