

2024's Viral Diet Trends Reviewed — And What's on the Menu for 2025

Social media is shaping our eating habits more than ever - from the cottage cheese renaissance to the sleepy girl magnesium mocktail. In our constant search for new diet options, these trends often claim to offer quick fixes or groundbreaking health benefits. Yet, evidence suggests that only 2% of TikTok diet trends are backed by accurate nutritional science.

Many of us are constantly looking for ways to improve our health and wellbeing. However, navigating these trends can be challenging and confusing, especially when it comes to understanding their true impact on our health. To help cut through the noise, Dr. Emily Prpa, Nutritionist at [Yakult](#) - the gut experts- looks back at some of 2024's viral diet trends and their impact on gut health.

1. The Carnivore diet

This meat-focused diet has amassed millions of views across TikTok and Instagram, with over 1 million posts under #CarnivoreDiet, featuring cooking tutorials, meal prep ideas, and food shopping tips. It involves cutting out all plant-based foods and focusing solely on animal-based ones such as red meat, chicken, fish and eggs. It's a protein and fat powerhouse, packing your plate with nutrients such as B12, zinc, iron, and omega-3s from animal sources.

The diet is said to reduce inflammation and improve energy, but cutting out vegetables comes at a cost. You will miss out on essentials like fibre and a range of micronutrients which are important for a healthy gut. Without fibre to support a diverse microbiome and feed your gut bugs, your digestion and immunity could take a real hit. One great rule to remember is "inclusion, not exclusion," as restricting certain food groups can often do more harm than good for your gut.

2. Rat Snacking

This trend embraces impromptu, quirky snack combinations made from whatever is readily available, celebrating unstructured and unpolished eating habits.

While some combinations might be nutritiously poor, like chocolate eaten alongside ready salted crisps, there's potential for healthier options such as rice cakes dipped in peanut butter or strawberries with cream cheese, which can support gut health and

overall nutrition. Adding a fibre-rich or gut-friendly item like mixed berries, nuts or whole-grain crackers can elevate your snack game further!

Contrary to the misconception, snacking doesn't have to be unhealthy—in fact, it's a practical way to sneak in some nutritious foods when life gets busy.

3. Cucumber Salad

The sliced whole cucumber salad trend is all about simple, refreshing flavours. These salads feature thinly cut cucumbers dressed in everything from soy sauce and sesame oil for a punchy Asian-inspired twist to creamy yogurt and dill for a Mediterranean feel. Now known as the "cucumber guy," [Logan Moffitt](#) has become a TikTok sensation with his inventive sliced cucumber combinations, some of which have amassed over 30 million views and inspired thousands of recreations on the platform. This food trend even led to cucumber shortages in countries like Iceland, where farmers struggled to meet the sudden surge in demand.

Hydrating and packed with vitamins C and K, cucumbers are low in calories but big on crunch and flavour. Thanks to their fibre and high-water content, these salads are gentle on the gut and great for digestion. Pairing cucumber with fermented foods such as live yoghurt or kimchi diversifies the composition of the gut microbiota, improving overall gut function. Therefore, these cucumber salads are perfect as a light meal or snack, and an easy, tasty win for anyone's diet.

4. Balkan breakfast

Inspired by traditional Balkan cuisine, the Balkan breakfast trend takes mornings to the next level with a spread of feta cheese, fresh veggies, bread, cured meats, and the star ingredient —Ajvar, a red pepper relish.

This breakfast requires no cooking and emphasises whole fresh ingredients. It's a balance of protein, healthy fats, and veggies that will keep you full. The raw vegetables and Ajvar provide fibre and antioxidants, supporting your gut microbiome and making it a gut-friendly breakfast. It's hearty and packed with flavour, however, not all versions of the trend you see on social media are necessarily healthy. While meats and cheese offer a lot of protein, they can be high in salt. Too much salt can lead to poor health outcomes such as high blood pressure so keep an eye out on those labels and eat in moderation.

5. Dense bean salad

The viral recipe was originally created by healthy cooking TikTok creator, [Violet Witchel](#). In total, her 'dense bean salad' playlist has amassed a staggering 56 million views and counting. These protein-heavy salads typically feature a mix of beans like chickpeas,

black beans, and kidney beans often paired with fresh vegetables and tangy vinaigrettes. A cost-effective and easy way to add a big hit of fibre first thing in the morning.

Rich in iron, folate, and potassium, it's a nutrient-packed, satisfying meal. These high-fibre salads also support your gut health by feeding good bacteria and supporting digestion. It's easy to make, affordable, and versatile. This trend is a great way to add more plant-based nutrition to your diet—just rinse your beans and enjoy!

Looking to 2025

It's inevitable that new diet trends will emerge, each promising quick fixes. However, no matter the hype, gut health should remain the priority, especially as research continues to uncover the gut's connection to various organs and systems—far beyond just digestion.

Instead of chasing fleeting fads, focus on gut-friendly habits that stand the test of time. A balanced diet rich in fibre, fermented foods and hydration will support your microbiome and help you enjoy better energy, mood and long-term health.