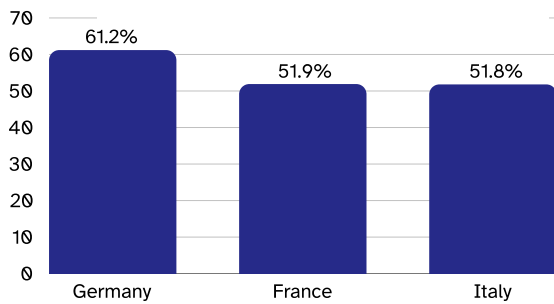


# The Food and Beverage Guide

## Key Pressures Facing Food & Beverage Brands in EMEA

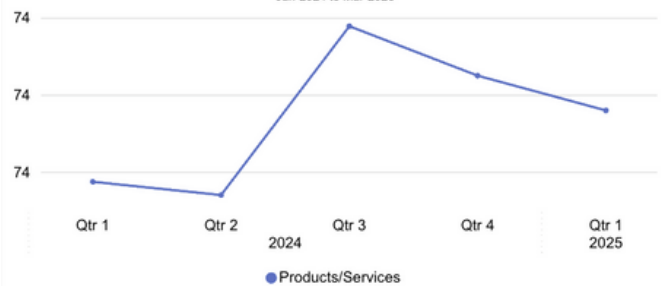
Stakeholder expectations for Food & Beverage companies across EMEA are shifting amidst rising geopolitical tensions and global economic uncertainty. As public concerns evolve and scrutiny around quality, value, and responsibility intensifies, stakeholder favor is becoming harder to earn and easier to lose. This one-pager explores the reputational dynamics shaping the Food & Beverage industry across EMEA.

GEOPOLITICAL TENSIONS, WAR AND TERRORISM AS A PUBLIC CONCERN



Source: RepTrak Current Events Data

PRODUCT & SERVICES SCORES OF FOOD & BEVERAGE COMPANIES IN EMEA



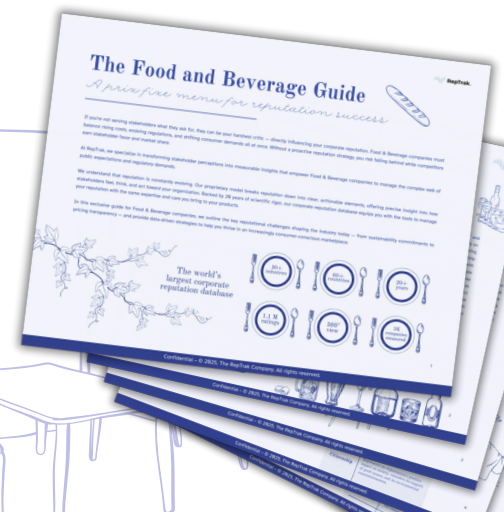
Source: RepTrak Current Events Data

Over 50% of stakeholders in Germany, France, and Italy cited “geopolitical tensions, war, and terrorism” as their top concern in Q1 2025. As global economies shift, stakeholders across EMEA are becoming increasingly cautious and expectant — Food & Beverage companies will likely face closer scrutiny and higher expectations in the months ahead.

The Products & Services Score for EMEA Food & Beverage companies has declined by 0.3 points over the past two quarters. While this small drop isn't dramatic, it signals a shift in stakeholder perceptions around the quality and value of the products being offered.

For many international businesses, socio-economic uncertainty is resulting in reputational impact. While U.S. stakeholders appear more acclimated and prepared for current conditions, those abroad — further removed from the source — are expressing greater unease about how these challenges will affect their daily lives.

Acknowledge your stakeholders' concerns, reinforce your strategic crisis plans, and be open and honest about what's ahead. Clarity goes a long way — and your stakeholders will reward you (in more ways than one) for acting accordingly.



**Read the full report**