



Euromonitor
International

Food, Beverages and Tobacco Global Industry Overview

September 2025

INTRODUCTION

Scope

Key findings

GLOBAL OVERVIEW

Industry maintains steady growth, supported by strong consumer demand

China and the US will remain the leaders, but are forecast to show moderate growth

Cost pressures in the industry persist, largely driven by wage increases

Industry forecast to maintain stable profits

The US and the EU remain the largest exporters of food products

The US and China are the largest importers of food products

Key trends shaping the industry in 2025 and beyond

Key trends uncovered

Macroeconomic/industry trends

LEADING COMPANIES

Leading companies continue to hold their positions

India and US drive new company growth, while other markets see consolidation

Industry remains fragmented, due to low entry barriers

COUNTRY SNAPSHOTS

China: Industry growth forecast to accelerate over 2025-2029

Industry forecast to maintain steady growth, backed by middle class consumers

US: Industry projected to maintain steady growth

Industry forecast to maintain growth, but rising uncertainty impacts the outlook

Brazil: Industry forecast to recover

Improving domestic demand and export opportunities forecast to lift industry's growth

Germany: Industry forecast to show steady growth

Industry forecast to show stable growth, backed by domestic demand

Japan: Industry growth forecast to pick up

Industry forecast to maintain growth, although inflationary pressures are a worry

Indonesia: Industry's growth forecast to accelerate

Rising domestic demand to drive faster growth of the industry

India: Industry forecast to maintain rapid growth

Industry is forecast to show rapid growth, driven by strong domestic demand

Mexico: Industry's short-term outlook is clouded by economic and trade uncertainty

Uncertainty hurts short-term performance, but long-term outlook remains positive

France: Industry forecast to show slightly slower growth

Industry to maintain growth, but changing trade landscape to hurt high-value exports

Definitions

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