

Price, health and climate impact define the consumer of 2025, according to food industry leaders

Expo FoodTech 2025 has brought together the CEOs of large firms such as Angulas Aguinaga, Grupo Gallo, Eroski, McCain, Delaviuda or Grupo Nueva Pescanova, who have shared the strategies they follow to deal with the current challenges

Investment in innovation and the search for efficiency have been the solutions advocated by the executives at the foodtech fair of reference in Europe, to remain competitive

Bilbao, May 14, 2025 – New consumer trends, world population growth, healthy eating and environmental impact are some of the challenges facing the food industry. The second day of [Food 4 Future - Expo FoodTech](#) has analyzed, **with the participation of executives of the most influential companies in the sector**, how the different segments are evolving to adapt to the future of food production and distribution.

One of the challenges is the growth of the world's population. *"Between now and 2050 we have to feed 10 billion people on this planet, so the seafood industry has an opportunity here",* said **Óscar Vicente**, CEO of **Angulas Aguinaga**. The executive pointed out that *"today's society demands well-being, but without harming the economy. Populations are getting older and older and are looking for products that can provide them with more health, but which are not expensive either",* he indicated.

For his part, **Pablo Plaza**, CEO of **McCain**, has advocated regenerative agriculture as a solution to strengthen sustainability and environmental impact at a time when *"field yields have decreased by up to 10%. We see it in the case of potatoes, for example",* either due to excess or lack of water. For this reason, *"one of our objectives is that 100% of our surface area should be regenerative agriculture by 2030",* he pointed out.

Isabel Sánchez, CEO of **Delaviuda**, also participated in this debate, and she has bet on going a step beyond seasonality -in her case- to make the business more sustainable, and for this, she has considered it vital to go *"to new channels and product categories"*. **Joan Mir**, CEO of **Anecoop**, defined innovation as a key element in the search for new experiences, varieties and production systems. At the same time, he considered sustainability as crucial for crop profitability, and highlighted the importance of attracting talent. *"We have to recover the countryside to recover biodiversity and to have young people in the countryside to guarantee the continuity of rural Spain",* he explained.

Health comes into play: good practices in nutrition and wellness

Consumers are increasingly aware of the importance of healthy eating, an issue that companies are taking into account in their corporate strategies. According to the EIT Food Observatory, 51% of consumers want to eat healthy. In this context, **Lorena Savani**, Mission Lead - Healthier Lives Through Nutrition at **EIT Food**, referred to the firm's commitment to food innovation. *"It's not*

just about adding years to life, but adding life to years. Tomorrow's health is forged today at our tables. Collaboration is the most powerful tool to bring research to the market", she said.

Consumers' commitment to their health also extends to companies. This is understood by 49% of users, who believe that the brand should take responsibility for offering healthy options. *"At **Campofrío** we understand this, and we are constantly working to offer healthier products. Always taking into account this holistic point of view, which takes care of the health of the doctor, environmental health and mental health, and recognizing the needs of the population",* emphasized **Juana Manso**, Processed Foods Marketing Director at the company.

Danone is also firmly committed to *"bringing health through food to as many people as we can",* said **Marta Iguacen**, R&I Iberia Lead at the company. They do this through a sustainability strategy that takes care of health and the planet, and the positive impact on society, understanding what consumers really do.

José Manuel López, R&D Manager at **Hijos de Rivera**, emphasized the importance of talking about the nutritional properties of foods through molecules. The expert has detailed the applied work with AI that they are doing with 17 series and more than 200 million options to obtain good peptides. *"We are achieving good results and with this technology, which will bring new products that take into account the molecules in the creation of food",* he emphasized.

Optimizing costs in the face of changing habits and uncertainty

Executives from leading companies in the industry have pointed out other current challenges such as managing global uncertainty, optimizing costs without losing quality and attracting talent in a context marked by inflation, the energy transition and changes in consumer habits. **Rosa Carabel**, CEO of **Eroski**, stressed that the sector is feeling the pressure of an increasingly price-sensitive consumer and that *"the customer is at the center of our strategy, and therefore, we are focused on offering products at a better price, as well as on the importance of efficiency. An efficiency that is present in all parts of the value chain, seeking a consumer basket that fits the needs of the consumer".*

Jorge Escudero, CEO of **Grupo Nueva Pescanova**, also remarked that consumers demand sustainability and transparency. *"At the level of sustainability we have a very high commitment and efficiency. The goal is to reach a 30% reduction in emissions by 2030".*

At the same time, **Daniel Palacio**, Founding Partner and Board Member at **Tutti Food Group**, highlighted that their current objective is to seek efficiency by eliminating processes that reduce profitability, opening new sales channels and betting on solar energy. *"We have a solar plant that provides 20% of our energy consumption, and we are constantly searching for energy optimization",* he concluded.

Along the same lines, **Elena Martínez**, General Manager of **Martínez Somalo** -a company from La Rioja with 125 years of history dedicated to the elaboration and manufacture of sausages and pork hams-, has vindicated the role of family and rural SMEs, because *"we maintain ourselves thanks to specialization, the millimetric control of costs and the commitment to sustainability and new technologies".* He also warned of the lack of generational replacement in the primary sector, which puts future investments at risk.



About Food 4 Future – Expo FoodTech (May 13th-15th, 2025, BEC-Bilbao, Spain): is the innovation event for professionals from the entire food industry value chain. For three days, Food 4 Future - Expo FoodTech will bring together, at Bilbao Exhibition Centre (BEC), more than 8,000 food industry professionals and 250 exhibiting firms to present the latest solutions in foodtech, robotics and automation, processing and packaging machinery for the different segments of the food industry, as well as food safety and food science. In addition, it will host the Food 4 Future World Summit, the largest European congress in which to discover the latest trends, success stories and tools to transform the food and beverage industry from more than 450 international experts. Food 4 Future - Expo FoodTech is organized by NEBEXT and AZTI. This year, Food 4 Future - Expo FoodTech 2025 will be held simultaneously with [Pick&Pack for Food Industry](#), the only event in Spain specialized in packaging and logistics solutions for the food industry.

About Pick&Pack for Food Industry (May 13-15, 2025 | Bilbao Exhibition Centre): is an event organized by [NEBEXT](#), a company specialized in professional events focused on innovation and technology transfer, such as [HIP](#), [Digital Enterprise Show](#), [Rebuild](#), [Tourism Innovation Summit](#) or [Advanced Factories](#). Pick&Pack is a boutique innovation event for industrial leaders and SMEs in the food industry looking for solutions in logistics, intralogistics and packaging. As part of the summit, the Packaging & Logistics 4.0 Congress, dedicated to packaging, will be held. Pick & Pack 2025 will be held simultaneously with Food 4 Future - Expo FoodTech, the international innovation event for the food and beverage industry.