



2025

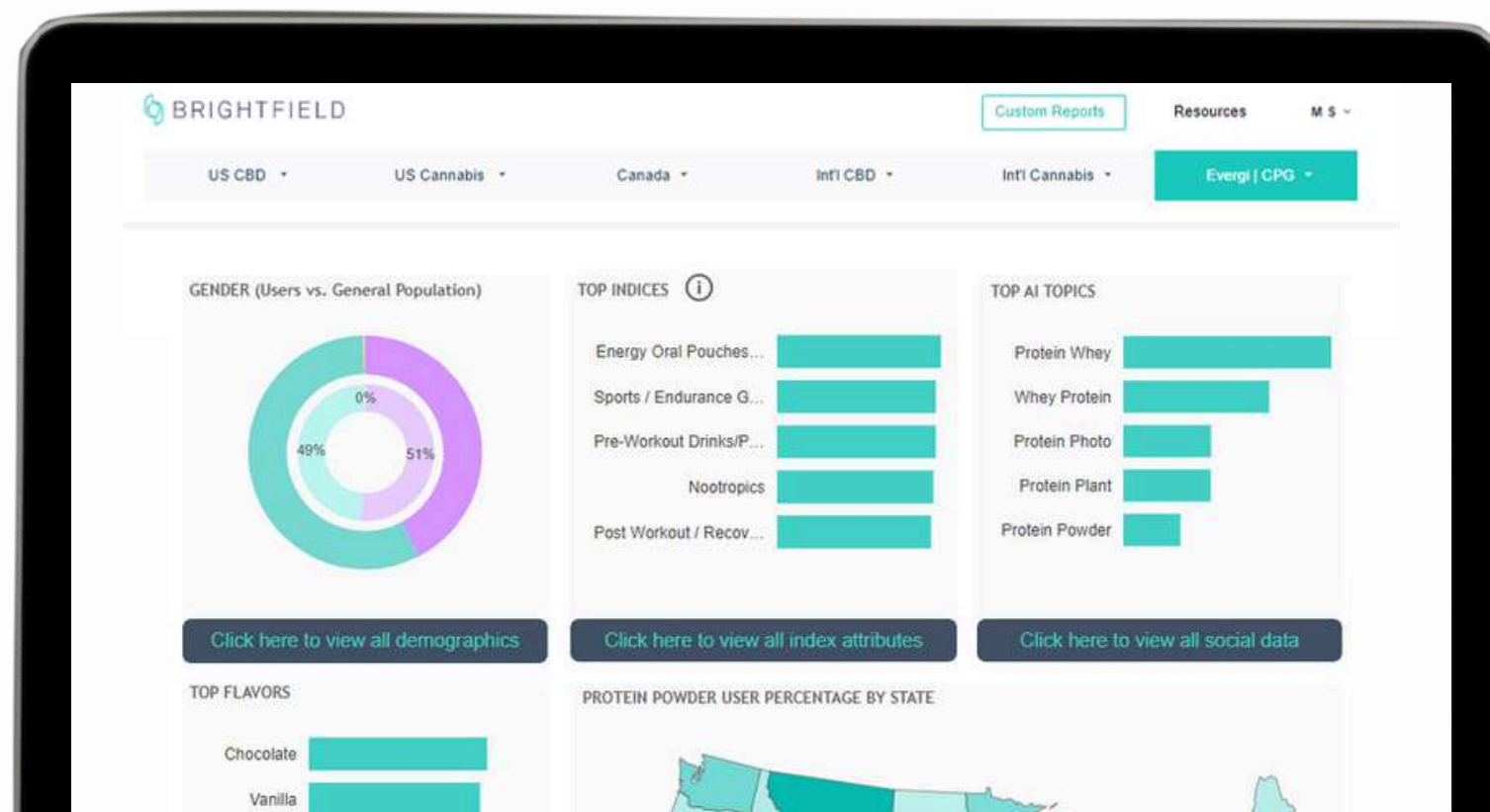
TRENDING DIETS: HALAL & HIGH PROTEIN

Gen Pop CPG Study

Consumer Insights that Connect

Get unmatched visibility into who your consumers are to drive sales, loyalty and brand awareness.

Brightfield is the best source for actionable consumer insights. We help companies develop successful products that meet customers' ever-evolving needs. Innovators use our data to stay on top of emerging categories using social listening and survey data in a user-friendly platform.



About Us

Brightfield Group is the leading social listening-enabled research firm serving emerging wellness industries.



This is our **FREE** report

This report includes a small fraction of the data and insights in Brightfield's **Consumer Insights for Wellness and CPG brands**.

Brightfield Group consumer insights are integrated with social listening to dive deep into:

- Functional Beverages
 - Protein powder and supplements
 - Probiotics/Prebiotic Products
 - Energy-boosting products
 - Cannabis and hemp-derived THC's
 - Ready-to-drink coffee
- & so many more categories!**

Get in Touch!



Diet Discussion Trends

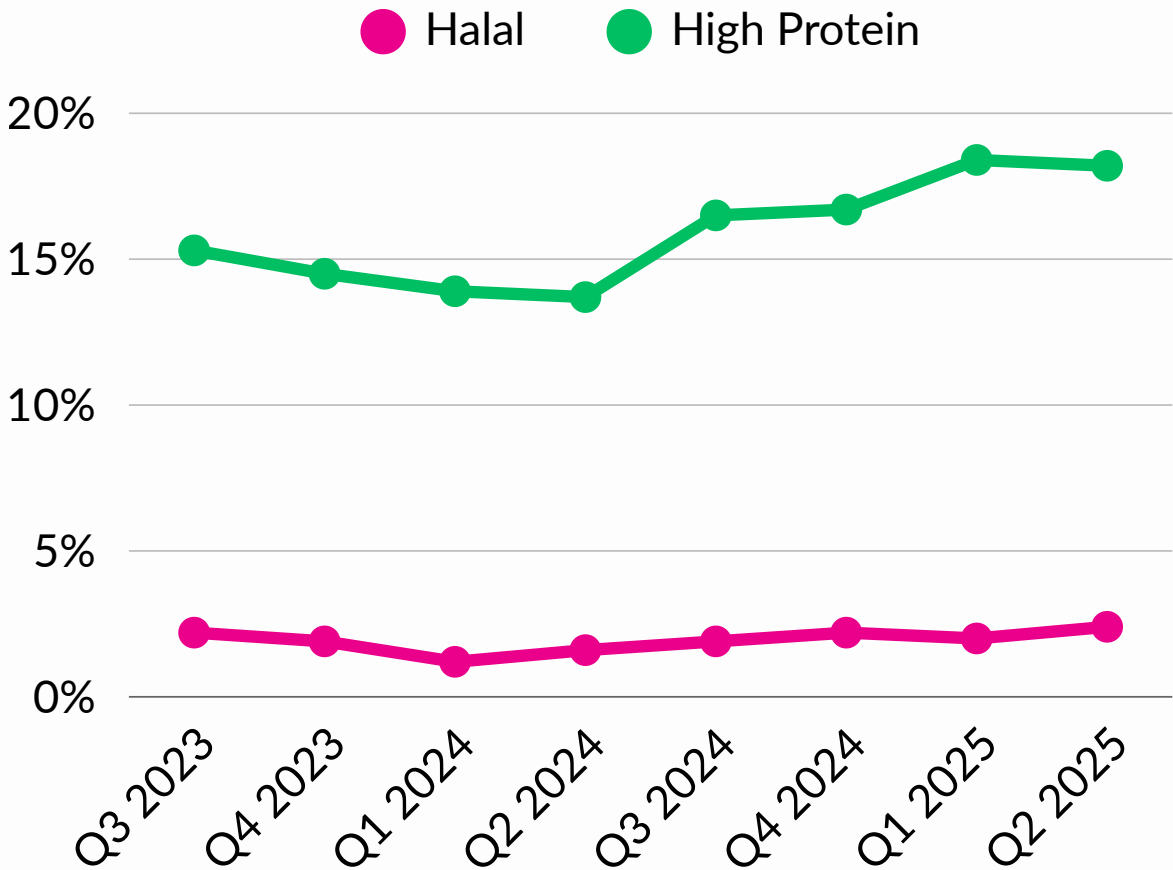
As conversations around wellness evolve, so too do the diets consumers are talking about—and adopting. Brightfield Group’s Snapshots Portal brings these shifts into focus, combining real-time consumer survey data with social listening to spotlight the fastest-growing trends across consumer products and preferences. In Q2 2025, Halal and High Protein diets emerged as standout trends in both survey incidence and online conversations, earning the highest trend scores among tracked diets.

From H1 2024 to H1 2025:

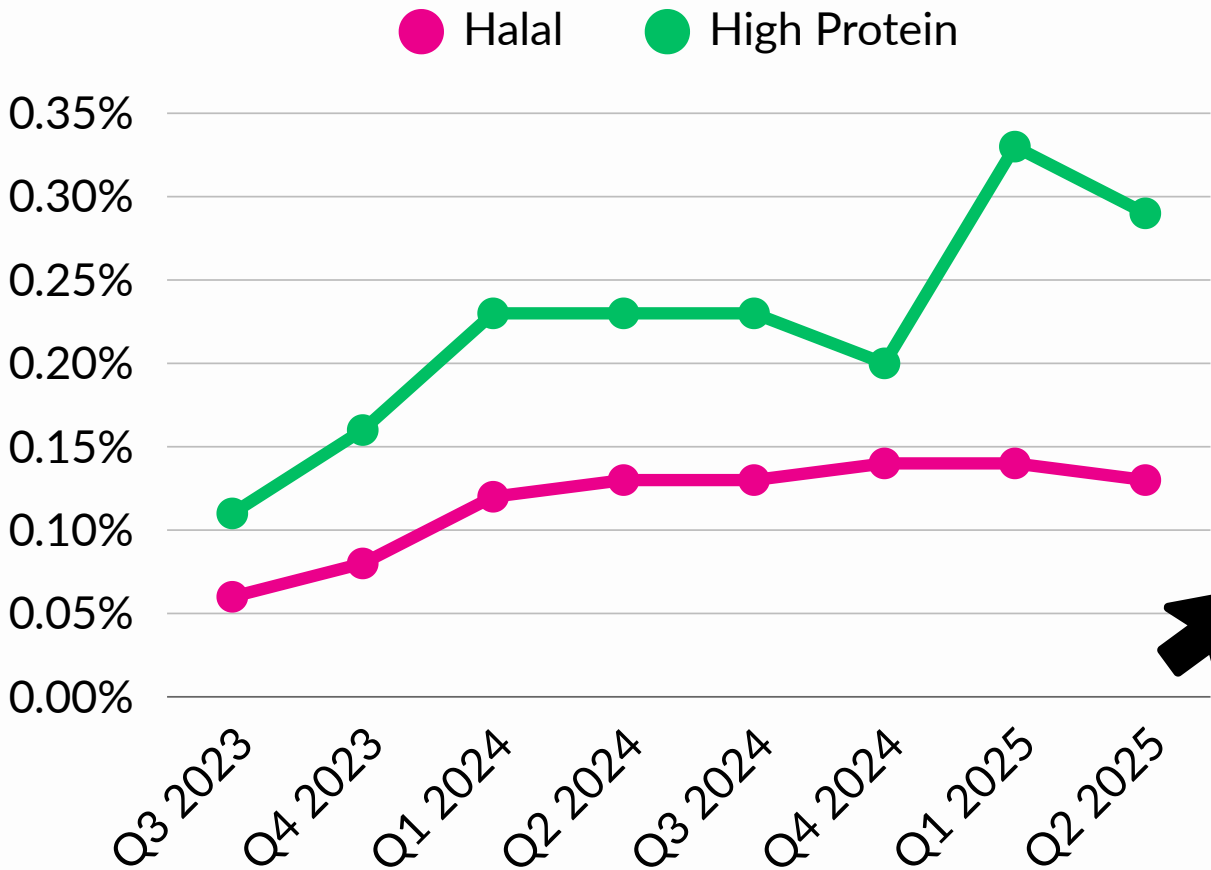
- Halal diet incidence among consumers jumped by 56%, with a 7% rise in social share of voice.
- High Protein dieting grew 33% in incidence and a striking 34% in social share of voice.

Together, these diets represent two very different paths to wellness—one rooted in tradition and lifestyle, the other in performance and goal-setting, which we will explore further.

Diet Consumer Incidence

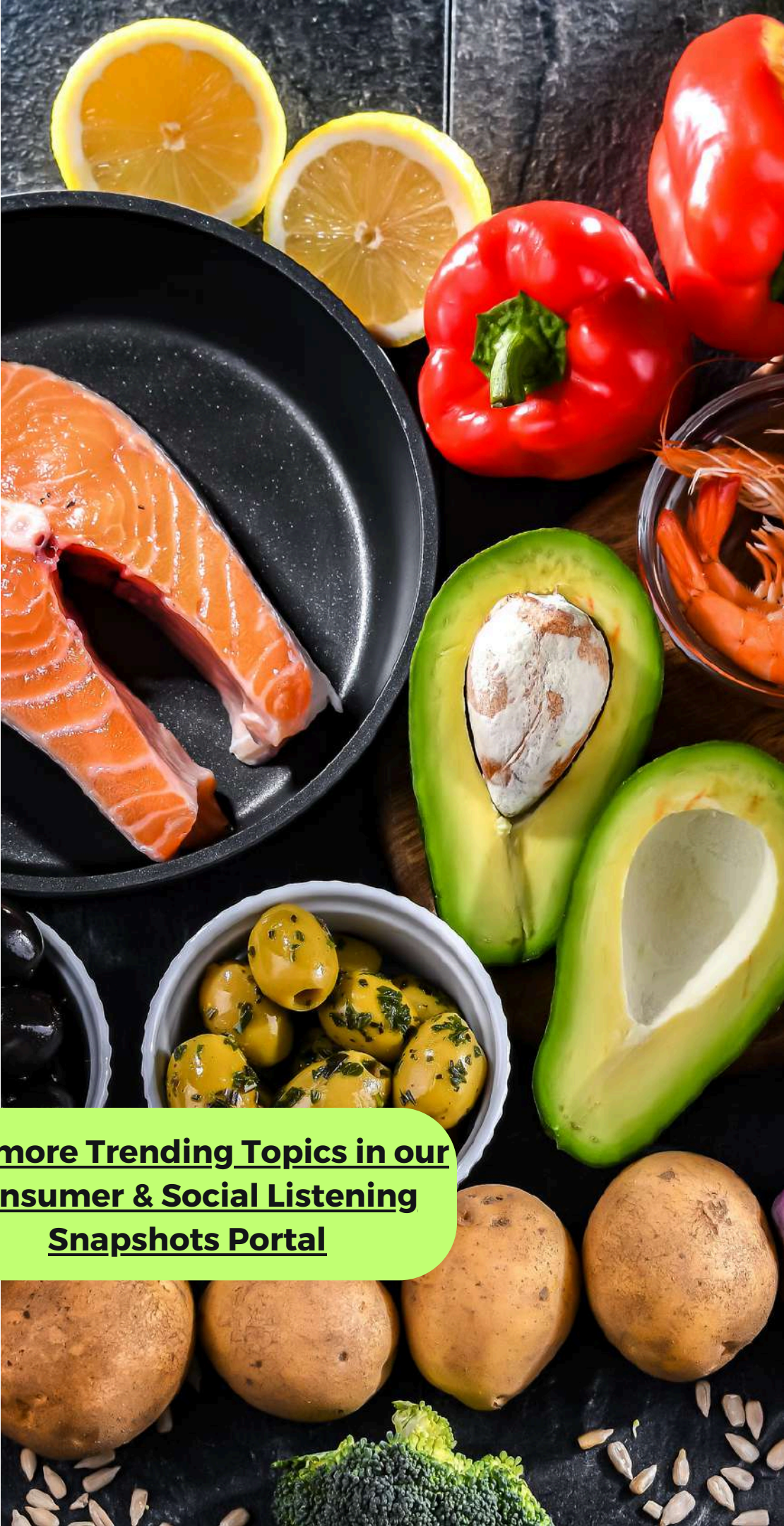


Diet Social Share of Voice



Source: Brightfield Group; U.S. Wellness Social Listening; June 2025

See more Trending Topics in our
Consumer & Social Listening
Snapshots Portal



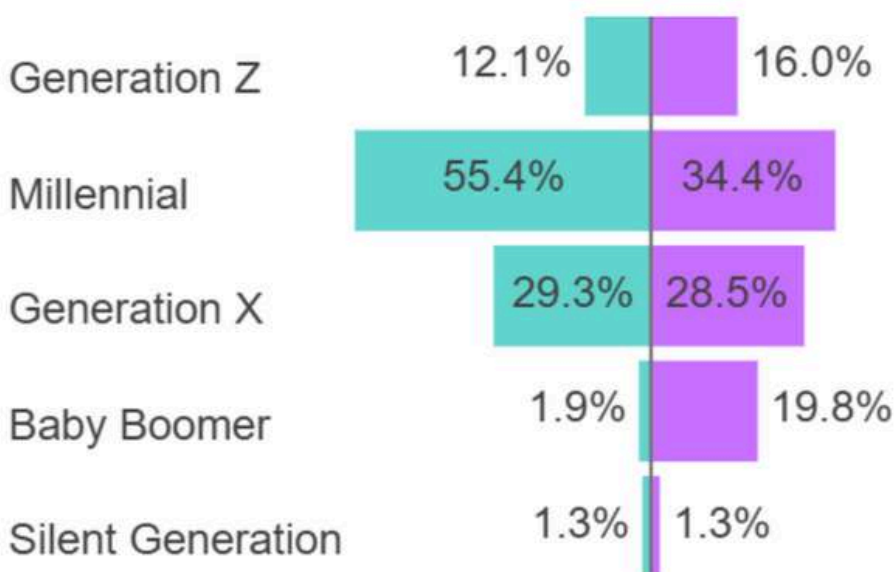


Who's Buying Halal?

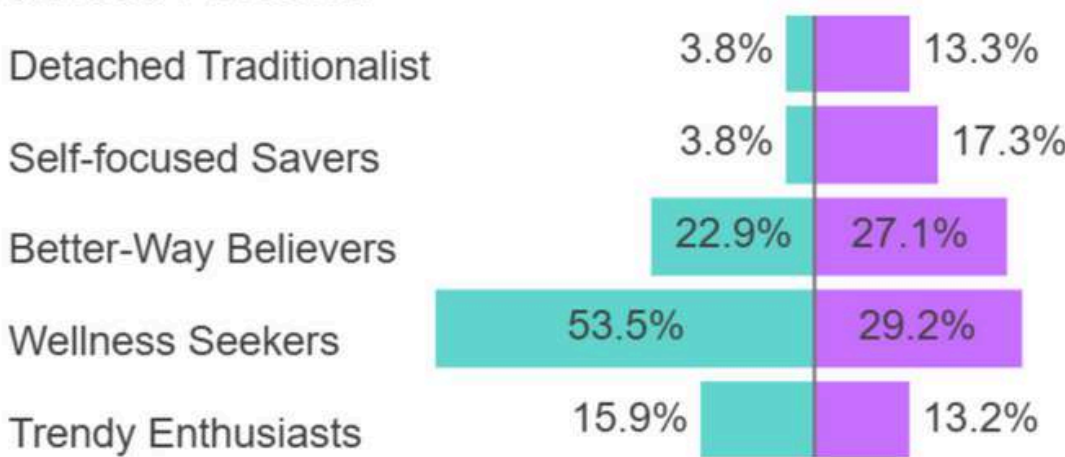
Halal is gaining traction with a distinct consumer profile that reflects both cultural adherence and wellness-forward priorities. While the diet is traditionally rooted in religious practice, today's Halal consumers are also highly engaged in broader health and lifestyle behaviors. Halal consumers skew younger than the general population, with a strong concentration among Millennials. They are more likely to be male and tend to fall into the Wellness Seeker persona—health-conscious, open to new products, often loyal, but not typically early adopters. They also report higher household incomes, with a notable lean toward the upper income bracket.

FROM THE PORTAL

Generation

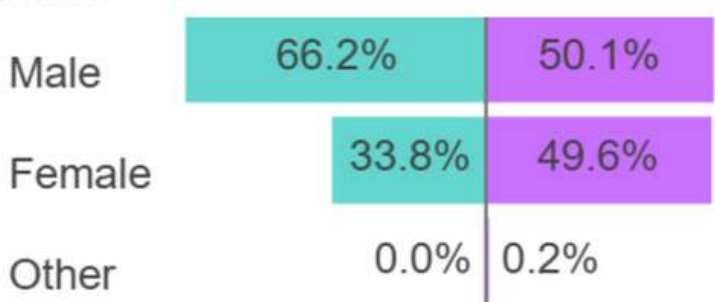


Wellness Persona

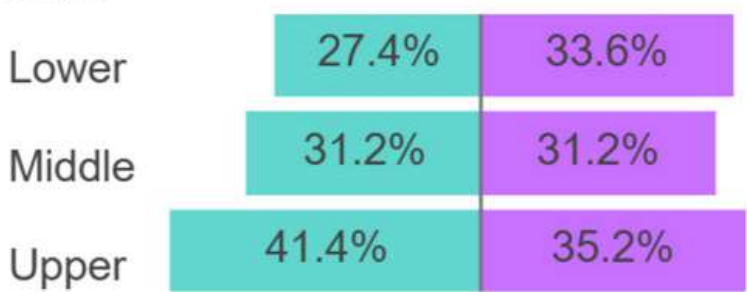


● Halal Consumers
● General Population

Gender



Income



**BRIGHTFIELD GROUP'S
WELLNESS CPG
SNAPSHOTS PORTAL
GIVES SNAPSHOTS OF
TOP TRENDS WITH
CONSUMER & SOCIAL
LISTENING**

Halal Discussions

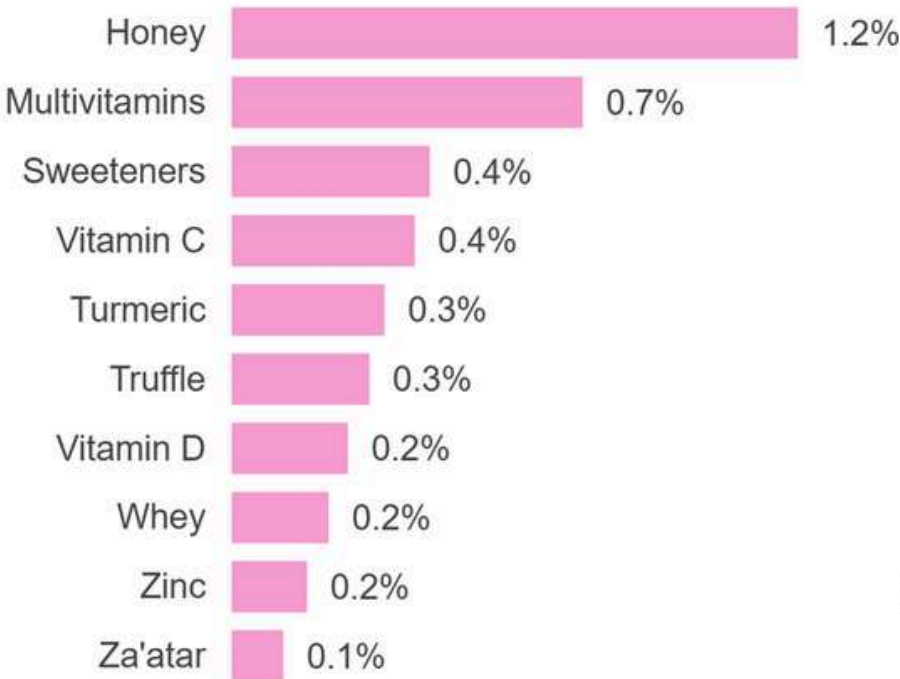
While ingredient mentions aren't the dominant theme in Halal-related conversations, a few products consistently rise to the top. Honey appears most frequently, while culturally adjacent ingredients like halva, and trending wellness ingredients like glutathione and beef tallow—the latter a four-star trend in its own right—stand out with high index scores.

Still, overall ingredient variety remains limited, suggesting Halal consumers may be more focused on product integrity than novelty. Among the most socially dynamic ingredients—those with rising mentions year-over-year—are colostrum, rice protein, vitamin K, and again beef tallow, which signals overlap between Halal interests and broader wellness trends.

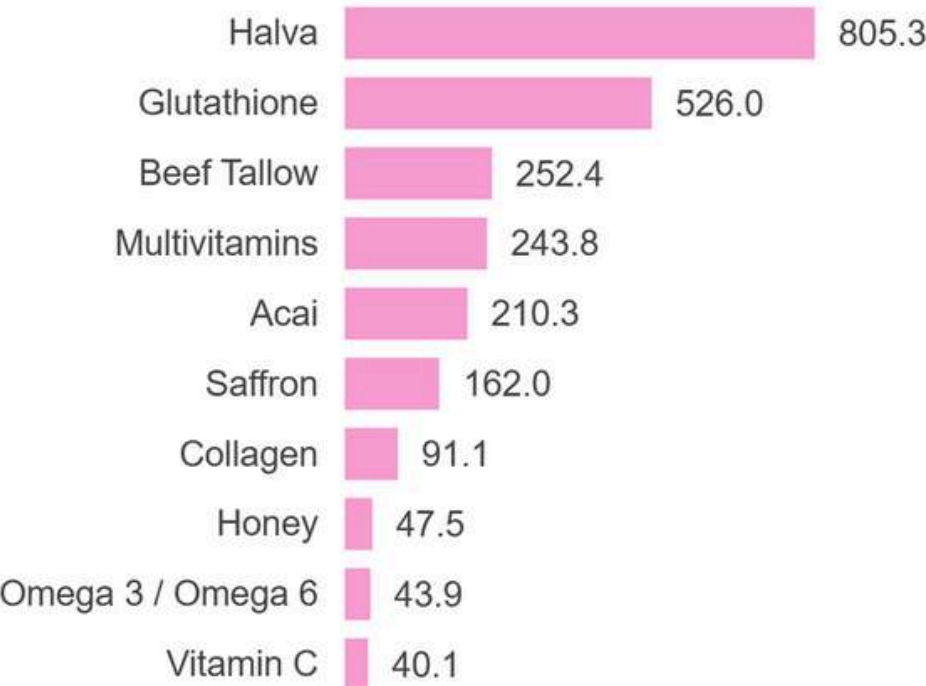
Social Halal Ingredient Conversations

[See more Trending Topics in our Social Listening Tracker](#)

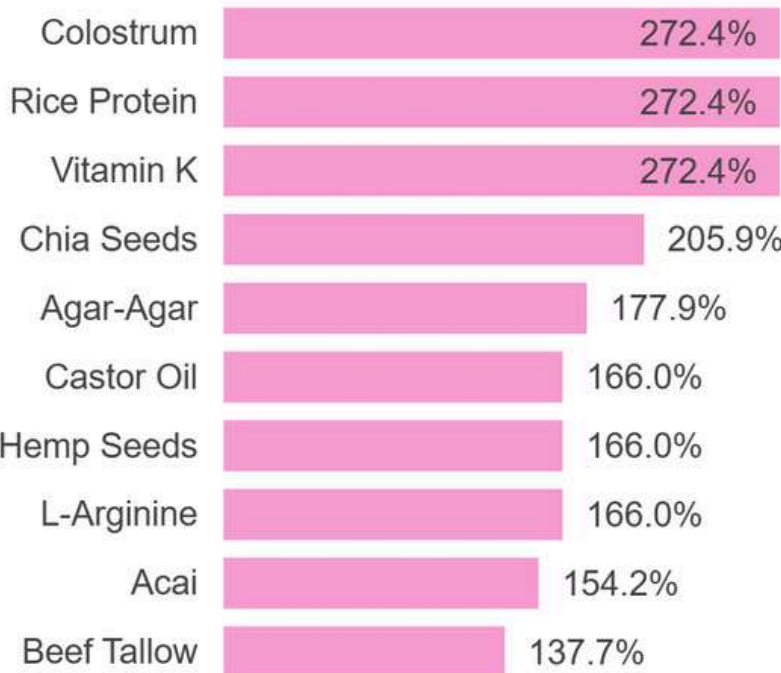
Most Popular



Top Indices



Top Trending





High Protein Dieters

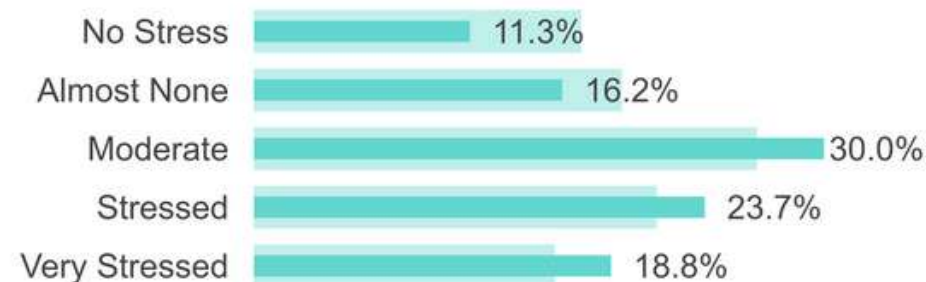
Consumers following a high-protein diet tend to be highly goal-oriented and wellness-driven. They are significantly more likely to report high stress levels—43% say they feel stressed or very stressed—and are often pursuing weight-related goals: 68% say they're trying to lose weight, though nearly one in three high-protein dieters are not motivated by weight loss at all. This group is also more likely to use weight management aids, especially supplements and prescription medications, and they frequently engage with fitness technology like smartwatches and tracking apps. Their behavior points to a performance-focused mindset, where protein isn't just a dietary preference—it's part of wider lifestyle trends.

FROM THE PORTAL

Trying to Lose Weight



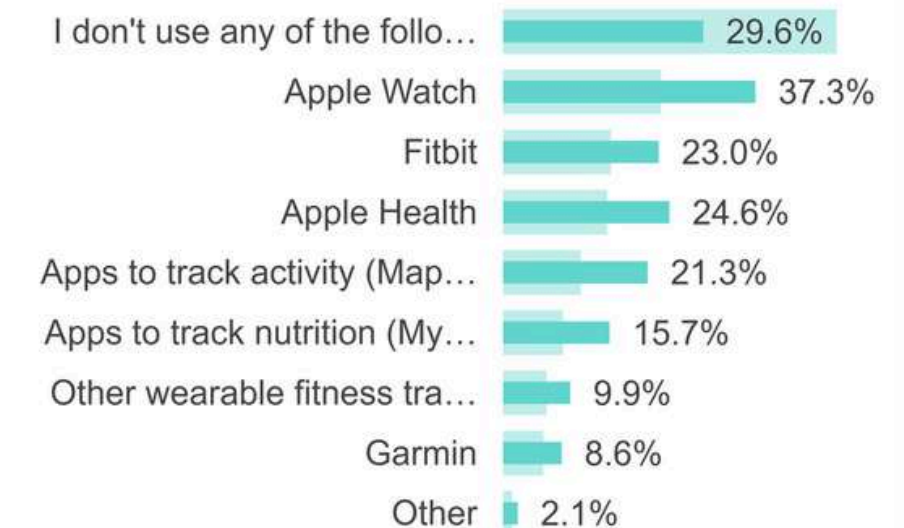
Typical Stress Level



Weight Loss Aids



Wearable Device/App Use



FILTERABLE DATA HELPS YOU FIND THE TRENDS FAST IN BRIGHTFIELD'S WELLNESS CONSUMER INSIGHTS PORTAL



High Protein Discussions

Social conversations about high-protein diets center around familiar staples like chicken and cheese—but also reflect growing interest in functional and alternative formats. Protein oatmeal, cottage cheese, and protein bars stand out as top-indexing products, signaling demand for convenient, high-protein options beyond traditional meals.

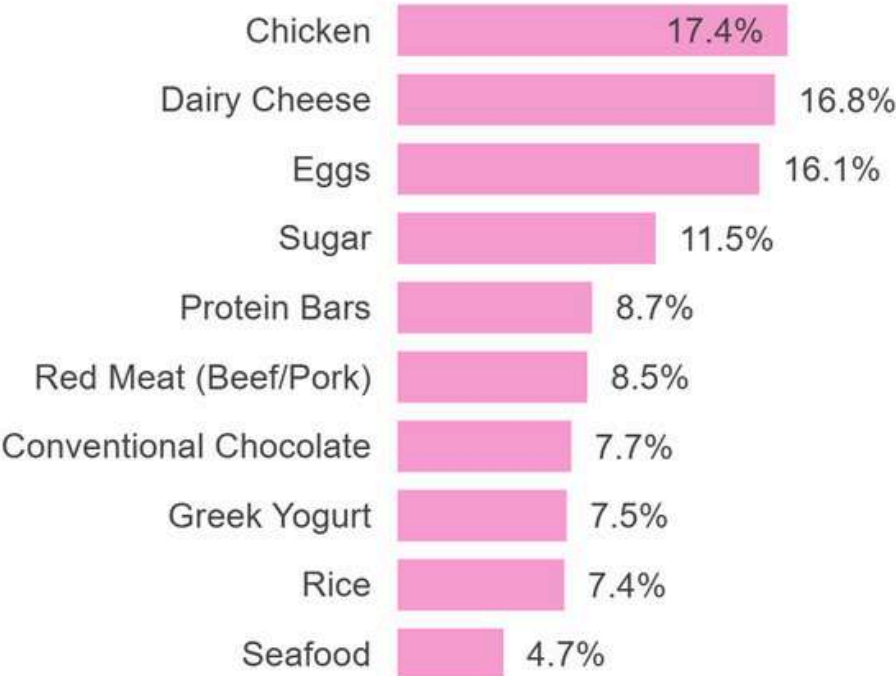
Emerging ingredient trends suggest a more expansive wellness mindset. Chamomile and Lion’s Mane are increasingly mentioned in high-protein conversations, hinting at crossover between stress relief, cognitive support, and nutritional goals. Cauliflower crust is also gaining traction, reinforcing the link between high-protein and low-carb lifestyles.

Social High Protein Product Conversations

[See more Trending Topics in our Social Listening Tracker](#)

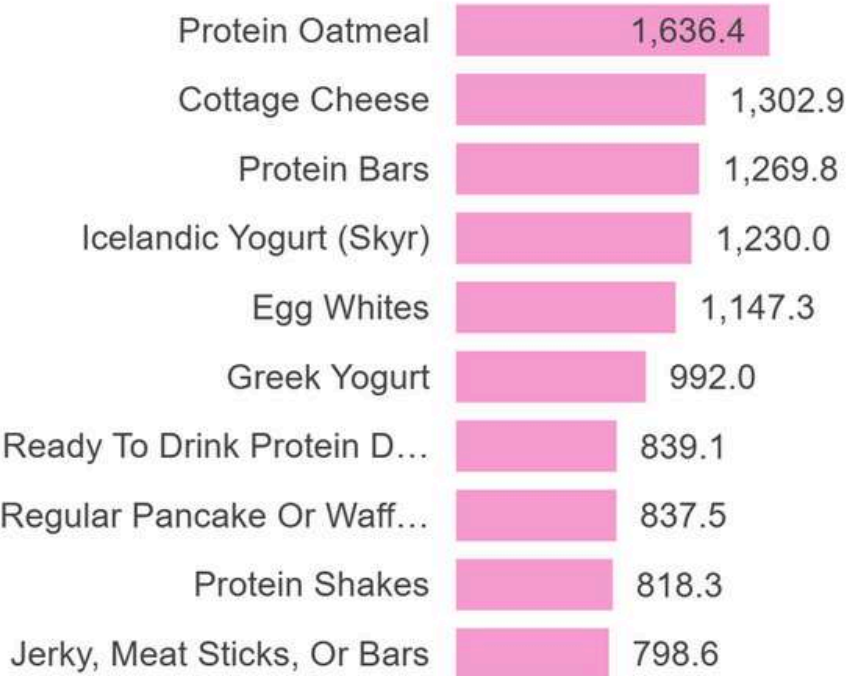
Most Popular

(Highest Share of Voice in Protein Diet Convos)



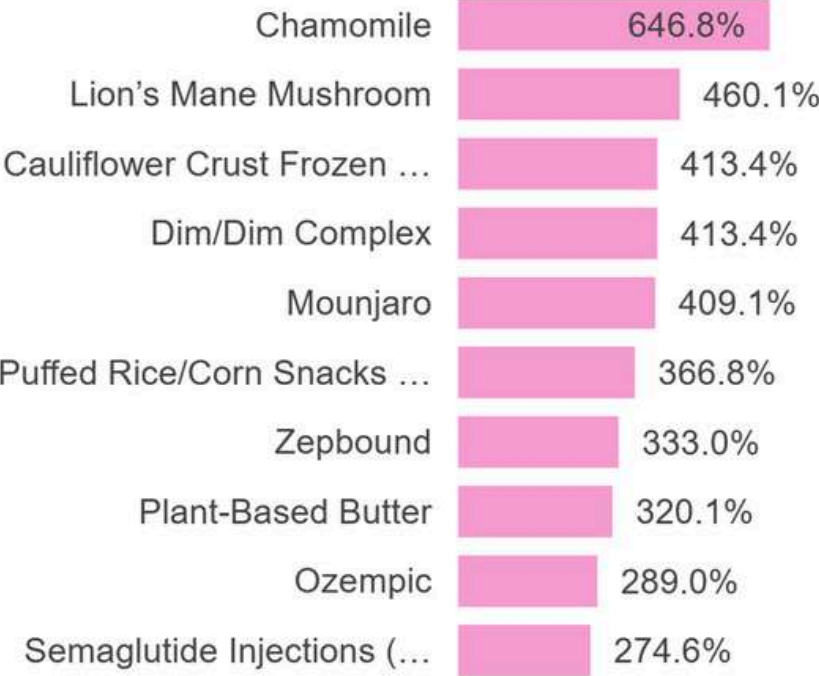
Top Indices

(Most Unique to the Protein Diet Convo)



Top Trending

(Fastest growing amongst High Protein Diet Convos)



What's next in dieting trends?

Back to Basics with Flexible Structure

- Consumers are gravitating toward diets that feel familiar, achievable, and easy to personalize. Instead of rigid plans or branded protocols.
- Calorie tracking and Mediterranean-inspired eating are growing in popularity, ranking as three-star trends (out of four) in our recent snapshots data. These approaches offer enough structure to guide choices without feeling overly restrictive.

Intermittent Fasting Peaks

- While intermittent fasting remains a relatively popular approach—with nearly 8% of consumers reporting current usage—its momentum appears to be slowing. Both social conversation and consumer adoption have plateaued, leading to a low trend score.
- Though it's unlikely to disappear entirely, intermittent fasting seems to have passed its peak as a growth trend, shifting into a more stable, mainstream practice rather than a novel trend.

Intuitive Eating and the Anti-Diet Shift

- A growing segment is rejecting traditional diets in favor of intuitive eating, focusing on body cues, emotional health, and food freedom.
- Social content and some major food brands are embracing non-restrictive, anti-shame messaging, reflecting a broader pushback against rigid food rules.

Diet Tracking Goes High-Tech

- Food logging apps and wearables have made diet quantification second nature, especially for those seeking structure without formal diet plans.
- Glucose monitors, smart scales, and AI coaching tools are expanding the definition of “dieting” into a personalized, data-driven wellness experiment.





Stay ahead of all the wellness trends!

The data is yours to explore with Brightfield Consumer Insights & Social Listening

[Get in Touch!](#)

