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## Trends and Innovations in Food and Beverage Services: A Post-Pandemic Perspective

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### Abstract

The research purpose is to identify the innovations and trends in the beverage and food industry in delivering their services at the time of the “post-Covid-19 pandemic situation.” The review of the literature argues that customer demand has changed rapidly towards sustainable, affordable food consumption and online services during the new normal. Apart from that, innovative ideas like sustainable packaging and doorstep delivery also enhance the accuracy and delivery of food and beverages during the post-pandemic situation. In order to find out the trends and innovations in the “F&B industry,” mainly mixed methods are applied by conducting a survey for quantitative research and secondary data collection from the existing journals for qualitative research. As per both the quantitative and thematic analysis, it is found that sustainability and digitalization are the main trends during the new normal during the pandemic situation, and as innovation, they focus on implementing AI, robotics, and others. Thus, it is recommended that the “F&B industry” focus more on implementing predictive analytics to shape their future by predicting future demands. The study's implication even focuses on updating the food and beverage industry with recent innovations and trends.

**Keywords:** Innovation, trends, customer purchasing behavior, “Covid-19 pandemic”.

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### 1. Introduction

The “COVID-19 pandemic situation” has taken the entire world by storm, increasing pressure on the service delivery of the “food and beverage (F&B) industry.” This pandemic has rapidly led to changes in the preferences and habits of both the “F&B industry” and its customers [1]. For example, in the restaurant segment, they are focusing on adapting online delivery services, as customer demand for online delivery is too high. Thus, the online delivery system is the recent trend in the “F&B

industry” during the post-COVID-19 situation. The online delivery system will allow them to directly take delivery orders from custom apps, websites, and even Facebook Pages [2]. This helps customers pick up their orders irrespective of time and location. Apart from this, the evolving trends in the “F&B industry” after the pandemic include wellness and health, a rise in convenience foods, and increased demand for ethical and sustainable sourcing. Customers are also looking forward to plant-based, organic, and even functional foods as technology enhances innovation in food delivery and processing [2].

Following the recent trends, the “F&B industry” is even focusing on innovations during the post-pandemic era like surging in the omnichannel and online retailing, as well as reflecting the changing preferences of the customers for digital convenience [3]. Due to this reason, technological advancement is too high in the “F&B industry” after the “COVID-19 pandemic” situation through implementing AI and robotics to foster their supply chain, sales, and even warehousing process. The revenue of the worldwide “food delivery market” is expected to reach more than US\$ 1.4 billion in 2025 [4]. Thus, it can be significantly stated that after the “Covid-19 pandemic” situation, due to focusing on these trends and innovations, the “F&B industry” has increased its revenue by more than US\$2 billion in 2022 and is expected to reach more than US\$4.32 billion by 2029 [5]. Thus, the study's aim is based on evaluate the post-pandemic trends and even the innovations faced by the food and beverage industry to strengthen their strategies to overcome any future pandemic situation.

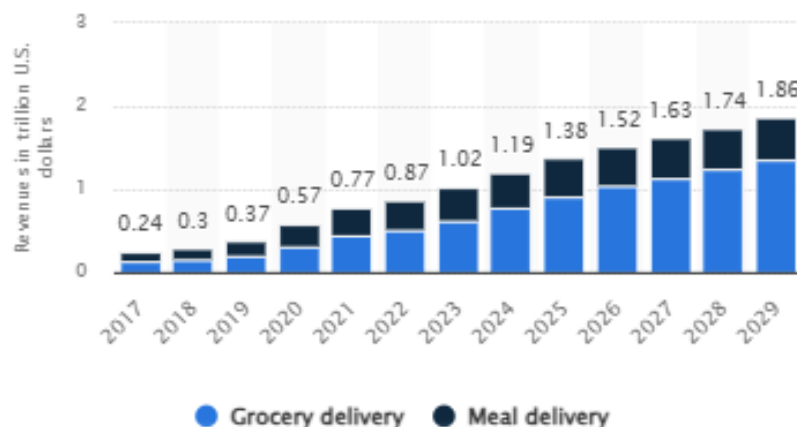
## 2. Literature Review

The review of the literature focuses on developing an argument by obtaining data from the previous Google Scholar-based journals, articles, and some others to find out information about the innovations and trends in the “F&B industry” during the post-pandemic situation.

### 2.1. Growth of the “F&B industry” after the “Covid-19 pandemic”

According to the statement of Chowdhury et al. [6], the retail landscape has changed rapidly after the pandemic, and excessive competition has influenced the digitalization of the “F&B industry” following the “COVID-19 pandemic.” “Figure 1” illustrates the revenue of the online food delivery market, showcasing the current trend after the COVID-19 pandemic.

**Revenue of the online food delivery market worldwide from 2017 to 2029, by segment (in trillion U.S. dollars)**



**Figure 1.**  
Revenue of online F&B market  
Source: Statista.com [7].

As per “Figure 1”, online food and beverage delivery services have rapidly experienced remarkable revenue growth, driving the trends towards digital transformation. The demand for online F&B delivery services has dramatically skyrocketed after the pandemic, which has caused significant growth in the revenue of the entire “F&B industry” worldwide [5]. Thus, the global F&B delivery market has generated more than 1 trillion US dollars during the post-pandemic era, i.e., in 2023, from both grocery delivery and meal delivery segments.

### Customer behavioral changes towards the “F&B industry” during the “post-COVID-19 pandemic”

As per the statement of Veronesi and Schiavello [8], during the era of post-pandemic, the customers have changed their minds towards sustainable lifestyles, affordability, and even awareness towards hygiene and health. The F&B companies are engaged in fulfilling their demand, so they have generated 1 trillion US dollars during the post-pandemic situation. As per the perspective of “social cognitive theory” in the context of behavioral change among customers, the changes in behavior mainly emphasize the dynamic interaction between the behavior, people, and even their environment [9]. The COVID-19 situation increases illness, mortality, job loss, and other issues, which increase challenges for the livelihood of the people and they are surviving with the high cost of living crisis. Thus, the buying preferences of the customers rapidly switched towards sustainable food products and even affordability as per the theoretical view of this “social cognitive theory”. In contrast, Shieh and Lin [10] even stated that the purchasing behavior of customers purchasing behavior during the post-pandemic even

moves forward to buying in bulk, purchasing versatile food, purchasing sustainable frozen foods, and even eco-friendly food consumption [11].

## *2.2. Trends and Innovations in the “F&B industry” during the “post-pandemic era”*

As per the statement of Yildirim et al. [12], the “COVID-19 pandemic” situation acts as a digitalization catalyst in the “F&B industry” to provide unprecedented opportunities for creating a new business model. Moreover, the recent trends in the “F&B industry” are focusing on transforming their business towards online shopping. Supporting this statement, Köster [13] has stated that one of the key trends of the “F&B industry” which have been faced by marketers during the “post-pandemic” is the changes in shopping habits, such as spikes in increasing demand for online food delivery. In contrast, despite the closure of the restaurant, another trend, which has been faced by marketers in the “F&B industry”, is dining out. Apart from this, the new normal situation after the COVID-19 pandemic has even developed a trend in the “F&B industry” is the tech-led recovery [8]. Supporting this trend, it is even identified that technological advancement is too high during the post-pandemic situation in the “F&B industry” such as the implementation of AI and even robotics to automate their production process, providing personalized shopping experiences, and even fostering the e-commerce platform. On the other hand, by following the principle of the “theory of planned behavior”, people act rationally according to “subjective norms”, “attitudes”, and “perceived behavioral control” in terms of purchasing the products [10]. Applying this theoretical view, understanding the customer’s focus towards sustainability and online shopping trends, the “F&B industry” is focusing on improving their innovation like shifting them towards technological advancement with blockchain, AI, Big data, and others to enhance their marketing, supply chain, and warehousing operations.

## *2.3. Literature Gap*

The literature review has identified a gap by not evaluating the challenges faced by the “F&B industry” in dealing with innovation and trends in this industry during the new normal era. The literature review has also identified a gap by not recognizing the strategies adopted by the “F&B industry” to address the innovations and trends during the post-pandemic era.

### *Research objectives*

- To execute the innovations in the “F&B industry” during the “post-pandemic situation”
- To find out the trends in the “F&B industry” during the “post-pandemic situation”
- To highlight the customer’s behavioral changes in the “F&B industry” during the “post-pandemic situation”
- To evaluate the impact of the trends and innovations in the “F&B industry” during the “post-pandemic situation”

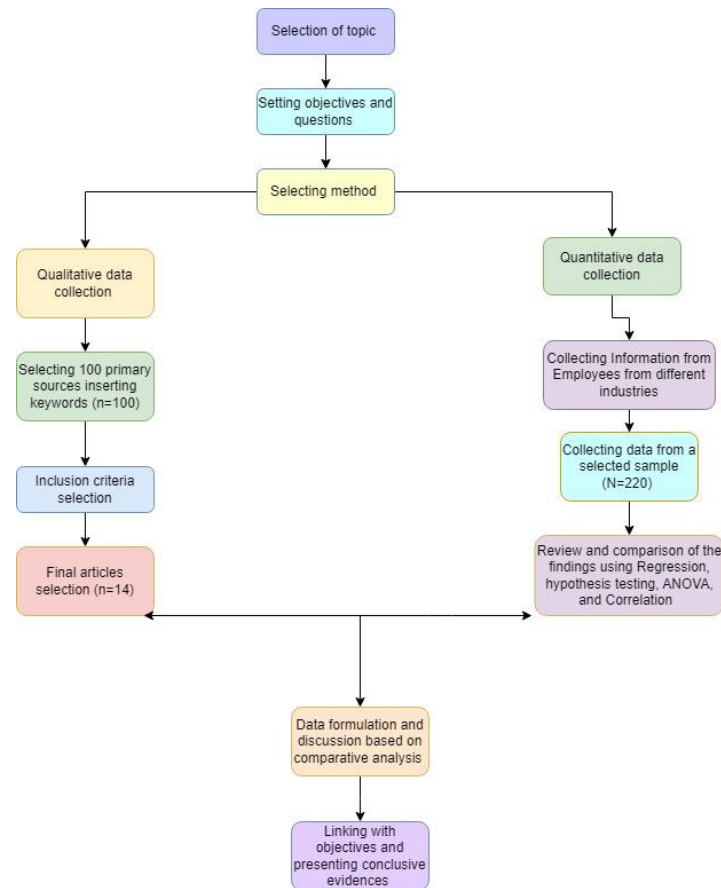
## *2.4. Research Questions*

- What are the innovations during the “post-pandemic era” within the “F&B industry”?
- What are the trends during the “post-pandemic era” within the “F&B industry”?
- How does the customer’s behavior change during the “post-pandemic era” in the “F&B industry”?
- How do the trends and innovations affect the “F&B industry” during the post-pandemic era?

## **3. Methodology**

This study mainly focuses on the trends and innovations in food and beverage services from the post-pandemic perspective. It aims to investigate the ways the industry has adapted to the effective changes in customer behavior and disruptions in the supply chain, and also focuses on technological advancements in terms of enhancing efficiency and maintaining “customer satisfaction.” In this case, to achieve these objectives, a “mixed-method approach” is employed in terms of gathering the data as well as focusing on enhancing the precision of the research with the help of effective analysis and making sure that it provides a comprehensive understanding of the research topic. This “mixed-method approach” mainly incorporates both quantitative and qualitative methodologies in terms of providing an in-depth exploration of the evolving landscape of food and beverage services. The quantitative data is mainly gathered with the help of structured surveys that target employees from different segments of the food and beverage industry, such as supply chain employees, warehousing employees, and sales employees. This survey is distributed to 220 respondents with the help of online platforms such as Google Forms, ensuring it is done with global accessibility. In this case, a disclaimer will be included to ensure that only employees from the food and beverage industry participate in this survey. It was also conducted with 10 multiple-choice and closed-ended questions that were mainly designed to capture the different perspectives of the participants on the ways trends and innovations have impacted the food and beverage sector in the post-pandemic scenario. In this case, key areas mainly include technological advancements and changes in consumer preferences, innovations in the supply chain, and a focus on sustainability initiatives.

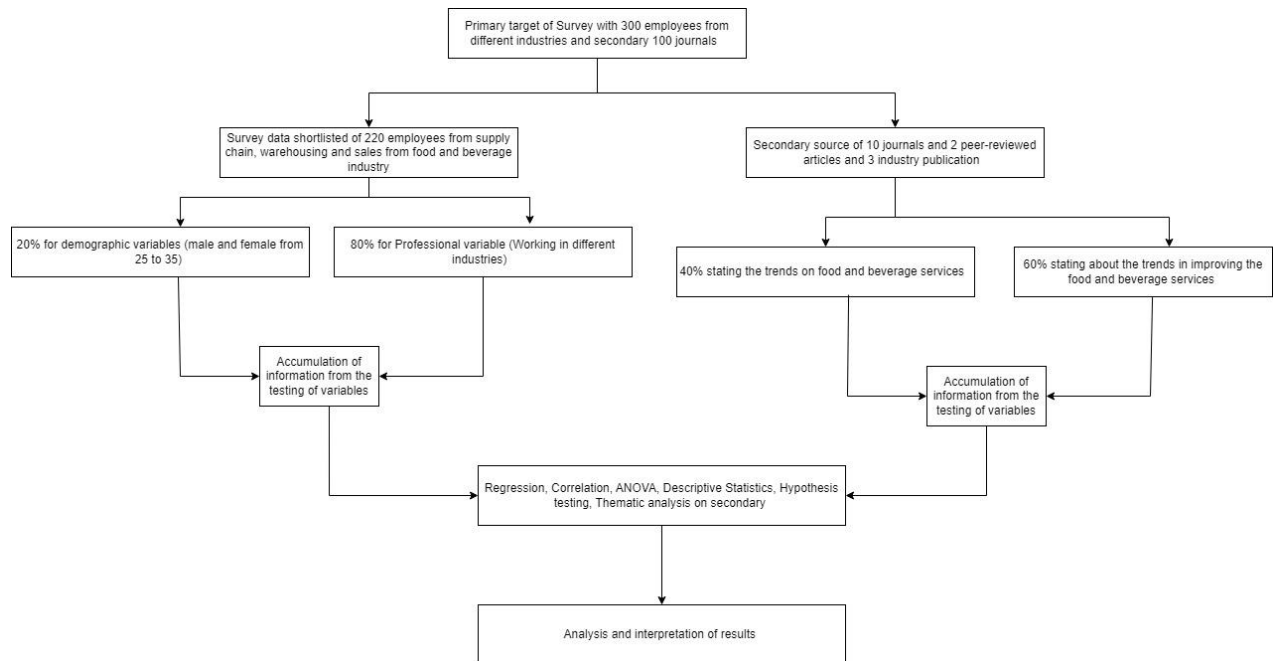
“Figure 2” provides the data accumulation techniques used in this study which underline the qualitative and quantitative sources.



**Figure 1.**  
“Data Accumulation Process”, Source: Self-made.

“Figure 2” provides the qualitative components of the study, which are mainly conducted with the thematic analysis of the secondary data collected with the help of existing secondary sources. In this case, a total of 2 peer-reviewed articles, 10 journal articles, and 2 industry reports are utilized to gain theoretical insights regarding the “post-pandemic trends” and innovations in the food and beverage services. The sources were obtained from different academic databases such as ScienceDirect, JSTOR, and Google Scholar. The thematic analysis is primarily conducted by addressing the recurring patterns and themes, such as the role of automation in food services, supply chain resilience, and the demand of customers for “health-conscious products.” Data collection methods and tools were carefully selected to ensure reliability and maintain the viability of the research. Different perspectives were captured with the help of social media platforms such as LinkedIn and industry-specific forums, and data analysis was performed using SPSS software.

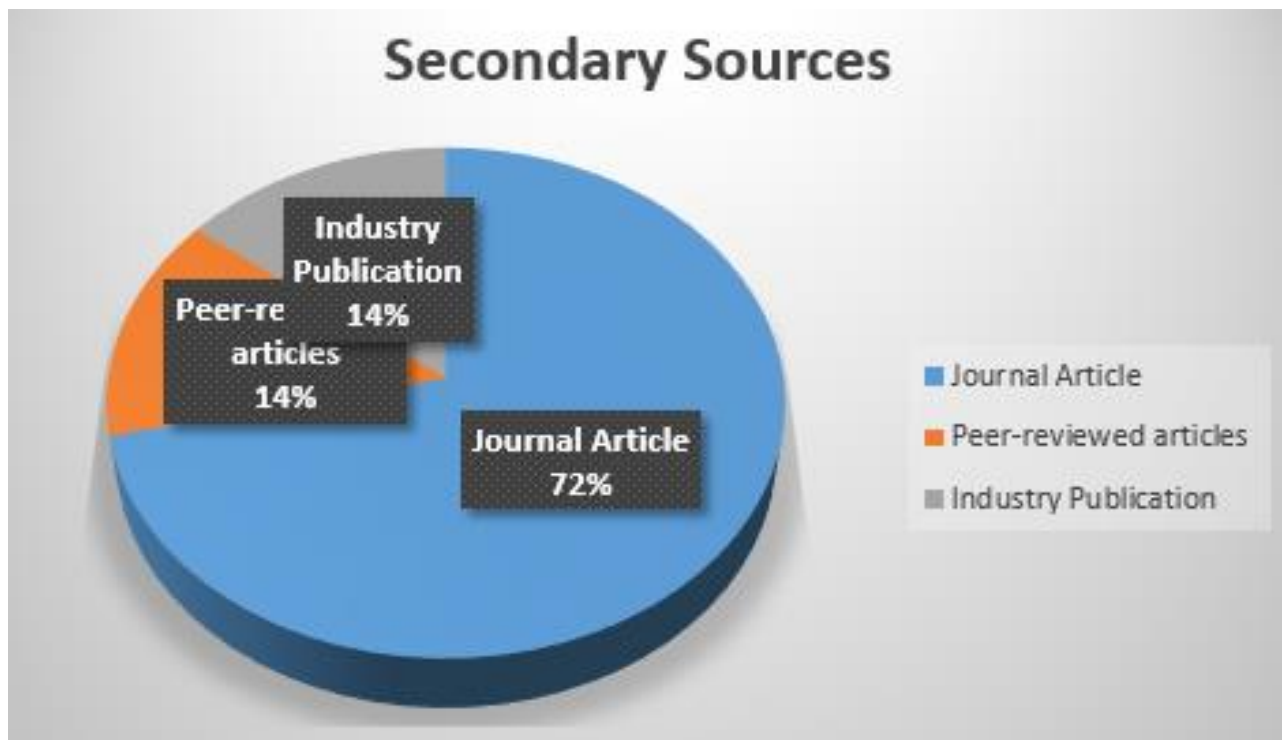
“Figure 3” provides the approaches used in the data collection and data analysis in the research.



**Figure 2.**  
“Data Collection and Analysis Method”,  
Source: Self-made.

“Figure 3” illustrates that the statistical analysis will be conducted in terms of evaluating the data from the survey with the help of providing both descriptive and insights from inferential insights. The statistical software SPSS will be used to ensure that it maintains the accuracy and reliability of the analysis [3].

“Figure 4” provides an overview of the different sources of the “secondary data” used in the research, which is related to the post-pandemic evaluation of the food and beverage services.



**Figure 3.**  
Types of Secondary Sources,  
Source: Self-made.

“Figure 4” highlights the types of secondary sources utilized to gather relevant information aligned with the objectives of the study.

“Table 1” provides the detailed demographic variables of the participants from the food and beverage industry. The demographics profile focuses on the job roles, years of experience, industry segment and geographic location.

**Table 1.**

Demographics of the participants Source: Self-made.

Demographic	Categories	Respondents' numbers	Total number
Age	25 to 35	59	220
	36 to 45	130	
	More than 45	31	
Gender	Male	163	220
	Female	57	
Employment status	Sales	57	220
	Supply chain	53	
	Warehousing	132	

“Table 1” shows the majority of the male participants who belong to the warehouse department of the “F&B industry”.

### 3.1. Research Hypothesis

Null hypothesis: The trends and innovations in the “F&B industry” during the new normal era do not lead to shaping the organizational strategies to strengthen them to mitigate any future pandemics.

Alternative hypothesis: The trends and innovations in the “F&B industry” during the new normal era have led to shaping the organizational strategies to strengthen them to mitigate any future pandemics.

## 4. Results and Discussion

### 4.1. Statistical Analysis

The entire statistical analysis in the research mainly represents the descriptive test result, ANOVA test result, regression and correlation test result, as well as the hypothesis test result, which are performed through the SPSS analysis.

### 4.2. Descriptive Statistics

The descriptive statistics in this research explore the visualization of the collected survey data, which helps in summarizing the data in an understandable and even meaningful way. The tables below denote the "descriptive statistics" of this research.

#### Question 1. “What is your age?”

“Table 2” explores demographic factors like the age of the participants.

**Table 2.**

Age of the participants, Source: Self-made

1. “What is your age?”					
		Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	25-35 years	59	26.8	26.8	26.8
	36-45 years	130	59.1	59.1	85.9
	More than 45 years	31	14.1	14.1	100.0
	Total	220	100.0	100.0	

“Table 2” indicates that a number of respondents (59.1%) belong to the age group of “36-45 years old.” This highlights that the data have been collected from well-experienced employees, ensuring the authenticity of the data collection.

#### Question 2. “What is your gender?”

The gender demographics of the participants are mainly represented in “Table 3”.

**Table 3.**

"Gender demographics of the participants", Source: Self-made.

2. What is your gender?					
		Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	Male	163	74.1	74.1	74.1
	Female	57	25.9	25.9	100.0
	Total	220	100.0	100.0	

“Table 3” denotes that more than 74.1% of the respondents are male, and even 25.9% of the respondents are female. This denotes that most of the male employees are working in the “F&B industry” globally.

#### Question 3. “In which field do you work in the F&B industry?”

“Table 4” mainly explores the fields of employees within the “F&B industry” globally.

**Table 4.**

"Fields of employees within the "F&amp;B industry" globally", Source: Self-made.

3. "In which field do you work in the "F&B industry?"		Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	Sales	53	24.1	24.1	24.1
	Supply chain	132	60.0	60.0	84.1
	Warehousing	35	15.9	15.9	100.0
	Total	220	100.0	100.0	

"Table 4" mainly explains that most of the respondents (60%) are from the field of supply chain, and 24.1% of the respondents are from the field of sales. Thus, it can be highlighted that the data are collected from supply chain, sales, and warehousing, in which the "F&B industry" faced the most challenges that ensuring the accuracy of data collection.

*Question 4. "Do you notice any changes in the purchasing behavior of customers in the food and beverage industry after the COVID-19 pandemic situation?"*

"Table 5" mainly going to ensures the changes in demand of the customers towards the "F&B industry" during the "post-COVID-19 pandemic" era.

**Table 5.**

"Changes in demands of the customers towards the "F&amp;B industry" during the post-COVID-19 pandemic era", Source: Self-made.

4. "Do you notice any change in the 'purchasing behaviour' of customers in the food and beverage industry after the "COVID-19 pandemic situation"?		Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	Yes	204	92.7	92.7	92.7
	No	16	7.3	7.3	100.0
	Total	220	100.0	100.0	

By following the insights from Table 5, it is identified that a number of the respondents (92.7%) say "Yes," which signifies innovation played a vital role in terms of changing the purchase behavior of the customers. These statistics ensure that the "F&B industry" in the world has faced rapid changes in its purchasing behavior and the demand of customers during the new normal after the worst situation of the pandemic.

*Question 5. "What kind of changes do you see in customer purchasing behavior?"*

"Table 6" mainly represents the changes that showcase the "purchasing behavior" of the customers.

**Table 6.**

"Changes that have been seen in the purchasing behavior of the customers".

5. "What kind of changes do you see in customer purchasing behaviour?"		Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	Bulk purchasing	22	10.0	10.0	10.0
	Increase the frozen food purchasing	21	9.5	9.5	19.5
	Sustainable food purchasing	23	10.5	10.5	30.0
	Buying versatile food staples	21	9.5	9.5	39.5
	All of the above	133	60.5	60.5	100.0
	Total	220	100.0	100.0	

As per "Table 6", it is identified that most of the respondents (60.5%) agreed with the "all of the above" option. These statistics evaluate the changes, which showcase the "purchasing behavior" of the customers in the "F&B industry". It is done with the help of increased demand in purchasing frozen food, bulk purchasing, versatile food staples, and even sustainable food purchasing. This helps in meeting the third objective positively.

*Question 6. "Do you see any post-COVID-19 trends in this F&B industry?"*

"Table 7" mainly focuses on ensuring post-COVID-19 trends in the "F&B industry".

**Table 7.**

"Ensuring post-COVID-19 trends in the F&amp;B industry".

6. "Do you see any post-COVID-19 trends in this F&B industry?"		Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	Yes	208	94.5	94.5	94.5
	No	12	5.5	5.5	100.0
	Total	220	100.0	100.0	

“Table 7” highlights that most of the respondents (94.5%) mainly agreed with the “yes” option. This states that the “F&B industry” faced a number of trends after the “COVID-19 pandemic.”

*Question 7. “What are the post-COVID-19 trends you see in the F&B industry?”*

“Table 8” mainly evaluates the trends faced by the “F&B industry” after the pandemic era.

**Table 8.**

“Evaluates the trends faced by the F&B industry after the pandemic era”.

<b>7. “What are the post-COVID-19 trends you see in the F&amp;B industry?”</b>					
		<b>Frequency</b>	<b>Per cent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	Focusing on wellness and health	18	8.2	8.2	8.2
	Increased demand for ethical and sustainable sourcing	24	10.9	10.9	19.1
	Demand rise of convenience foods	20	9.1	9.1	28.2
	Demand for plant-based and organic food products	23	10.5	10.5	38.6
	All of the above	135	61.4	61.4	100.0
	Total	220	100.0	100.0	

As per “Table 8”, most of the employees (61.4%) agreed that the rising demand for convenience foods focused on wellness and health and preferences for plant-based food are identified that impacted the improvement of their food and beverage services during the post-pandemic situation. Thus, it can be stated that the trends, which are faced by the “F&B industry” during the new normal era, include focusing on health and even wellness, increased demand in sustainable sourcing or ethical sourcing, and demands for organic or even plant-based food products. This helps in meeting the first objective positively.

*Question 8. “Do you notice any innovations in this F&B industry after the Covid-19 pandemic?”*

“Table 9” mainly ensures any innovation faced by the F&B industry during the new normal era.

**Table 9.**

“Ensures any innovation faced by the F&B industry during the new normal era”, Source: Self-made.

<b>8. “Do you notice any innovations in this F&amp;B industry after the Covid-19 pandemic?”</b>					
		<b>Frequency</b>	<b>Per cent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	Yes	207	94.1	94.1	94.1
	No	13	5.9	5.9	100.0
	Total	220	100.0	100.0	

As per “Table 9”, it is identified that a wide range of respondents (94.1%) agreed with the “yes” option. This strongly states that the F&B industry globally deals with rapid innovations during the new normal era.

*Question 9. “What kinds of innovations do you see in the F&B industry after the COVID-19 pandemic?”*

Types of innovations that have been considered by the “F&B industry” in the era of the new normal after the pandemic situation. Table 10 focuses on highlighting the type of innovation considered by F&B after COVID-19.

**Table 10.**

“Types of innovations that have been considered by the F&B industry in the era of the new normal after the pandemic situation”.

<b>9. “What kinds of innovations do you see in the F&amp;B industry after the Covid-19 pandemic?”</b>					
		<b>Frequency</b>	<b>Per cent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	Focusing on the personalisation of product recommendations	18	8.2	8.2	8.2
	Implementation of advanced technologies	19	8.6	8.6	16.8
	Click and collect services	21	9.5	9.5	26.4
	Shifting towards digitalisation	23	10.5	10.5	36.8
	All of the above	139	63.2	63.2	100.0
	Total	220	100.0	100.0	

“Table 10” mainly represents those innovations encountered by the F&B industry after the “post-pandemic situation,” including the implementation of advanced technologies, focusing on personalized product recommendations, click-and-collect services, and even shifting towards a rapid level of digitalization. This helps in meeting the second objective positively.

*Question 10. “Do you agree that these trends and innovations will shape the future of the F&B industry to mitigate any further pandemics?”*



“Table 11” mainly explores the impact of the innovations and trends during the new normal within the F&B industry.

**Table 11.**

“Impact of the innovations and trends during the new normal within the F&B industry”.

**10. “Do you agree that these trends and innovations will shape the future of the F&B industry to mitigate any further pandemics?”**

		<b>Frequency</b>	<b>Per cent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	Strongly agree	109	49.5	49.5	49.5
	Agree	86	39.1	39.1	88.6
	Neutral	15	6.8	6.8	95.5
	Disagree	6	2.7	2.7	98.2
	Strongly disagree	4	1.8	1.8	100.0
	Total	220	100.0	100.0	

“Table 11” mainly shows that most of the respondents (49.5%) stated that they strongly agreed that these trends and innovations they faced after the COVID-19 pandemic situation helped them to shape their future strategies to respond to the pandemic properly. The identification of insights about the high impact have been identified during the new normal situation, which helps in meeting the fourth objective.

#### 4.3. ANOVA Testing

“Table 12” represents the ANOVA test results.

**Table 12.**

ANOVA result, Source: Self-made.

<b>ANOVA</b>						
		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
10. Do you agree that these trends and innovations will shape the future of the F&B industry to mitigate any further pandemics?	Between Groups	4.043	4	1.011	1.378	.243
	Within Groups	157.684	215	.733		
	Total	161.727	219			
6. Do you see any post-COVID-19 trends in this F&B industry?	Between Groups	.395	4	.099	1.936	.106
	Within Groups	10.951	215	.051		
	Total	11.345	219			
8. Do you notice any innovations in this F&B industry after the COVID-19 pandemic?	Between Groups	.709	4	.177	3.309	.012
	Within Groups	11.522	215	.054		
	Total	12.232	219			

As per “Table 12”, the differences in the F value do not vary between the groups of the variables, which states that the difference among the variables is not so high that makes the test statistically significant. The generation of these insights ensures that the data are collected accurately, which meets the validity of the research along with fulfilling the objectives related to the innovation that played a vital role in terms of executing the operations in F&B during the post-pandemic situation.

#### 4.4. Correlation Analysis

“Table 13” denotes the correlation result of the research.

**Table 13.**  
Correlation result.

<b>Correlations</b>				
		10. Do you agree that these trends and innovations will shape the future of the F&B industry to mitigate any further pandemics?	8. Do you notice any innovations in this F&B industry after the COVID-19 pandemic?	6. Do you see any post-COVID-19 trends in this F&B industry?
10. Do you agree that these trends and innovations will shape the future of the F&B industry to mitigate any further pandemics?	Pearson Correlation	1	0.250**	0.369**
	Sig. (2-tailed)		0.000	0.000
	N	220	220	220
8. Do you notice any innovations in this F&B industry after the COVID-19 pandemic?	Pearson Correlation	0.250**	1	0.619**
	Sig. (2-tailed)	0.000		0.000
	N	220	220	220
6. Do you see any post-COVID-19 trends in this F&B industry?	Pearson Correlation	0.369**	0.619**	1
	Sig. (2-tailed)	0.000	0.000	
	N	220	220	220

Note: \*\*. "Correlation is significant at the 0.01 level (2-tailed)".

"Table 13" states that the sig value between the correlation of question 10 and even question 8 and question 6 is respectively 0.00 and 0.000, which are not bigger than 0.05 at the 95% significance level. This stated a relationship between the dependent variables like trends and innovation with the independent variable such as F&B services that helps to fulfil the study objectives. From the correlation test, it is even derived that a number of innovations like e-commerce and others help in shaping the future of the F&B industry from the future pandemic.

#### 4.5. Regression Analysis

Table 14 denotes the model summary in the regression to ensure the fitness of the data.

**Table 14.**  
Regression result.

<b>"Model Summary"</b>				
<b>Model</b>	<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Std. Error of the Estimate</b>
1	0.392 <sup>a</sup>	0.154	0.142	0.796

"a. Predictors: (Constant), 8. Do you notice any innovations in the F&B industry after the COVID-19 pandemic? 4. Do you notice any change in the purchasing behaviour of customers in the food and beverage industry after the COVID-19 pandemic situation? 6. Do you see any post-COVID-19 trends in this F&B industry?"

In Table 14, the model summary states that the value of R-square is approximately 0.2, which states that the selection of the variables is 20% of a good fit for the research that fosters the accuracy of the entire data collection. The presence of accurate data ensures in truthfulness of trends and innovation that have impacted on improving the excellence and delivering quality of the services in the food and beverage industry.

"Table 15" explores the coefficient analysis result of the research.

**Table 15.**  
Coefficient result.

Coefficients <sup>a</sup>		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
Model		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	0.003	0.288		0.010	0.992	-0.565	0.571
	4. Do you notice any change in the purchasing behaviour of customers in the food and beverage industry after the COVID-19 pandemic situation?	0.541	0.261	0.164	2.070	0.040	0.026	1.056
	6. Do you see any post-COVID-19 trends in this F&B industry?	1.209	0.305	0.320	3.966	0.000	0.608	1.810
	8. Do you notice any innovations in this F&B industry after the COVID-19 pandemic?	-0.166	0.323	-0.046	-0.515	0.607	-0.803	0.470

Note: <sup>a</sup>. Dependent Variable: 10. Do you agree that these trends and innovations will shape the future of the F&B industry to mitigate any further pandemics?"

"Table 15" explores that the coefficient value between question 10 and question 4 is 0.04, which is lower than 0.05. Thus, it can be stated that as the demand for change has been seen among the customers in the new normal, the trends and innovations help in shaping the future of the F&B industry positively. This helps in stating a strong relation between the independent and dependent variables, accordingly Innovation and F&B services after COVID-19.

#### 4.6. Hypothesis Testing

Table 16 represents the hypothesis testing results of the research.

**Table 16.**  
Hypothesis result.

“One-Sample Test”						
	Test Value = 4					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
10. Do you agree that these trends and innovations will shape the future of the F&B industry to mitigate any further pandemics?	-40.012	219	0.000	-2.318	-2.43	-2.20

As per Table 16, the value of the t-test is 0.000, which is not so high than 0.05 that the result is statistically significant, there is a great chance to meet the alternative hypothesis that helps in stating that in the new normal era, innovation, and trends in F&B industry foster their future strategies.

## 5. Thematic Analysis

### Theme 1: Trends during the new normal in the F&B industry

As per the literature review, during the post-pandemic era, the F&B industry faced trends like rapid changes in the demand of the customers towards sustainability and even the purchase the food and beverages through online platforms. Moreover, it is even identified that another trend is related to the tech-led recovery, dining out and even focusing on technological advancements [14]. These trends during the post-COVID-19 situation help the F&B industry to meet the rapid demand of the customers, and evaluating the trends this thematic analysis helps in meeting the first objective positively.

### Theme 2: Innovations during the new normal in the F&B industry

As per the literature review, it is identified that in the F&B industry, mainly shifting towards digital advancement, or even implementing robotics and even AI are the main innovations after the Covid-19 pandemic situation. Moreover, the implementation of AI chatbots in the case of providing a personalized experience to customers and even the grocery delivery apps to improve the supply chain are other innovations, which have been faced by the F&B industry globally [15]. These innovations in the F&B industry during the new normal, this theme help in meeting the second objective positively.

### Theme 3: Customer changing behavior and F&B industry

From the literature review, it is even identified that during the post-pandemic era, customers' behavior shifted towards sustainable food purchases, affordable food purchases, and even hygienic food purchasing [16]. However, it is even seen that due to the COVID-19 pandemic situation, the F&B industry is fostering their behavior towards eco-friendly food consumption, and even purchasing versatile food. With the help of highlighting these rapid changes in behavior, this theme helps in meeting the third objective of the research positively.

### Theme 4: Trends and innovation in shaping the future of the F&B industry

From the literature review, it is identified that due to sustainable trends and digital trends after the "Covid-19 pandemic," the F&B industry can foster its supply chain performance and even warehousing. With the help of adopting innovations like applying AI or even big data analytics, the F&B industry can provide personalized product recommendations to customers and assist in the faster delivery of food and beverage products [8]. By identifying these positive impacts of the trends and the innovations of the F&B industry to shape their future strategies, this theme helps in meeting the fourth objective positively.

## 6. Discussion

Both from the thematic findings and from the quantitative findings, it is identified that digitalization, sustainability, and even affordable product consumption are the main trends that have been encountered by the F&B industry. This helps in meeting the first objective positively. From the statistical analysis, it is identified that click and collect services, personalized product recommendations, and even the implementation of advanced technologies are the main innovations faced by the F&B industry during the new normal era. However, the thematic analysis also states that the use of AI, robotics, big data, and others are additional innovations during the new normal in the F&B industry to expedite their food service delivery. These data from both statistical and thematic analyses lead to meeting the second objective positively. Moreover, it is also identified that customers are shifting towards online and sustainable purchasing, and these trends and innovations help in shaping the future strategies of the F&B industry that assist in meeting the third and fourth objectives, respectively.

## 7. Conclusion and Recommendation

It is concluded that trends such as digitalization and innovation, like sustainability, are the main factors that impacted the F&B industry globally after the "Covid-19 pandemic" situation in terms of flourishing their revenue margins. In this context, to be more precise, some innovations, like the implementation of AI and robotics in improving supply chain performance, and big data in providing customized recommendations to the customers, ensure customer engagement in purchasing goods from online and offline stores. By considering the insights gained from the conclusion, it is recommended that the F&B industry invest more in digital technologies like data analytics or predictive analytics to predict any future demands, which helps in shaping their future strategies positively.

## 8. Future Research

Future research needs to focus on evaluating the challenges faced by HR managers in the F&B industry in managing employees by considering the innovations and trends in the new normal era. Future research is also focusing on strategies implemented by the F&B industry to shape their business during the new normal.

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