



Reach the right journalists, faster and more accurately using AI-assisted workflows + human expertise

[Book a Demo](#)

[Book Demo >](#)



# 8 Food Marketing Trends for Success [+ Examples & Tips]

[Home](#) / [Intelligent Insights Blog](#) /

[8 Food Marketing Trends for Success \[+ Examples & Tips\]](#)



By Intelligent Relations Team

December 20, 2023

[Author's Page](#)

The food industry has evolved over the years.

Today, it's influenced by technological advancements, consumer preferences, economic shifts, and global events.

Simply putting your food products on the market and hoping for the best

[Book a Demo](#)

[Log In](#)

Consumers today are far more aware of the practices of food brands. There's a growing interest in environmental and health issues.

Plus, the days of solely shopping in grocery stores are gone. Today's consumers want more choices.

So, how do you demonstrate your brand's authenticity? How do you resonate with the interests and preferences of consumers?

The answer lies in the latest food marketing trends. You don't have to scour the Internet to find out how to make them part of your marketing strategy.

We've outlined 8 of the most relevant trends in food marketing. We've also provided examples of how they work and tips for leveraging them.

## Want to upgrade your marketing and PR mix with 2024 food marketing trends?

Let us help. Book a free consultation with one of our PR and marketing experts. We will take a look at your current mix to see where it could use a boost for 2024 success.



(833) 317-6278



Book a Demo

Log In

# 8 Food Marketing Trends 2024

Public Relations

Influencer Marketing

Sustainability and Transparent Labeling

Latest Food Trends

Social Media Marketing

User-Generated Content

Reduced Food Waste

Omnichannel Marketing

## 1. Public Relations Tells a Story About Your Food Brand

Trust is critical for brands in the food industry. That's why public relations (PR) is one of the most important food marketing trends for you to adopt.

Consumers are increasingly conscious about what they eat. They want to know the impact on their health from and its impact on their health.

[Book a Demo](#)

[Log In](#)

PR helps build and maintain the necessary trust in your products by communicating transparently about your brand's practices and quality standards.

With PR, you can take your brand's storytelling beyond your food products. It extends to your brand's values, heritage, community involvement, and innovative processes.

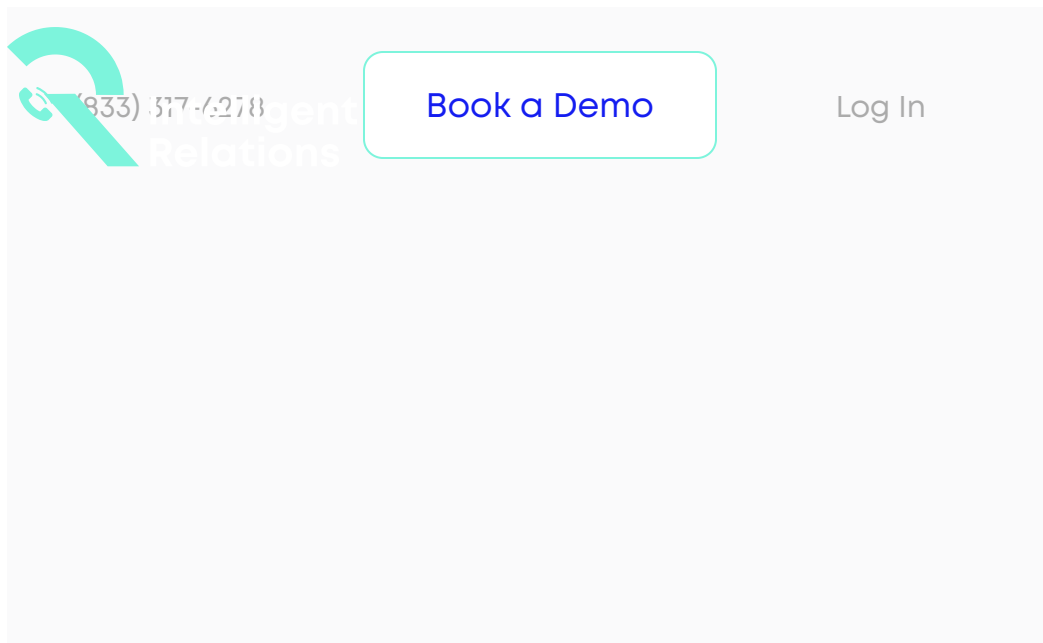
PR can also help your food brand navigate through challenging times. It helps you communicate with consumers, stakeholders, and the media to address any concerns.

How can you adopt PR as one of your food marketing trends?

First and foremost, your PR strategy should focus on telling a story about your brand. This helps create a deeper connection with your audience and turn consumers into loyal customers.

You should also connect with media outlets and journalists who report on the food industry. This can be done by crafting a compelling press release or pitch.

Below, you'll find an example of how using an AI tool like Intelligent Relations' Preston platform can connect you with the right journalists in your industry:



**Pro Tip:** Use PR to educate your audience about your products' unique attributes, such as organic farming practices, ethical sourcing, health benefits, or artisanal methods.

Want to dig deeper into what's trending in PR for 2024? For more insight into how PR works, check out our article: [\*18 Top PR Trends Shaping the Industry in 2024\*](#)

## 2. Influencer Marketing Can Shape Public Opinion About Your Food Brand

Food is a highly engaging topic on social media platforms, which is why influencer marketing is one of the top food marketing trends. Research shows that food

influencers [have a significant impact](#) on consumers around the world.

(833) 517-6278

[Book a Demo](#)

[Log In](#)

Influencers in the food industry often include chefs, food bloggers, and lifestyle influencers. They typically have dedicated followings. Their posts about food products, recipes, and dining experiences can quickly attract attention and engagement.

Consumers tend to trust personal recommendations over traditional advertising. Influencers who have built a reputation for honesty and authenticity can provide these endorsements.

Start by finding influencers who cater to specific niches. That could include targeting health-conscious consumers, gourmet food lovers, or budget-friendly meal seekers.

The effectiveness of your influencer marketing strategy depends on partnering with the right influencers. Look for influencers who align with your brand values. They should also have an engaged audience relevant to your target market.

It's not just about the number of followers. Make sure the influencer you choose has a good engagement rate, quality content, and the right audience demographic.

Here is an example of what influencer marketing looks like in the food industry:



(833) 317-6278


Book a Demo

Log In

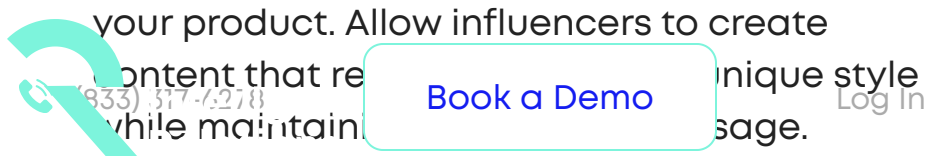
Watch now

@dionysian.girl

Thatll be \$1000!!! Good stuff from  
**#wholefoods #haul #snacks #food**  
original sound - Ida Giancola

 Watch on TikTok

**Pro Tip:** It's important to collaborate with influencers who genuinely enjoy and believe in



Ready to get started on influencer marketing? Check out our article to get more influencer marketing ideas: [9 Top Influencer Marketing Trends Shaping the Industry in 2024](#)

## 3. Sustainability and Transparent Labeling Creates Trust Among Consumers

There's a [growing awareness](#) among consumers about environmental and health issues. This has placed sustainability and transparent labeling among the top food marketing trends.

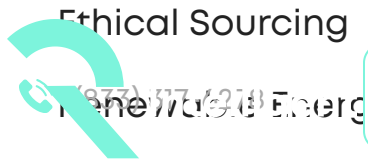
Consumers are becoming more conscious of the food they purchase. They are increasingly seeking products that are sustainably sourced and contain clean ingredients.

This shift in consumer values drives demand for transparent labeling. This includes clearly communicating the sourcing and sustainability of food products.

Clearly communicate your sustainable practices on your packaging, website, and marketing materials. This includes information about:

Eco-friendly Production Processes





Ethical Sourcing

Renewable Energy

[Book a Demo](#)

[Log In](#)

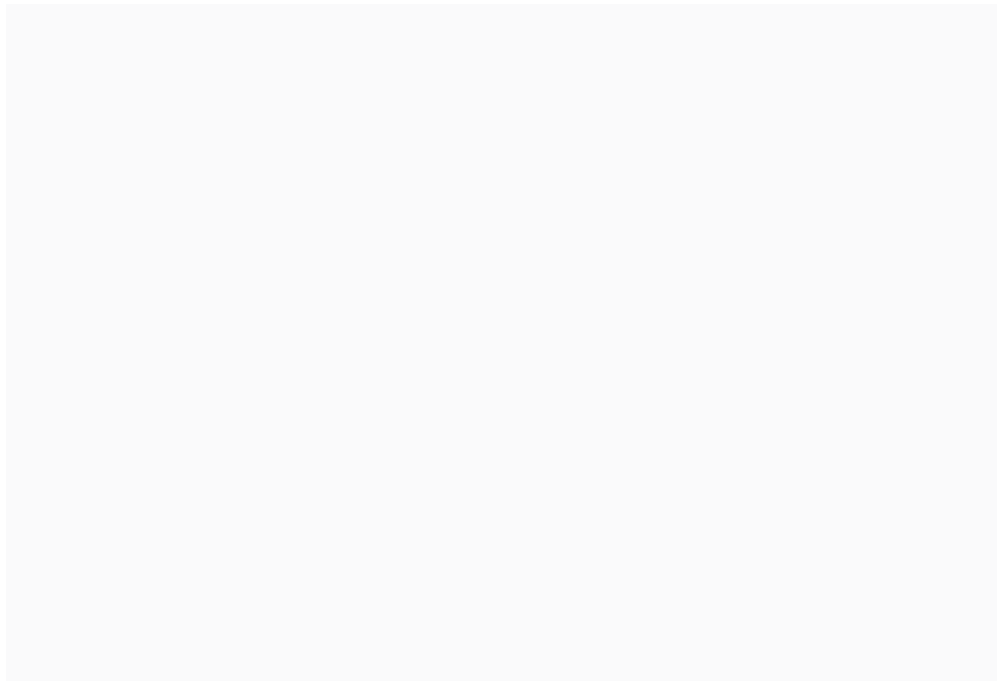
Waste Reduction Measures

Animal Welfare Standards

Nutritional Information and Ingredients.

Certifications – e.g., Organic, Non-GMO, Fair Trade, or Rainforest Alliance

Here's an example of sustainability and food transparency from [Bob's Red Mill](#):



**Pro Tip:** Use your marketing platforms to educate consumers about why sustainability matters. Create engaging content that explains the benefits of sustainable practices for the environment and their health.

Want to see how you can use content marketing to boost brand awareness and customer trust? Check out our

article: [7 Top Content Marketing Trends 2024 \[+Tips and Trick 1\]](#)

(833) 317-6278

Book a Demo

Log In

# 4. Keeping Up with the Latest Food Trends is an Excellent Way to Promote Your Food Brand

To resonate with consumers, you'll need to stay updated on what's "hip" in the food industry. That's when the latest food trends become the latest food marketing trends.

Staying on top of trends allows you to innovate and remain relevant in a fast-paced market. This helps in retaining current customers and attracting new ones.

Plus, consumers consider food brands that are aware of these current trends to be in touch with their needs. According to a [Whole Foods report](#), some of the latest food trends include:

Yaupon, North America's only native caffeinated plant.

Pulp made from oat, soy, and almonds.

Pasta made from produce.

Dates used as a natural sweetener.

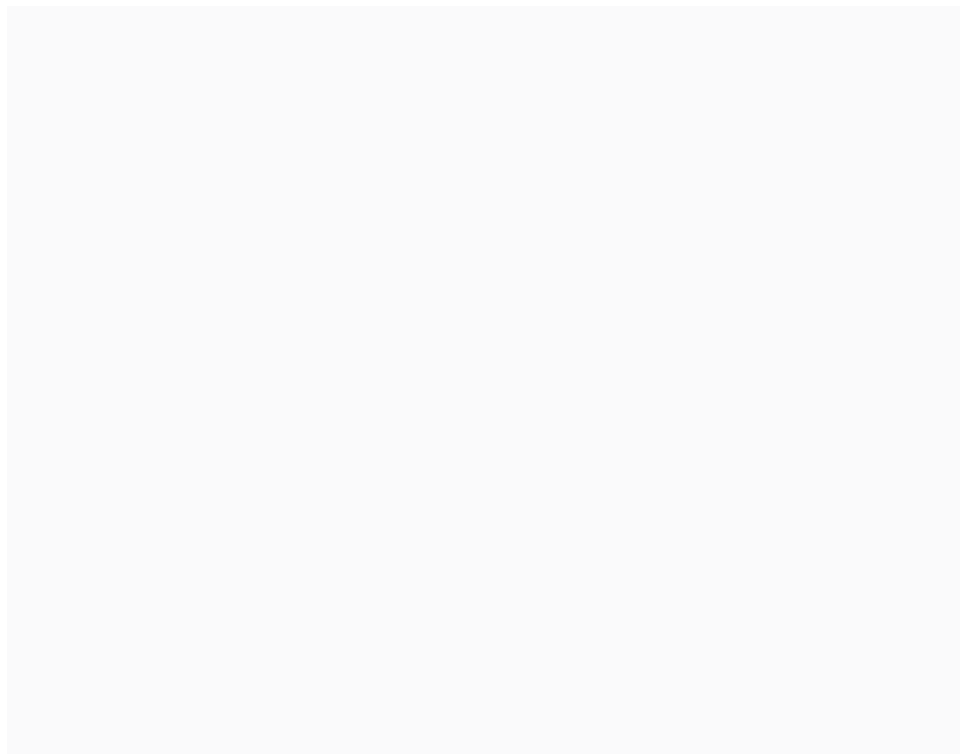
Welfare for both poultry and eggs.

Kelp usage for better sustainability.

Consider integrating these new trends into your food brand's existing identity. A trend that doesn't align with your audience's expectations. For instance, if a health food brand suddenly promotes a trendy fast-food item, it might confuse its customers.

Tell a story about how your product embodies or enhances the trend. For example, if plant-based diets are trending, share stories about the origin of your ingredients.

You can use research and content to promote your brand through these trends. Here is a snapshot of how Whole Foods did it:



**Pro Tip:** Adapt your products to include trending elements. This could mean introducing a new flavor that's currently popular. It can also include offering a limited-time product that taps into a trend, such as a seasonal ingredient.

Keeping up on food trends is also great for thought leadership. Learn more about [Unlocking the Power of Thought Leadership \[Benefits + Best Practices\]](#) [Book a Demo](#) [Log In](#)

## 5. Social Media Marketing Allows You to Engage Directly with Your Audience

Social media platforms boast billions of users around the world, making them one of the leading food marketing trends for visibility and reach.

Plus, they offer an unparalleled reach to diverse audiences. Research shows that [81% of cooks](#) have cooked recipes that they found on social media.

As a food marketer, you can engage directly with your target demographic, receive immediate feedback, and build a community around your brand. You can't get this level of interaction through traditional marketing methods, such as advertising.

Also, food is inherently visual. Social media platforms such as Instagram, Pinterest, and TikTok are perfectly suited to showcase your food products. High-quality images and videos of food can quickly capture attention, stimulate desire, and encourage sharing.

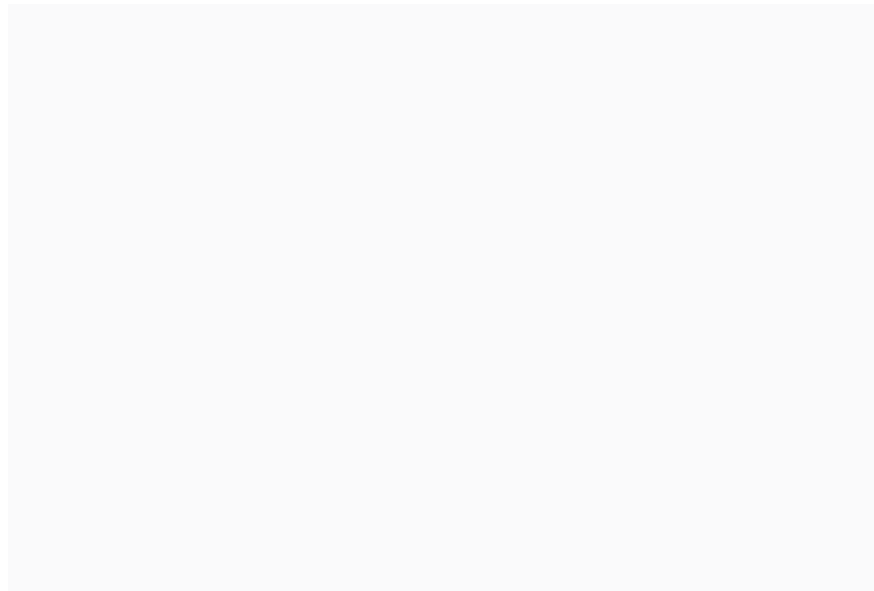
Social media marketing is also cost-effective. You can achieve visibility and engagement for your food brand, even on a limited budget.

Ready to get started on social media marketing as one of your food marketing trends? [833-577-6278](tel:833-577-6278) [Book a Demo](#) [Log In](#)

The first step is to make sure your social media content is aesthetically pleasing and appetizing. High-quality photos and videos are crucial. Use natural lighting, interesting angles, and vibrant colors to make your food products look irresistible.

Also, use video content and live streaming. Platforms such as TikTok and Instagram Reels are popular for short, engaging videos that can go viral. Create fun, informative, or behind-the-scenes videos that show your brand's personality.

One way to grab consumers' attention on social media is to offer recipe instructions. Here's an [example from Whole Foods](#):



**Pro Tip:** Don't make your social media content overly promotional. Consider live-streaming cooking demos, Q&A sessions, or tours of your kitchen. This can engage your audience in real-time and create a sense of authenticity.

Want to see what's new with social media for 2024? Find out what's trending

[Trends Taking the W](#)

[Book a Demo](#)

[Media Marketing](#)  
[Log In](#)

## 6. User-Generated Content Makes Your Customers Part of the Marketing Process

User-generated content (UGC) is among the top food marketing trends because of its cost-effectiveness and reach potential.

UGC often includes customer reviews, photos, and testimonials. It's perceived as more authentic and trustworthy than advertising or promotional content.

That's because consumers often turn to peer recommendations and real experiences to inform their purchasing decisions. When potential customers see real people enjoying and endorsing a food product, it adds a layer of credibility that can be more persuasive.

Plus, by sharing their own content, customers will feel more connected to your food brand. This engagement is crucial for brand loyalty and can lead to repeat purchases and word-of-mouth referrals.

Plus, UGC extends your reach to diverse audiences. Each piece of UGC has the potential to be shared across different networks.

To make UGC part of your strategy, encourage your customers to share their experiences with your food

products. This could be through social media contests, hashtag campaigns, incentives (e.g., discounts or freebies)

[Book a Demo](#)

[Log In](#)

Showcase customer photos, videos, and reviews on your social media profiles, website, and in your marketing campaigns. This makes your customers feel valued and part of your brand's community.

Here is an example of UGC from a Trader Joe's customer:




[Book a Demo](#)

[Log In](#)

**Pro Tip:** Don't just use UGC; engage with it. Like, comment, and share user posts. This shows appreciation for the content creator and increases engagement and visibility of the content.





# 7. Reduced Food Waste Supports a Cause that Resonates with Consumers

(833) 317-6278 [Book a Demo](#) [Log In](#)

According to the [Environmental Protection Agency](#), food waste is a significant problem in the food industry.

Reducing food waste is one of the top food marketing trends because it's environmentally responsible and makes good business sense.

By minimizing waste, you can lower costs and improve efficiency.

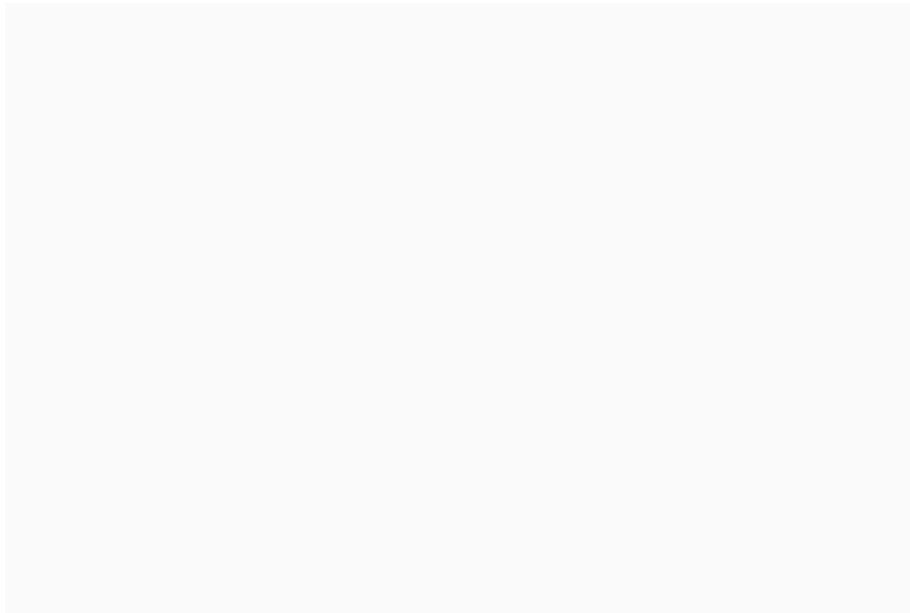
To adopt this as one of your food marketing trends, use your marketing platforms to communicate your efforts in reducing food waste.

This could include showcasing sourcing practices, innovative packaging solutions that extend shelf life, or partnerships with organizations that help redistribute surplus food.

Tell the story of how your brand is actively working to minimize waste. This can resonate with environmentally conscious consumers and enhance your brand image.

Position your brand as an educator and provider of food products in the space of sustainability. Create content that helps consumers understand the impact of food waste and offers practical tips on how they can reduce waste at home.

[Misfit Market](#) is a food delivery service that prevents food from going to waste. [Book a Demo](#) [Log In](#)



**Pro Tip:** Develop and promote products that are aligned with the concept of reducing food waste. This could be products made from ingredients that would otherwise be discarded (e.g., ‘ugly’ fruits and vegetables) or items with longer shelf lives.

## 8. Omnichannel Marketing Provides an Integrated Customer Experience

Omnichannel marketing allows you to provide an integrated customer experience across various channels, placing it among the top food marketing trends.

Why use different channels? Different customers have different preferences and shopping habits. And being present on multiple channels ensures that your brand can engage with more potential customers.

Channels you should consider include your online, in-store, social media, and mobile platforms.

But it's not enough to have a bunch of channels. Creating consistency across channels ensures that customers receive the same quality of service and information, regardless of how they interact with your food brand.

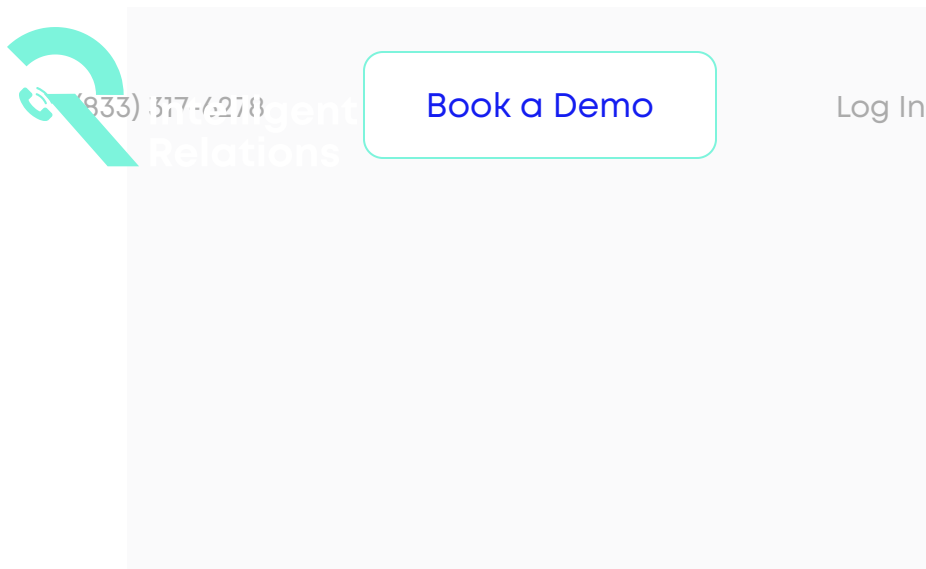
How do you get started with omnichannel marketing as one of your food marketing trends?

When using omnichannel marketing, leverage customer data from various channels to understand preferences, purchasing habits, and behavior. This information can help you personalize marketing messages and offers.

Additionally, analyze customer interactions across different platforms to optimize the customer journey and improve the user experience.

Finally, make sure that the look and feel of experiences across channels is cohesive. That way customers are less aware of the transition between multiple channels.

Here is an example of how [Whole Foods integrates digital options](#) in their stores:



**Pro Tip:** Ensure your online and offline channels are seamlessly connected. For example, implement in-store QR codes leading to online recipes or discounts. And consider offering seamless services such as online ordering with in-store pickup options.

## Key Takeaways on the Latest Food Marketing Trends

One of the key aspects of food marketing is understanding what consumers want. That's why it's crucial to stay updated on changing consumer awareness and preferences.

This doesn't just involve offering quality food products. You'll need to be adaptable to new strategies and transparent with customers. Authenticity in these areas is key to resonating with modern consumers who are more informed and discerning than ever before.

To accomplish these things and make your food brand stand out, consider food marketing trends into your current strategy. [Book a Demo](#) Log In  
trends into your current strategy. Continue to stay educated on new food trends as we head into 2024 and the years to come.

Need help upgrading your current food marketing and PR strategy? Let us help! Simply [book a free consultation](#) with us and we will see where your current mix could use an upgrade!

## Search

Enter keyword...



## Recent Posts

Guide to PR Crisis Management 2025 [+ Examples and Tips]

What Journalists Want: What PR Pros Need to Build Relationships with Journalists

Holiday Pitching: 5 Tips to Getting Better Results This Season

What to Do (and Not to Do) When a Media Interview Bombs [+3 Tips]

A Full Guide to Mastering Media Monitoring in 2025 [+ Examples]



[Book a Demo](#)

[Log In](#)

Featured Articles

Start Ups

Marketing

Public Relations

Press Releases

Share article



# Get Early Access – Book a Demo

Get access to Intelligent Relations before your competitors do.



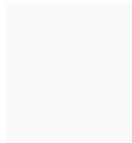
[Book a Demo](#)

[Log In](#)

## Don't miss updates from us!

Enter your e-mail address\*

[Subscribe](#)



[About](#)

[Meet Preston](#)

[Pricing](#)

[Booking](#)

[Blog](#)

[Careers](#)

[Terms of Service](#)

[Privacy Policy](#)

[Cookie Policy](#)

[Contact](#)



Get In Touch

(833) 317-6278 office@in

Book a Demo

Log In

(833) 317-6278

© 2025 Intelligent Relations

