

- 01 Audience →
- 02 Top-performing content →
- 03 Trend analysis →
- 04 Marketing insights →

Food Dive is a news publication designed specifically for food and beverage industry leaders. From manufacturing and packaging, to ingredients and flavor trends, our journalists cover the issues that impact the food industry.

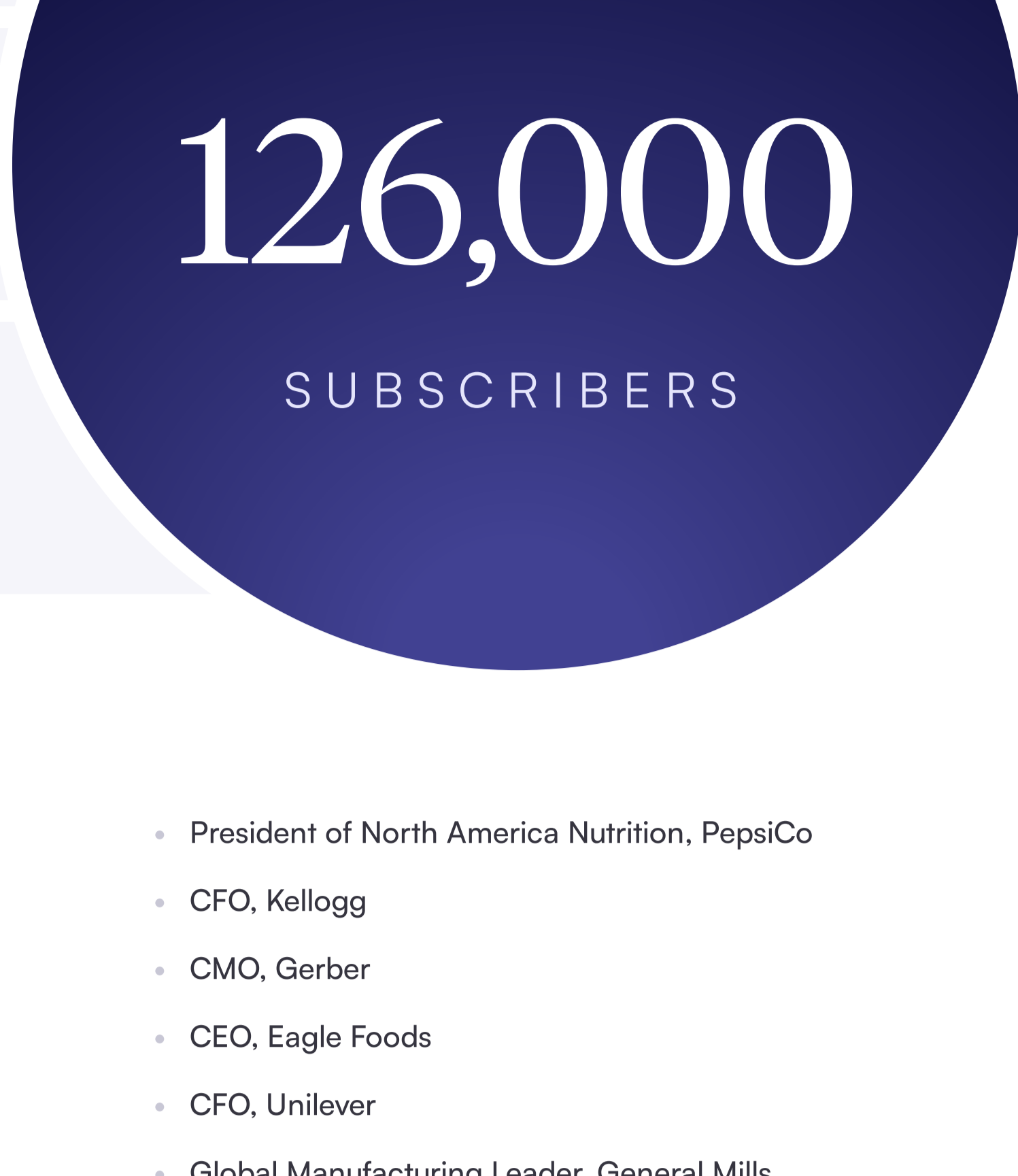


## 01 Audience

**168K**  
unique monthly visitors

**79%**  
of subscribers are manager-level or above

**100%**  
of Fortune 500 Food & Beverage companies read Food Dive



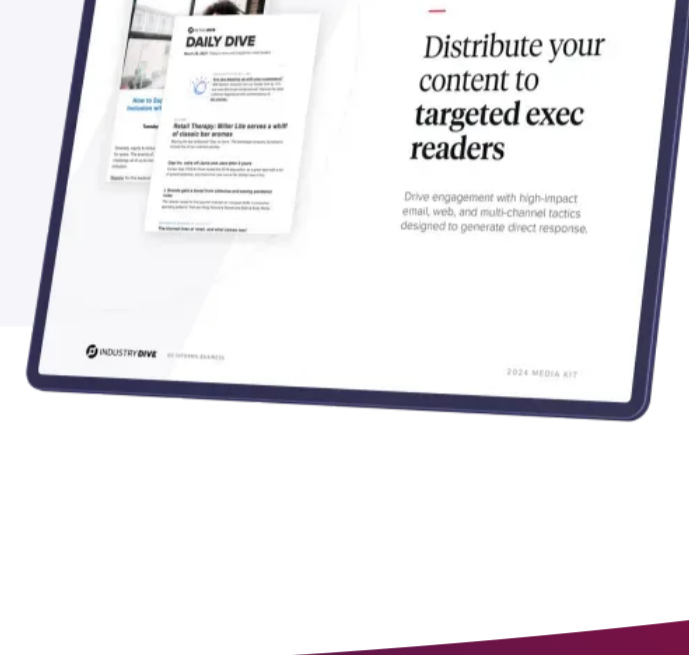
You'll find Food Dive's news and insights in the inbox of notable subscribers, like:

- President of North America Nutrition, PepsiCo
- CFO, Kellogg
- CMO, Gerber
- CEO, Eagle Foods
- CFO, Unilever
- Global Manufacturing Leader, General Mills
- Chief Legal Officer, Nestle
- Global Brand Director, Mars
- Customer VP, Kraft Heinz
- SVP & CIO, Publix Supermarket

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## 02 Top-performing content

In 2024, food brands face a dynamic landscape shaped by AI innovation, shifting demand for plant-based and alternative products, and growing consumer concerns around health, sustainability, and affordability. Leaders in the F&B industry are faced with many obstacles on their path to a successful year. Let's take a look at what leaders have been focused on most.

### Top 5 topics

- Corporate
- Ingredients
- Beverages
- Manufacturing
- Finances and deals

### Top 10 Food Dive stories

- 6 food trends to watch in 2024
- Wk Kellogg Co debuts new cereal brand in better-for-you push
- Kraft Singles releases new cheese slice flavors for first time in nearly a decade
- Robert Downey Jr and CPG exec enter \$28B coffee category with Happy
- Hain Celestial launches better-for-you offering in \$9B tortilla chip category
- The key for growth in 2024 is innovation. Will more CPG companies embrace it?
- Coke adds first new permanent flavor in several years with Spiced
- Booze or bust: How 2024 will reshape alcohol
- Justin's turns to healthier ingredients to challenge M&M's
- Food trends for 2024: What's to come this year

### Keywords resonating right now

- better-for-you
- non-alcoholic beverages
- flavor trends
- cultivated meat
- artificial intelligence
- inflation tolerance
- sustainability
- nutritional transparency

## 03 Trend analysis

### Evolving alongside consumer tastes

- Addressing slowing demand in the once-booming plant-based category
- Disruption sends shockwaves through the alcohol industry (younger consumers drinking less sees industry heavyweights pivoting to non-alcoholic beverages)
- Many fear profit hits as consumers adopt GLP-1 weight-loss drugs; others see opportunity to grow snacking portfolio

### New tech & innovation

- Artificial intelligence adoption surges among food developers (optimization of ingredients, increased output, marketing, etc.)
- Cultivated meat faces hurdles in early stages (convincing skeptical consumers, scaling production, raising funds, etc.)
- Rapid experimentation to meet consumer demands (healthier options, natural colors, probiotics, new flavors, sustainability expectations, etc.)

### High prices hit a breaking point

- Low inflation-tolerance as cost-conscious shoppers hit their limit
- Mounting pressure on smaller retailers as industry giants increase efforts to lower prices
- Inability to raise prices sparks creative solutions (improving internal efficiencies with AI and beyond, influx of price-oriented promotions, etc.)

### Our readers spent nearly 2x as long on these stories than the average story:

- Louis Dreyfus building new pea protein facility
- Why weight loss drugs may impact coffee, soft drink makers the most

### Adapting to shifting appetites

Consumer preferences in the food & beverage industry are constantly evolving, driving changes in product demand and consumption habits.

#### studioID tip

Between the plant-based category's slowing demand, the non-alcoholic beverage movement, and the widespread adoption of GLP-1 weight-loss drugs, consumer tastes are changing rapidly. Support leaders through this transformation by delivering analysis on the latest consumer data (segmented by cohorts and demographics) as well as case studies of first movers who came before them. In particularly disrupted sectors, lead with optimism to show them that these shifts signify opportunities for reinvention.

### Surge in tech adoption

The food and beverage industry is experiencing a significant rise in technology, with AI revolutionizing various aspects of product development, production optimization, and marketing strategies.

#### studioID tip

AI is coursing its way through the F&B industry, but many leaders don't know how to best adopt it. Via success stories and step-by-step guides, show them the light as to how they can leverage AI and other emergent tech to enhance manufacturing practices, soup-up personalized marketing efforts, and optimize ingredients. Place an emphasis on how the technology can help brands respond to consumer demands quickly and effectively and get ahead of consumer trends.

### Cost-conscious consumers

Even as inflation begins to cool, cost-conscious shoppers have hit their limit on food prices.

#### studioID tip

With brands unable to further raise food prices, they must practice ingenuity. Help them cut internal costs and deliver targeted, price-oriented promotions to cost-fatigued consumers with a look at what's working for category leaders. Keep their focus on value-based, empathetic messaging and limited-time offers.

## 04 Marketing insights

Deliver marketing this audience will eat up by reflecting the preferences of over 126,000 Food Dive subscribers in your strategy:

### Preferred content types

- [Webinars/virtual events](#)
- [Trendlines](#)
- [Playbooks](#)
- [Infographics](#)

### Keep them close to consumers

Without a clear understanding of the latest and projected consumer trends, leaders risk falling behind and missing opportunities.

#### studioID tip

Keep leaders on the pulse of the industry by consistently monitoring consumer trends — both at the macro and micro level. F&B leaders want to see highly credible data as well as creative responses to trends in action in order to formulate their own strategic approach. The shift to wellness (better-for-you ingredients, non-alcoholic and zero-proof beverages, protein-packed foods, etc.) is a major shift that demands continual coverage.

### Help them innovate with tech

Lean into new technology that meets the evolving food and beverage development demands.

#### studioID tip

Help leaders understand the importance of new technology — particularly AI — and its ability to allow them to enhance their bottom lines, experiment with new products and packaging, meet sustainability initiatives, and respond to rapidly evolving consumer demands. Walk them step-by-step through tech implementation, and help them feel secure in investments with success stories from tech adoption by household names.

### Follow the flavors

Lead with flavor insights and how emerging trends can keep F&B marketers ahead in a competitive landscape.

#### studioID tip

Flavor trends are a consistently hot topic for F&B executives. Whether you serve up flavor projections or content that helps brands respond to established flavor fads, keep leaders on the cutting-edge of changing tastes. Consider crafting an annual, big-rock piece around emerging flavors set to rule the year ahead and deliver seasonal updates, complete with how other brands are responding to each trend.

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How are you resonating with this audience?

Contact us for more details about how to apply these insights to your marketing program.

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