

Global Food & Beverage Industry Outlook 2024

The global food and beverage industry is projected to reach a value of \$10.3 trillion by 2024, according to a report by the International Food and Beverage Federation (IFBB). The report highlights the growing demand for convenience foods, plant-based proteins, and sustainable packaging. Key trends include the rise of e-commerce in food retail, the expansion of food service chains, and the increasing focus on health and wellness. The report also notes the challenges of inflation and supply chain volatility, which are expected to continue to impact the industry in the near term.



A photograph showing a trade show booth for 'EAT & TALK' featuring a large, fresh fish on a bed of ice. A group of people, including a woman in a black hijab, are gathered around the display, looking at the fish and talking to a staff member.

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