Infosys Food & Beverage Trends 2025: Market Insights

-Mahima Sharan

Objective

The primary objective of this report is to highlight the importance of Food Trends in shaping strategies for the Food & Beverage (F&B) industry. As consumer behaviours evolve rapidly, especially with increased focus on health, sustainability, and digital engagement, businesses must adapt by leveraging data-driven insights. These trends are crucial not only for global markets but particularly for India, which is experiencing one of the fastest growth rates in the F&B sector worldwide.

Global F&B Market Outlook

The global F&B market demonstrates consistent expansion, underscoring its role as a resilient and high-demand industry.

- The overall market size is valued at **USD 9.44 trillion in 2025**, projected to reach **USD 11.37 trillion by 2030**, reflecting a CAGR of ~3.9%.
- Growth drivers include: increased demand for functional foods, premium beverages, and digital-first ordering platforms.
- Functional drinks have become a core sub-segment, valued at USD 149.75 billion in 2024 and projected to grow to USD 248.5 billion by 2030, driven by health-conscious consumers seeking added nutritional benefits.
- The Ready-to-Drink (RTD) cocktails market has shown remarkable momentum, rising from USD 3.21 billion in 2024 to a forecasted USD 7.58 billion in 2030 (CAGR 15.5%). This reflects the growing popularity of convenience-oriented alcoholic beverages among younger demographics and working professionals.

India F&B Market Outlook

India represents one of the most dynamic and high-potential F&B markets globally.

- The market is estimated at **USD 332 billion in 2023**, expected to more than double to **USD 691.5 billion by 2030**, with an impressive CAGR of ~11%.
- Segment-specific growth:
 - Beverages: From USD 75 billion in 2024 to USD 145 billion by 2034 (CAGR 6.8%).
 - Food Service Sector: From USD 50.99 billion in 2024 to USD 123.5 billion by 2033 (CAGR 10.3%). This reflects India's fast-expanding Quick Service Restaurant (QSR) culture, increasing disposable incomes, and urban consumption patterns.
 - o **Alcohol Market**: Estimates range from **USD 60–145 billion in 2024–25**, with steady growth of ∼7% CAGR. Within this, premium and craft segments are experiencing faster growth as consumer preferences shift toward quality and brand value.

Customer Preferences Analysis

Consumer behaviour in the F&B sector is shifting rapidly, driven by lifestyle changes, global exposure, and digital influence. Four major themes define evolving preferences:

1. Health & Wellness

- A strong focus on immunity and gut health. Purchases of prebiotic and probiotic foods surged by 58% in 2024, reflecting rising consumer awareness about nutrition and functional benefits.
- o High-protein, low-sugar, and fortified products are increasingly in demand.

2. Non-Alcoholic Alternatives

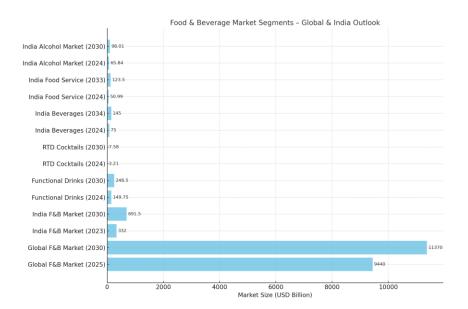
- Demand for alcohol-free beverages is skyrocketing as wellness-oriented consumers seek lifestyle balance.
- Mocktails grew 400%, while non-alcoholic spirits rose 129%, highlighting how social drinking habits are being redefined without compromising on experience.

3. Sustainability

- o Environmentally conscious choices are influencing purchasing behaviour.
- o Growing demand for **eco-friendly packaging**, plant-based alternatives, and waste-reduction solutions aligns with global sustainability goals.

4. Convenience

- Busy urban lifestyles are fuelling the popularity of RTD cocktails, frozen foods, and meal kits.
- These categories provide quick, hassle-free options without sacrificing quality or variety, making them particularly appealing to younger professionals and dual-income households.



Global F&B Market:

• From USD 9.44T in 2025 \rightarrow USD 11.37T in 2030 (steady growth ~3.9% CAGR).

India F&B Market:

• From USD 332B in 2023 \rightarrow USD 691.5B in 2030 (double-digit CAGR ~11%).

Functional Drinks:

• Rising from USD 149.75B (2024) \rightarrow USD 248.5B (2030) (health-driven growth).

RTD Cocktails:

• From USD 3.21B (2024) \rightarrow USD 7.58B (2030) (fastest-growing with ~15.5% CAGR).

India Beverages:

• USD 75B (2024) → USD 145B (2034) (steady expansion).

India Food Service:

• USD 51B (2024) \rightarrow USD 123.5B (2033) (urban lifestyle & QSR boom).

India Alcohol Market:

• USD 65.8B (2024) \rightarrow USD 98B (2030) (~7% CAGR, premiumization trend).

Conclusion

The F&B sector is at a critical juncture, with customer preferences reshaping the industry landscape. Globally, the focus is on functional health-oriented foods and convenient solutions, while India stands out for its double-digit growth potential across beverages, food service, and alcohol segments. For businesses, especially Infosys' Food Tech initiatives, this creates opportunities to:

- Invest in digital-first personalization,
- Pilot RTD and functional beverage innovations, and
- Partner with **sustainability-driven startups** to align with evolving consumer expectations.

By aligning strategies with these insights, Infosys can strengthen its leadership in promoting innovation and digital transformation in the F&B sector.