



**2024
FOOD SECTOR
TRENDS &
OPPORTUNITIES**

THE FOOD SERVICE INDUSTRY CONTINUES TO EVOLVE SO DO THE TRENDS THAT SHAPE IT



Whilst the trading environment remains one of the toughest in recent times, with the cost of living crisis, labour shortage and global uncertainty, demand appears to be steady and some forecasts are suggesting 'green shoots' of recovery are evident.

This guide is a quick insight to the latest trends we see shaping the sector through 2024 and beyond, with emerging opportunities to tap into by adapting and innovating.

As Poultry Experts, one such trend of particular focus is the huge rise in popularity of chicken across food genres and generations, from those seeking out 'better for you' options in more traditional pubs and restaurants, to takeaways serving fast food junkies all making chicken a staple on menus across all food service categories. Chicken is also a firm favourite with Gen Z, a growing audience, looking for new flavours and customisable options.

At Meadow Vale Foods we continue to develop innovative new lines and menu ideas. With the prospect of more exciting innovation, 2024 is set to be another exciting year.

Nigel O'Donnell
Managing Director

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2023 GREEN SHOOTS OF RECOVERY

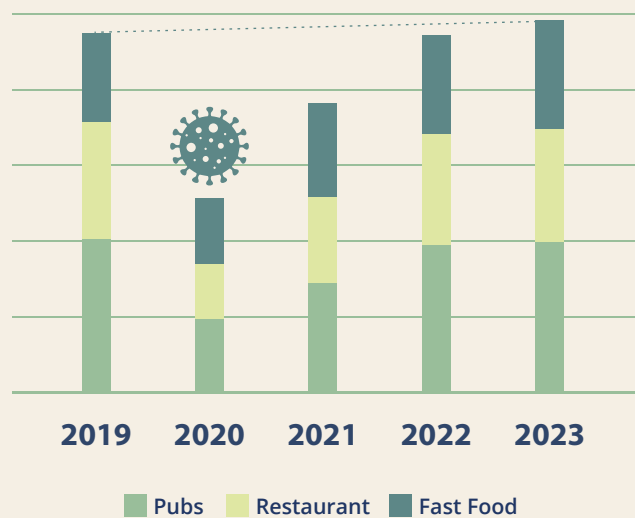
FOOD SERVICE SECTOR REVENUE RETURNS TO PRE-COVID LEVEL

The Food Service Sector again proves it's ability to adapt to meet the ongoing challenges of the cost of living crisis, rising energy bills and changing customer trends

2023 Revenue back to Pre Covid

98.6 BN

+0.5%



Fast Food

UP
15%
vs 2022



Eat In

UP
105%
from low
of 2020



Outlet Closure
Rate Slows

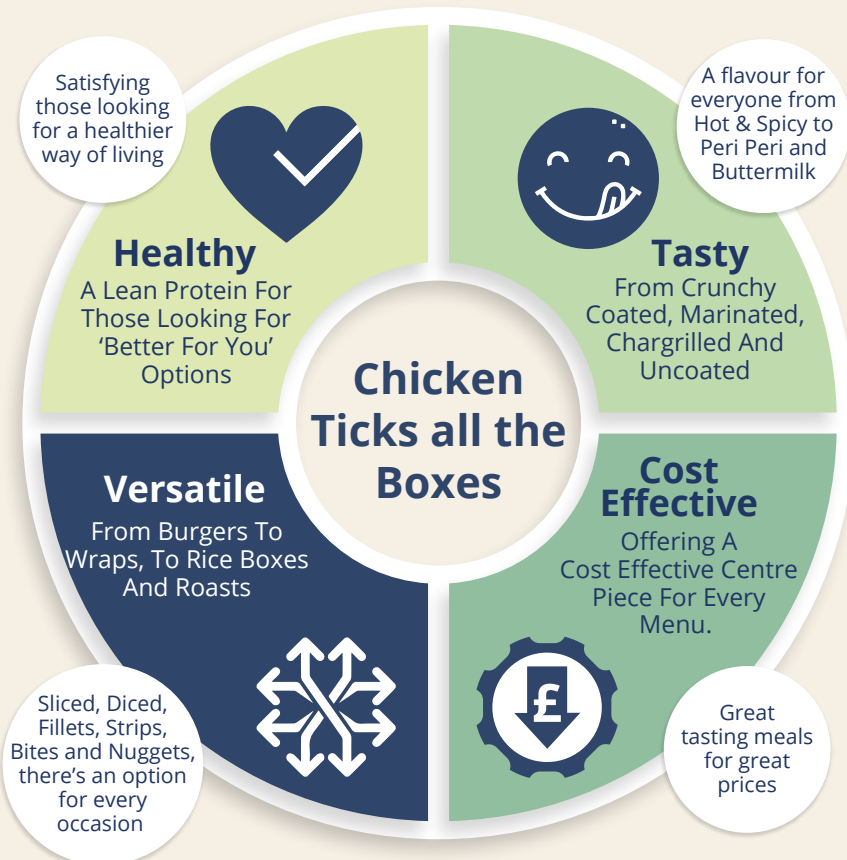
Down just
1%
Since March
2023

CHICKEN REMAINS NUMBER 1 ON THE MENU

GREAT TASTING CHICKEN OPTIONS ARE A MUST FOR YOUR MENU FOR 2024 AND BEYOND

Despite the overall reduction in meat consumption, chicken consumption continues to grow, and accounts for over 50% of all meat consumed

4 Top Reasons For Growth



“

Chicken has seen a continued rise in popularity over the last decade, and that is a trend expected to rise again in the years up to 2030

(source OECD-FAO Agricultural Outlook to 2030)

”

Forecast to grow by

17%

By 2030

Keep Your Menu On Trend

- 1 Great tasting coated chicken favourites like fillets, strips and nuggets are a must
- 2 Add new flavour trends from Salt & Chilli and Peri Peri to light and crispy Panko and Buttermilk coatings
- 3 Let your customers “make it their own” with a range of sauces
- 4 Loaded Fries, Nachos, Wings and Sharing Munchboxes cover the trend for sharing
- 5 Add tasty Chargrilled Chicken options to satisfy the health conscious consumers



HOW SOCIAL MEDIA IS INFLUENCING FOOD TRENDS

ARE YOU READY TO WIN OVER SOCIAL MEDIA USERS?



Attract Social Media Users

1. Look good **ONLINE**
2. Make your menu **INSTAGRAMMABLE**
3. **GO DIGITAL**, seamless ordering & delivery
4. Have a 'COOL' atmosphere that's **POST FRIENDLY**
5. Make it easy for your customers to help you **LOOK GOOD ONLINE**

APPEAL TO GENERATION Z (GEN Z)

A DISTINCTLY DIFFERENT OPPORTUNITY

What you need to know to appeal to Gen Z's
(Source Business Insider August 23)



Win Over Gen Z

- 1 A Seamless Ordering and Delivery Service
- 2 Spice Up Your Menu!
- 3 Add Sharing Platters & Snacking Options
- 4 "Make It Your Own" Menu Options For Ultimate Choice
- 5 Food That Works Well For Delivery
- 6 Instagrammable Food

It's really important to recognise that Gen Z is emerging. They do have disposable income, they're a really important audience, and they are distinctly different than Millennials and Gen X

Laura Dickey, CEO Dickey's Barbecue Pit,
Source Business Insider August 23

TRENDING FOOD GENRES

The fried chicken trends in the food service industry for 2024 are set to bring exciting changes to menus worldwide. From healthier alternatives and global fusion flavours to gourmet presentations, the future of chicken continues to be bright.

As consumers become more adventurous in their culinary preferences, the industry will continue to innovate and adapt to meet their demands. So make sure you offer the crispy goodness of fried and chargrilled chicken in new and exciting ways in the coming years.



Street food continues to grow and gives younger generations the opportunity to post the perfect foodie shots



Global Fusion



Adding global flavours to traditional recipes allows customers to grab a taste of the world



Sharing platters help maximise profits whilst delivering a varied taste experience for customers



Health & Wellbeing



With more people focussing on clean eating, vegan and uncoated grilled chicken lines are a must in 2024

TRENDING FOOD GENRE: MENU IDEAS FOR



Street Food



**LOADED
SHREDDED CHICKEN
NACHOS**



**Salt & Pepper
Shredded Chicken
Loaded Fries**

**Peri Peri
Shredded Chicken
Mac & Cheese**



**BBQ Shredded
Chicken Sub Roll**

TRENDING FOOD GENRE: MENU IDEAS FOR



Global Fusion



**SIZZLING
CHICKEN GYROS**



**Miso
Noodle Bowl**

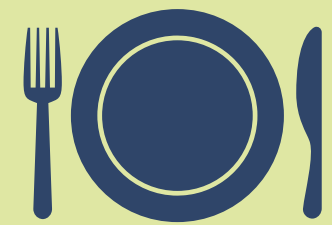


**Chicken
Chilli Cheese
Dog**



**Texas BBQ
Chicken Bites**

TRENDING FOOD GENRE: MENU IDEAS FOR



Sharing Platters



THE ULTIMATE CHICKEN MUNCH BOX



Crispy Hot Wings



Loaded Shredded Chicken Nachos



BBQ Shredded Chicken Pizza

TRENDING FOOD GENRE: MENU IDEAS FOR



Health & Wellbeing



**SIZZLING CHICKEN
CAESAR SALAD**



**Firecracker
Salad**



**Vegan Strip
Burger**



**Chargrilled
Piri-Piri
Chicken Fillet
Burger**

IN SUMMARY: A QUICK GUIDE TO STAY ON TREND

1 CHICKEN A MUST FOR EVERY MENU

2 STREET FOOD & LIGHT BITES

3 GLOBAL FUSIONS

4 SHARING PLATTERS

5 MEAT FREE & HEALTHY OPTIONS

6 GO DIGITAL

7 INSTAGRAMMABLE FOOD

8 DON'T COMPROMISE QUALITY



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