

A photograph of a restaurant interior. In the foreground, two women with long dark hair are seen from behind, standing at a bar counter. The woman on the left is wearing a pink top, and the woman on the right is wearing a blue top. Behind the bar, two staff members wearing visors are visible. The bar is stocked with various bottles and glasses. In the background, there is a large striped awning. On the left wall, there is a sign that reads "EL TAKOY" with a pineapple logo above it. The text "F&B & Hospitality Trends Report" is overlaid in a white box in the center of the image.

F&B & Hospitality Trends Report



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Introduction

Some trends burst onto the scene with intensity, only to fade just as quickly. Others take root slowly, quietly reshaping the landscape over time.

Meanwhile, counter-trends challenge established norms and movements like hybridisation, fusion and personalisation continue to blur boundaries.

Yet when we zoom out from the day-to-day mechanics of the F&B and hospitality sectors, it is a relief to see that broader patterns begin to emerge. With a wider lens, it's possible to trace the direction of travel—not just within our own industry, but across adjacent sectors such as retail and entertainment.

These worlds are increasingly interconnected, converging to deliver immersive, multi-layered experiences in our urban environments.

In this third edition of our trends report, we identify what we think are the most influential, macro-level shifts impacting the landscape.

These are shaped by evolving consumer appetites for experience and lifestyle, and a responsive shift from businesses in hospitality, real estate, and placemaking.

To complement this, we also highlight a series of standout sub-trends, carefully curated by our multidisciplinary team—across concept development and design to operations and marketing—alongside real-world industry examples for some added inspiration.

Together, we hope all of this sheds some light on the forces at play in this thrillingly complex sector and offers a snapshot of what is capturing our collective imagination.

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Community

Macro Trend

As urban centres become more dense, diverse, and dynamic, the role of food and beverage is expanding.

In places around the world, from city centres to vibrant cultural districts, curated F&B ecosystems are increasingly relied upon to activate spaces, enhance placemaking, and underpin community development.

A key expression of this is a new focus on F&B Master planning—an approach that considers food and beverage as integral, programmed elements within their wider environments.

From mixed-use developments to large-scale entertainment precincts, developers and city-makers are investing in strategic F&B planning to shape footfall patterns, create destination appeal, and foster authentic, place-specific identity.

The practice of blending trend forecasting, tenant mix strategy, and public realm integration is now a guiding force in the way entirely new communities are planned and developed.



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We continue to see the rise of clustered and modular formats such as food halls—designed not only for operational flexibility, but for the layered social experience they offer.

These spaces combine multiple concepts under one roof, offering visitors a variety of dining options while also serving as lively cultural and community hubs.

Ten locations and still expanding, TimeOut Market’s new Osaka outpost launched this year is both a celebration of the brand’s global popularity and a testament to the appetite for immersive food hall experiences rooted in local culture and community.

F&B is now widely recognised as a key driver of placemaking, not a secondary layer. As a result, it’s being integrated earlier into development strategies, with F&B masterplanning used to shape identity, guide experience, and deliver on commercial ambition.

- Sean Paul, Strategy & Master planning Director

Key Sub-Trends

★ *Clustered & Modular F&B*

Flexible, multi-concept formats that encourage discovery, increase dwell time, and create communal energy.



★ *Early-Stage F&B Master Planning*

F&B strategy increasingly brought on at earlier stages in development to support broader urban development goals.

★ *“Third Space” Design*

The design of F&B venues to serve as informal gathering spaces, blurring the lines between work, socialising, and relaxation.

★ *Multi Functional F&B*

Venues are doubling as galleries, co-working spaces, or event hubs to deliver layered experiences beyond dining.

★ *Hyper Local*

Concepts are being tailored to reflect local identities, using regional suppliers, heritage recipes, and community-specific storytelling.



★ *Community Based Activations*

Initiatives like food festivals and multi-venue events are being used to activate large-scale developments and neighbourhoods through F&B, driving footfall while shaping a sense of place.

★ *Inclusive Hospitality Design*

Spaces that prioritise accessibility, comfort, and cultural relevance for a wider range of guests ensuring that the experience is welcoming, intuitive, and enjoyable for all.

Meanwhile, community-led activations—whether hyper-local supper clubs, cultural food festivals, or local producer collaborations—are reshaping how F&B brands position themselves.

These initiatives not only deepen local engagement and brand authenticity but also serve as powerful storytelling platforms, allowing F&B brands to build emotional resonance with their audience through shared values, heritage, and immersive experiences.

Ultimately, the community trend is about significance. Whether emerging in old or new urban hubs, F&B is being used more intentionally to serve social, economic, and cultural outcomes.

Food For Thought

If food brings people together, who gets to decide which communities get a seat at the table?

9.7B

Global population estimation following global surge by 2050.

Source: PwC's Voice of the Consumer Survey 2024

68%

Of the global population projected to live in urban areas by 2050.

Source: United Nations Department of Economic and Social Affairs

15%

Increase in the number of operational food halls in the UK between June 2023 to February 2024 with a further 18% rise in food halls under development.

Source: Me&U Food Halls Report

17+

Giga projects initiated by the Kingdom of Saudi Arabia—requiring a strategic approach to F&B.

Source: PwC's Voice of the Consumer Survey 2024

76%

Of respondents believe that cities must offer new experiences to remain relevant, with 84% of Gen Z and Millennials expressing this view.

Source: The JLL Global Consumer Experience Survey

80%

Of respondents agree that a strong sense of place is important to them while only 66% feel strongly connected to their local community.

Source: The JLL Global Consumer Experience Survey



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Industry Inspiration



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At Msheireb Properties, food and beverage is not just a supporting element, it is a core commercial pillar and strategic anchor within our mixed-use development strategy. We are excited to introduce a new, vibrant food hall at Msheireb Downtown Doha, which is set to become a major driver of footfall and activation within the district.

Globally, food halls have become a key trend in urban placemaking, offering curated, communal dining experiences that attract diverse audiences and foster longer visits.

At Msheireb, our food hall will anchor the Galleria and surrounding precincts, enhancing connectivity between retail, residential, and commercial zones while catering to the evolving tastes of our tenants, residents, and visitors.

By integrating this concept into our architectural and cultural framework, we aim to create a destination that not only delivers a unique F&B experience but also strengthens the overall performance of our retail ecosystem.

This initiative underscores our commitment to building sustainable, experience-led environments that reflect modern urban lifestyles and expectations.

- Konrad Kolankiewicz,
Chief Commercial Officer, Msheireb Properties



Time Out Market launches its first Asian location in Osaka, Japan in 2025. Spanning 3,000 square meters in the Grand Green Osaka development, the market features 17 kitchens and two bars, showcasing a curated selection of the Kansai region’s top culinary talents.

Jl Beach has introduced a new luxury beachfront destination along Dubai’s coastline, anchored by 13 licensed fine-dining restaurants and beach clubs. Designed as an urban riviera, the development brings together globally recognised hospitality brands and homegrown concepts, positioning F&B as the central draw in one of the world’s most competitive markets.



As food halls increasingly become centres for community, culture, and connection, Al Mamlaka Social Dining continues to stand out as a regional benchmark—with its recent rooftop expansion a reflection of how these globally popular formats continue to expand and adapt as popularity surges.



Social & Experience-led

Macro Trend

Dining is becoming more social and experience-led—driven by changing guest expectations, competitive pressures, and a broader cultural shift toward connection, play, and shared moments.

A new generation of F&B concepts is now being designed not only to serve food, but to stage experiences.

A key milestone is the boom of the competitive socialising sector, once associated with novelty but now a mainstream category within the global F&B and leisure industry. The formula is simple but powerful: blend social play with quality F&B, and create a reason for groups to gather, stay longer, and come back.

Existing concepts that combine food, drink, and interactive games are now being refined with a focus on making them scalable and appealing as everyday destinations, not just for special occasions. For instance, brands like Topgolf now operate over 100 venues worldwide with major expansion planned across the Middle East.

We're also seeing the rise of event-based dining as a core pillar of restaurant strategy—not as a bolt-on but baked into the identity of the venue. Whether through rotating chef takeovers; high-energy and entertainment-led brunches; or, calendar-based programming, these experiences drive visitation and shareability while offering moments of exclusivity.



A new generation of F&B concepts is now being designed not only to serve food, but to stage experiences.

In London, there has been a revival of supper clubs with events like Dinner for One Hundred (D4100) and The Candid Club merging high-quality dining with thematic elements, fostering intimate gatherings that encourage social interaction and community building. It’s not just about what’s on the menu, but what’s happening around it.

These supper clubs often incorporate unique themes and settings, creating immersive experiences that resonate with contemporary diners seeking meaningful connections. Linked closely is the trend of interactive F&B, where the guest is invited into the process through open kitchens, tableside preparation, or immersive formats like omakase counters and gastro tours.

At Nobu—one of the world’s most recognised luxury dining brands—theatrical elements such as sashimi slicing and hot dishes prepared tableside continue to be a hallmark of its success, allowing guests to engage directly with the chefs and become part of the culinary performance.

Equally central is experience-centric design that considers how everything from seating layouts to lighting can be curated to shape mood, movement, and memories in F&B venues.

F&B is shifting to allow people to own their experience or become part of the story, and we’re seeing this trend develop fastest in next generation food halls and competitive socialising. What’s also exciting is to be developing these formats in a variety of settings and sizes; from corporate lobbies and mixed-use leisure to community destinations.

- Nichola Beskine-Taylor, Partner & Head of Advisory & Design

Key Sub-Trends

★Competitive Socialising Matures

Once seen as novelty, competitive socialising is now a mainstream, scalable category where food, drink, and play converge.

★Interactive F&B

Guests increasingly want to be part of the process, from open kitchens and live preparation to gastro tours.

★Adaptable Spatial Design

Flexible, modular layouts are replacing rigid formats, allowing spaces to adapt to different events, group sizes, and activations throughout the day.

★Collaborative Concepts & Campaigns

Chefs, artists, musicians, and mixologists are coming together to co-create immersive, cross-disciplinary experiences that go beyond traditional hospitality.



★Supper Clubs

Social, communal and often themed experiences that bring guests together over a curated menu or F&B experience.

★“Eatertainment”

A format that blends food with elements like live performance, immersive storytelling or sensory theatre.

★Experience-Based F&B Programming

Event-based programming—including seasonal activations, pop-ups, and curated experiences.

As an active part of the overall storytelling, venues are increasingly built for moments of surprise and delight, with adaptability that allows these spaces to evolve over the course of the day.

Rigid layouts have given way to modular, moveable configurations that support a variety of guest behaviours and events—from normal day-to-day activity to special performances and activations for large groups.

The lines between leisure, dining, and entertainment continue to blur with F&B is increasingly positioned as an anchor for meaningful social exchange—where hospitality is expected to create opportunities for participation and emotional connection.

Food For Thought

Does the pursuit for novelty and excitement erode the familiar rhythms that ground us at the table?

72%

Of diners are seeking more experiential dining options, such as chef's tables, themed events, and interactive culinary experiences.

Source: Technomic

38%

Increase in the supply of competitive socialising venues over the last 5 years.

Source: Mintel Competitive Socialising Report

1/4

Adults experience feelings of social isolation while 5-15% of adolescents experience feelings of loneliness.

Source: World Health Organisation

57%

Prefer venues that offer multiple activities under one roof in the UK.

Source: KAM - Competitive Socialising Report 2024

78%

Of consumers value real world experiences in 2024.

Source: Euromonitor Megatrends: Experience More with GenAI for Value Creation

49%

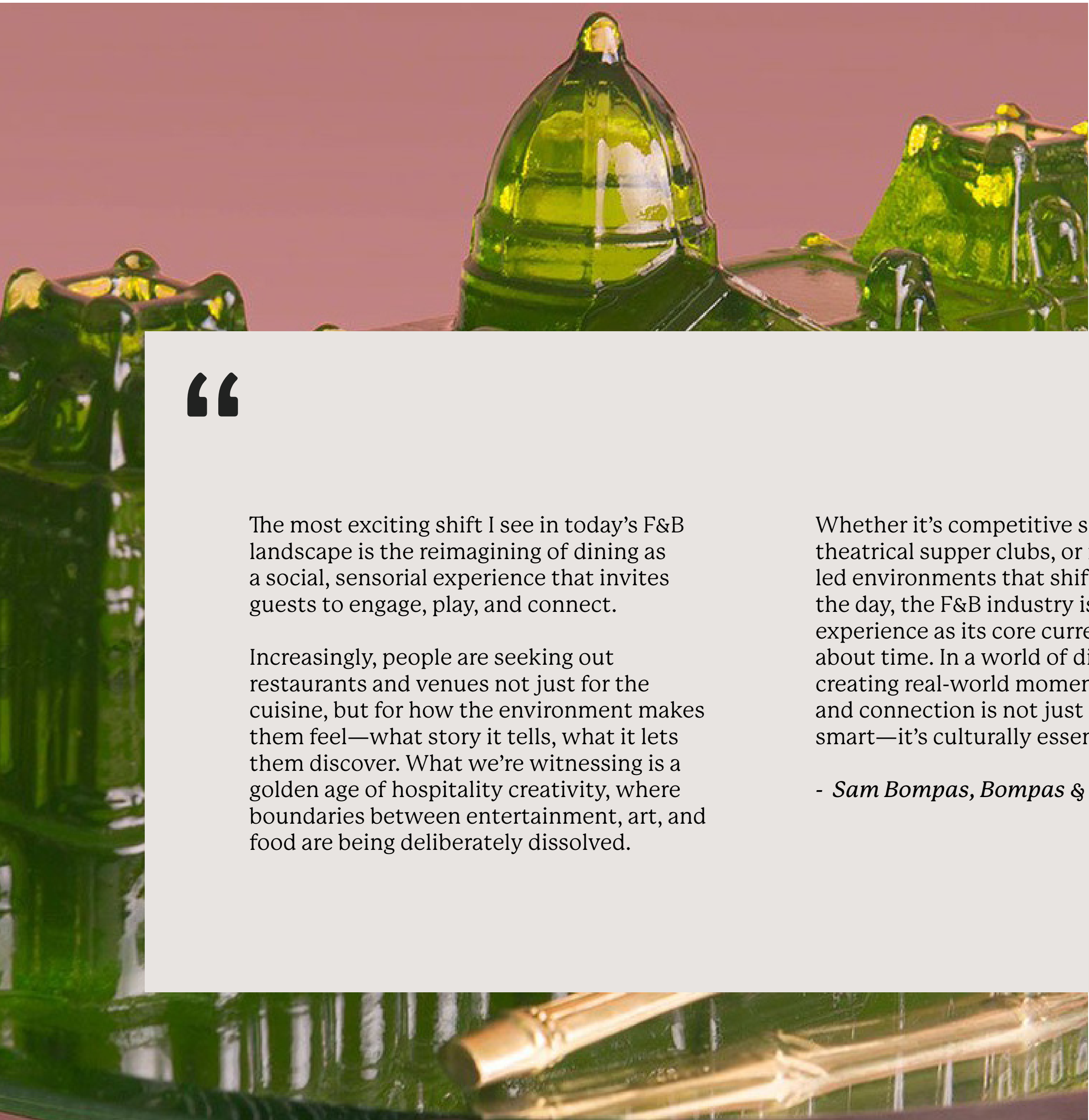
Of consumers in the UK say they would be more likely to dine at a competitive socialising venue if the food offerings were of better value.

Source: KAM - Competitive Socialising Report 2024



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Industry Inspiration



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The most exciting shift I see in today’s F&B landscape is the reimagining of dining as a social, sensorial experience that invites guests to engage, play, and connect.

Increasingly, people are seeking out restaurants and venues not just for the cuisine, but for how the environment makes them feel—what story it tells, what it lets them discover. What we’re witnessing is a golden age of hospitality creativity, where boundaries between entertainment, art, and food are being deliberately dissolved.

Whether it’s competitive socialising, theatrical supper clubs, or immersive, designed environments that shift throughout the day, the F&B industry is embracing experience as its core currency. And it’s about time. In a world of digital overwhelm, creating real-world moments of joy, surprise, and connection is not just commercially smart—it’s culturally essential.

- *Sam Bompas, Bompas & Parr*



D4100 began in 2020 as a multigenerational dinner initiative aimed at combating loneliness. It has since evolved into a sell-out series of singles’ dinners, providing social interaction beyond dating apps. Events are regularly held at Bar D4100 in Nunhead, South London, and occasionally at external venues like the Hoxton Hotel.

Topgolf Callaway Brands has entered a multiyear agreement with Golf Saudi Entertainment to establish three Topgolf venues in Saudi Arabia by 2028, with the possibility of two additional locations. This follows a reported consolidated net revenue growth of 3% year-over-year, reaching \$924 million.



Six by Nico has captivated diners across the UK and beyond with its unique tasting menu concept that reinvents itself every six weeks. Each experience is built around a new theme—ranging from “Once Upon a Time” to “The Alps”—offering an affordable, high-concept six-course menu that blends storytelling and creativity.

Authenticity

Macro Trend

In a world where authenticity is often claimed but rarely delivered, guests are getting better at telling the difference between surface-level style and genuine substance.

As a result, a quiet but powerful shift is underway—one that favours depth over dazzle and purpose over pretence.

More and more, people are searching for a sense of connection—whether it's with each other, with culture, with craft, or with the story behind what's on their plate. This growing desire is bringing new meaning to what authenticity looks like in today's food and beverage world.

Many know that authenticity isn't about copying the past or chasing some perfect idea of “real.”

The brands getting it right understand that it's about creating dishes, spaces, and stories that feel meaningful—to both the people who bring them to life and the guests who experience them.

One area where this is especially clear is in the renewed love for street food. Across the globe, chefs and operators are elevating humble, hyper-local dishes and placing them on world stages.

From hawker-style bars in upscale food halls to taco stands on curated hotel rooftops, street food is now being celebrated for what it brings to the table: energy, accessibility, and a strong sense of identity.



A quiet but powerful shift is underway—one that favours depth over dazzle and purpose over pretence.

Menus are revisiting childhood favourites and comforting classics, reimagined with modern flair.

We’re also seeing the ongoing rise in nostalgia-driven food trends. Menus are revisiting childhood favourites and comforting classics, reimagined with modern flair. The best of these aren’t just clever throwbacks—they’re thoughtful expressions of emotional storytelling that tap into memory and mood.

We’ve seen examples of this approach scale too with brands like Din Tai Fung—the globally loved Taiwanese restaurant—where craft and transparency remain central. Each venue is designed with glass-fronted kitchens that offer diners a direct view into the delicate art of dumpling-making, a reminder of how tradition can be made visible—and meaningful—on a global stage.

Chef-led concepts also continue to stand out. The presence of a visible, visionary chef—someone who brings a distinct point of view—adds depth and trust to the dining experience. Many people want to feel that there’s a real person, with passion and purpose, behind the plate—and that their values echo through the atmosphere as much as the food.

Purpose-driven restaurants are taking this even further. Whether it’s through championing indigenous ingredients, supporting refugee talent, or working toward zero waste, these businesses are embedding their values into everything they do. Here, authenticity is tied to impact—social, environmental, and cultural.

Key Sub-Trends

★ “Newstalgia”

Comfort foods and childhood classics are making a comeback, reimagined with modern twists that tap into memory and emotion as much as taste—a reflection of a wider cultural shift across food, fashion, music, and beyond.

★ *Storytelling Menus*

Menus are becoming a space for connection, giving guests a peek into the inspiration behind each dish—whether it’s a family recipe, a seasonal ingredient, or a cultural tradition.

★ *Open Kitchen & Visual Prep*

More venues are putting the process on display, building trust through transparency and craft.

★ *Focused & Specialty Menus*

Some restaurants are honing in on one specialty rather than variety, showing confidence and authenticity through simplicity.



★ *Local Sourcing*

People care more than ever about where their food comes from, and restaurants are responding by being more open about sourcing and working with nearby farmers and producers.

★ *Street Food Elevated & Celebrated*

Celebrated for its bold flavours, deep cultural roots, and communal spirit, street food is now finding new expression everywhere.

★ *Chef Led Concepts*

More guests are drawn to restaurants where there’s a clear creative voice in the kitchen—someone whose personal story and passion come through in every dish.

The farm-to-table and local sourcing movement also continues to evolve, no longer just the domain of countryside restaurants or boutique cafés. Today, this ethos is being woven into all kinds of concepts, from casual eateries to large-scale hospitality projects. Diners are more curious than ever about where their food comes from—and why. Transparency around sourcing has become a key factor in building trust and loyalty.

And finally, storytelling is making its way onto menus in powerful ways. Whether through printed descriptions, server conversations, or digital features, menus now do more than list ingredients. They provide context. They share journeys—of a heritage grain, a seasonal pairing, or the memory behind a dish. In doing so, they turn the act of dining into something richer.

Food For Thought

Is it ever really possible to package authenticity at scale?

6.5%

Expected Compound Annual Growth Rate (CAGR) of the Food Truck market between 2025 and 2030.

Source: Mordor Intelligence

90%

Of Gen Z rate being true to oneself as very or extremely important.

Source: EY Gen Z Segmentation Study

53%

Of people feel happy when they engage with media from the past, while 40% say they feel comforted.

Source: GWI

76%

Of UK consumers are attracted to sweets that remind them of their childhood.

Source: Mintel

30%

Of adults globally are looking for food that is “all natural”.

Source: Euromonitor Voice of the Consumer: Health and Nutrition Survey 2024

78%

Of consumers feel a deeper connection to brands that communicate their mission and values authentically.

Source: WARC Global Consumer Engagement Report 2025



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Industry Inspiration



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At Roti King, we’re not trying to reinvent the past—we’re honouring it. For us, authenticity isn’t about perfection; it’s about heart, heritage, and staying true to the flavours we grew up with.

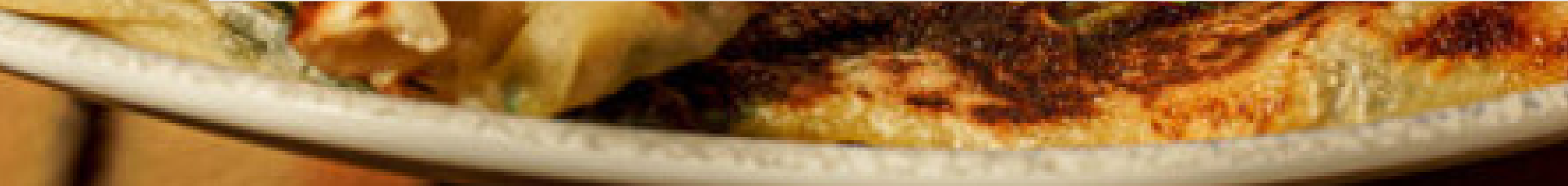
There’s a deep comfort in street food because it connects people—not just to culture, but to memory. Our job is to carry those stories forward, from the streets of Kuala Lumpur to the rest of the world, without losing their soul and their integrity. Diners today want more than a meal—they want emotional connection to the people, places and passion that created it.

That’s where real flavour begins. And when a chef’s story is embedded into the core concept like it does with Sugan Gopal, I believe this adds a layer of trust and truth that you can’t fake.

People are increasingly curious about what’s behind their food—the ingredients, the origins, the intention. That’s why we keep things simple, honest, and fiercely rooted in tradition. Our menus don’t just list dishes—they carry stories, whether it’s the memory of a hawker stall or the quiet pride of a family recipe passed down through generations.

We’re not here to polish things into something unrecognisable; we’re here to protect what makes them special. In a time when food is often overdesigned, staying grounded in real flavour, real people, and real purpose is what truly stands out.

- *Ganan Kanagathurai*
Chairman, Roti King



Continuing to be a force for narrative-driven dining, community building, and the elevation of underrepresented voices, James Beard Award-winning chef Alexander Smalls continues to host acclaimed yet intimate dinner salons in his Harlem home, where food, music, and conversation celebrate African and African-American culture.

El Ta’Koy delivers a bold, chef-led spin on Hawaiian street food, blending island flavours with Latin and Asian influences in a vibrant, share-style format. Created by Chef Luis Pous, the brand has expanded to London, New York, and Riyadh, with more openings planned across 2025–2026—reflecting the global appetite for authentic, street food-inspired F&B experiences.



Winner of the 2024 James Beard Award for Best New Restaurant, Dakar NOLA blends a modern take on Senegalese cuisine with the rich culinary traditions of West Africa. Located in New Orleans, Chef Serigne Mbaye’s storytelling-driven menus offer an authentic yet innovative dining experience rooted in culture and craft.



Lifestyle & Personalisation

Macro Trend

As work, travel, and everyday life become more intertwined, people expect more from their food and beverage experiences—more relevance, more flexibility, and more alignment with their personal values and lifestyles.

In response, the hospitality industry is embracing personalisation and a focus on lifestyle as a fundamental design and service approach.

Take the modern hotel lobby, for example, transformed in many properties into a vibrant blend of café, coworking zone, lounge, and social hub—powered by F&B that energises the atmosphere and invites people to stay, connect, and return. These spaces are being reimagined to feel more intuitive and meaningful.

The continued global expansion of Ace Hotel demonstrates how early bets on personalisation and placemaking have evolved into lasting relevance, with recent openings in Kyoto, Toronto, and Sydney, and a new flagship set for Athens.

Meanwhile private member clubs like Soho House continue to see incredible demand, with a record waitlist of over 100,000 last year—highlighting the growing appetite for personalised, lifestyle-led spaces.

At a consumer level, there's a clear and growing preference for environments that feel intentional, responsive, and aligned with the way people want to live.



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This same mindset is reshaping the retail world with many brands now blending hospitality and F&B into their spaces. Zara, Dior, Ralph Lauren, Chanel Gentle Monster and Primark have all launched cafés or F&B concepts within their venues, moving beyond purely transactional environments toward more lifestyle-led experiences.

At the heart of this shift is the changing nature of the traditional guest or customer. Businesses now know that people still want convenience and quality, but also many other things too.

Whether it’s a casual meet-up, remote working session, or solo moment of downtime, there is a pull towards environments and brands that feel welcoming and well considered.

On a spatial level, adaptable F&B configurations are becoming a defining feature of new developments. Things like modular layouts and adaptable furniture allow venues to morph in real time—accommodating temporary activations, installation or events that align with the interests of their customers and contemporary trends.

F&B is bleeding into all corners of the lifestyle landscape. The brands winning are those creating spaces and experiences that feel personal, responsive, and effortlessly aligned with daily life.

- Madeline McLeary, Brand Development Director

Key Sub-Trends

★Hybrid F&B And Work Spaces

F&B venues are doubling as informal work hubs, offering flexible layouts, Wi-Fi, and all-day menus that adapt to working rhythms and social downtime.

★F&B Loyalty Apps

Loyalty programs are becoming smarter but also more lifestyle-focused, combining traditional features with brand-sensitive aesthetics and messaging.

★Guest Preference Data Integrations

Advanced systems track and apply individual preferences—from table choice to menu selections—creating a seamless and intuitive guest journey that feels personally tailored.

★Retail & Fashion Cafes

Brands are using in-store cafés and F&B outlets to create lifestyle-led retail experiences, extending dwell time and deepening brand affinity through curated food and drink moments.



★Customisable F&B

Some brands are empowering guests to personalise their meals based on dietary needs, flavour preferences, and even mood—making customisation a central part of the dining experience.

★“Threshold-Less” User Journeys

Blurring the boundaries between spaces, this trend creates seamless, personalised guest journeys that mirror modern lifestyle patterns—prioritising flow, comfort, and intuitive interaction from the moment of arrival.

★“Bleisure” Evolution

As the “bleisure” movement becomes more embedded in how people travel and engage with hospitality, next-generation venues are evolving into multifunctional, lifestyle-led environments.

This flexibility mirrors the diverse lifestyles of today's consumers while offering operators more ways to maximise revenue across dayparts and use cases.

And layered through all of this behind-the-scenes is technology, enabling smoother, smarter service. Loyalty platforms can recommend meals based on a guest's preferences, while operational tools help anticipate peak times, manage staffing, and reduce friction. When done right, tech enhances the experience without getting in the way—allowing hospitality to feel more intuitive.

Personalisation today isn't about indulgence or excess. It's about relevance and creating spaces and experiences that reflect how people actually want to live and support who they aspire to be.

Food For Thought

How far can we push AI-driven personalisation before it feels manufactured?

63%

Of global consumers seek curated and tailored experiences in 2024.

Source: Euromonitor
Megatrends: Experience More with GenAI for Value Creation

4/5

Of surveyed consumers worldwide said that they are comfortable with personalised experiences, and most expect companies to offer them.

Source: BCG Consumer Sentiment Survey 2024

51%

Of global consumers want products and services that are uniquely tailored to their needs.

Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2024

65%

Of people are willing to pay a premium for high-quality, personalised experiences, highlighting the potential for businesses to differentiate through superior service offerings.

Source: The JLL Global Consumer Experience Survey

1/3

Of UAE consumers buy from brands that support issues aligned with their values.

Source: Euromonitor Voice of the Consumer: Lifestyles Survey

61%

Of consumers are willing to spend more with companies if they offer a customized experience

Source: Understanding Personalization Efforts in the Hospitality and Retail Industries



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Industry Inspiration



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At The Sloane Club, we're seeing first-hand how the role of private members' clubs is evolving in line with broader lifestyle and hospitality trends.

Today's members are looking for more than just a place to meet—they're seeking spaces that reflect the rhythm of their daily lives, whether that's working, socialising, working out, hosting, resting, or recharging.

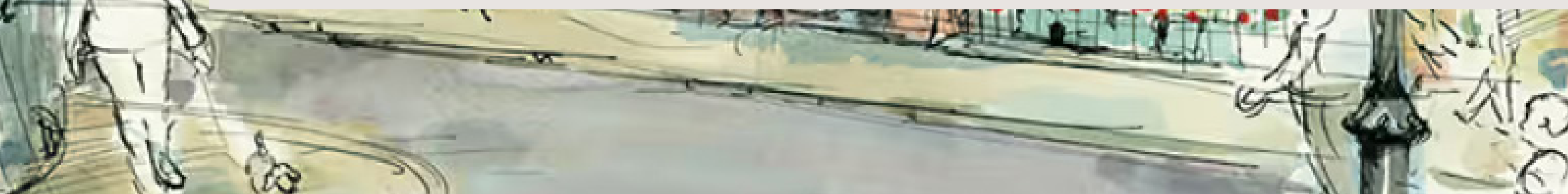
This growing demand for relevance, flexibility, and personal connection has been a key driver behind our recent transformation programme.

Our vision is to create a club that truly empowers every aspect of our members' lives—a place where dining, wellness, culture, and community come together under one roof.

While our roots date back over a century, we're designing for the next 100 years by embracing the shift toward intentional, lifestyle-led environments.

This means thoughtful food and drink, flexible spaces that adapt throughout the day, and a strong sense of belonging at the heart of it all.

- Neena Jivraj Stevenson
Managing Director, The Sloane Club



The much-anticipated relaunch of The Sloane Club is now underway, unveiling a series of reimagined spaces including the all-day restaurant Helena's, The Library, Demob Bar, and a redesigned ground-floor reception. This transformation will extend to a new wellness space, fine dining restaurant, outdoor terrace and workspace—completing this landmark redevelopment of a historic institution.



As lifestyle expectations shift, even heritage brands are adapting to stay culturally relevant. Fortnum & Mason's limited-edition collaboration with cult bakery Get Baked merges tradition with irreverence—connecting with younger audiences through comfort-driven treats and playful storytelling.



Australian donut brand Le Lu has launched in the UK with its first locations inside Primark stores at Lakeside and Watford. The brand plans to expand to additional Primark sites across the country as part of a wider partnership with the retailer.

Health & Wellness

Macro Trend

What if wellbeing is no longer just a personal goal, but a guiding lens for how people engage with the world—including how, where, and with whom they dine?

As our understanding of health expands to include emotional balance, social connection, and environmental responsibility, hospitality is evolving in response.

While quick wins can be found in adding healthier, more sustainable options to menus, this movement is about more than ticking boxes for being “clean” or “green.” It’s about creating dining experiences that align with a more connected, values-driven way of living.

As well as the continued rise of plant-forward cuisine, menus are also getting smarter and more functional, tapping into a growing appetite for foods that support gut health, cognitive clarity, energy, and stress relief.

Ingredients once found only in wellness blogs—like adaptogens, probiotics, and anti-inflammatory spices—are showing up in beautifully crafted dishes that deliver both flavour and benefit.

The same goes for what we drink. Alcohol-free mixology is now an elevated and respected industry in its own right.



As our understanding of health expands to include emotional balance, social connection, and environmental responsibility, hospitality is evolving in response.

How a space supports emotional state is just as important as the menu.

With more health-conscious and sober-curious guests, low and no-alcohol drinks are being created with the same creativity and complexity. Think botanical distillations, house-made ferments, and functional infusions designed to enhance mood and wellbeing.

Wellness in hospitality goes far beyond what’s on the plate or in the glass. It’s also about how a space makes you feel. Lighting, scent, acoustics, and natural design elements are being used more intentionally to create environments that soothe, uplift, or energise.

Whether someone’s coming in to recharge, focus, or unwind, how a space supports their emotional state is also crucial. This is especially true in nature-infused spaces—incorporating biophilic design, indoor greenery, garden terraces, open-air dining, and the use of natural materials.

Wellness has become a storytelling layer in itself—it’s not just what’s served, but how it makes people feel, and the world it invites them into. The most compelling brands today are creating experiences that feel grounded, intuitive, and emotionally intelligent.

- Gabriel Murray, Creative Director



Key Sub-Trends

★Low Stimulation Dining Zones

Calm, distraction-free environments designed to help guests recharge mentally and eat more mindfully in a world of sensory overload.



★Immune Boosting Menus

Dishes enriched with vitamins, antioxidants, and anti-inflammatory ingredients that support the body’s natural defences through everyday dining.

★Food Waste Repurposing

Sustainable practices that turn kitchen scraps into nutrient-dense broths, snacks, and preserves—championing both wellness and environmental responsibility.

★Wellness Driven Experiences

Integrated events like breathwork brunches and seasonal supper clubs that nourish both the body and mind.



★Communal Tables & Workshop Spaces

Layout concepts that encourage social wellbeing through shared meals, storytelling, and interactive wellness-led culinary experiences.

★Alcohol-Free Mixology

Botanical-forward, low- and no-ABV beverages crafted with functional ingredients to enhance mood and wellbeing.

★Biophilic Design

Dining environments infused with greenery, natural light, and organic textures to reduce stress and reconnect guests to nature’s rhythm.

These design choices help guests slow down, reconnect with the rhythm of the natural world, and find moments of calm in an otherwise fast-paced, overstimulated environment.

Meanwhile, immersive wellness activations are also on the rise—such as breathwork brunches or seasonal supper clubs themed around holistic health.

These experiential formats combine food with community, mindfulness, and learning, transforming the act of dining into something more interactive and purposeful. For many of today’s experience-hungry, wellbeing-conscious guests, the most meaningful moments are those that can be seen to nourish both body and soul.

Food For Thought

Is the drive for wellness linked to rising societal feelings of anxiety?

39%

Of Gen Z individuals and 36% of Millennials experience daily stress and anxiety.

Source: Euromonitor Voice of the Consumer: Health and Nutrition Survey

41%

Choose plant-based menu items when dining out weekly.

Source: Plant-Based Food Association, Plant-Based Foods State of the Marketplace Report 2024

43%

Of consumers are making more considered purchases to reduce overall consumption,

Source: PwC 2024 Voice of the Consumer Survey

59%

Of UAE consumers look for healthy ingredients in food and drink.

Source: Euromonitor Voice of the Consumer: Lifestyles Survey

2.6

Billion (USD) sales growth predicted globally for immune support products to 2028.

Source: Euromonitor International Economies and Consumers, Health and Wellness

22%

Of the consumers in Europe rank “time for myself” as most important priority.

Source: Euromonitor Voice of the Consumer Lifestyles Survey



Industry Inspiration



“ I’ve seen firsthand how the definition of wellbeing is expanding—and how that shift is reshaping hospitality in real time.

At PXB Lifestyle, we’ve never seen wellness as a trend, but as a fundamental shift in how people want to live, connect, and consume. It’s no longer just about what’s on the plate. It’s about how a space makes you feel, the values it reflects, and the deeper sense of nourishment it offers—physically, emotionally, and socially.

Plant-forward cuisine has always been at the heart of what we do, not just because it’s better for human health or the planet, but because plants are incredibly exciting to work with. We’ve moved well beyond the days of “meat-free” being a compromise.

We’re also seeing the power of community return to the dining table. Communal formats, supper clubs, wellness activations—these aren’t gimmicks. They’re reminders that food is a connector. People want to learn, grow, and be inspired while they eat. They want to feel part of something.

The future of hospitality isn’t just functional or aesthetic—it’s purposeful. And for operators who are willing to align with the deeper values of today’s guest, there’s an incredible opportunity to lead this evolution, not follow it.

This very thinking is what inspired the launch of Long Lane—a concept built around creating hospitality spaces underpinned by wellness

- Loui Blake,
Founder, PXB Lifestyle & Long Lane



Luna Beach Club by Inspiral Architects, won the Alfresco & Biophilic Design category at the 2024 Restaurant & Bar Design Awards, a venue that seamlessly integrates natural elements, offering guests an immersive dining experience that harmonises with its coastal surroundings.

Plates seamlessly blends plantbased fine dining with wellness retreats and immersive experiences. Guided by siblings Kirk and Keeley Haworth and rooted in sustainability and creativity, Plates goes beyond the traditional restaurant format to create a purpose-led ecosystem that aligns with contemporary values around wellbeing and conscious living.



Aponiente, led by Chef Ángel León in El Puerto de Santa María, Spain, places a deep focus on fine dining through local sourcing. As Spain’s first to earn a three-star Food Made Good accreditation and winner of the Sustainable Restaurant Award at The World’s 50 Best Restaurants, it champions healthy marine ingredients, supports local ecosystems, and explores the ocean’s role in how we eat.



Social & Environmental Sustainability

Macro Trend

As climate pressures mount, supply chains shift, and consumer expectations evolve, the food and beverage industry is being asked to do more than simply minimise harm—it's being called to create positive change.

In this landscape, responsibility and regeneration are emerging as powerful forces reshaping how brands source, serve, staff, and structure their operations. For many it's about embracing a deeper mindset—one that sees sustainability not just as an environmental concern, but as a holistic approach to long-term wellbeing, equity, and value creation.

One of the most accessible entry points for F&B businesses is tackling food waste, rather than viewing it as an unavoidable by-product.

Forward-thinking chefs and operators are treating it as a creative challenge—repurposing trimmings, surplus, and seconds into something meaningful.

From gourmet takes on discarded ingredients to inventive upcycling methods, these initiatives reduce environmental impact while encouraging a shift in mindset around how we value food and resources.

This ethos is also clear in the focus of seasonal and rotating menus, which are gaining popularity not just for their freshness and lower carbon footprint, but for the rhythm and narrative they create.



One of the most accessible entry points for F&B businesses is tackling food waste, rather than viewing it as an unavoidable by-product.

Guests today are more attuned to nature’s cycles and origin stories, seeking out experiences that reflect transparency, care, and connection to place.

Alongside this, plant-based menus continue to evolve—no longer positioned solely as vegan options, but as part of a broader cultural shift around health, sustainability, and inclusivity.

Within hospitality, familiar formats are also being reimaged—perhaps most notably, the hotel buffet. Once symbolic of excess, the buffet is being transformed into a curated, intentional experience.

Smaller batch cooking, live chef stations, and an emphasis on quality, wellness, and local identity are turning the format into a stage for sustainable practices, interactive storytelling, and guest engagement.

But regeneration is equally about people. Social sustainability is gaining ground, with F&B brands embracing purpose-driven hiring and training that uplifts marginalised groups, creates access to meaningful employment, and builds more resilient, inclusive teams.

Nature inspired design can communicate these principles to customers. When spaces reflect natural rhythms and materials, they can create a deeper sense of calm, care, and connection that today’s guests instinctively respond to.

- Claire Richmond, Design Director



Key Sub-Trends

★Seasonal & Rotating Menus

Menus that evolve with the seasons to reflect nature’s rhythms, reduce reliance on imports, and create freshness-driven storytelling.



★Purpose Driven Hiring

Recruitment strategies that prioritise social impact by offering opportunities to underrepresented communities and building diverse, mission-aligned teams.

★Community Gardens & On-Site Farming

On-property gardens and vertical farms that supply ingredients, reduce food miles, and engage guests with visible, edible sustainability.

★Inclusive Menus & F&B Design

F&B experiences designed to be welcoming and accessible to all, with clear allergen labelling, dietary flexibility, and thoughtful, neurodiverse-friendly spaces.

★Low-Impact Materiality

Building on longstanding principles of sustainable design, low-impact materiality is gaining fresh attention—expressed through creative use of organic or locally sourced materials that reduce environmental footprint and enhance the character of F&B spaces.

★No More Hotel Buffet

A shift away from wasteful, impersonal buffets toward curated, chef-led stations with smaller batches, local sourcing, and interactive guest moments.

★Local Producer Collaborations

Strategic partnerships with nearby artisans, farms, and makers that bring authenticity to the menu and reinvest in the surrounding economy.



This people-first approach is also visible in the design of inclusive menus and environments—where attention is paid to dietary needs, allergen transparency, accessible layouts, and neurodiverse-friendly spaces. Hospitality at its best is empathetic and reflecting care in the details.

Partnership and collaboration further deepen this impact. By teaming up with local chefs, farmers, and makers, brands can circulate investment in the local economy, amplify regional talent, and build authentic connections with communities.

Whether it's a hotel sourcing from a nearby bakery or a food hall showcasing emerging culinary voices, these relationships offer a blueprint for community-based sustainability that's as social as it is environmental.

Food For Thought

What does true regeneration look like in an industry built on consumption?

9.7%

Consumers are willing to spend an average of 9.7% more on sustainably produced or sourced goods, despite concerns about inflation and cost of living.

Source: PwC 2024 Voice of the Consumer Survey

22%

Of consumers report feeling good when buying eco-conscious/ethically conscious goods.

Source: Euromonitor Voice of the Consumer: Lifestyles Survey, fielded January to February 2024

\$1T

One Trillion (USD) estimated combined economic cost of food loss and waste.

Source: United Nations Framework Convention on Climate Change

57%

Of consumers in Europe try to have a positive impact on the environment through everyday action.

Source: Euromonitor Voice of the Consumer: Lifestyles Survey, 2024

30%

Consumers aged 60+ in APAC have mobility issues/concerns.

Source: Euromonitor Voice of the Consumer: Health and Nutrition Survey 2024

7%

Compound annual growth rate of sustainable products retail value sales between 2020-2023.

Source: Euromonitor



Industry Inspiration



“

Across the globe, chefs are transforming trimmings, surplus, and seconds into innovative dishes—reframing food waste as a creative challenge that honours the full value of every ingredient and reduces unnecessary loss across the supply chain.

We’re also seeing a resurgence in seasonal and rotating menus—offerings that follow nature’s rhythms and foster a closer connection to the source. These menus help reduce reliance on imports, lower emissions, and deepen guest engagement.

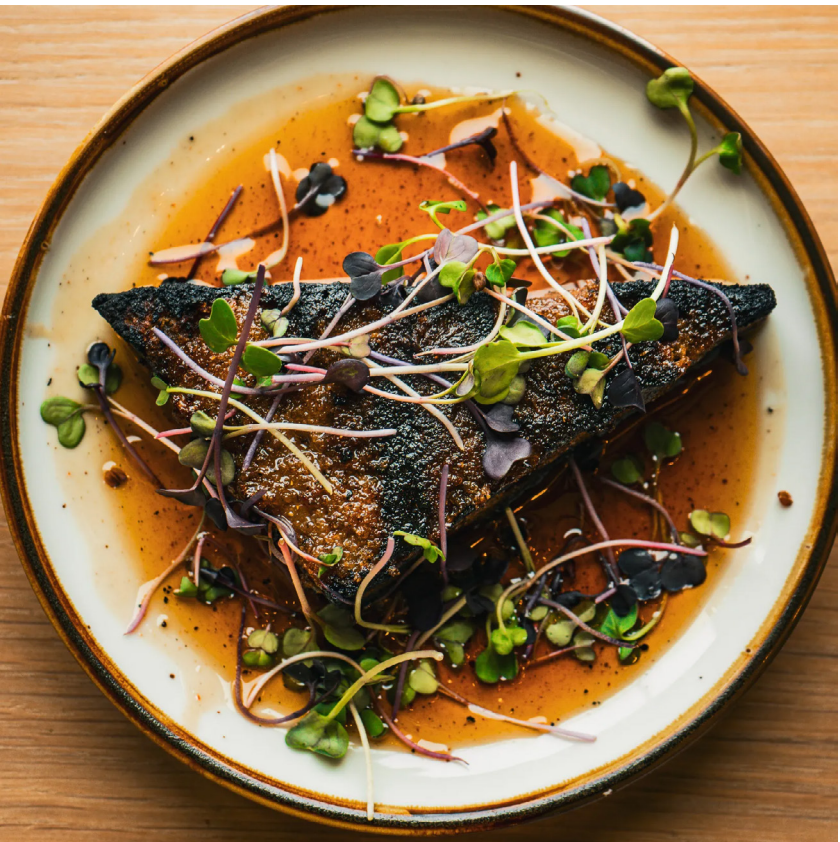
Plant-based dishes are moving beyond vegan niches into the mainstream, becoming central to how we think about health, sustainability, and inclusive eating.

There’s growing consumer demand for socially and environmentally conscious F&B. People care not only about taste and price, but also the values behind livelihoods, working conditions, and responsibility.

Purpose-driven hiring is creating meaningful pathways for marginalised groups, building diverse, empathetic teams and fostering cultures of inclusion.

Partnerships with local producers, chefs, and artisans are proving essential—strengthening authenticity, embedding F&B venues in communities, circulating local investment, and fostering shared impact

- Paul Newnham
Executive Director, SDG2 Advocacy Hub



Los Danzantes in Oaxaca, Mexico, was awarded a Michelin Green Star in 2024 in recognition of its commitment to sustainability—sourcing locally, minimising kitchen waste, and implementing rainwater harvesting systems. The Green Star is part of the Michelin Guide’s growing focus on environmental responsibility, highlighting restaurants that go above and beyond in their sustainable practices.



Owamni, a James Beard Award-winning restaurant in Minneapolis, has introduced an Indigenous brunch experience. Led by chefs Sean Sherman and Lee Garman, the menu excludes ingredients introduced by European colonizers, such as dairy and sugar, focusing instead on native foods like blue cornmeal pancakes and elk chili.



The James Beard Foundation has spotlighted sustainability with Waste Not: Recipes and Tips for Full-Use Cooking from America’s Best Chefs. Featuring 100 inventive recipes from culinary leaders including Rick Bayless, Elizabeth Falkner, Bryant Terry, and Katie Button, the book offers practical, chef-driven approaches to reducing kitchen waste—turning overlooked ingredients into standout dishes.

What's Next?

Now you've got the trends,
let us help you figure out
what to do next!

This report is shaped by input from across all our teams — with special thanks to the contributors below for their valuable insights.

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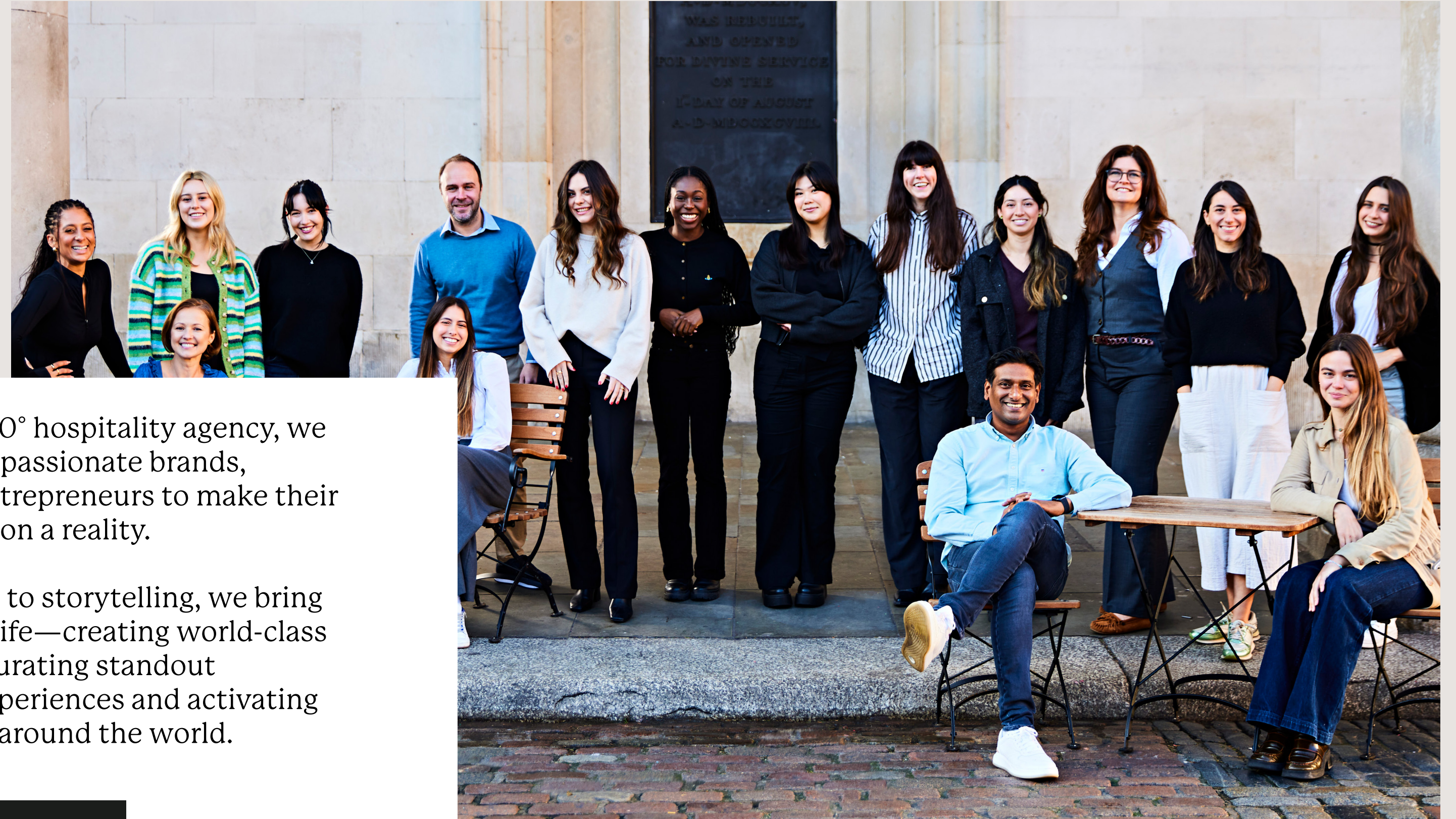
As a global 360° hospitality agency, we team up with passionate brands, clients and entrepreneurs to make their long-term vision a reality.

From strategy to storytelling, we bring bold ideas to life—creating world-class F&B brands, curating standout hospitality experiences and activating communities around the world.

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