

think with Google™

# Food Trends 2016

U.S. Report

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# Intro

With every query typed into a search bar, we are given a glimpse into user considerations or intentions. By compiling top searches, we are able to render a strong representation of the United States' population and gain insight into this population's behavior.

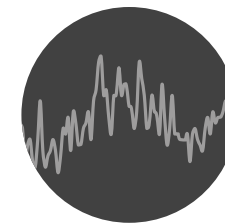
In our Google Food Trends Report, we are excited to bring forth the power of data into the hands of the marketers, product developers, restaurateurs, chefs, and foodies. The goal of this report is to share useful data for planning purposes accompanied by curated styles of what we believe can make for impactful trends.

We are proud to share this iteration and look forward to hearing back from you.

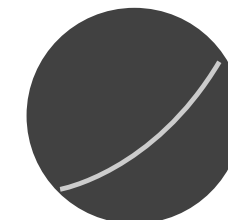
Jon Lorenzini | Senior Analytics Lead, Food & Beverage  
Lisa Lovallo | Global Insights Manager, Food & Beverage  
Olivier Zimmer | Trends Data Scientist  
Yarden Horwitz | Trends Brand Strategist

# Methodology

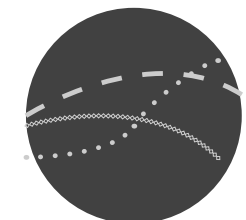
To compile a list of accurate trends within the food industry, we pulled top volume queries related to the food category and looked at their monthly volume from January 2014 to February 2016. We first removed any seasonal effect, and then measured the year-over-year growth, velocity, and acceleration for each search query. Based on these metrics, we were able to classify the queries into similar trend patterns. We then curated the most significant trends to illustrate interesting shifts in behavior.



Query



De-seasonalized  
Query



Trend  
Characteristics

## **Part One**

top risers  
and decliners

## **Part Two**

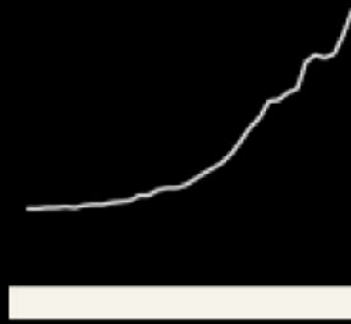
a spotlight on  
top trending  
themes

## **Part Three**

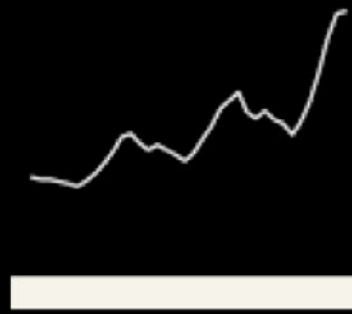
an extensive list of  
the top volume  
food searches

# Trend Categories

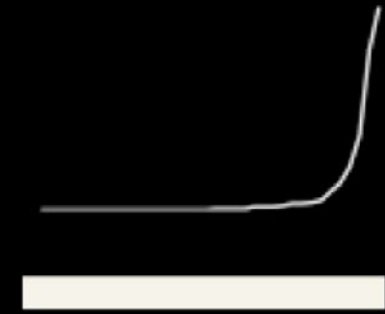
To identify top trends, we categorized past data into six different clusters based on similar behaviors. This section distinguishes between the trends to watch and the trends to forget.



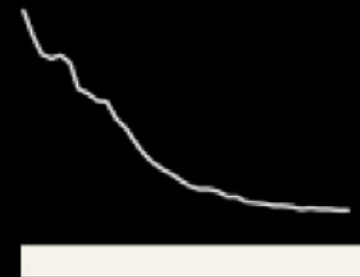
Sustained  
Risers



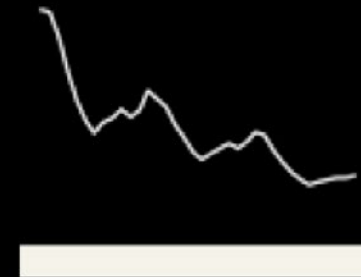
Seasonal  
Risers



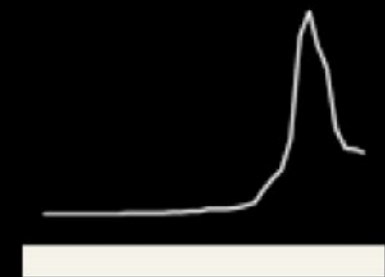
Rising  
Stars



Sustained  
Decliners

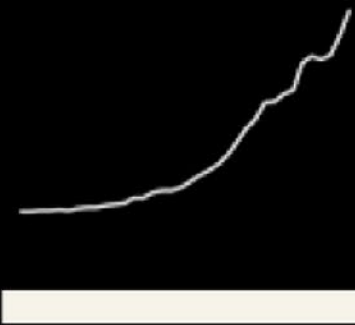


Seasonal  
Decliners



Falling  
Stars

# Risers



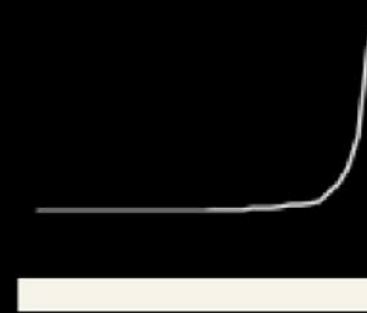
Sustained  
Risers

Steady growth over the past years, these trends are safe bets.



Seasonal  
Risers

Seasonal trends that are likely to come back even stronger.



Rising  
Stars

Sudden growth within the past months, these trends might not last.

# Risers

Ranked by volume of searches



## Sustained Risers

Ramen  
Rigatoni  
Bibimbap  
Linguine  
Empanada  
Uncured Bacon  
Bundt Cakes



## Seasonal Risers

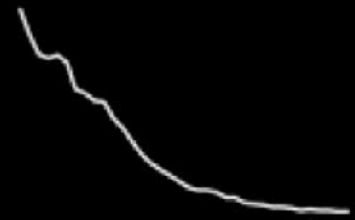
Pho  
Overnight Oats  
Bitter Melon  
Cheese Curds  
Pork Shoulder  
Smash Cake  
Gender Reveal Cake



## Rising Stars

Turmeric  
Jackfruit  
Cauliflower Rice  
Sourdough Bread  
Funfetti  
Vegan Donuts

# Decliners



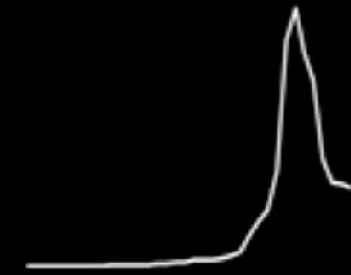
Sustained Decliners

Steady decline over the past years, these trends are fading out.



Seasonal Decliners

Seasonal trends that are likely to decrease in demand every year.



Falling Stars

Fads that have reached their peak and have already started to decline rapidly.



# Decliners

Ranked by volume of searches



## Sustained Decliners

Gluten Free Cupcakes  
Evaporated Cane Juice  
Wheat Free Bread  
Bacon Cupcakes  
Bacon Cinnamon Rolls



## Seasonal Decliners

Quinoa  
Wedding Cakes  
Kale Chips  
Red Velvet Cake  
Agave Nectar  
Marshmallow Fondant



## Falling Stars

Rainbow Bagel  
Vanilla Bean Paste  
Dutch Baby Pancake  
Mulligan Stew  
Buffalo Chicken Fries  
Chocolate Slices

**Part Two**

a spotlight on  
top trending  
themes

# Deep Dive



Food With a  
Function



Traveling  
Through Taste



Experimenting  
With Pork



Bite-Sized  
Snacks



The Pasta  
Comeback

# Deep Dive



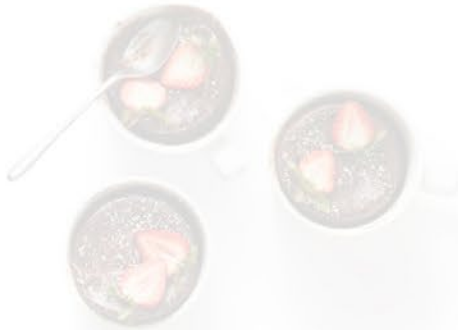
Food With a  
Function



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# Food With a Function: Top Trending

## Ranked by volume of searches:

Turmeric	Bitter Melon	Lactose Free Cheese
Apple Cider Vinegar	Arrowroot Powder	Ground Ginger
Jackfruit	High Protein Snacks	Flax Egg
Manuka Honey	Lactose Free Milk	Macrodiet
Kefir	Cumin Seeds	
Coconut Milk	Daikon Radish	
Erythritol	Rice Vinegar	
Bone Broth	Cardamom Pods	
Cauliflower Rice		
Avocado Oil		



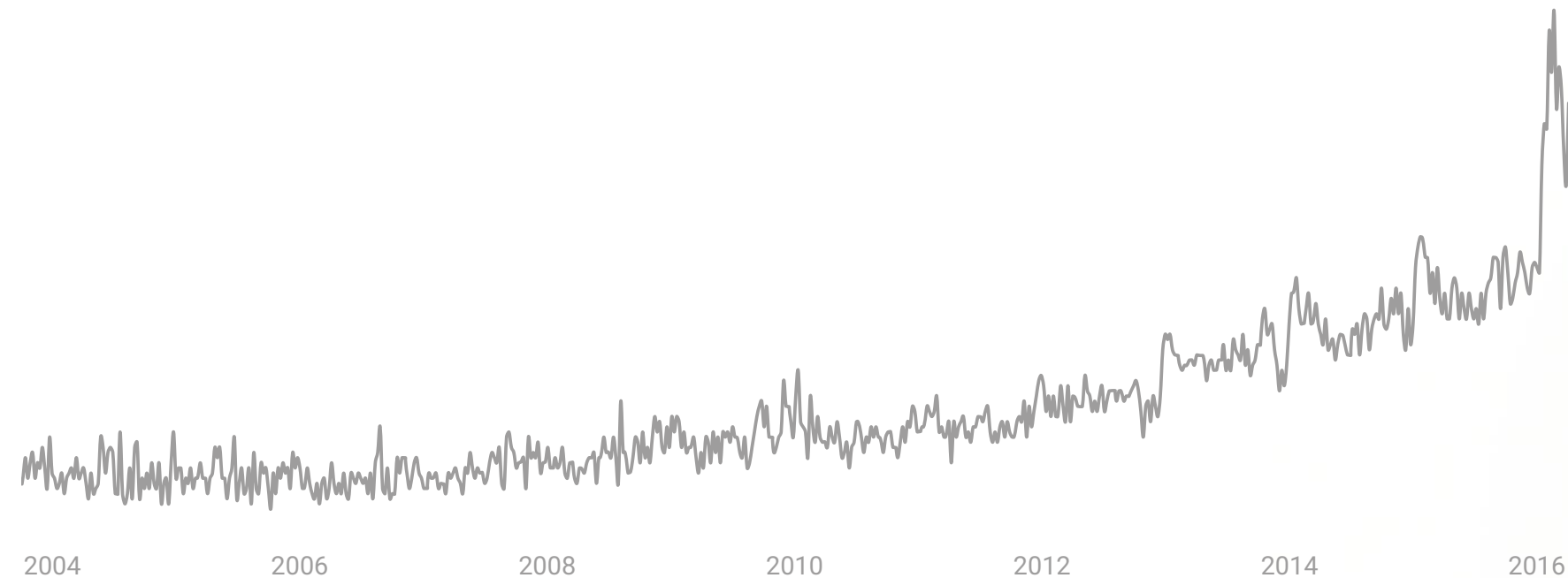


Deep Dive

# turmeric

# Top Trending Functional Food

While turmeric was previously a sustained rising trend, interest in this functional ingredient grew +56% from November to January this year—making it a rising star.



# Top Associated Keywords

Americans are trying to understand how to consume turmeric. When searching for turmeric, users are often looking for forms, recipes, or type.

Powder	Recipe	Fresh
Golden Milk	Honey	Organic
Ground	Pepper	
Smoothie		
Root		
Drink		
Juice		

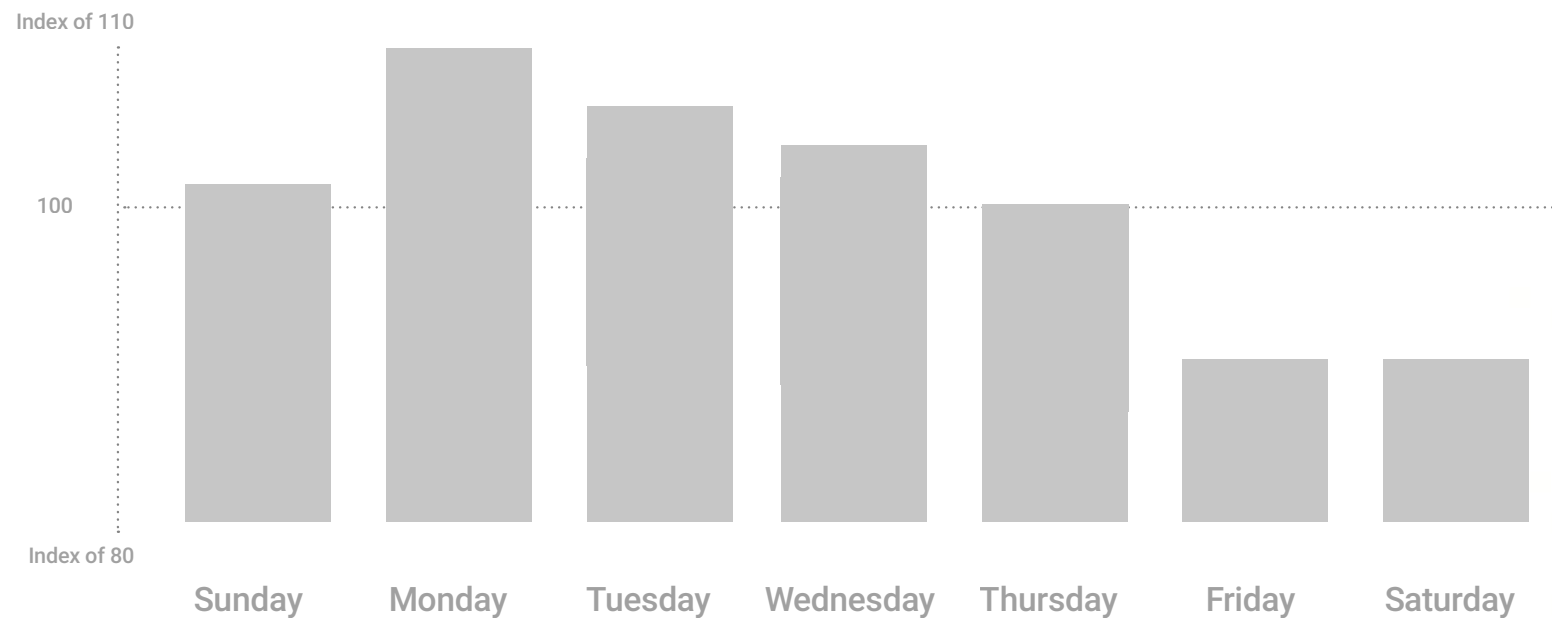




# Top Days for Searching

Consumers start the week off interested in Turmeric, with 8% more searches on Monday than the weekly average.

As the week goes on, consumers lose interest in the ingredient and turmeric searches are -8% less than the weekly average (a total drop of 16 percentage points).



# Top 5 YouTube Videos: Turmeric

The top five turmeric consumption videos are educational. Consumers are turning to YouTube to learn about the benefits of turmeric and—they're getting a long list.

## 3.9 Million Views



Benefits Mentioned in the top five Consumption-Related Videos

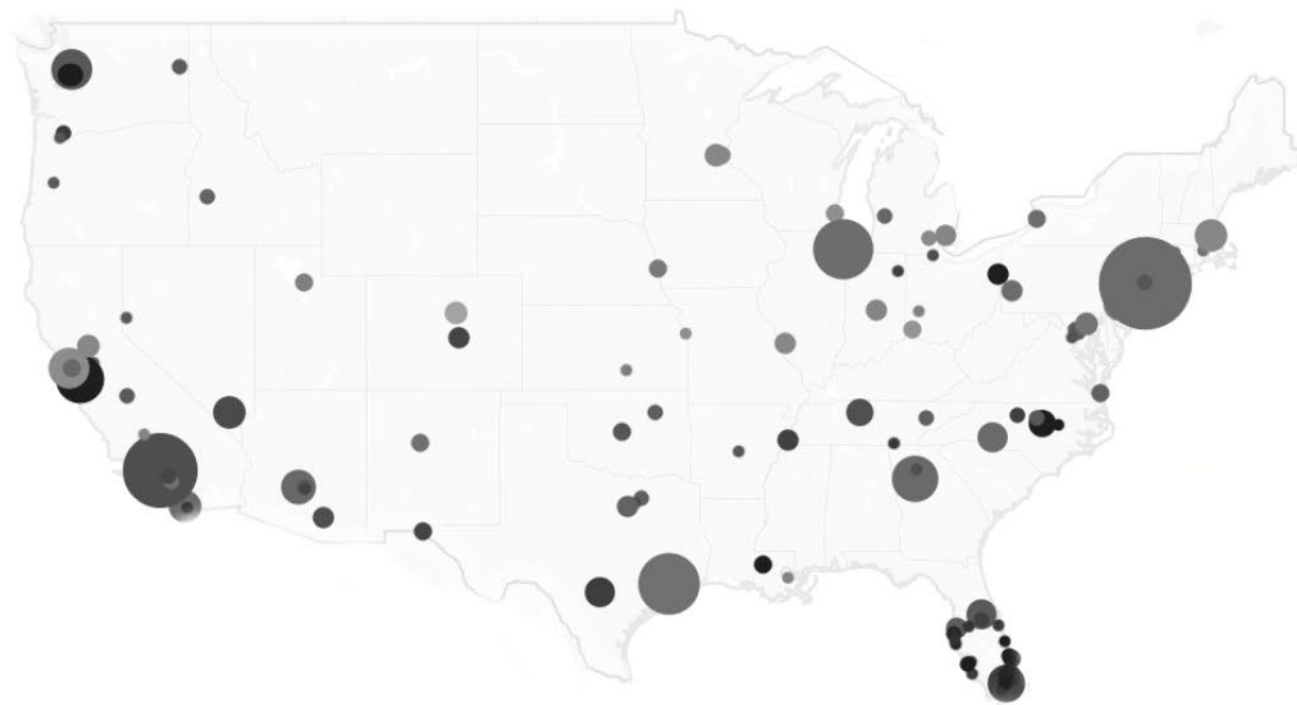
- |                       |                     |                          |                |
|-----------------------|---------------------|--------------------------|----------------|
| Acne                  | Chronic Joint Pain  | High Cholesterol         | Pain Killer    |
| Arthritis             | Depression          | Inflammation             | Sleep          |
| Auto Immune Disorders | Detoxification      | Liver Detoxification     | Skin Disorders |
| Blood Sugar           | Gall Bladder Cancer | Liver Disease            | Weight Loss    |
| Blood Thinner         | Gall Bladder Stones | Lung Disease             |                |
| Cardiovascular        | High Blood Pressure | Muscle (Digests Protein) |                |

# Geography

Turmeric is a national trend that hit all major cities across the U.S. in December 2015.

While not all functional foods might spread nationally, this is a common trait in “rising star” trends.

Size of circle represents search volume; Intensity of colors indicates a higher index.



# Consciously Searching for Foods to Meet Personal Needs

Americans are turning to food to fill needs beyond hunger or cravings. They want to be educated on the impact of each ingredient on one's body, and how to optimize their diet in order to look and feel their best.

While they may be more aware of the added benefits that certain ingredients are said to provide, they are going online to educate themselves on how to consume these functional ingredients. This behavior is more likely to occur during the beginning of the week, when consumers are perhaps most motivated to reboot and optimize their lifestyle habits.

**The digital behaviors tied to functional foods present opportunities for brands to educate consumers on the benefits associated with each ingredient, as well as provide methods, tips, and recipe content for consumption.**



# Deep Dive



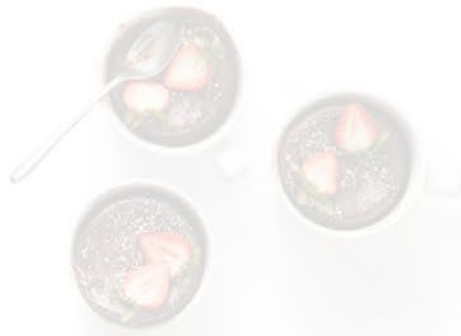
Food With a  
Function



Traveling  
Through Taste



Experimenting  
With Pork



Bite-Sized  
Snacks



The Pasta  
Comeback

# Traveling Through Taste: Rising Trends

## Ranked by Volume of Searches:

Pho

Ramen

Mexican Candy

Bibimbap

Taquitos

Empanada

Queso Fresco

Mochi Ice Cream

Wonton

Cotija Cheese

Japanese Snacks

Chamoy

Adobo Seasoning

Elotes

Pastelitos

Japchae

Pickled Herring

Chocolate Babka

Mexican Chips

Tostados





Deep Dive

pho

# Top Trending Global Food

Pho is a seasonal rising trend. This Vietnamese dish spikes in January, and has been growing at a consistent rate of +11% year-over-year since 2013.





# Top Associated Keywords

While consumers are interested in making pho at home, consumers are also seeking the best spots in their local areas that serve or deliver the dish.

Recipe

How to Make

Chicken

Beef

Broth

Noodles

Spice

Facts

Nutrition

Calories

Healthy

Vegetarian

Near Me

Restaurant

Menu

Delivery

Portland

NYC

Chicago

Houston

Vegas

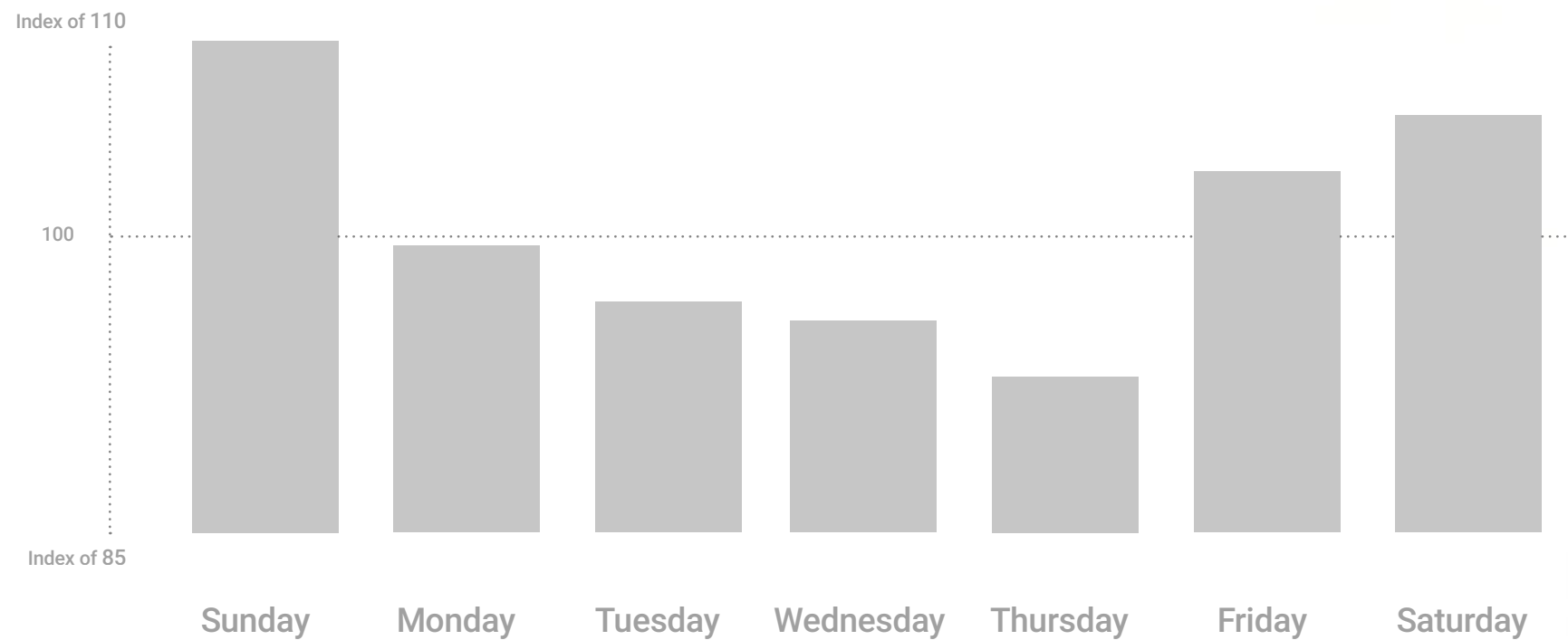
Austin

Phoenix



# Top Days for Searching

Although consumers are more likely (+8%) to search for pho on the weekends, distribution is spread throughout the week relative to other trends.



# Top 5 YouTube Videos: Pho

When searching for content on pho, consumers are looking for more than just recipes. The top five videos feature YouTube stars creating a variety of cultural content from recipes to parodies around the dish.

Source: Google internal data, January 2015-February 2016, United States. Classification as a "pho" video was based on public data such as headlines, and tags, etc., and may not account for every "pho" video available on YouTube.

## 8.5 Million Views

Top 5 Pho Videos

**What does the Pho say/The Fox  
Vietnamese Parody (BÀI CA PHỞ)**

4.4 Million

**PHO BO - Vietnamese Beef Noodle  
Soup Recipe**

1.1 Million

**How to Make Pho**

.99 Million

**The Greatest Pho Challenge**

.98 Million

**The Pho Song (MUSIC VIDEO) Richie Le  
feat. AJ Rafael**

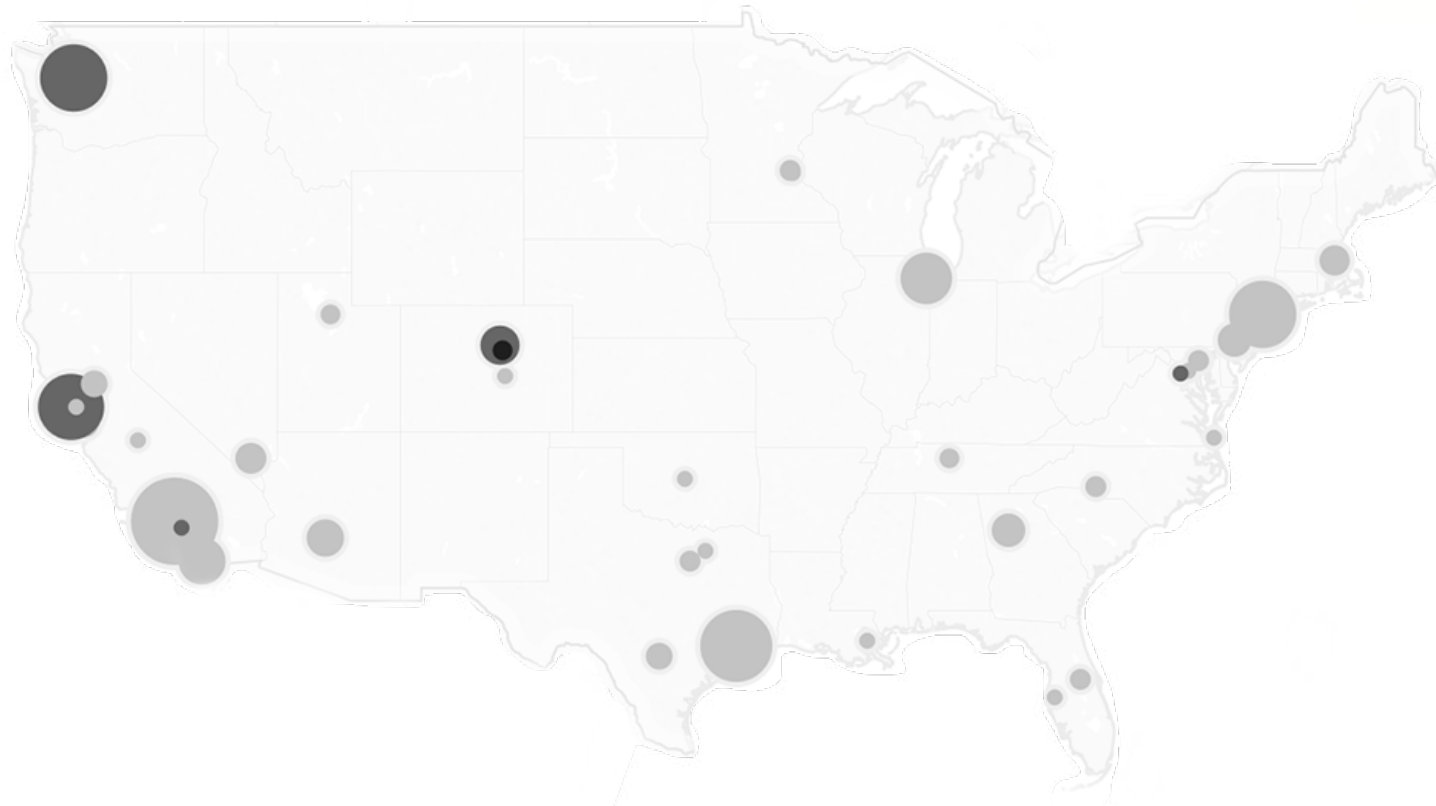
.78 Million



# Geography

While pho is trending across the U.S., the Vietnamese dish is mainly being searched on the west coast. Top cities include **Denver** and **Seattle**.

Size of circle represents search volume; Intensity of colors indicates a higher index.



# Food Facilitates Cultural Connections

Americans are turning to food to experience new cultures—whether they're eating the dishes themselves or watching others.

While there's a big appetite to create these dishes at home, global cuisines may be tough to make at home. Consumers turn to the professionals for help and seek restaurants "near me" to satisfy their cravings.

Global cuisines provide more than just an experience for the taste buds—Americans are watching a variety of content related to the foods, from parodies to challenges. YouTube influencers are representing their cultures and educating mass audiences in entertaining ways.

**As consumers strive to taste the world, there's new opportunity for brands to help make these dishes more DIY-friendly. Brands may also look into partnering with influencers to provide authentic cultural experiences via content and endorsements.**



# Deep Dive



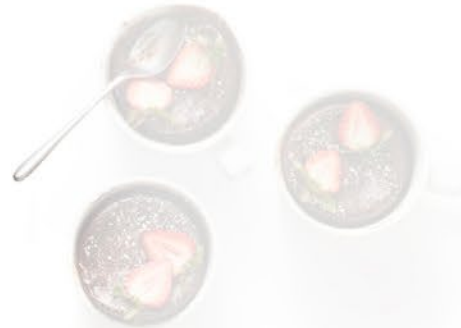
Food With a  
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Bite-Sized  
Snacks



The Pasta  
Comeback

# Experimenting With Pork: Rising Trends

## Ranked by Volume of Searches:

Pork Shoulder

Andouille Sausage

Bacon Jam

Smoked Sausage

Pig Feet

Prosciutto Di Parma

Uncured Bacon

Longaniza





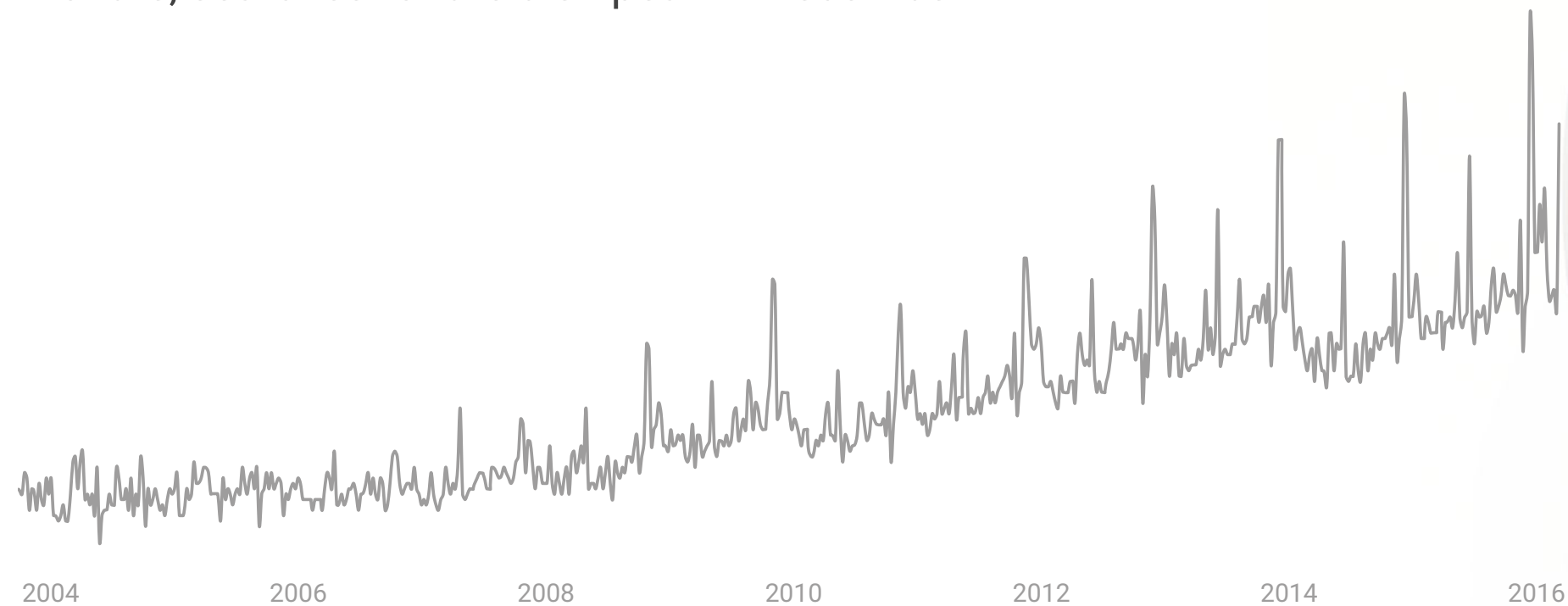
Deep Dive

# pork shoulder



# Top Trending Pork Foods

Similar to pho, pork shoulder is a seasonal rising trend. While this traditional pork dish makes appearances during the summer months, searches for the dish peak in December.



# Top Associated Keywords

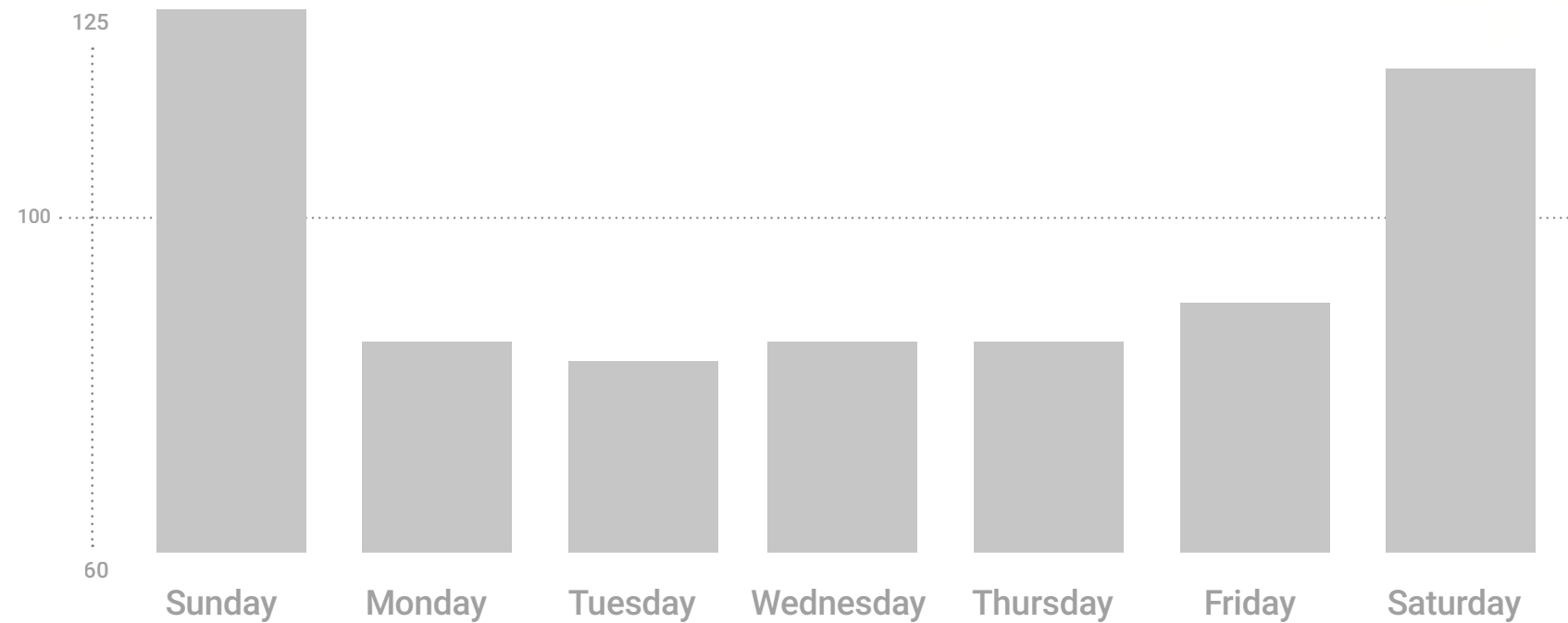
Consumers are educating themselves on how to prepare this dish at home by experimenting with new equipment and methods of preparation. They are also interested in understanding more about the difference in the cut of meat.

How To	Recipe	Butt
Crock Pot	Roasted	Blade
Slow Cooker	Braised	Picnic
Oven	Boneless	
BBQ	Cuban	
	Country Style Ribs	
	Rub	



# Top Days for Searching

Pork shoulder is a weekend dish; consumers are +22% more likely to search this dish on Saturdays and Sundays than they are during the rest of the week.



# Top 5 YouTube Videos: Pork Shoulder

While three out of five top videos for pork shoulder feature American-style BBQ recipes, viewers are also interested in learning how to make Korean and Cantonese variations of the dish.

Source: Google internal data, January 2014-February 2016, United States. Classification as a “pork shoulder” video was based on public data such as headlines, and tags, etc., and may not account for every “pork shoulder” video available on YouTube.

## 4 Million Views

Ingredients in Top 5 Videos

### **Korean Spicy Stir-Fried**

Pork shoulder, Hot Pepper Paste, Onion, Garlic, Ginger, Green Onions, Green Chili Pepper, Hot Pepper Flakes, Natural Brown Sugar, Soy Sauce, Black Ground Pepper, Sesame Oil, Roasted Sesame Seeds, Lettuce

### **BBQ Roast**

Pork Shoulder, Brown Sugar, Kosher Salt, Onion, Black Pepper, Apple Juice, Flour, Water

### **Slow Smoked Pulled Pork**

Pork Shoulder, Dry Rub

### **BBQ Pulled Pork**

Pork Shoulder, Black Pepper, Salt, Paprika, Onion Powder, Garlic Powder, Olive Oil

### **Char Siu (Cantonese BBQ Pork)**

Pork Shoulder, Soy Sauce, Sugar, Mei Kuei Lu Chew, Oyster Sauce, Hoisin Sauce, Ground Bean Sauce, Shallot, Salt, White Pepper, Five Spice, Ginger Powder, Garlic Powder, Dark Soy Sauce, Sesame Oil

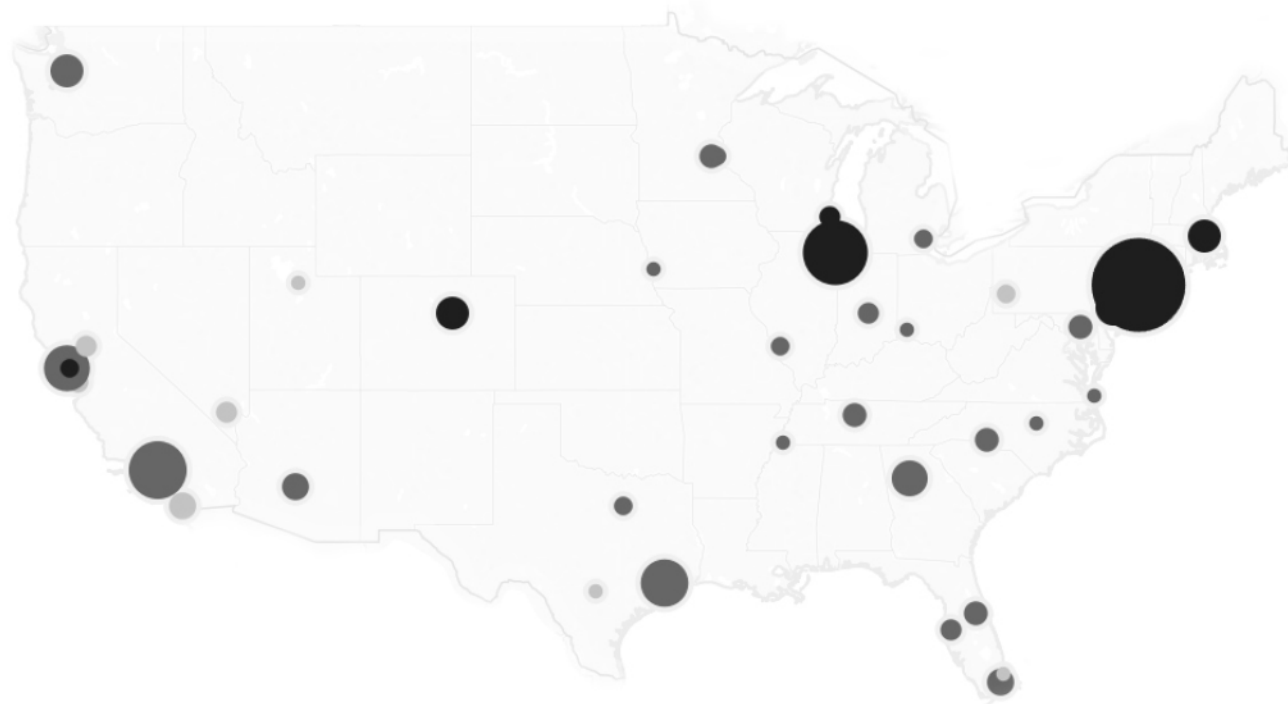


# Geography

Pork shoulder searches mainly trend in Eastern and mid-Western regions in the U.S.

Top cities for Pork Shoulder include:  
**Boston, Chicago, and Denver.**

Size of circle represents search volume; Intensity of colors indicates a higher index.



# Hungry to Experiment With Pork.

Consumers are looking to bring home more than just the bacon—they are embracing pork in its many forms.

Americans are taking traditional dishes and giving them a new spin, whether it's with a new flavor or a new method of preparation. They're looking to experiment with a familiar meat, and master a new skill. With big cuts of meat and slow cookers, they're turning meals into a full weekend experience that they can do on their own from the comfort of home.

Top-of-mind most often during weekends, summer, and the holidays, pork meals such as pork shoulder are more likely to be social experiences.

**While there's opportunity for brands to enable easier DIY cooking at home, there's also an opportunity for brands to join consumers for an experimental weekend of cooking via video content. Crossover versions of familiar dishes can make the experience even more exciting.**



# Deep Dive



Food With a  
Function



Traveling  
Through Taste



Experimenting  
With Pork



Bite-Sized  
Snacks



The Pasta  
Comeback

# Bite-Sized Snacks: Rising Trends

## Ranked by Volume of Searches:

Mug Cake

Cheese Curds

Mochi Ice Cream

Edible Cookie Dough

Buffalo Cauliflower Bites

Pastelitos

Mac and Cheese Bites

French Toast Sticks

Apple Pie Cookies





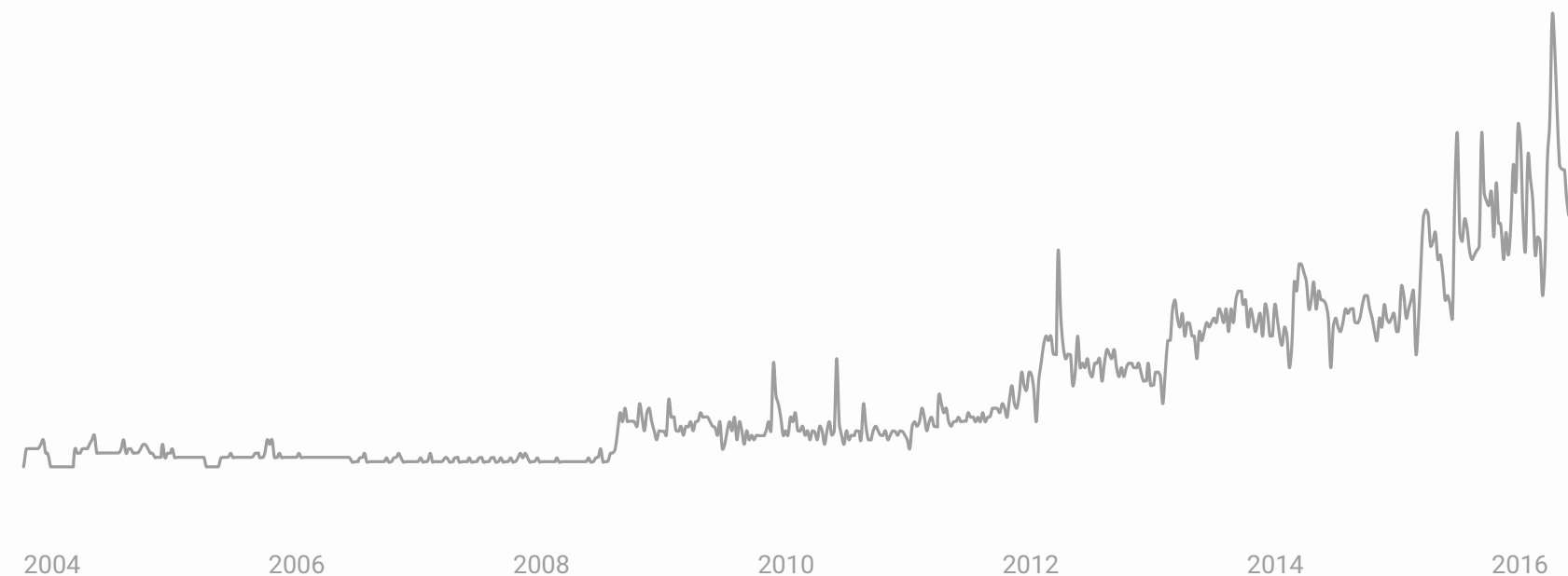
Deep Dive

# mug cake



# Top Trending Bite-Sized Snack Food

While Mug Cake saw relatively steady growth throughout 2015, it grew +82% from December to January 2016—displaying some rising star characteristics.



# Top Associated Keywords

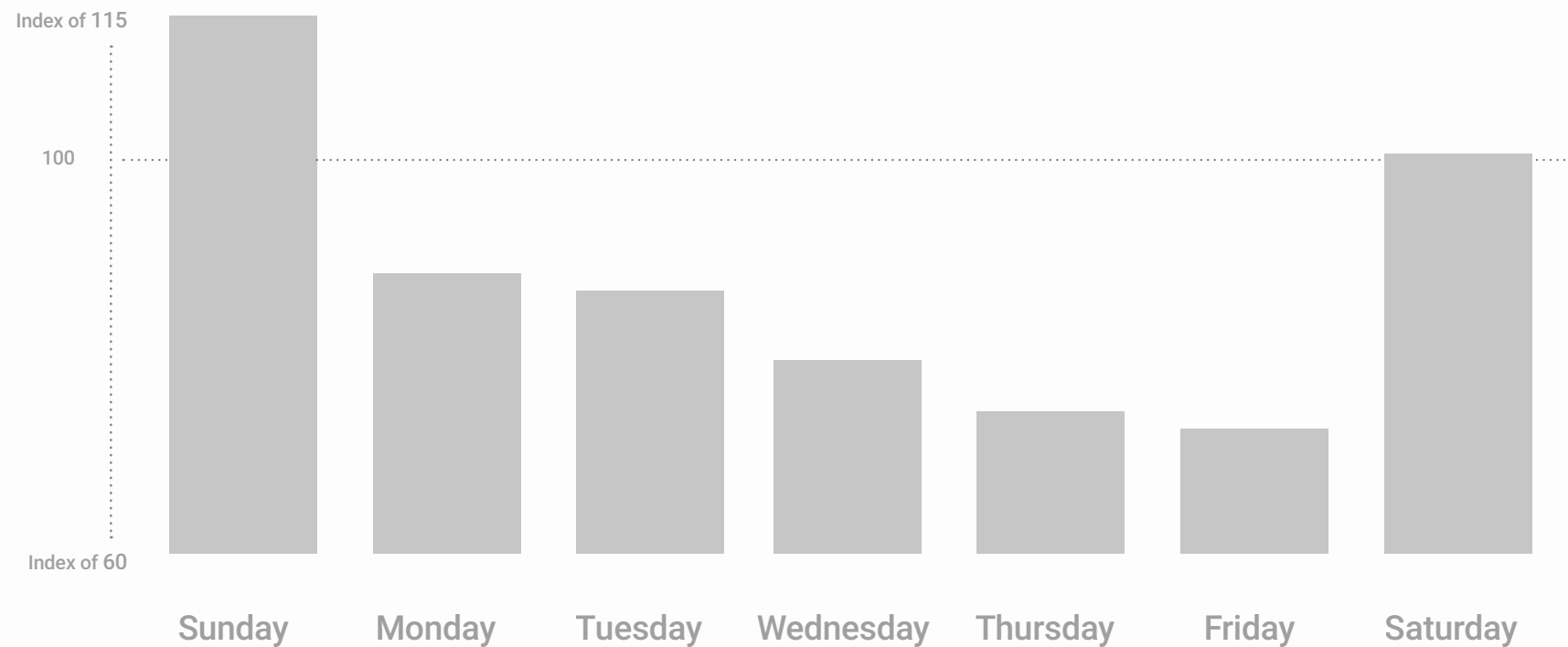
When it comes to snacking, Americans are seeking out flavor and health benefits. Customization is key, whether they are looking for choice in taste or dietary restrictions.

Chocolate	Protein
Vanilla	Vegan
Peanut Butter	Paleo
Coffee	No Egg
Chocolate Chip	Keto
Pumpkin	Gluten Free
Banana	



# Top Days for Searching

While consumers are more likely to indulge in mug cakes during the weekends, it makes for a convenient weekday snack, as well—especially earlier on in the week.



# Top 5 YouTube Videos: Mug Cake

Viewers are seeking fun and quick snacking ideas that come in a variety of flavors. Mug cake recipes also include convenient ingredients that one might already have at home.

Source: Google internal data, January 2015-February 2016, United States. Classification as a "mug cake" video was based on public data such as headlines, and tags, etc., and may not account for every "mug cake" video available on YouTube.

# 18.4 Million Views

Ingredients in Top 5 Videos

## Rainbow Mug Cake

Butter, White Sugar, Brown Sugar, Vanilla, Salt, Egg Yolk, Flour, Chocolate Chips

## Funfetti

Unsalted Butter, Egg, Milk, Vanilla Extract, Granulated Sugar, Self-Rising flour, Salt, Sprinkles

## Gluten Free Chocolate Banana

Ripe Banana, Peanut Butter (or any nut butter), Egg, Granulated Sugar, Unsweetened Cocoa Powder

## Red Velvet

Flour, Sugar, Baking Powder, Unsweetened Cocoa Powder, Salt, Cinnamon, Oil, Buttermilk, Egg, Vanilla Extract, Red Food Coloring

## Apple Crumble

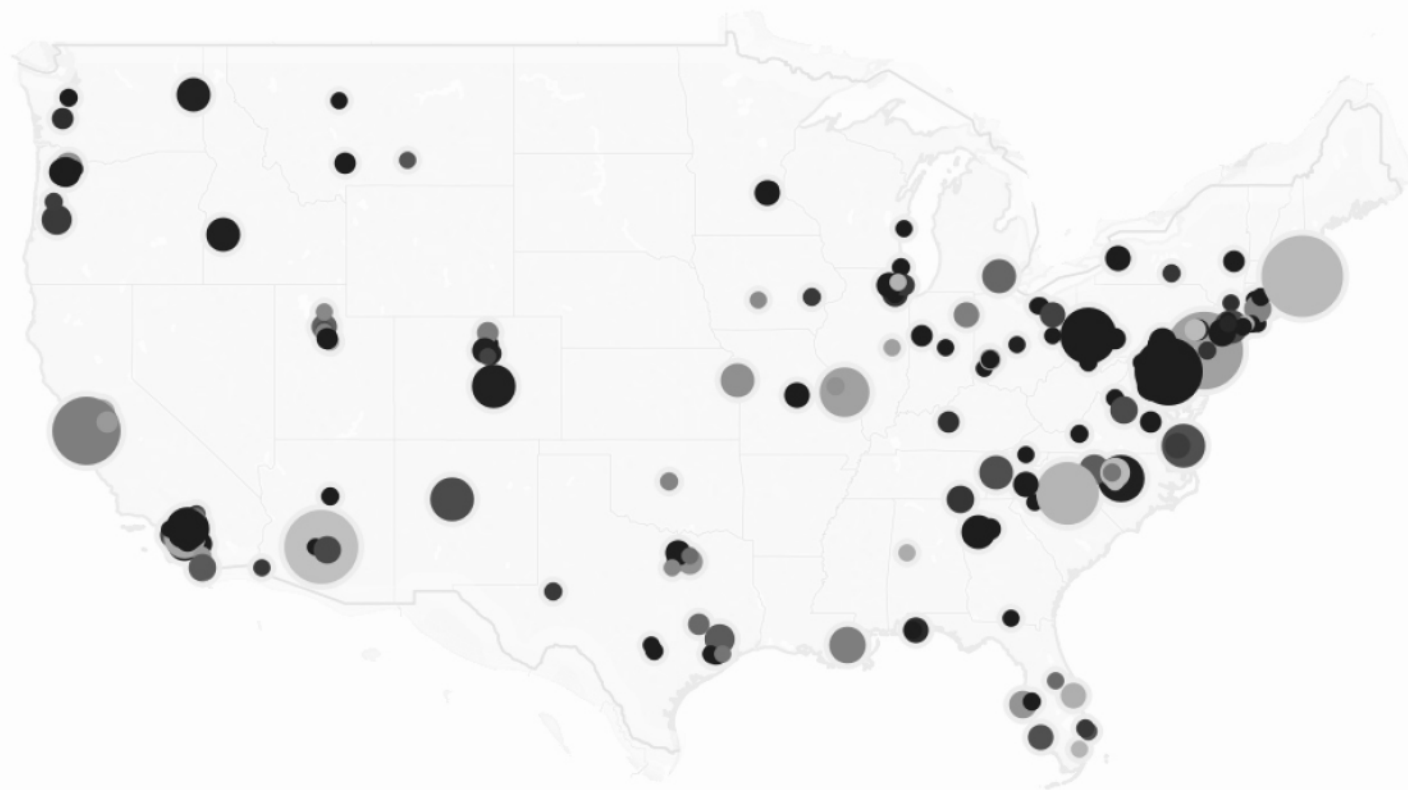
Flour, Brown Sugar, Ground Cinnamon, Baking Powder, Applesauce, Vegetable Oil, Milk, Vanilla Extract, Crumble Topping, Butter, Flour, Brown Sugar



# Geography

Similar to turmeric, mug cake is also a national trend. This is often the case with Rising Stars.

Size of circle represents search volume; Intensity of colors indicates a higher index.



# Seeking More Personalized Food Formats

Consumers are looking for snacks that fit into a healthy, convenient lifestyle. Whether it's for portion control or convenience, they're looking to indulge in bite sizes.

While flavor has always been important for snacking, consumers are now also prioritizing dietary restrictions and health benefits. Just as snacks come in a variety of flavors for personal tastes, consumers are also demanding that they come in a variety of dietary restrictions to fit their personal needs.

Consumers are craving quick snacks that are easy to prepare at home. They're turning to their favorite influencers to get recipes and tips on fun snacking.

**Consumers are more complex when it comes to food choices, and snacking has become more personal. Brands will need to offer more than just customization based on flavors, but dietary restrictions, as well. Personal choices come best in solo portions—and make for convenient snacking!**



# Deep Dive



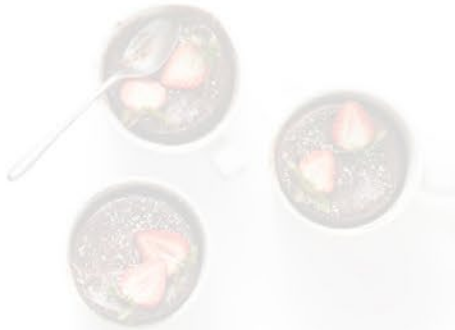
Food With a  
Function



Traveling  
Through Taste



Experimenting  
With Pork



Bite-Sized  
Snacks



The Pasta  
Comeback



# The Pasta Comeback: Rising Trends

## Ranked by Volume of Searches:

Rigatoni

Tortellini

Linguine

Penne

Fusilli

Mac and Cheese Bites

Gemelli



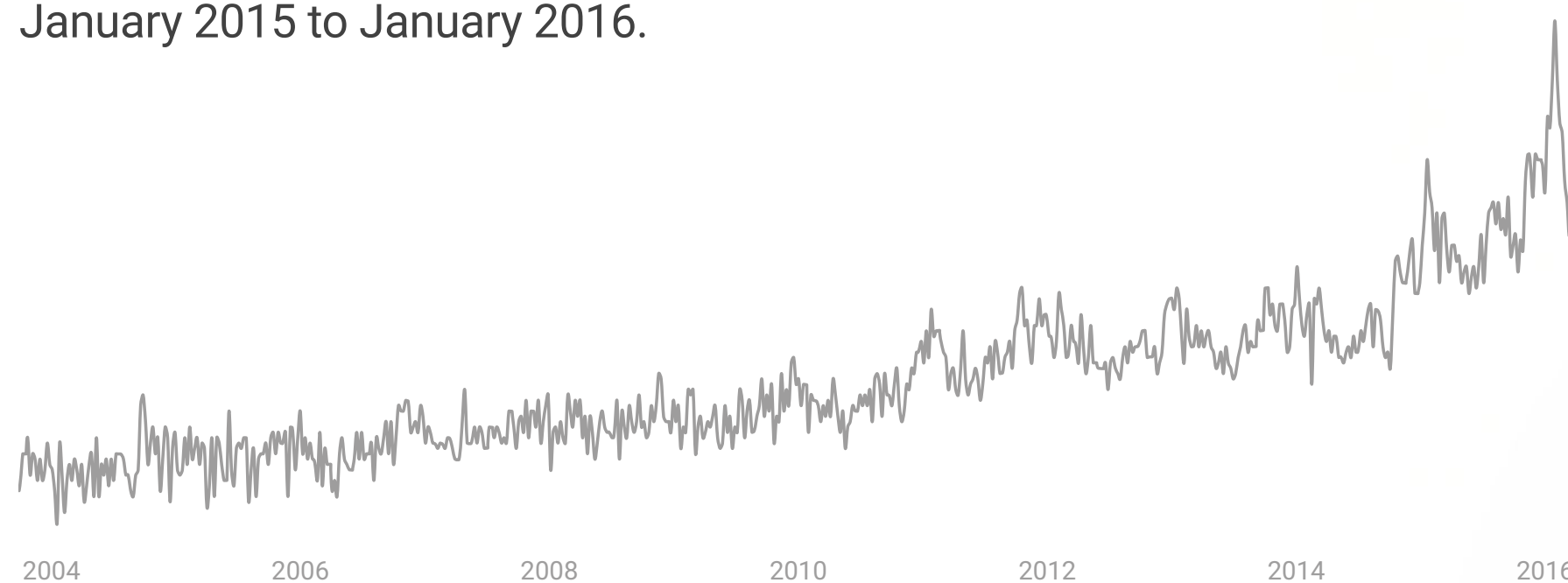


Deep Dive

rigatoni

# Top Trending Pasta Food

After four years of slow growth, search interest in rigatoni started to rise again in 2015. Since then, the pasta dish has continued to see sustained growth of +26% year over year from January 2015 to January 2016.



# Top Associated Keywords

Consumers are seeking recipes and ingredients associated with rigatoni for making the dish at home.

Baked

Pie

Casserole

Stuffed

Spicy

Sausage

Chicken

Beef

Lobster

Ham

Bolognese

Alla Vodka

Carbonara

Pomodoro

Martino

Marinara

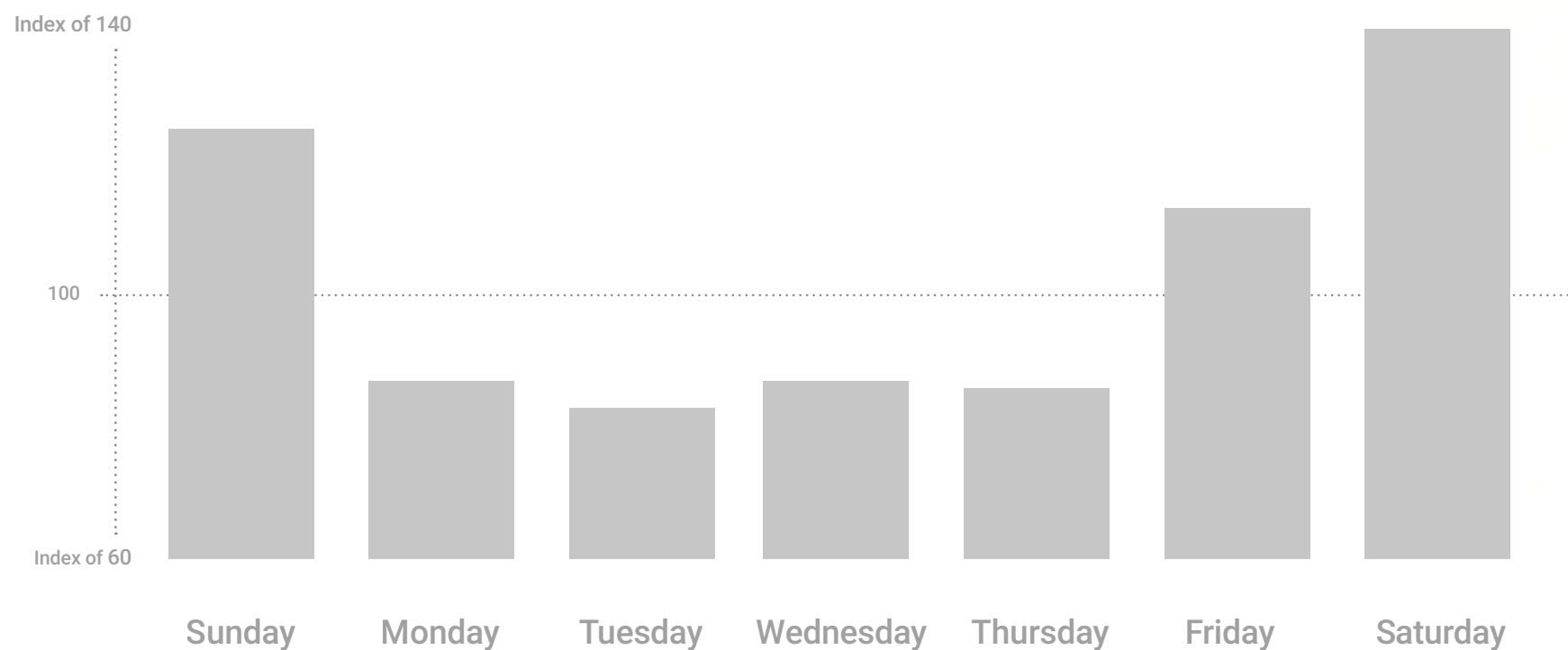
Amatriciana

Primavera



# Top Days for Searching

Americans are much more likely to seek out rigatoni on weekends (+29%) than they are on weekdays.



# Top 5 YouTube Videos: Rigatoni

Rigatoni content on YouTube features top recipes. The No. 1 video was posted more than seven years ago, demonstrating opportunity for new creative content and a fresh spin on the pasta dish.

Source: Google internal data, January 2015-February 2016, United States. Classification as a "rigatoni" video was based on public data such as headlines, and tags, etc., and may not account for every "rigatoni" video available on YouTube.



## 1.6 Million Views

Ingredients in Top 5 Videos

### **Rigatoni Carbonara**

Rigatoni, Pancetta, Eggs, Heavy Cream, Salt, Pepper, Parmesan Cheese, Fresh Parsley

### **Rigatoni With Italian Sausage**

Italian Mild Sausage Links, Rigatoni Pasta, Olive Oil, Cloves Garlic, Sweet Red Pepper, Parmesan Cheese, Pasta Sauce

### **Bolognese**

Rigatoni, Olive Oil, Butter, Onions, Celery, Carrot, Salt, Ground Black Pepper/Cayenne, Ground Nutmeg, Ground Beef, Milk, White Wine, Plum Tomatoes, 2 Cups of Water, or as needed

### **Rigatoni With Spicy Chicken Tomato Cream Sauce**

Olive Oil, Hot Italian Sausage (Crumbled), Onion (Sliced or Diced), Sliced Mushrooms, Salt and Pepper, Boneless Skinless Chicken Thighs (Roughly Chopped or Cubed), Marsala Wine, San Marzano Tomatoes (Crushed), Chicken Broth, Heavy Cream, Water, Peppers, Chili Flakes/Chili Paste, Greek Olives, Minced Garlic, Chopped Italian Parsely, Rigatoni, Parmigiano-Reggiano or Romano Cheese

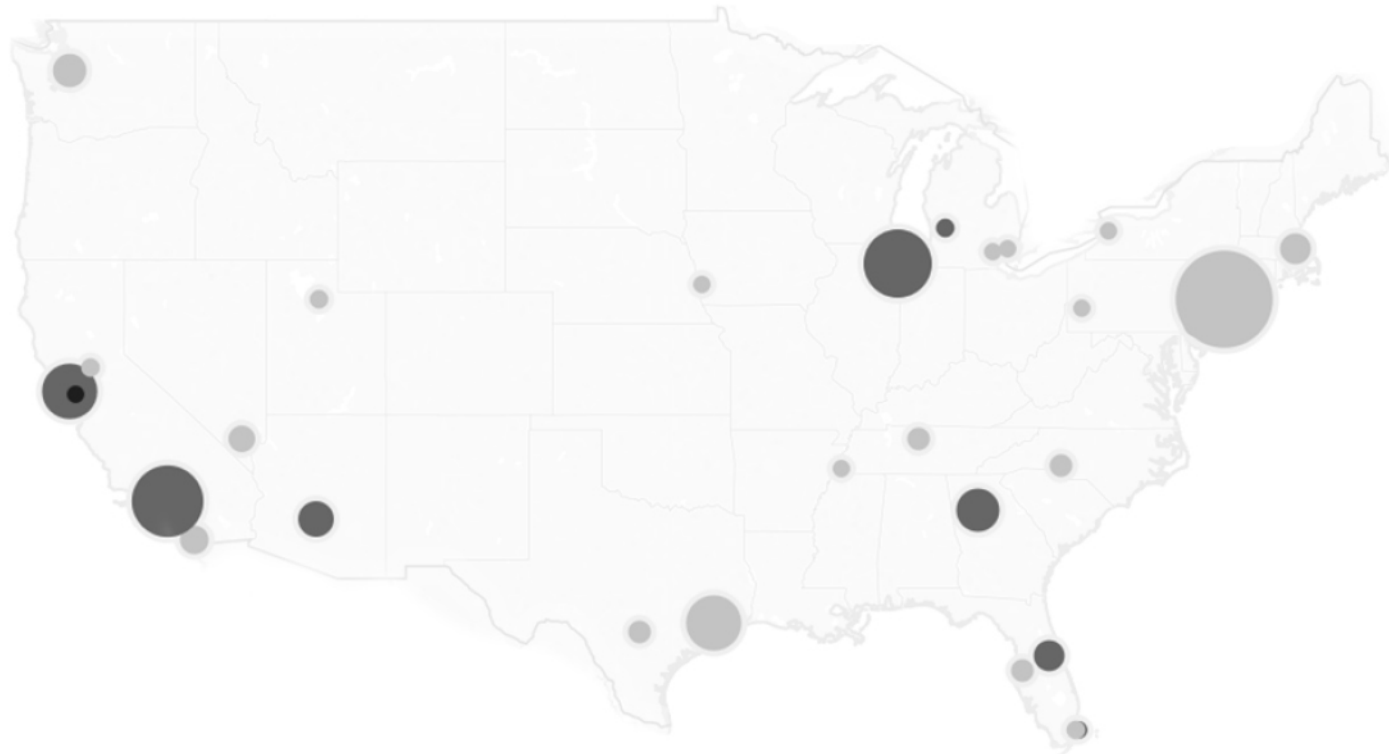
### **Lemon Chicken Rigatoni With Broccoli**

Butter, Garlic, Rigatoni, Chicken Broth, Whole Chicken (Rotisserie), Shredded Parmesan Cheese, Broccoli, Lemon

# Geography

Rigatoni is trending across the U.S., top cities include:  
**San Francisco, Chicago, and Miami.**

Size of circle represents search volume; Intensity of colors indicates a higher index.



# Pasta Is Back

While growth was slow for interest in pasta from 2011 to 2014, demand picked up again in 2015 and continues to rise through 2016.

Consumers are most interested in making pasta dishes at home on the weekends. They're experimenting with new recipes and sauces that can be prepared at home or picked up at the grocery store. There's interest in understanding the differences between certain types of pasta and their accompanying sauces.

As with pork dishes, consumers are taking familiar dishes and experimenting with new ideas such as rigatoni pie.

**It's time for marketers to refocus their attention on pasta. There's growing interest for a variety of pasta recipes, and consumers are seeking new ideas for their weekend eating adventures.**





## Part Three

an extensive list of  
the top volume  
food searches

# Additional Details



## Query

Aggregated and anonymous user searches on Google Search platforms. These searches are exact match, and do not take other spelling variations into account.



## Index

The volume of searches for a query relative to the total number of searches for any query in the same category.



## Growth

The year-over-year growth per query, comparing Google search volume in January-February 2016 to the same period in 2015.

**An Extensive List of the Top Volume Food-Related**  
recipes

# Query

# Index

# Growth

waffle recipe	100	16%
sugar cookie recipe	75	-14%
brownie recipe	69	15%
chocolate cake recipe	33	-33%
cupcake recipes	32	-14%
cod recipes	29	-6%
pie crust recipe	28	-6%
crab cake recipe	27	-21%
granola recipe	24	-6%
vanilla cake recipe	20	36%
bone broth recipe	18	7%
coffee cake recipe	18	-13%
frosting recipe	16	1%
bbq sauce recipe	16	-24%
oatmeal recipe	16	35%
belgian waffle recipe	15	-25%
cake pop recipe	15	63%
beef jerky recipe	14	-4%

# Query

# Index

# Growth

vanilla cupcake recipe	14	4%
oatmeal cookie recipe	14	24%
chocolate cupcake recipe	13	16%
icing recipe	13	21%
milkshake recipe	12	-2%
white cake recipe	12	0%
balsamic vinaigrette recipe	12	39%
macaron recipe	11	10%
baklava recipe	11	-9%
rice crispy treats recipe	11	140%
buttercream icing recipe	10	116%
cookie recipe	10	23%
fondant recipe	10	-20%
ice cream recipes	10	-22%
soft pretzel recipe	9	-4%
cake pops recipe	9	67%
granola bar recipe	9	-36%
lobster tail recipe	9	0%
brownies recipe	8	15%

**Extensive list of the top volume food-related**

how to's

# Query

# Index

# Growth

how to cut a mango	100	61%
how to bake bacon	86	6%
how to make cake pops	85	53%
how to cut a pineapple	75	-3%
how to make ice cream	74	17%
how to cook brown rice	70	9%
how to soften brown sugar	59	6%
how to cook steak	49	22%
how to make frosting	48	18%
how to cook crab legs	48	8%
how to make oatmeal	46	15%
how to mince garlic	45	23%
how to cake it	45	∞
how to cook lobster tail	43	267%
how to make a cake	41	26%
how to cook prime rib	38	14%
how to make fondant	37	12%
how to make icing	36	32%

# Query

# Index

# Growth

how to cook white rice	31	22%
how to open a coconut	31	-19%
how to ripen an avocado	31	54%
how to make beef jerky	30	11%
how to make waffles	29	29%
how to make snow ice cream	29	73%
how to make bone broth	28	43%
how to make cupcakes	26	18%
how to ripen bananas	26	39%
how to cut a pomegranate	26	-57%
how to make cheese	25	-5%
how to melt chocolate	25	23%
how to make yogurt	25	-4%
how to thicken soup	25	30%
how to eat star fruit	23	37%
how to make bbq sauce	22	2%
how to make hollandaise sauce	22	1%
how to cook steel cut oats	21	9%



**Extensive list of the top volume food-related**  
health benefits

# Query

# Index

# Growth

benefits of apple cider vinegar	100	12%
benefits of coconut oil	64	-13%
health food stores near me	36	287%
benefits of cinnamon	21	2%
bone broth benefits	18	61%
healthy cereal	15	44%
fenugreek benefits	14	93%
healthiest vegetables	12	-3%
grapefruit benefits	11	4%
is popcorn healthy	10	-34%
is oatmeal healthy	10	87%
benefits of oatmeal	10	4%
healthiest fruits	10	10%
healthy shakes	10	15%
avocado health benefits	9	2%
healthiest cheese	9	18%
is almond milk healthy	9	390%
healthiest nuts	8	14%
healthiest bread	8	22%

# Query

# Index

# Growth

benefits of pomegranate	8	-19%
healthy chips	8	22%
healthy bread	8	30%
healthiest salad dressing	7	22%
healthy choice steamers	7	25%
healthy granola bars	7	94%
benefits of dark chocolate	7	1%
sweet potato benefits	7	47%
healthy ice cream	6	66%
cayenne pepper benefits	6	-18%
health ade kombucha	6	143%
honey and cinnamon benefits	6	105%
healthy frozen meals	6	25%
kefir benefits	5	-29%
oil pulling benefits	5	-69%
healthiest cooking oil	5	23%
healthiest yogurt	5	27%
healthy peanut butter	5	17%
black seed oil benefits	5	-59%

Extensive list of the top volume food-related  
dietary restrictions

# Query

# Index

# Growth

gluten free diet	100	-14%
lactose intolerance	69	-7%
gluten free foods	55	140%
kosher	47	-21%
organic	45	27%
glycemic index	41	-2%
halal	38	3%
gluten free bread	31	23%
alkaline foods	29	-10%
dairy	26	50%
bone broth diet	23	∞
gluten intolerance symptoms	23	-1%
weight loss shakes	23	65%
vegan cheese	23	80%
bone broth diet	23	∞
gluten intolerance symptoms	23	-1%
weight loss shakes	23	65%

# Query

# Index

# Growth

halal meat	20	85%
turbinado sugar	19	6%
kosher definition	18	29%
gluten intolerance	17	69%
organic coconut oil	15	-4%
sugar free gummy bears	15	-6%
organic apple cider vinegar	14	86%
renal diet	14	6%
vegan mac and cheese	13	69%
brown sugar substitute	13	12%
bland diet	13	8%
organic food	12	-30%
symptoms of gluten intolerance	12	24%
lactose intolerant	11	46%
lactose free milk	11	65%
gluten free flour	11	17%
gluten free pasta	10	15%
does rice have gluten	10	17%

# Query

# Index

# Growth

vegan ice cream	10	109%
is quinoa gluten free	9	16%
low glycemic index foods	9	21%
best weight loss shakes	9	78%
vegan chocolate	9	86%
paleo mayo	8	-13%

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The End

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# Food Trends 2016

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