

Under the High Patronage of
Mr Emmanuel MACRON
President of the French Republic

SIAL

INSPIRE FOOD BUSINESS

PARIS — October 17 – 21, 2026

SIAL PARIS 2026 REVEALS THE KEY FOOD TRENDS SHAPING 2026 AND UNVEILS THE PROGRAMME FOR ITS NEXT EDITION

Just a few months ahead of SIAL Paris 2026, the world's leading event for the food industry, discover the major trends shaping the future of food.

SIAL INSIGHTS 2026 TREND REPORT



Every two years, SIAL delivers an exclusive, in-depth analysis of the global food and foodservice market, centred around one key question: **how will we eat in 2026?**

The **SIAL Insights 2026 Trend Report** offers a new perspective on the major forces shaping the future of food—from product innovation through to changing consumer behaviour.

This unique analysis identifies **10 key trends**, drawing on the combined findings of three

major international studies:

- **Kantar's Food 360™ study**, conducted exclusively for SIAL Paris every two years, analysing consumer behaviour.
- **The Global Food Innovation Barometer** by ProtéinesXTC, specialists in food innovation and product development.
- **Targeted market studies** (FMCG, retail, foodservice and digital) conducted by Circana.

From the enduring importance of pleasure in food to the rise of personalisation, inclusivity and hyper-functionality—and the transformation of innovation itself—this new report distils the complexity of today's food landscape into ten powerful insights.

Eating in 2026: 10 key trends decoding the complexity of the global food market

Confirmed insights

- 1. Healthy food: fuel for a high-performing body**
Functional food has become mainstream. Consumers increasingly choose products based on measurable health benefits, protein, fibre, immunity, digestive health and energy, rather than simply natural ingredients. Personalised nutrition and the impact of GLP-1 treatments are also reshaping food innovation.
- 2. The "gut brain": food for mental wellbeing**
Nutrition is becoming closely linked to emotional and mental health. Consumers are seeking foods that support better sleep, stress management, cognitive performance, hormonal health and healthy ageing, bringing wellbeing into everyday grocery shopping.
- 3. Pleasure as a conscious experience**
Food remains a source of pleasure, but consumers increasingly seek premium, sensory and memorable experiences. Bold flavours, texture, intensity and culinary discovery are becoming key drivers of innovation.
- 4. Global engagement becomes personal**
Sustainability is evolving from broad environmental ideals to practical everyday actions. Consumers increasingly prioritise lower carbon footprints, local sourcing, simpler ingredients and affordable responsible products over traditional "natural" or organic claims.
- 5. Plant-based moves into a new phase**
Plant-based eating is no longer only about replacing meat. Consumers are embracing a wider variety of plant ingredients, legumes and vegetables as part of a flexible, balanced diet, while meat consumption remains resilient in many markets.
- 6. Individualisation becomes the new standard**
Consumers expect food to reflect their personal biology, lifestyle, age and preferences. Products are increasingly tailored to specific nutritional goals, life stages and eating occasions.
- 7. The end of the fixed mealtime?**
Traditional meals are not disappearing, particularly in Europe, but eating habits are becoming more flexible. Healthy snacking and smaller eating occasions are growing alongside conventional meals, with convenience and functionality driving demand.

Emerging insights

- 8. Accessible added value**
As inflation continues to affect spending, consumers still expect quality, health and sustainability—but at affordable prices. Innovation is increasingly focused on delivering added value through accessible premium products, smaller formats and anti-waste solutions.
- 9. Digital reshapes food choices**
Digital channels are becoming a crucial part of the food journey. Social media, influencers, online recommendations and digital services increasingly influence product discovery, restaurant choices and purchasing decisions, putting pressure on brands to be visible online as well as on shelves.
- 10. Inclusive innovation**
Inclusivity is moving beyond compliance to become a commercial opportunity. Consumers expect food and foodservice to cater for a wider range of dietary needs, health conditions, cultural preferences and lifestyles, while also valuing socially responsible brands and accessible product choices.

The five overarching themes

The report concludes that these ten insights are united by five broader shifts that define food in 2026:

- **Health** is becoming increasingly functional and personalised.
- **Pleasure** remains central, but is more experiential and premium.
- **Individualisation** is influencing almost every aspect of food innovation.
- **Value** now means balancing affordability with meaningful benefits.
- **Innovation** is increasingly driven by digital influence, inclusivity and practical sustainability.

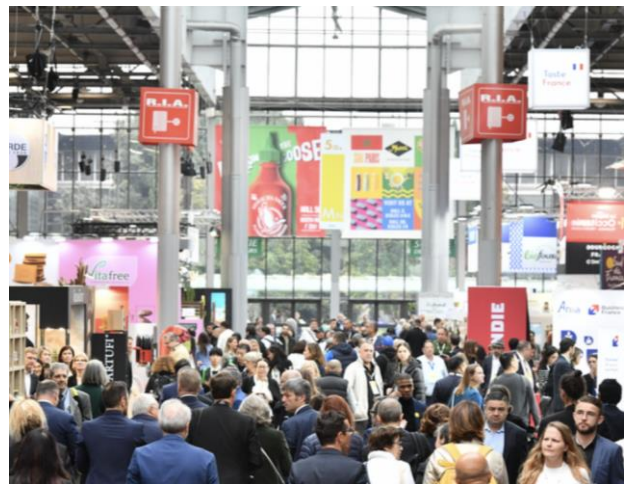
Download the **SIAL Insights 2026 Trend Report**
[SIAL INSIGHTS](#)

INNOVATION, TRENDS AND BUSINESS: THE MUST-ATTEND HIGHLIGHTS OF SIAL PARIS 2026

From **17–21 October 2026**, **SIAL Paris** returns to **Paris Nord Villepinte**, bringing together the entire global food ecosystem.

This new edition will showcase the innovations, market transformations and business opportunities shaping the future of the industry, at a time when consumer expectations, economic challenges and food transitions are evolving faster than ever.

Among this year's highlights, **SIAL Innovation** will celebrate its **30th anniversary**, reinforcing its position as the international benchmark for identifying the products, services and concepts that will define tomorrow's food market.



Innovation will also be showcased through the presence of **more than 650 start-ups**, including **150 exhibitors gathered within a dedicated Start-up Village**, giving visitors privileged access to the emerging solutions reinventing every stage of the food value chain.

As the industry's challenges increasingly demand collaboration and shared expertise, **SIAL Paris 2026** will also feature an extensive programme of **Summits, Talks and conferences**, bringing together experts, decision-makers, manufacturers, retailers and entrepreneurs from around the world.

These sessions are designed to inspire collective thinking, decode the major transformations reshaping the food industry and provide practical responses to the economic, societal, technological and environmental challenges facing the sector.

The 2026 edition will also introduce several dedicated feature areas exploring the industry's latest developments.

SIAL for Change will expand to further support businesses in their sustainability and transformation journeys.

The new **SIAL Street Food Lab** will spotlight the latest trends in street food, food-to-go and out-of-home dining, while **SIAL Bakery** will celebrate innovation and expertise across the worlds of bread, viennoiserie and pastry.

Together, these new features have been designed to inspire visitors, encourage new connections and create international business opportunities.

Download the SIAL Paris 2026 Press Kit
[PRESS KIT](#)

SIAL DECODES AND INSPIRES

SIAL Paris is a **hub for inspiration and strategic intelligence**, helping food industry professionals understand the major transformations shaping the sector. In a fast-changing environment, where consumer expectations, technologies, and markets are evolving at pace, the exhibition provides the insights needed to **step back, broaden perspectives, and make informed strategic decisions**.



Through a **rich programme of conferences across multiple stages** including the SIAL Global Summits and expert-led content featured in the **SIAL Talks**, attendees gain valuable insights, fresh perspectives, and practical takeaways to help shape the future of their business.

SIAL Talks

Taking place throughout the five days of SIAL Paris 2026, **SIAL Talks** will bring together leading experts, food manufacturers, retailers and foodservice professionals to explore the biggest issues shaping the future of the global food industry. Each 30-minute session offers practical insights and forward-looking analysis on topics including consumer behaviour, artificial intelligence, innovation, international trade and sustainability.

Programme highlights

Feeding an Ageing World: The Next Growth Driver for the Food Industry

Saturday 17 October | 12:15–12:45

An exploration of the rapidly growing senior consumer market and the innovation opportunities it presents, highlighting how the needs of older consumers are becoming an increasingly important driver for the food industry.

Asia: Capturing the World's Fastest-Growing Food Markets

Sunday 18 October | 14:45–15:15

Organised by the SIAL Network, this session examines the major growth opportunities across Asia, from China to Southeast Asia, and explores the trends driving one of the world's most dynamic food markets.

How to Stand Out with Your Export Strategy

Monday 19 October | 11:15–11:45

Organised by Agropole, this conference provides practical guidance on building a successful international expansion strategy, covering market selection, local adaptation and creating a competitive value proposition.

SIAL Insights: Understanding the Trends Shaping the Food Market

Monday 19 – Wednesday 21 October | 12:00–12:30

Experts from Circana, Kantar and ProtéinesXTC present the latest findings from the SIAL Insights

programme, analysing evolving consumer expectations and the major trends influencing the global food market.

Ultra-Processed Foods: A Key Challenge for the Food Industry

Tuesday 20 October | 16:15–16:45

A discussion examining the definition of ultra-processed foods, the challenges surrounding them and practical approaches for manufacturers seeking to respond to changing consumer expectations.



SIAL Global Summits

Designed as SIAL Paris' premium conference programme, the **SIAL Global Summits** bring together international decision-makers, industry experts and thought leaders for in-depth discussions on the major transformations affecting the food industry. Each Summit runs for **2.5 hours**, providing strategic analysis and practical insights into the technologies, consumer shifts and global challenges shaping the future of food.

2026 Summit themes

Feeding a World Under Pressure **Monday 19 October | 10:30–13:00**

Exploring how the global food industry can adapt to environmental, geopolitical and supply chain challenges while ensuring long-term resilience.

Food Intelligence: Redefining the Value Chain **Monday 19 October | 14:00–16:30**

A look at how artificial intelligence, digital technologies, data and platforms are transforming every stage of the food value chain.

The Era of Personalised Nutrition **Tuesday 20 October | 14:00–16:30**

Examining how advances in science and technology are driving increasingly personalised approaches to nutrition and reshaping consumer eating habits

PRESS ACCREDITATION

Accreditation is now open to international journalists from 15 April 2026.

Media representatives from around the world are invited to register to gain access to the event, its innovations, and key industry insights.

<https://badge.sialparis.fr/en/home.htm>

Media contact

Contact
Email
Phone

About SIAL

Organized by Comexposium, SIAL Paris is the largest food industry trade fair in the world. A business generator, every two years it provides unique insights into trends and opportunities in the sector. The event is part of the SIAL Network, the world's largest network of food and drink trade fairs. Through eleven regular events (SIAL Paris, SIAL Canada in Montreal and Toronto, SIAL in China / Shanghai and Shenzhen, SIAL Interfood in Jakarta, SIAL in India / New Delhi, Food & Drinks Malaysia by SIAL à Kuala Lumpur, Gourmet Selection by SIAL, Cheese and Dairy Products and Djazagro in Algiers), the network brings together 17,000 exhibitors and 700,000 professionals from 205 countries. www.sialparis.com

About Comexposium

Comexposium is one of the world's leading organizers of professional and consumer events. The Group organizes 400 trade shows & consumer exhibitions, convention-exhibitions, one-to-one events, in 80 major cities in 24 countries around the world. A world leader in Food & Beverage events, the Group, through its F&B Division, operates iconic brands including SIAL Network, Wine Paris (and other Vinexposium events), the Salon du Chocolat et de la Pâtisserie, Gourmet Selection, Le Salon des Fromages et des Produits Laitiers and Djazzagro, attracting nearly 1.5 million attendees and 26,000 exhibitors across more than 35 events in Paris, Amsterdam, Shanghai, Hong Kong, Ho Chi Minh City, Mumbai, Dubai, New York, Montreal, Toronto, Algiers, Istanbul, and Lima. Comexposium also delivers a dynamic portfolio of strong, well-established brands, such as Foire de Paris (leisure), One to One Retail E-Commerce (retail), Les Assises de la Cybersécurité (security), l'Etudiant (education), Who's Next and Silmo (fashion), Rétromobile and Jakarta Auto Week (transport & mobility). With an engagement strategy awarded the Positive Company® CSR certification in 2025, the Group, headquartered in Greater Paris, employs 1,200 talents across all Group entities. www.comexposium.com