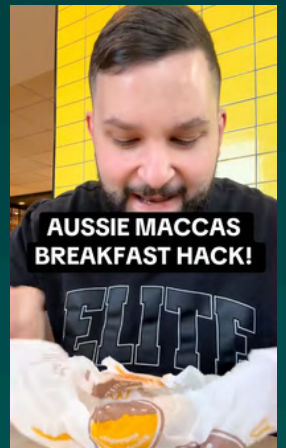


## Q: What are the key trends driving change in Australia's food and beverage industry in 2025, from consumer preferences to product innovation and market dynamics?

### Overview - Social Media & Search

- Australia's food culture is characterised by dynamic tension between global fusion and native ingredient rediscovery, particularly in urban centres where Vietnamese-Japanese, Korean-Mexican, and bushfood innovations are thriving.
- Sustainability and localism have evolved from niche concerns to mainstream expectations, with consumers increasingly prioritising Australian-made products, transparent supply chains, and seasonal eating—especially in regions like Victoria, where local markets showcase hyper-specific provenance
- The experiential dimension of food has become as important as taste, with Instagram-worthy brunch culture, artisanal craftsmanship, and alcohol-free innovations driving both social connection and conscious consumption across metropolitan areas, while simultaneously fostering digital food communities that accelerate the discovery of new venues, ingredients, and culinary techniques.
- Australian food and beverage trends in 2025 reveal a mature plant-based ecosystem with mainstream adoption across demographics, where inclusive menu options and functional nutrition claims are standard expectations rather than novelties.
- Digital influence networks have fundamentally restructured discovery and purchasing patterns, with social media-driven trends accelerating the rise of hyperlocal food systems, direct-to-consumer brands, and community-based food initiatives in urban centres.
- Sustainability has evolved from a marketing position to an operational imperative, as consumers demand transparent supply chains, minimal food waste, and ecological responsibility, while still prioritising convenience, personalisation, and sensory satisfaction.

## Trending TikTok Reels



### Key themes - Social Media & Search

#### Proud Provenance: The Rise of Australian-Made F&B (81%)

Australian consumers display a strong preference for locally produced food and beverages, searching for and celebrating products with authentic Australian heritage. This trend reflects both national pride and a growing desire for food sovereignty, with terms like "Australian-made foods" and "things unique to Australia" dominating social media discourse.

#### Fusion and Native Australian Renaissance (27%)

Australia's food landscape is experiencing a dual movement: an enthusiastic embrace of global fusion cuisine alongside a renaissance of native Australian ingredients and bushfood. This convergence has created a unique culinary identity where Vietnamese-Japanese fusion restaurants, European-inspired bakeries, and indigenous ingredients like wattleseed all coexist in a vibrant, boundary-blurring ecosystem.

#### Plant-Forward Evolution: From Alternative to Mainstream (43%)

The Australian food landscape of 2025 is defined by the complete normalisation of plant-based eating across all sectors and demographics. What was once a niche dietary choice has become an expected standard, with plant-forward options proliferating across supermarkets, hospitality venues, and delivery platforms.

#### Connection and Experiential Dining (22%)

Australian dining culture has evolved beyond mere sustenance to prioritise memorable experiences, social connection, and shareable moments. This trend is most evident in the dominance of brunch culture, the preference for venues with distinctive ambience, and the emphasis on group-friendly dining formats that facilitate both in-person connection and social media sharing.

# PUREPROFILE'S SOCIAL INSIGHTS TOOLS

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## Key themes - Social Media & Search

### Wellness, and Mindful Choices (19%)

A profound shift toward health-conscious, mindful consumption is reshaping Australia's food and beverage landscape, particularly evident in the rise of alcohol-free alternatives, plant-forward eating, and functional wellness products. This trend reflects a holistic approach to wellbeing that balances physical health, environmental considerations, and sensory pleasure.

### Nature's Calendar: Seasonal Eating and Fresh Produce Prominence (10%)

Australian food culture is experiencing a pronounced return to seasonal rhythms and fresh produce appreciation, with consumers increasingly attuned to nature's calendar and the superior quality of in-season foods. This trend manifests in retailer messaging urging shoppers to "eat with the seasons," detailed appreciation of seasonal varieties, and growing knowledge about optimal usage of seasonal produce.

Detail summary ⓘ 1 - 4 of 7

Theme	Product categories	Consumer need	Ingredients
Cultural Crossroads: Global Fusion and Native Australian Renaissance	Breakfast & Asian Fusion, Fresh Fruit	Food descriptors	Food Ingredients, Meat and Nut Ingredients, Grocery list ingredients, Dairy and Chocolate
From Paddock to Plate: The Rise of Sustainable Localism	Breakfast & Asian Fusion	Food descriptors	Dairy and Chocolate, Grocery list ingredients
Artisan Australia: The Pursuit of Craft and Connoisseurship	Breakfast & Asian Fusion	Food descriptors	Grocery list ingredients, Food Ingredients, Meat and Nut Ingredients, Grocery list
Beyond the Plate: Social Connection and Experiential Dining	Breakfast & Asian Fusion, Fresh Fruit	Food descriptors	Grocery list ingredients, Meat and Nut Ingredients, Drinks and Garnishes

## Key themes - News & Blogs

- Australian F&B in 2025 balances health-consciousness with experiential desires, as functional nutrition and wellness emerge as dominant purchase drivers, while sustainability shifts from aspiration to core value with tangible actions in sourcing, packaging, and climate resilience.
- Technology, particularly AI, is revolutionising every aspect from personalised nutrition to product development to operational efficiency, while consumption patterns evolve through multiple channels spanning experience-rich hospitality venues, sophisticated home dining, and flexible on-demand options.
- Value proposition has fundamentally shifted beyond price to encompass quality, health benefits, sustainability credentials, and emotional resonance, with generational differences (especially Gen Z influence) driving significant market segmentation across flavour preferences, technology adoption, and sustainability expectations.

### Technology as the New Ingredient (30%)

AI and digital technology have become essential components across the Australian food and beverage ecosystem, fundamentally transforming everything from product development to consumer engagement. In 2025, technology is enabling unprecedented personalisation, operational efficiency, and innovation velocity, though adoption varies significantly across demographic segments.

### Functional Nutrition & Holistic Wellness (24%)

Australian consumers in 2025 are embracing food and beverages that deliver specific functional benefits, driving rapid growth in products supporting physical, mental, and emotional well-being. This holistic wellness trend has evolved beyond simple 'clean eating' to an intentional consumption paradigm where nutrition is personalised, mood-enhancing, and preventative.

### Global-Local Flavour Dynamics (19%)

Australian consumers in 2025 are embracing a sophisticated global palate while simultaneously valuing local interpretation and provenance. This culinary cosmopolitanism manifests in the exploration of lesser-known global cuisines, creative fusion approaches, and the reinvention of traditional recipes with contemporary techniques and local ingredients.

### The Healthy Indulgence Paradox (12%)

Australian consumers are increasingly demanding products that bridge the gap between health aspirations and pleasure, creating a new market category of permissible indulgences. This "healthy indulgence" paradigm is reshaping product development across categories, with brands reformulating traditional treats with better-for-you ingredients while maintaining sensory satisfaction.

# PUREPROFILE'S SOCIAL INSIGHTS TOOLS

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**Gaining steam**



**1,156,432**  
TikTok views in July 2025  
▲ 101.2%  
from Jan to July 2025

**58,400**  
Search volume  
(Apr - June 2025)

Australia  
**Pistachio Matcha Latte**

**Market Opportunities**

Premium cafe offerings Wellness oriented Instagram-worthy

Cafés are combining pistachio's nutty richness with matcha's earthy notes to create a distinctive green beverage that's gaining popularity. This photogenic drink appeals to health-conscious consumers and frequently appears in social media brunch content. The flavor combination represents consumers' growing interest in innovative culinary experiences that also align with wellness priorities.

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**Gaining steam**



**9,821,396**  
TikTok views in July 2025  
▲ 63%  
from Jan to July 2025

**2,880**  
Search volume  
(Apr - June 2025)

Australia  
**Crema Latte**

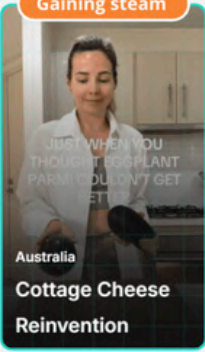
**Market Opportunities**

Premium cafe offerings Social media shareability Artisanal cafe experience

Crema lattes, with their velvety foam and rich espresso base, are winning over coffee lovers. Their visual appeal and luxurious texture make them social media favourites, prompting cafes to feature them as part of the growing trend toward sensory-rich, Instagram-worthy drinks.

Pureprofile 

**Gaining steam**



**94,219,477**  
TikTok views in July 2025  
▲ 33%  
from Jan to July 2025


**114,100**  
Search volume  
(Apr - June 2025)

Australia  
**Cottage Cheese Reinvention**

**Market Opportunities**

Protein-rich nutrition Versatile cooking ingredients Healthy meal alternatives

A classic high-protein ingredient is making a comeback, now featured in everything from pizza crusts to desserts. Blending nutrition with nostalgia, it's driving new product innovation and inspiring social media creators to craft recipes that balance health with indulgence.

Pureprofile 

**Gaining steam**



**286,368**  
TikTok views in July 2025  
▲ 106%  
from Jan to July 2025

**1,300**  
Search volume  
(Apr - June 2025)

Australia  
**Korean Salt Bread**

**Market Opportunities**

Specialty bakery offerings Fusion menu development Food tourism

Korean salt bread—with its chewy center and crisp crust—has become a cult favorite in Australian bakeries. Driven by social media and influencer buzz, its rise reflects growing Western appetite for Asian flavors and cross-cultural food experiences.

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Stay tuned for more Trending Tuesday reports to discover the latest trends from around the world on one platform



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## Social Insights Tools

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