

TUTTOFOOD 2026 SETS THE COURSE FOR GLOBAL AGRI-FOOD TRENDS

The food of the future is “hybrid,” and taste is becoming increasingly international: consumers are more attentive and interested in global flavors, always with an eye on sustainability. Health is no longer just about nutrition, but a premium, ethical, and “ready-to-go” experience.

Milan, 11 May 2026 – Consumers appear to be increasingly driven by the search for new and valuable sensory experiences, with a common thread of cross-contamination among cuisines from around the world, particularly Asian cuisine. From the analysis of over 1,500 new products that will be presented during the 2026 edition of TUTTOFOOD (Rho Fiera Milano, May 11–14), an evolved consumer emerges—one who is no longer looking for simple products but for “combinations of meaning.” The current gastronomic landscape is therefore moving away from traditional categories to embrace a hybrid structure, where the boundary between food, functionality, and gourmet pleasure is becoming increasingly thin—and sometimes disappearing altogether.

This evolution is not an isolated phenomenon or driven solely by marketing logic; rather, it is part of a broader and more structural transformation, well described by the Food Manifesto, the “charter of food values” designed for the global food community, where food is positioned as a key strategic lever to address major global challenges.

Four key trends are redefining the global agri-food offering:

1. **Premiumization of Tradition:**

In particular, jams and preserves are being transformed into gourmet products through unusual pairings (spices and cheese pairings), as demonstrated by products such as Yellow Chili Paste, a processed plant-based derivative from Peru used as a sauce/preserve; vegan and gluten-free Dutch licorice with bay leaf; and aged cheddar with Welsh whisky and natural brown sugar, offered by a UK company. These are traditional products reinterpreted, where raw materials take center stage. The transformation of products like jams and derivatives into gourmet offerings reflects the centrality of origins, territories, and know-how. This is not nostalgia, but reinterpretation: tradition becomes infrastructure for the future, exactly as outlined in the Food Manifesto.

2. **Global Street Food:**

The “Global Food” trend dominates ready meals, with ramen and noodles bringing Asian—and especially Korean—cultural identity into everyday urban life, often in hybrid

forms. Examples include stir-fried Bulsauce ramen with cheese flavor, where the addition of rich cheese creates a smooth coating on the noodles, perfectly balancing the intense heat of the sauce, as well as a range of Korean Cup Noodles in various flavors. These are quick, ready-to-go solutions that maintain a strong cultural identity while featuring highly modern packaging. This trend highlights an open and curious consumer: food becomes a shared language and a space for cultural exchange, helping to build connections between communities and different dietary models.

3. **Mainstream Plant-Based:**

Vegan is no longer a niche but an integrated and cross-cutting dimension, tied to a structured ethical and health-oriented positioning. Examples from Italy include vegan pesto from a Ligurian company and a 100% vegan pistachio protein spread from a Sicilian producer, while Giant Cusco Corn comes from Peru. Consumers are no longer just looking for alternatives but for dietary models consistent with an ethical and environmental vision—a trend that directly connects to the Food Manifesto’s principle that it is not enough to reduce impact; systems and resources must be regenerated.

4. **Functional Foods and Wellness:**

Smoothies and superfood blends are no longer simple juices but tools for well-being (energy, detox, vitality), as confirmed by products such as the “Orange Wellness Blend” smoothie—featuring clementines, pumpkin, turmeric, and buckwheat—from a Calabrian company, and a 100% organic beetroot juice from an Abruzzo-based company. These products are united by the presence of natural ingredients and a health-oriented perception, not always explicitly stated but conveyed through packaging. Among “solid” products, a company from Lazio offers a pinsa formulated to provide a healthier nutritional profile compared to traditional pinsa, thanks to low fat and sugar content and increased protein achieved through ingredients such as pea flour. This trend indicates a renewed centrality of health, understood as overall balance, and the Food Manifesto emphasizes this shift: food as an ally throughout the entire lifespan, not just a source of calories.

“The market does not need new products similar to existing ones, but new product logics that foster the meeting of different worlds,” says Riccardo Caravita, Brand Manager of TUTTOFOOD. “The modern consumer seeks a perfect synthesis of health, experience, convenience, and identity, guiding their choices toward dietary models aligned with the values they consider fundamental for their future. And in this edition of TUTTOFOOD, they will certainly find many answers.”

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MILANO

11 | 14 MAY. 2026

About TUTTOFOOD

TUTTOFOOD is Southern Europe's leading food business platform, bringing together global food innovation, sourcing, and market growth. Based in Milan, it serves as a dynamic hub for building solid strategic trade alliances among producers, distributors, and global markets. Organized by Fiere di Parma, a leading operator in the Italian and European exhibition industry, TUTTOFOOD stands as both a national and international benchmark for industry growth and the ongoing evolution of the food sector.



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