



REPORT PRO 2025 CALENDAR

This calendar details the REPORT PRO planned topics and release dates by month and subscription package (Essential, Foodservice Pro, Trend Pro, Beverage Pro) in 2025. All release dates are tentative and reports may be rescheduled or canceled at any time, often to make room for other, more timely reports as hot topics arise throughout the year. If you see a report outside your subscription package that you would like access to, please contact your Datassential representative.



January

2025 Annual Trend Report*

Released in December

2025 Big Picture Factors Report*

State of the LTO

SYNDICATED DATA REPORT

Health & Wellness

CHAIN PERFORMANCE UPDATE

Personalization & Customization

OPERATOR CHECK-IN

February

K-12

KEYNOTE

State of the Menu 2025*

SYNDICATED DATA REPORT

March

Healthy Menuing

OPERATOR CHECK-IN

Industry Overview*

PULSE

Segment Details

PULSE

QSR	C&U
Fast Casual	Lodging
Midscale	Hospital
Casual	LTC
Fine Dining	Senior Living
B&I	C-Stores
K12	Supermarkets

April

State of Pricing*

SYNDICATED DATA REPORT

Off-Premise (Food @ Home)

KEYNOTE

Snacking Winners

CHAIN PERFORMANCE UPDATE

May

2025 What's New Report*

SYNDICATED DATA REPORT

Grocery Deli Review

SYNDICATED DATA REPORT

Food Waste

OPERATOR CHECK-IN

June

2025 Datassential 500

Plant-Forward Opportunity Report*

B&I

KEYNOTE

Value & Affordability

CHAIN PERFORMANCE UPDATE

July

2025 Midyear Trends Report*

The Value Equation

HOTSHOT

The Value Equation

OPERATOR CHECK-IN

August

Topic TBD

CHAIN PERFORMANCE UPDATE

What Consumers Want from Brands

HOTSHOT

12 Segment Guides

QSR	K12
Fast Casual	C&U
Midscale	Lodging
Casual	Healthcare
Fine Dining	C-Stores
B&I	Supermarkets

September

State of the On-Site Menu

SYNDICATED DATA REPORT

Catering

OPERATOR CHECK-IN

PUBLISHED MONTHLY

Operator & Consumer Tracker

TABLE STAKES

October

State of the Canadian Menu

SYNDICATED DATA REPORT

Topic TBD

CHAIN PERFORMANCE UPDATE

Limited Time Offers (LTOs)

KEYNOTE

November

2026 Annual Trend Report*

Topic TBD

OPERATOR CHECK-IN

Limited Service Restaurants (LSRs)

KEYNOTE

December

Convenience Store Review

SYNDICATED DATA REPORT

Value Report Update*

SYNDICATED DATA REPORT

Topic TBD

CHAIN PERFORMANCE UPDATE

Trend Pro



DATASSENTIAL

2025 CALENDAR

January

2025 Annual Trend Report*

Released in December

2025 Big Picture Factors Report*

Envisioning the Future
HOTSHOT

2025 Planning Calendar

SPECIAL REPORT

Spring Trends

OUTLOOK REPORT

Asian Trends

TREND WATCH

February

State of the Menu*

SYNDICATED DATA REPORT

Next-Gen Functional Foods at Retail

CREATIVE CONCEPTS

Doomerism & Little Treat Culture

HOTSHOT

Herbs & Grains

TREND WATCH

Global Sides & Salads

WORLD BITES

Social Media Sensations

Mac Mover & MT Winners YE 2024

SYNDICATED DATA REPORT

March

From Craft to Chaos:

Quality vs. Aesthetic

HOTSHOT

Restaurant & Retail Collabs

SPECIAL REPORT

Industry Overview*

PULSE

The Dairy Issue

TREND WATCH

April

State of the Pricing*

SYNDICATED DATA REPORT

New Chinese

CREATIVE CONCEPTS

Food & Beauty

HOTSHOT

Summer Trends

OUTLOOK REPORT

Comfort Foods

TREND WATCH

Social Media Sensations

May

2025 What's New Report*

SYNDICATED DATA REPORT

Food Waste

HOTSHOT

Beverage Issue

TREND WATCH

Global Pizzas & Flatbread

WORLD BITES

MAC Mover & MT Winners Q1 2025

SYNDICATED DATA REPORT

June

Plant-Forward Opportunity Report*

Next-Gen Bars

CREATIVE CONCEPTS

Global Flavors

KEYNOTE

Sauces & Stocks

TREND WATCH

Social Media Sensations

July

2025 Midyear Trends Report*

The Value Equation

HOTSHOT

Fall Trends

OUTLOOK REPORT

The Produce Issue

TREND WATCH

25 Trends & Ideas

SPECIAL REPORT

August

Global Concept

(Deep Dive on Haitian)

CREATIVE CONCEPTS

What Consumes Want from Brands

HOTSHOT

The Cocktail Issue

TREND WATCH

Global Spices & Seasonings

WORLD BITES

Social Media Sensations

MAC Mover & MT Winners Q2 2025

SYNDICATED DATA REPORT

September

Sauces, Condiments, & Dressings

KEYNOTE

Top 10 Innovative Operators

to Know for 2025

DINE AROUND

The Inception Issue

TREND WATCH

PUBLISHED MONTHLY

Trend Wire: News to Know

TREND WATCH

October

Limited-Time Offers (LTOs)

KEYNOTE

Country Clubs & Catering

CREATIVE CONCEPTS

Topic TBD

HOTSHOT

The Adoption Issue

TREND WATCH

Social Media Sensations

Winter Trends

OUTLOOK REPORT

New & Next-Gen Food Labeling

SPECIAL REPORT

November

2026 Annual Trend Report*

2025 Year in Review

HOTSHOT

The Proliferation Issue

TREND WATCH

Global Curries

WORLD BITES

MAC Mover & MT Winners Q3 2025

SYNDICATED DATA REPORT

December

Value Report Update*

SYNDICATED DATA REPORT

Appetizers

KEYNOTE

The Ubiquity Issue

TREND WATCH

Social Media Sensations

Beverage Pro



DATASSENTIAL

2025 CALENDAR

January

2025 Annual Trend Report*
Released in December

2025 Big Picture Factors Report*

Low/No-Alcohol
SIP TOPICAL

February

CBD / THC-Infused Beverages
SIP TOPICAL

State of the Menu 2025*
SYNDICATED DATA REPORT

March

Pulse Industry Overview*

State of the Adult Beverage
SYNDICATED DATA REPORT

SIP DRINKER HABITS

- Gen Z
- Millennial
- Gen X
- Boomer
- Hispanic

April

State of Pricing*
SYNDICATED DATA REPORT

**Daypart Drinking Habits
(Brunch & Dinner)**
SIP TOPICAL

May

2025 What's New Report*
SYNDICATED DATA REPORT

Beverage Issue
TREND WATCH

Alcoholic Beverage Menuing
OPERATOR TOPICAL

June

Plant-Forward Opportunity Report*

Next-Gen Bars
CREATIVE CONCEPTS

July

2025 Midyear Trends Report*

SIP BEVERAGE

- Red Wine
- White Wine
- Rose Wine
- Sparkling Wine
- Beer
- Hard Seltzer
- Bourbon
- Gin
- Vodka
- Tequila
- Mezcal
- Whiskey
- Scotch
- Rum
- Liqueurs

August

The Cocktail Issue
TREND WATCH

September

Future of Drink

SIP VENUE

- LSR
- Midscale
- Casual Dining
- Upscale Dining
- Sports Bars
- Lounges
- Hotels & Resorts
- Stadiums & Arenas
- Movie Theaters
- Air & Train Travel
- Cruise Chips
- Casinos
- Eatertainment

October

Canned/Boxed/RTD
SIP TOPICAL

November

2026 Annual Trend Report*

Happy Hour
SIP TOPICAL

Late Night
SIP TOPICAL

December

Value Report Update*
SYNDICATED DATA REPORT