



10 Trends to Watch in Natural & Organic Food & Beverages for 2027

For Brands and Stores

Presented by Mary Allen, Natural Brand Works

London Natural & Organic Food Show



Navigating the 2027 Food Landscape

Building Resilience in a Shifting Market



01 Trust Becomes the New Currency

Organic, regenerative, less-processed and transparent products are helping consumers make more confident food choices.

02 Food That Satisfies

GLP-1-influenced eating patterns are accelerating demand for smaller, nutrient-dense portions built around protein, fibre, cultured foods, pulses and seeds.

03 Discovery Drives Differentiation

Regional flavours, heritage ingredients, lower-sugar innovation and sophisticated non-alcoholic drinks are refreshing everyday FMCG categories.

Note: These are market observations, not endorsements of any brands, diets or trends.

1. The Trust Reset: Less Processed, More Transparent

Demand for Supply Chain Transparency

Consumers are shifting away from ultra-processed food toward clean-label, minimally processed ingredients.

The new standard requires supply chain transparency, where shoppers can trace ingredients back to their source.

Brands that simplify their ingredient lists and clearly communicate their sourcing practices seem to be getting the shelf space and long-term customer loyalty.

What to Watch:

- Short and understandable ingredient lists.
- Food first nutrition.
- Transparent and organic sourcing
- Non-UPF and Regenerative Organic Certifications.

Food Scanning Apps are Growing



Ways to Make Trust Visible - Certifications



2. The Protein Standard

Quality Becomes the New Claim

Protein remains a key purchase driver, In 2027, shoppers will look beyond a large gram figure on the front of pack and ask: what is the protein source, what else is in the product, and will it genuinely satisfy?

The opportunity is protein delivered through recognisable, everyday food—from dairy, eggs and fish to beans, tofu, tempeh, seeds, breakfast and savoury snacks.

What to Watch:

- Protein grams are featured and with the source of protein
- Fermented is a protein power that offers protein, gut health and satiety - SKYR, Greek yogurt, Kefir, drinkable yoghurt and soft cheese
- Cottage cheese as a trend
- More savoury protein over sweet protein options
- Protein at breakfast - porridge, cereal, dairy, bakery
- Protein for life - GLP-1, women's health, fitness, mid-life and older, convenience, muscle preserving



3. Protein's Partner - Fiber

Food That Satisfies

The food industry is moving from “more” to “enough.” As smaller, more intentional eating occasions are more common due to GLP-1 use, budget pressures and a desire for energy.

What to Watch:

- Everyday food is winning - beans, seed crackers, broth, snack pots.
- Brands are innovating not just low-carb but added functionality. For example Keto bread is competing with my egg.
- Protein paired with fiber for smaller portions and more satiety
- More convenient meal replacement using terms like nutrient dense, satisfying, complete.
- GLP-1 is influencing food development, not creating a new food group. Look for smaller portions, higher nutrient density, protein, fibre, lower sugar and better taste.



*Protein digestibility-corrected amino acid score (PDCAAS)

4. The New Plant-Based: Plants as Food, Not Imitation

From Substitutes to Satisfying Food

Plant-based moves beyond copying meat. More vegetables, beans, grains, tofu, tempeh, mushrooms and fermentation become the starting point for satisfying, flavour-led food built for all diets. Plant forward appeals to flexible eaters.

What to Watch:

- Mushrooms are the hero
- Vegetables and pulses are more dominant.
- Taste and texture are key.
- More familiarity with ingredient formats like Tofu and Tempeh.
- Tofu and Tempeh being offered in more convenient sizes with seasoned and marinated options.
- Tofu made from alternative pulses like chickpeas and fava beans.



5. The Bean Economy: Value & Nutrition

The New Plant-Based is Pulse-Led

Legumes, chickpeas, and specialty beans are emerging as the ultimate sustainable superfoods. They offer incredible value, high protein content, and nitrogen-fixing agricultural benefits.

As food costs fluctuate, the 'Bean Economy' provides brands with cost-effective, nutrient-dense base ingredients that appeal to budget-conscious and health-focused consumers looking for versatile pantry staples.

What to Watch:

- Premium packaging in beans
- More beans in snacks, dips and in the deli
- Global bean meals in pouches and ready to eat.
- Fava or broad beans in snacks, flour, pasta
- Lupini beans



6. From Surplus to Shelf

Upcycling & Circular Ingredients

Food waste is becoming a source of product innovation. In 2027, more brands will turn surplus produce, spent grain, fruit pomace, cacao pulp and other overlooked food streams into snacks, bakery, beverages, condiments and functional ingredients.

This circular economy and process reduces food waste but also provides an eco-friendly narrative that resonates with climate-conscious shoppers.

What to Watch:

- Brands that explain their story
- The upcycled ingredient won't just be upcycled but offer protein, fibre, umami, sweetness, etc.
- Upcycled snacks
- Upcycled grains for bakery and brews
- Improved taste, texture and nutritional value



7. Seeded Snacking: The New Crispbread

Nutrient-Dense, Low-Carb Alternatives

The cracker and crispbread category is being reinvented by seed-heavy formulations. These nutrient-dense, higher protein and fiber, low-carb snacks utilize flax, chia, pumpkin, and sunflower seeds to deliver high fiber and healthy fats.

This trend caters directly to the growing keto, paleo, and grain-free consumer bases and a functional staple for uses with cheese boards, tinned fish, dips and for light meals.

What to Watch:

- Higher seed and fiber content
- Chickpea, lentil and fava flour for more substance
- The overlap between the bean, protein and fiber trend
- Flax, chia, hemp, pumpkin, sunflower, sesame and watermelon seeds
- Simple ingredients that support the transparency trend



8. The Adult Soft-Drink Occasion

Sophisticated Non-Alcoholic Alternatives

The sober-curious movement has given rise to the 'adult soft drink.' Consumers are replacing alcohol with sophisticated, complex and functional beverages featuring botanical extracts, bitter flavor profiles, and functional stress-relief ingredients like adaptogens and nootropics.

Premium non-alcoholic options provide the ritual and complexity of a cocktail.

What to Watch:

- Look for complex flavours like bitter, smoky, herbal, citrus and botanical and with functional benefits.
- Pre-biotic drink craze
- Electrolytes and hydration
- Bottled and canned still and sparkling tea is on fire.
- New Kombucha - smaller sizes, cans, new flavor profiles
- Aperitif, sparkling options
- Food pairing becomes a thing



9. The Regional Pantry: Global Flavours & Heritage

Hyper-Specific Sourcing and Traditional Methods

Global flavors are becoming more hyper-specific. Consumers are moving beyond categories like 'Asian' or 'Latin' cuisine, seeking out precise regional flavor profiles and authentic heritage ingredients. There is a strong demand for products using traditional preparation methods, such as fermentation techniques or regional spice blends, allowing shoppers to explore global culinary traditions from their home kitchens.

Examples: Calabrian chilli, gochujang, yuzu, black currant, tamarind, chamoy, tahini, Filipino flavours, West African sauces, and many spice blends.

What to Watch:

- Sweet heat, sour fermented and smoky flavors in snacks, condiments, beverages and frozen.
- Chinese, Korean, Japanese, Matcha, hot honey
- Condiment - chili crisp, gochujang, miso, harissa, salsa
- Fermented spicy and sweet- kimchi, chili jams and fruits



10. Sweetness Has a New Recipe

Reduced Sugar, Still Indulgent

The focus on less sugar continues, but better taste profiles. The solution is in next-generation natural sweeteners, novel fibers, and more brand innovation.

These innovations allow brands to significantly lower sugar content without relying on artificial alternatives or sacrificing taste. The result is newer, premium, guilt-free confections and beverages.

What to Watch:

- Branding using “no added sugar” or “less sugar” instead of sugar free
- Fruit and/or whole foods as a sweetener
- Seeing more tamarind, yuzu, passion fruit, and berries
- Better tasting stevia and more monk fruit, where allowed
- Re-invention of sodas and beverages with less sugar, more fermentation.
- RTD tea and sparkling water growth



Honorable Mentions

Rising Stars & Mini-Trends

What to Watch:

- Functional Food Bars - added Creatine, Lion's Mane, Ashwagandha
- Watch Hojicha in tea
- Protein in coffee
- Fava bean everything
- Watch cottage cheese
- We saw protein in water, next up fiber
- Bite sized portions
- More ingredient innovation for digestive sensitivity



Spotlights From Other Shows



Spotlights From Other Shows



Ube

Manila Ube Booth



More Banana

Melona & Chewy Banana Bites



Fairtrade Coffee

Catalyst for Real Change

Spotlights From Other Shows



Wildwonder

Prebiotic & Probiotic Sparkling Drink



Oo Mee

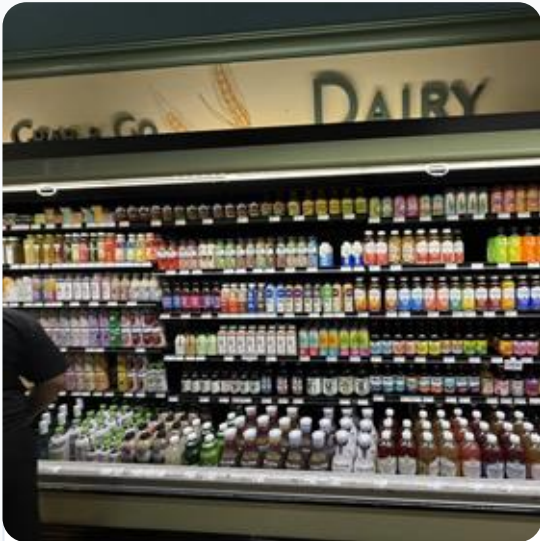
Marine Plant Beverage with
Seabiotics



Gutsy

Ginger Beer

Store Spotlight: Beverages



Grab & Go Coolers

High-density open cold case retail execution



Functional Beverages

Mood, adaptogen & functional soda sets



RTD Tea & Yerba Mate

Full-shelf brand blocking & placement

Store Spotlights



Bean and Pulse Snacks

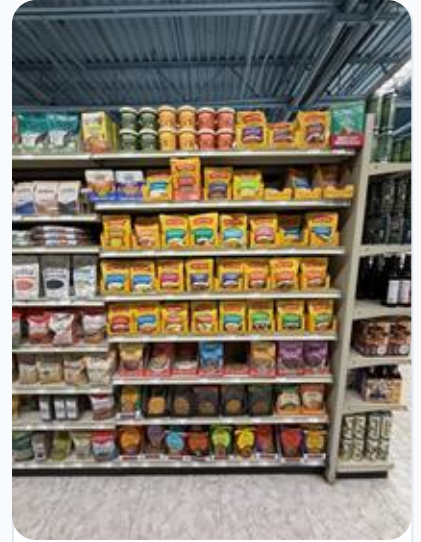


Bean Snacks



Tarwi Lupin Beans

Featured high-protein snack display



Global Meals

Full rack retail execution

Apple & Pumpkin Flavors are Growing in New Categories



Pumpkin & Ginger

Tea, cookies & seasonal bakery sets



Spiced Teas & Brews

Ready-to-drink cans & packaged beverages



Apple Cider & Pecan

Coffee grounds & seasonal specialty blends



Thank you

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