



8 culinary solutions

Trend Update

May 2025

Ready-to-Heat Meals

More than 40% of consumers stock up on frozen or ready-to-heat meals nearly every time they shop for groceries with Gen-Z and Millennials driving that.

Marketing

Nearly 80% of operators have launched a promotion in the past year, and over 40% find upselling crucial for profitability. Over 40% of operators launch promotions at least weekly, with restaurants being more proactive than on-site segments

Food is Medicine

Three in four consumers actively consider their daily protein intake, with Gen Z and Millennials being the most proactive. Women and Boomers seek a variety of protein sources, while younger generations often use supplements and protein-labeled meal kits

Global Sides & Salads

With 38% of U.S. consumers planning to increase vegetable consumption, global sides and salads offer inspiration to dress up veggies with unique flavors and formats

Some salad that are trending are Asian inspired cucumber salads, tabbouleh, Greek Salads, and potato salads. The cucumber salad trend, inspired by Korean cuisine, has gained popularity on platforms like TikTok

Innovation

The key to successful innovation is capitalizing on ubiquitous trends to find inspiration.

Caesar Salads: Reinvent with ingredient swaps, global flavors, and new formats. Examples include Caesar Martini, Elote Caesar Salad, Tahini Caesar Bowl, and Chicken Caesar Taco

Hash browns are being used beyond breakfast, in items like Double Breakfast Burger, Prime Rib Tips Stuffed Hash Browns, and Hash Brown Casserole Shepherd's Pie

REFERENCES

Links

[Report Pro by Datassential | Frozen & Ready-to-Heat \(RTH\) Meals](#)

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