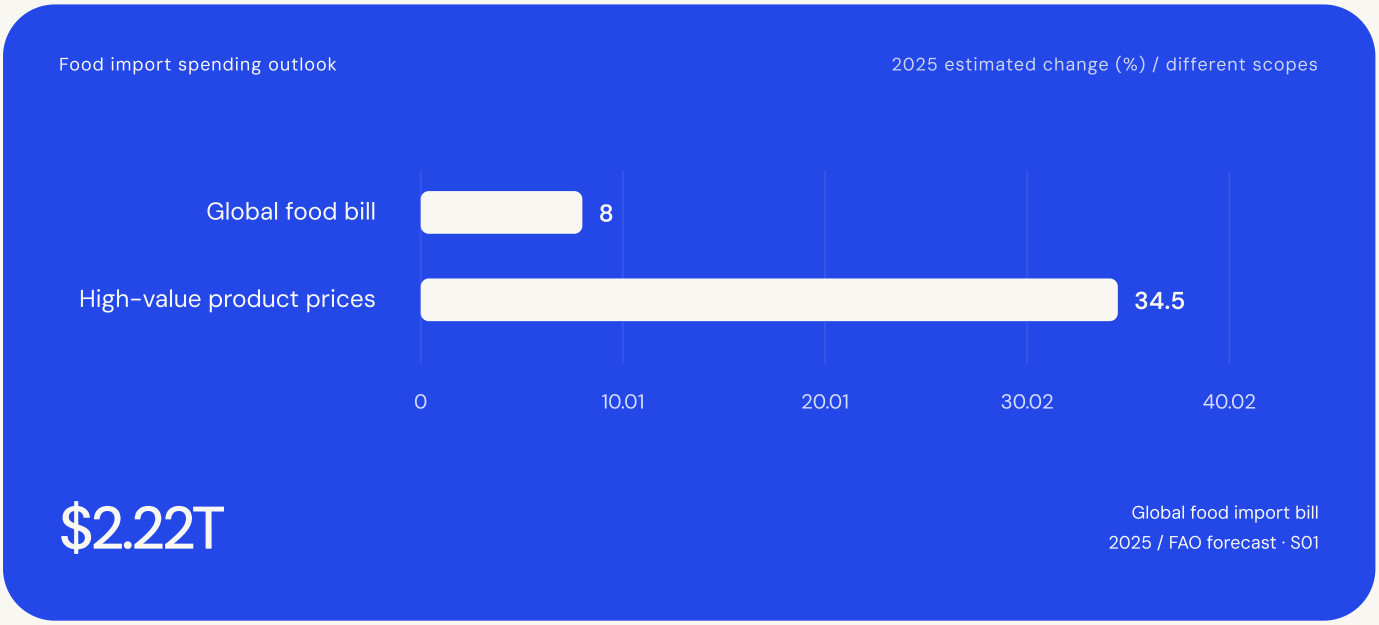
SECTOR MARKET BRIEF

OCTOBER 2026 EDITION

Food and beverage wholesalers

Market indicators, potential customer segments and practical routes to new business.
Global market.



PUBLIC-SOURCE RESEARCH / EDITORIAL SERIES

A short guide to the market, potential customers and useful first conversations. Published figures retain their dates and scope.

29 OCTOBER 2026
Global market

01 / EXECUTIVE SUMMARY

Understand the market.
Choose a focused segment.

Food and beverage wholesale prospects must fit your range and delivery operation. Discuss supply continuity, storage and ordering frequency alongside price.

$2.22T
Global food import bill
2025 / FAO forecast [S01]

~8%
Expected bill increase
2025 / nominal spending [S01]

+34.5%
High-value product price change
2025 / selected products, FAO [S01]

01 What you can offer

Offer bulk buyers a supply arrangement with defined products, quantities and delivery frequency.

02 Where to start

Start with your product range.

03 What to ask

Establish the product, quantity and delivery point.

About this brief

Market
Global market

Data periods
Shown beside each indicator.

Purpose
Understand the context and choose a relevant customer group.

Your next step

Choose one customer group from this brief. Write down what you could offer and what you need to learn in the first conversation.

02 / MARKET INDICATORS

What the numbers tell us.

The food import forecast indicates the scale of international product sourcing. A wholesaler still needs to identify buyers and delivery conditions suited to its own range.

Global food import bill

2025 / FAO forecast [S01]

$2.22T

Expected bill increase

2025 / nominal spending [S01]

~8%

High-value product price change

2025 / selected products, FAO [S01]

+34.5%

What these figures cover

FAO's 2025 figures are forecasts. Higher spending can reflect prices rather than the same increase in volume. The high-value product price change is a separate measure.

Consider international customers

Overseas distributors are a different channel from domestic foodservice; qualify import capability and product documentation.

03 / CHARTS AND MARKET REACH

Compare the figures. Choose where to start.

The chart brings the published figures together. Below it are two ways to turn this context into a more focused customer search.

Food import spending outlook

2025 estimated change (%) / different scopes

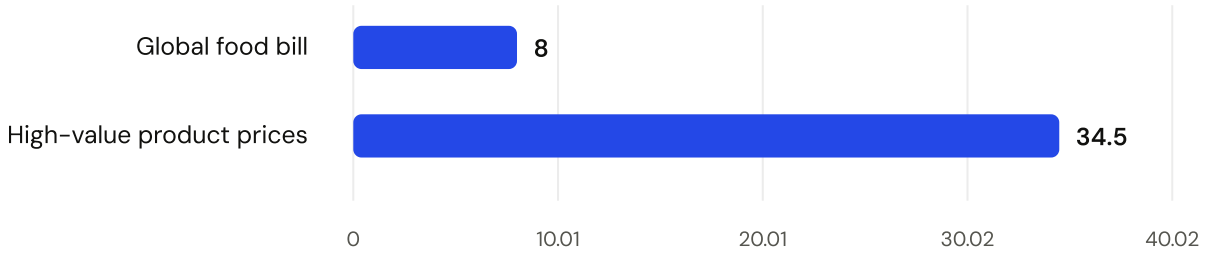


Figure 01 · Source: [S01]

01 / FIRST CUSTOMER GROUP

Start with a specific job

Start with your product range. Research recurring local hotel deliveries separately from export orders through foreign distributors.

02 / INTERNATIONAL CUSTOMERS

Consider international customers

Overseas distributors are a different channel from domestic foodservice; qualify import capability and product documentation.

FAO's 2025 figures are forecasts. Higher spending can reflect prices rather than the same increase in volume. The high-value product price change is a separate measure.

04 / POTENTIAL CUSTOMER SEGMENTS

Find a buyer group you can serve well.

These four groups offer different starting points. Choose one that fits your experience, then use the suggested discussion topic to learn about the company's needs.

PROFILE 01
Potential buyer

Hotel groups

What to discuss

Discuss hotel kitchen ranges and ordering patterns during peak periods.

Who to speak with

Purchasing lead or foodservice operator

PROFILE 02
Potential buyer

Restaurant groups

What to discuss

Ask restaurant groups about consistent products and delivery to branches.

Who to speak with

Purchasing lead or foodservice operator

PROFILE 03
Potential buyer

Corporate catering buyers

What to discuss

Learn which menu items and recurring supplies corporate catering buyers require.

Who to speak with

Purchasing lead or foodservice operator

PROFILE 04
Potential buyer

Food import distributors

What to discuss

Clarify import capability, product documents and order quantities with foreign distributors.

Who to speak with

Purchasing lead or foodservice operator

These are suggested buyer groups. Confirm the company's current needs and the right contact before preparing a proposal.

05 / SECTOR OPPORTUNITIES

Turn the context into a useful conversation.

Use one of these approaches to begin a focused discussion. Learn what the customer needs before deciding whether to prepare a proposal.

01

Choose your starting point

Start with your product range. Research recurring local hotel deliveries separately from export orders through foreign distributors.

Next step

Research a small group of relevant firms.

02

Define the work together

Establish the product, quantity and delivery point. Check shelf life, required documents and any cold-chain conditions before quoting.

Next step

Write down the agreed requirements.

03

Look across borders

Overseas distributors are a different channel from domestic foodservice; qualify import capability and product documentation.

Next step

Check how you would deliver the work.

ANIVO / PRACTICAL WORKFLOW

From research to the first conversation.

1. **Define the search.** Describe your service, target customer and market in Anivo.
2. **Review the plan.** Check the proposed research approach before starting.
3. **Assess the firms.** Review company information and save suitable firms to the CRM with your notes.
4. **Prepare your introduction.** Review the email draft before sending. Track replies and the next step in the company record.

Make the message relevant

In your introduction, explain why you are contacting this company and which part of its work you can support. Ask one clear question that can start a useful conversation.

06 / SOURCES AND NOTES

Read the original sources.

Use these links to read the original publications. The date beside each indicator is its measurement period, which may be earlier than this report.

S01 Food Outlook points to broad-based increase in global food commodity production

FAO · November 2025

www.fao.org ↗

How we prepared this brief

We selected published indicators to explain the market context. Customer groups and suggested approaches are Anivo's practical interpretation of that context.

When using the figures

Keep the stated dates and geography when sharing a figure. Wider-sector data do not measure every specialist service. Source updates may change the published values.

Choose one group. Begin one conversation.

Use the customer profiles to select a manageable starting point. Learn about the company's needs, then decide whether your service is a fit.

Related sector workflow · anivoapp.com/for/food-beverage-wholesalers/

Sources accessed 29 October 2026 · OCTOBER 2026 EDITION