

# FOOD TRENDS

Stage 5





# What are Food Trends?

A food trend is a popular and growing change in the way people eat, cook, or think about food. Trends often reflect what's happening in society, including health concerns, environmental issues, and social media influence.

Food trends are not just about what's "in style", they often signal deeper shifts in values, such as a desire for sustainability, convenience, cultural exploration, or improved well-being.



THINK  
ABOUT

Have you tried something new just because you saw it on Tiktok or Instagram?

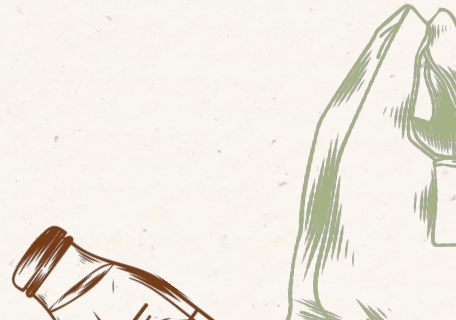


# Food Trend Characteristics

- Grows gradually over time
- Often linked to social values (e.g. health, sustainability, ethics)
- Influences food businesses (restaurants, supermarkets, product development)
- Can last for years, sometimes becoming the “new normal”

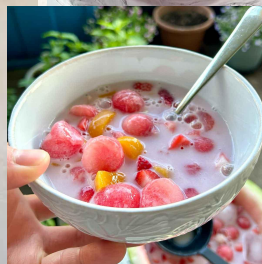
## Food Trend Examples

- Eating more plant based foods
- Using sustainable packaging for foods
- Interest in global cuisines



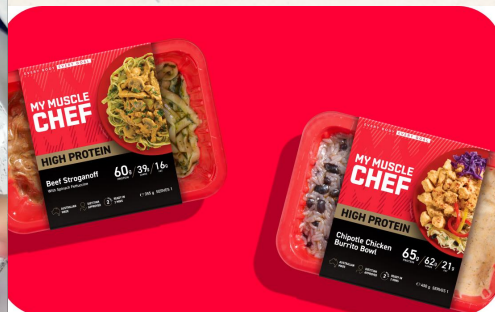


## TikTok Food Hacks

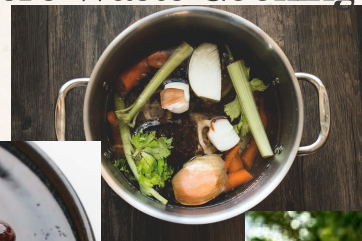


# Food Trends & Fads

## Meal Kits



## Zero Waste Cooking



## Plant Based Meats



## Fermented Foods





# Trends VS Fads

	Food Trend	Food Fad
Definition	A long-lasting change in food habits	A short-lived craze
Example	Plant-based eating	Rainbow bagels
Does it last?	Usually stays and evolves	Fades away quickly



Can you think of a food that was a fad?  
What made it popular and why did it disappear?

