What's NEXT?
Future Trends & Insights Shaping the Natural Products Industry
Questions Addressed
- What does today’s natural products market look like? Where is the growth, and what’s expected for tomorrow?
- What are the key macro forces and micro trends shaping the natural products industry?
- What are some of the newest products being launched nationwide?

Speaker
- Carlotta Mast Executive Director of Content & Insights, New Hope
New Hope’s unique core competencies drive the Front-End of Innovation in Natural Products.
The U.S. Natural Products market is gaining scale, and is expected to grow 8.1% annually.

Projected U.S. Sales of Natural Products

2.5x the growth of mainstream packaged goods

Source: Nutrition Business Journal | NEXT Forecast 2014
U.S. natural, organic & functional food is outpacing total food sales growth.

Source: Nutrition Business Journal | NEXT Forecast 2014
Natural, organic & functional food sales are forecasted to hit nearly $150B by 2018.
NEXT Forecast
Macro Market Forces
And the Trends
They Drive
Ancient Wisdom

Our food future looks a lot like our past, but real success requires reversion in forward-thinking ways.
This is not what we mean by ancient wisdom...
... but Ancient Wisdom is all about getting back to the basics with simple, clean ingredients.

Chia
Mamma Chia
649

Hemp
Nature’s Path
322

Apple cider vinegar
Fire Cider
419

Chickpeas
Banza
375
Ancient Wisdom is fueling (and blurring) the vegan, paleo and raw food movements.
Sophisticated flavors and customizable offerings give Ancient Wisdom a fresh twist.

I heart keenwah  
Herbes de Provence  
Quinoa Puffs

Tava  
Green Chile Ghee

Back to the Roots  
Heritage grains + breakfast toppers
Transcendent Transparency

“In a world where nothing can be hidden, you’d better have nothing to hide.”

Greg Page, CEO, Cargill
‘Farm to fork’ comes alive in packaged foods.

Wick-Enh-Eiser Organic Farms
HAYS, ALBERTA

INGREDIENT TRACKER
You can see the source of every ingredient in our products. Just enter the code from the package in the boxes below.

TRACK IT!

See an example
Product certifications are one way to deliver transparency and trust.

USDA Organic
ams.usda.gov/nop

Non-GMO Project
nongmoproject.org

Fairtrade International
fairtrade.net
Organic remains top claim/certification in products launched at Natural Products Expo

38% of products carry Organic label

Top 10 Marketing Claims and Labels

Source: New Hope Natural Media’s NEXT Trend Database.
Providing traceability delivers on transparency promise.

Quinn Popcorn
Farm to Bag

Three Twins
Local Sourcing

Askinosie
Chocolate
Producer
Storytelling

Gaia Herbs
Ingredient
Traceability
Growing demand for allergen-free and special diet foods makes label transparency critical.

- **Tolerant Foods**
  - One Ingredient

- **Upfront Foods**
  - Front-of-Pack Labeling

- **Source Organic**
  - Multiple Certifications
The protein boom is creating a need for more transparency.

Lenny & Larry’s Complete Cookie
16 grams protein (but 350 calories, 50 grams carbs)

Tru Table Protein Dip
10 grams protein

Powerful Yogurt
25 grams protein
The Value(s) Shopper

Consumers are moving beyond price as their single purchasing filter, and a whole new world of values and complexities now affect buying decisions.
Connecting with mission-oriented shoppers...

A Peace Corps volunteer had a dream to use the nutritious leaves of the Moringa tree to improve the lives of women in West Africa. Out of that dream, Kuli Kuli was born.
Value(s) shoppers care about the mission, causes and supply chains behind products.

Soapbox Soaps
Buy One Give One

Harmless Harvest
Sustainable Supply

OLOMOMO
B Corp

Dr. Bronner's
Advocacy
Convenience and nutrition can also trump price.

**Boulder Organic**
Heat & Serve Soup

**Healthee**
Turmeric Brown Rice

**Yumbutter**
Superfood Butters

**Epic**
Bison Jerky Bites

**Suja Juice**
Cold-Pressed Juice
Thank you!

Carlotta Mast: carlotta.mast@penton.com