



SPINSTM

2016 Trend Watch Highlights

LIVE  VIBRANTLY

**Our mission is to increase the presence
and accessibility of products that contribute
to a healthier and more vibrant America.**

THE EVOLVING SHAPE OF LOCAL

Be on the lookout for handmade, small batch, artisan and stone-ground products.

- ◁ Originally unique to the Specialty Gourmet universe, **regional artisanal products** are making their mark in all channels as entrepreneurs embrace small-scale production with superior quality.
- ◁ Chefs are making the move to **source grains locally** – utilizing what the seasonal sustainable landscape provides.
- ◁ Expect more opportunities for grains like **millet, rye** and **barley** as local food purveyors and restaurateurs understand the value of these hardworking crops.

DOLLAR GROWTH OF ANCIENT GRAINS

+6%

NATURAL CHANNEL

+16%

CONVENTIONAL
MULTI OUTLET

(NATURAL PRODUCTS ONLY)

Source: SPINS, Dollar Sales for the 52 weeks ending
12/27/15 versus Year Ago

CRAFT BEVERAGES MAKE THEIR MOVE

The beverage market will see tremendous potential for 2016.

- ◁ **Kombucha** has officially crossed over to mainstream. To stand out, brands are layering flavor with functional content.
- ◁ **Kombucha ale** is intentionally fermented to higher alcohol levels and complemented by traditional beer brewing ingredients such as hops, yeasts, and malts.
- ◁ **Hops-infused water** is riding the wave of the “hopped” flavor trend.

DOLLAR GROWTH OF
KOMBUCHA

+18%

NATURAL CHANNEL

+66%

CONVENTIONAL
MULTI OUTLET
(NATURAL PRODUCTS ONLY)



Unity Kombucha Ale

Source: SPINS, Dollar Sales for the 52 weeks ending
12/27/15 versus Year Ago

MEDICINAL MUSHROOMS MAKE THE GRADE

The humble fungi are commanding consumer attention in ready-to-drink teas, broths and even body care.

- ◁ Medicinal mushrooms like **shiitake, reishi, cordyceps** and **chaga** have an extensive history of supporting immune health, reducing inflammation and improving digestion.
- ◁ An uptick in **wild mushroom foraging** may be cause for piqued interest in mushrooms.
- ◁ As more people search for ways to reduce animal-based choices, attention towards mushrooms' **sustainable, hearty nourishment** shows no signs of subsiding.

A surge in sales of products with mushrooms as primary ingredients demonstrates demand in the Natural Channel in the last 12 weeks:



REISHI
89%
Dollar Growth



CHAGA
46%
Dollar Growth



CORDYCEPS
21%
Dollar Growth

OLD WISDOM WITH NEW ROOTS

Paleo positioned products such as meat-based bars, nut flours and an unprocessed approach to nutrition has set the stage for indigenous and heirloom foods.

- ◁ **Paleo** has grown into a lifestyle which encourages the consumption of foods mirroring the diet of our Paleolithic ancestors.
- ◁ Reducing or avoiding grains is typical of the standard Paleo-diet because of not being considered biologically compatible food sources.
- ◁ The **'decolonized diet'** is based on ancient Native American food choices and attempts to mitigate health issues brought on by a diet overripe with commodities such as wheat and sugar.



DOLLAR GROWTH OF PALEO POSITIONED PRODUCTS

+80%

NATURAL CHANNEL

+86%

CONVENTIONAL
MULTI OUTLET
(NATURAL PRODUCTS ONLY)

Source: SPINS, Dollar Sales for the 52 weeks ending
12/27/15 versus Year Ago

INFLAMMATION IN FOCUS

Demand for anti-inflammatory products is increasing by millennials and baby boomers alike.

- ◁ Essential fatty acids from botanical sources continue to be revered by consumers following a plant-based diet, including **algae, black seed** and **perilla seed** for omegas.
- ◁ Body care companies are infusing their **lotions, serums, body washes** and **soaps** with cross-over anti-inflammatory ingredients like black seed, turmeric, chia and moringa.

DOLLAR GROWTH OF PRODUCTS
MARKETED FOR PAIN &
INFLAMMATION

+9%

NATURAL CHANNEL

+7%

CONVENTIONAL
MULTI OUTLET

(NATURAL PRODUCTS ONLY)

Inflammation is said to underlie the majority of diseases, but the good news is – it can be managed through diet and lifestyle.

Source: SPINS, Dollar Sales for the 52 weeks ending
12/27/15 versus Year Ago

Thank you!

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