

# The Food and Beverage Guide

## Key Pressures Facing U.S. Food & Beverage Brands

In the Food & Beverage industry, corporate reputation is shaped by a constantly evolving mix of public expectations, regulatory shifts, and market pressures. At RepTrak, we cut through the noise to make measuring and managing that mix easy. We turn stakeholder perceptions into actionable insights — empowering brands to navigate any complexities with confidence.

Our latest data reveals the top pressures shaping the Food and Beverage industry's reputation in the U.S. market — and what companies must do to stay ahead.

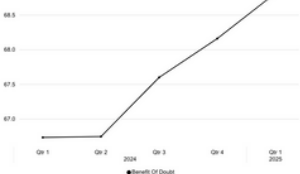


Source: RepTrak's Q1 2025 Current Events Study

**Economic instability is the #1 public concern in the U.S., cited by 54.7% of the informed general public.**

**But Food & Beverage companies should feel confident in their reputations as we look at the economic state ahead.**

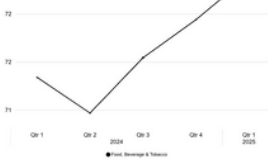
**BENEFIT OF THE DOUBT SCORES IN THE U.S. FOOD & BEVERAGE INDUSTRY**



Source: RepTrak CRT Data

Since Q2 2024, Benefit of the Doubt Scores have increased a total of 2.1 points in the last 3 quarters.

**REPUTATION SCORE IN THE U.S. FOOD & BEVERAGE INDUSTRY**



Source: RepTrak CRT Data

The U.S. Food & Beverage industry has experienced steady gains in Reputation Score since Q2 2024.

**With economic instability looming globally, now is the time to protect these positive perceptions and make sure your reputation and crisis strategies are hot and ready.**

According to our Q1 2025 Current Events Data, U.S. stakeholders have ordered a few things from companies in the event of a crisis:

### Guest Check

<b>Detailed Plans</b>	A detailed plan to recover from the crisis and prevent it recurring.
<b>Clarity</b>	Detailed explanations of the cause of the crisis.
<b>Accountability</b>	Paying compensation to those affected or making donations.

*Prioritize these action items to maintain strong relationships with your stakeholders in the coming months.*

**Read the full Food & Beverage Guide**